



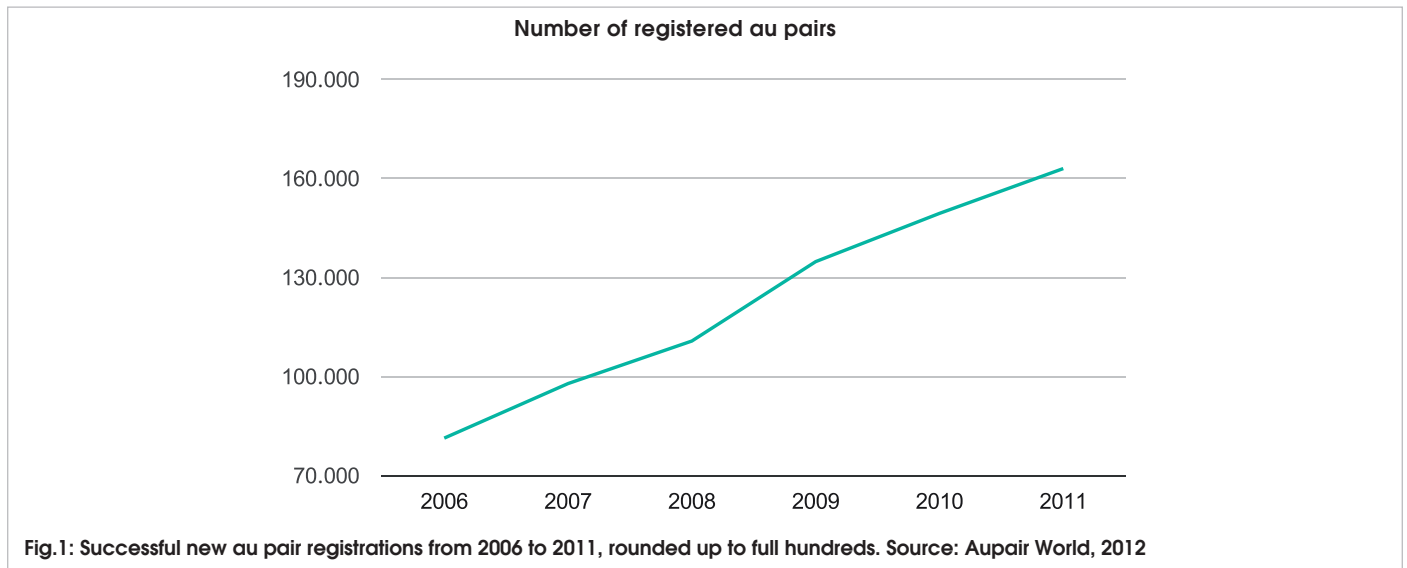
## Facts and Figures – The Au Pair Sector

### Important information on our sector

The au pair sector can roughly be divided into three units: traditional agencies, online agencies and other placement opportunities (private contacts, associations, church-run institutions). There are no official statistics on the overall market. The annual business survey of the Dr. Walter GmbH offers an insight into the numbers provided by traditional agencies in Germany. However, there is a huge discrepancy between the evolution of traditional and online agencies. Therefore, we wish to give you an overview of the most important facts and figures\* on Aupair World.

### Au pair registrations are continuously increasing at Aupair World

In 2011, 162,000 au pairs registered on Aupair World. Over the past six years, the number of young men and women interested in becoming an au pair has more than doubled.

