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## ***Press Release***

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### **PwC named second most attractive employer for business students**

Wednesday 24 June 2015 – PwC has today been ranked as the world's second most attractive employer for business students in Universum's annual World's Most Attractive Employer ranking – second only to Google.

The Universum World's Most Attractive Employer ranking is an annual global survey of business and engineering students from the world's top academic institutions in the 12 largest economies by GDP. More than 240,000 respondents from the Universum Talent Surveys ranked the companies they find most desirable for employment.

This year's results have been announced in partnership with CNN and other prominent media around the world.

CEO of Universum Petter Nylander says:

“The 2015 World's Most Attractive Employers confirms that Millennials will go to work for companies whose stories they can tell, whose values they can espouse and whose businesses they can learn. These students told us that in their work environments, they are seeking platforms for their own performance and growth. And they told us which companies are accomplishing this.”

PwC Vice Chairwoman, Global HC Leader Nora Wu says:

“At PwC, it's important for us to be creating leaders at all levels of the business, and for our people to be able to think, learn and develop together – personally and professionally. We are working hard to attract, nurture and develop the right people for our business. We know that personal growth is one of their biggest priorities, so it is very rewarding to see that students around the world are recognising this too.”

PwC Global Talent Leader, Michael Fenlon, says:

“We are delighted to be recognised by business students in this way. We are proud to offer all students, from business to engineering and IT, great opportunities to develop and build their career. We are also proud of our inclusive culture that values diversity in all its forms.”



## Notes to editors

### About PwC

PwC helps organisations and individuals create the value they're looking for. We're a network of firms in 157 countries with more than 195,000 people who are committed to delivering quality in assurance, tax and advisory services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

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### About World's Most Attractive Employers Ranking

The WMAE rankings are compiled from the Universum Talent Surveys, conducted in Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, UK and US. These markets represent 69 percent of the world's economy. The field period for the data collection was from September 2014 to April 2015. For more information, visit [www.bit.ly/wmae2015](http://www.bit.ly/wmae2015).

### About Universum

A global research and advisory firm specializing in employer branding, Universum's mission is to help employers excel in recruitment and retention by ensuring improvements to their employer brands. Universum delivers a full range of services in research, strategic consulting and communication solutions that enable employers to better understand, attract and retain ideal employees. Universum is a trusted partner to 1700 clients, including many Fortune 500 companies, and co-operates with 2000 universities worldwide to conduct research on the career and employer preferences of top talent. For more information, visit [www.universumglobal.com](http://www.universumglobal.com).