

HUMAN RESOURCES INNOVATION:

Colas unveils its 100% mobile Career Hub site

Colas has launched a brand new corporate career site, dubbed the Career Hub, designed to be a single entry point for the Colas brand and Group culture. The new digital aggregator will serve as a hub for information and content from over twenty other Colas sites (corporate, professional social networks, videos, etc.), while providing fun, intuitive navigation inspired from mobile applications.

Using innovation to improve recruitment: a functional tool, adapted to new mobile habits

The Career Hub is a genuine innovation in online recruitment. As a hub, it will provide a single entry point that aggregates messages aimed at potential job applicants from the entire range of Group websites and social media. More than a simple human resources site, the Hub offers a real-time panoramic vision of the digital Colas universe, all the while ensuring optimal navigation conditions thanks to cutting-edge functions:

- **The Hub selects the most relevant information in Colas communication from around the web:** corporate news, human resources information, new job offers, posts from the Colas HR twitter feed '@COLASHR' and LinkedIn account, videos from the YouTube channel "Colas the Stagiaire", etc.
- **Designed to be "100% mobile", the Hub uses intuitive navigation inspired by smart phones and tablets,** much like an application-based interface, including applets called web widgets, and entertaining sliders that let users display several images in a single space. Web users can enjoy a review of Colas' CSR actions and activities in images, access an interactive map of the Group's Human Resources team in France, etc.

Entirely new experience: optimal application on mobile

The HUB was designed by Colas to allow web users to have a 100% mobile approach to job application. In just one click, professional information that is already part of a LinkedIn account can be added to a job application and sent to HR. For the recruiters, fair treatment is an easy task, as Hub job applications are just as simple to process as 'conventional' applications.

“The Colas Career Hub is not just one more corporate or HR website. Internet today is awash with HR communication outlets, and the Hub is a novel concept that rehabilitates the idea of a ‘single portal’. The possibility of enjoying a single point communication system will be as beneficial to us as it is to our applicants! The issue is no longer to multiply the number of websites and messages to make sure that potential job applicants can see us. This is an opportunity to provide rich on-line content and functions and bolster our image as an innovative employer, fostering Colas’ drive to identify and recruit new employees. As for potential applicants, they now know where to start to learn more about the Group!”

Cédric Mendes, Head of Recruitment and Relations with Further Education Institutions

The road starts here: <http://www.hubcarrierecolas.fr/>



COLAS GROUP (www.colas.com)

Colas is a world leader in the construction and maintenance of transport infrastructure, aiming to meet the challenges of mobility, urban development and environmental protection. With 61,000 employees in 50 countries on five continents, the Group performs some 110,000 projects each year via 800 works centers and 1,400 materials production sites. In 2013, consolidated revenue at Colas totaled 13 billion euros (43% outside of France). Net profit attributable to the Group amounted to 312 million euros.

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