of an employer Interested in sports GenZ

Evaluation of the attractiveness of selected features/ benefits

55% 38% Pleasant working atmosphere 53% 44% Attractive salary incl. social benefits 50% Secure employment 42% 49% 50% Very good work-life balance Individual working hours 41% 41% 41% 36% Financial stability of the company 35% **47**% Contribute own ideas 34% 28% Varied work tasks Independence and self-determination at 34% 27% work 34% 34% Possibility of home office/mobile work 33% 39% Good training courses Very good promotion/career opportunities 28% 42% 27% 42% Diversity and inclusion 27% Attractive material fringe benefits 26% 24% 20% Social responsibility 23% 36% Strong management 21% Use of the latest technologies 22% Opportunity to quickly assume leadership 16% 23% roles 13% 27% Sports offer 6% 11% Quiet employment without new demands 16% 10% Internationally active company Source: ONE8Y Survey date: 14.02.2023 to 15.02.2023 Survey country: Germany

Sample: n=1,062 interested in sports (top 2 on 4-point scale, representative to population census, 16-69 years), compared to

Question: Which characteristics make an employer attractive to you personally? (Multiple answers possible; aided answers)

n=128 GenZ (16-25 years)