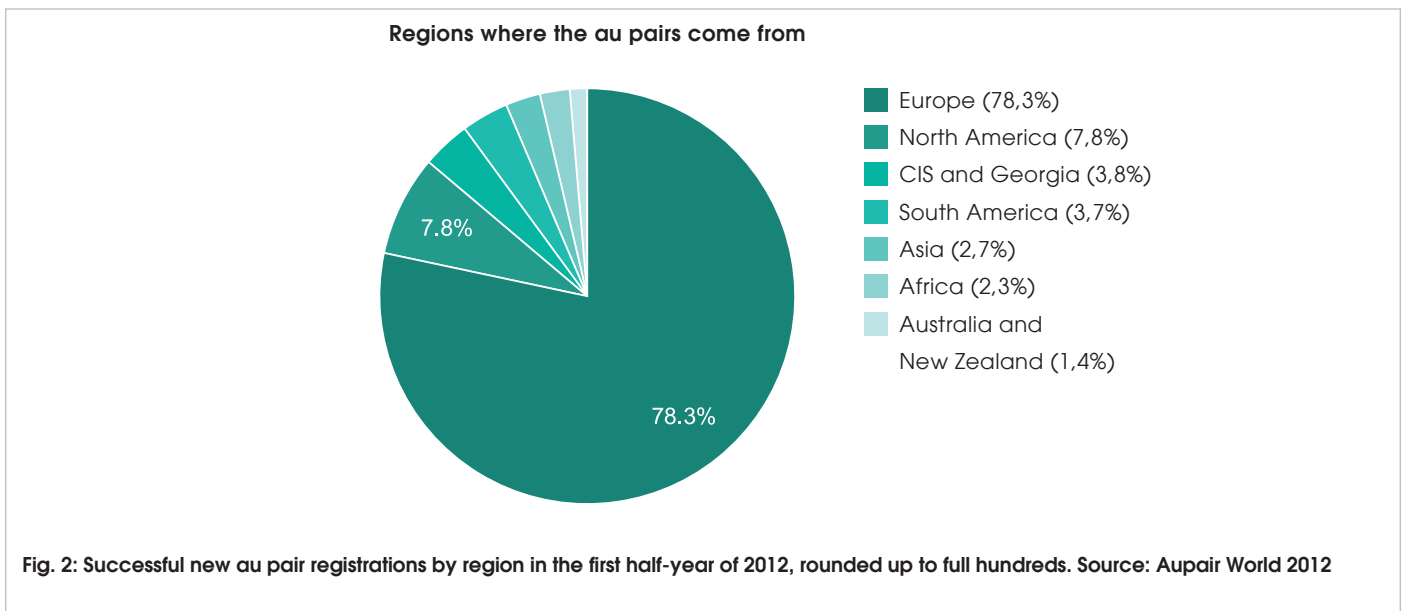


For 2012, a further increase in registrations is expected as well: by mid-October 2012, as many au pairs as in the entire year of 2011 had already registered on Aupair World.

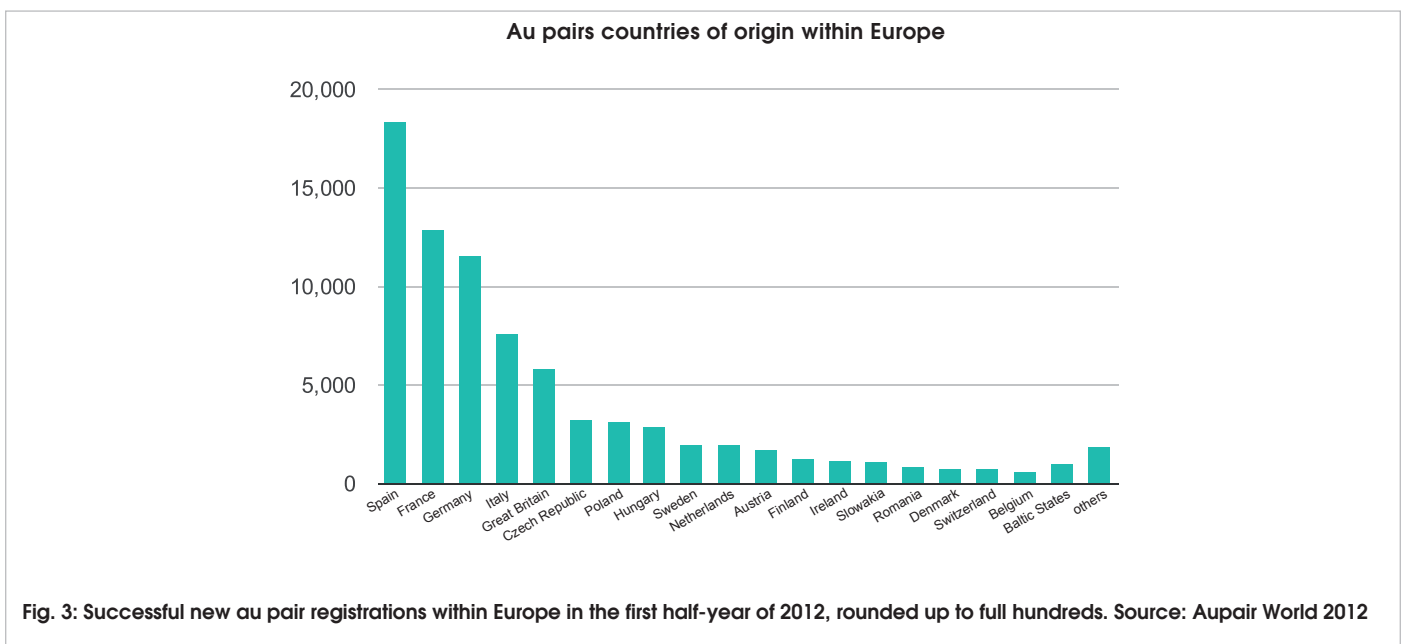
\* All statistics are generated from anonymised databases.



In the first half-year of 2012, 78 per cent of all au pairs registered on Aupair World came from Europe.



