

AssessFirst plans revenue growth of 50% in 2016

Paris, 2 February 2016 – **Founded in 2002, AssessFirst has gradually become a major provider of predictive recruitment solutions. This innovative HR solution allows companies to predict how well candidates will succeed and thrive in their job with a unrivalled level of precision. With over 3,500 customers, AssessFirst is looking to strengthen its position and is aiming to increase its revenue by nearly 50% in 2016 to reach €2.6 million.**

2015: an exceptional year for AssessFirst

After 13 years of development, 2015 was a decisive year for the company. Buoyed along by the growing use of big data in HR, **AssessFirst generated revenue of nearly €1.8 million in 2015.**

Several customers, including AXA, Lafarge, Carrefour and Yves Rocher, have renewed their trust in AssessFirst, thereby bearing testament to the performance and reliability of its predictive recruitment solutions. These solutions do much more than simply establish a candidate's psychological profile and can be used to determine their likelihood of succeeding and staying in their job with an accuracy level of 85 to 90%.

In 2015, the company also registered **253 new customers**, including:

- A large number of major organisations, such as BPCE, BHV, Jardiland, Cultura and Chronopost.
- Prestigious higher education institutes, universities and research centres.
- Countless SMEs and recruitment firms.

For example, **7,260 new recruitment professionals began using AssessFirst solutions** in 2015.

Furthermore, the number of predictive recruitment projects has risen dramatically. "*17 predictive recruitment projects were carried out in 2015, enabling our customers to raise the bar on their operational performance by 25%, drive down their recruitment costs by 20% and reduce their employee turnover rate by 50%,"* advises **David Bernard, CEO of AssessFirst.**

AssessFirst also **strengthened its general management team in June 2015 by appointing Arnaud Caupin as General Manager.** Arnaud Caupin previously held executive roles in such leading software vendors as Business Objects (SAP Group), Symantec and more recently Talentsoft.

"With the arrival of Arnaud Caupin, we are looking to drive our development in France and abroad. Our aim is to allow an ever growing number of customers around the world to take advantage of the AssessFirst solutions for managing their employees' talents and skills," explains **David Bernard, CEO of AssessFirst.**

Growth fuelled by online sales and the international market

Spurred on by its customers' renewed trust, AssessFirst is preparing to ramp up its growth in 2016. "*AssessFirst is planning to increase its revenue by 50% in 2016 to reach €2.6 million,*" says **Arnaud Caupin, General Manager of AssessFirst**.

AssessFirst is counting on two drivers to achieve this goal:

- **The success of its online sales:** AssessFirst already generates 15% of its revenue through online sales.
- **Accelerated international development** with users in over 100 countries and new corporate customers in over 20 countries, including Computer Service Centre in the UK, HZPC in the Netherlands, Cofinimmo in Belgium, Benchmark Middle East in Dubai, etc.

Following several years of sustained growth, AssessFirst is now identified as **one of the leading forces in predictive recruitment and predictive talent management**. The innovative company is increasingly in demand for large-scale projects around the world.

About AssessFirst

AssessFirst has developed a predictive recruitment solution allowing companies to predict how well candidates and employees will succeed and thrive in their job.

The AssessFirst solution analyses data on over 1,000,000 profiles, whether candidates, employees or recruitment professionals.

Today, over 3,500 companies use the AssessFirst solution to raise their performance by up to 25%, drive down their recruitment costs by 20% and reduce their employee turnover rate by 50%.

Find out more: www.assessfirst.com

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