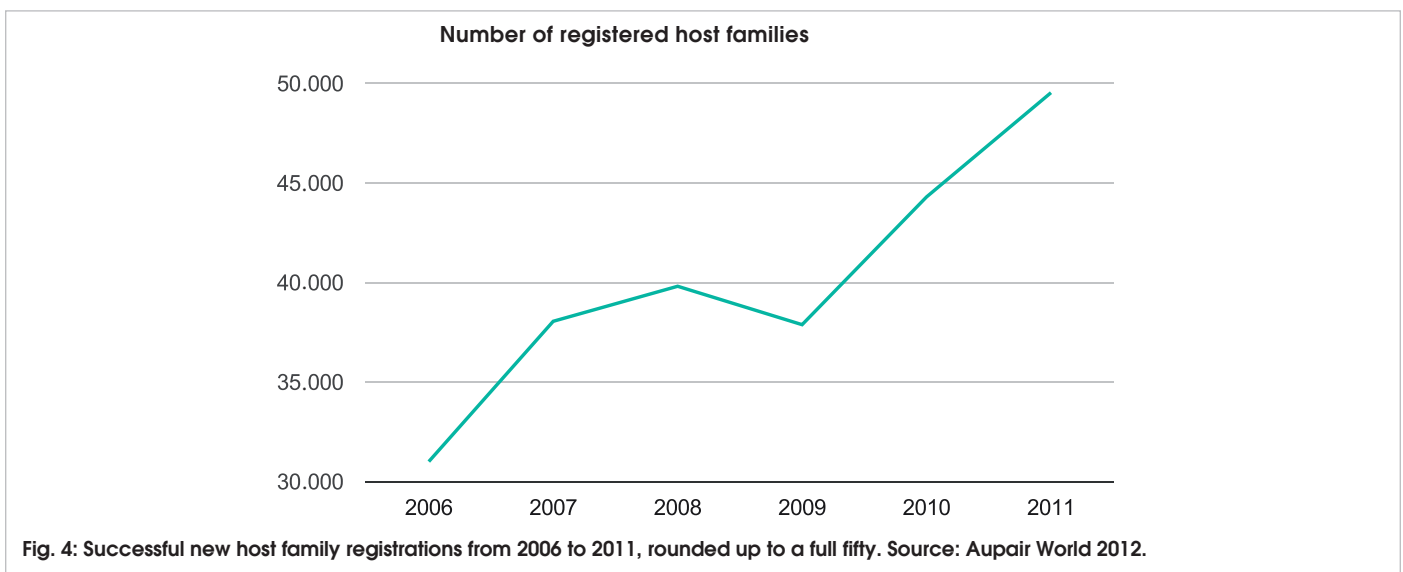
In the first half-year of 2012, most au pairs who registered within Europe came from Spain, followed by France, Germany, Italy and Great-Britain. Figure 3 shows the most significant European countries of origin of au pairs for the first half- year of 2012. In spite of a slightly different ranking, these countries have already been the undisputed leaders on Aupair World over the past three years.



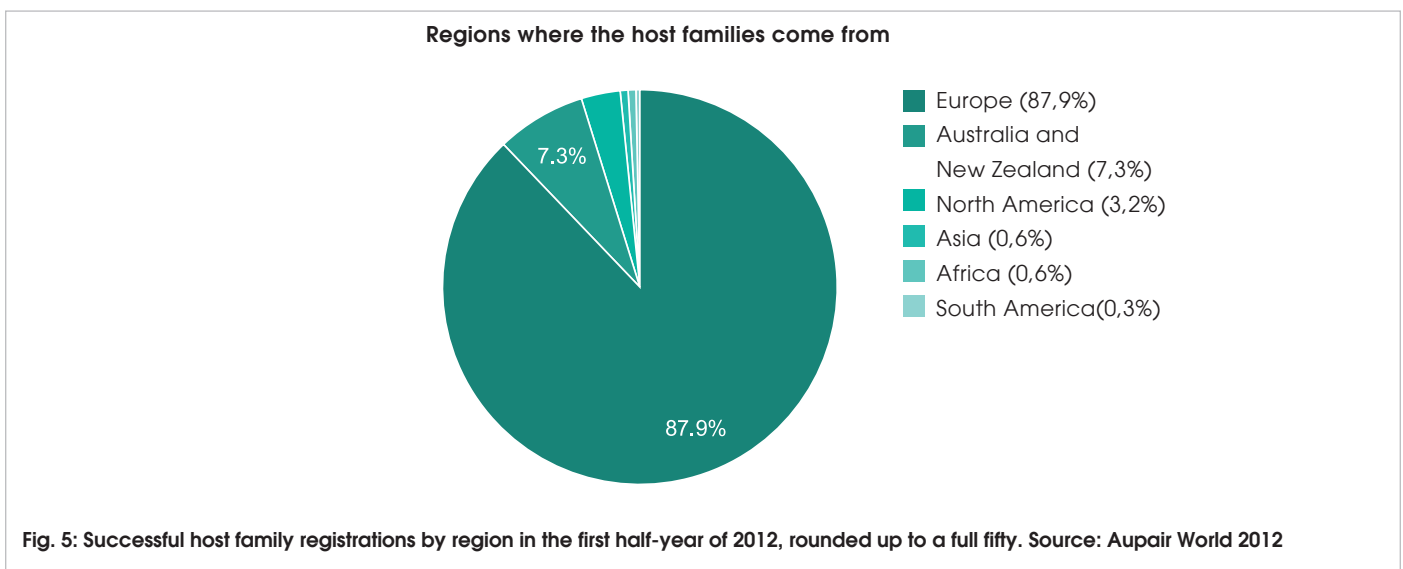


**More and more host families on Aupair World**

The number of registered host families has also skyrocketed throughout the past few years. In 2011, 49,000 host families registered on Aupair World. This accounts for approximately 60 per cent more host families compared with 2006.

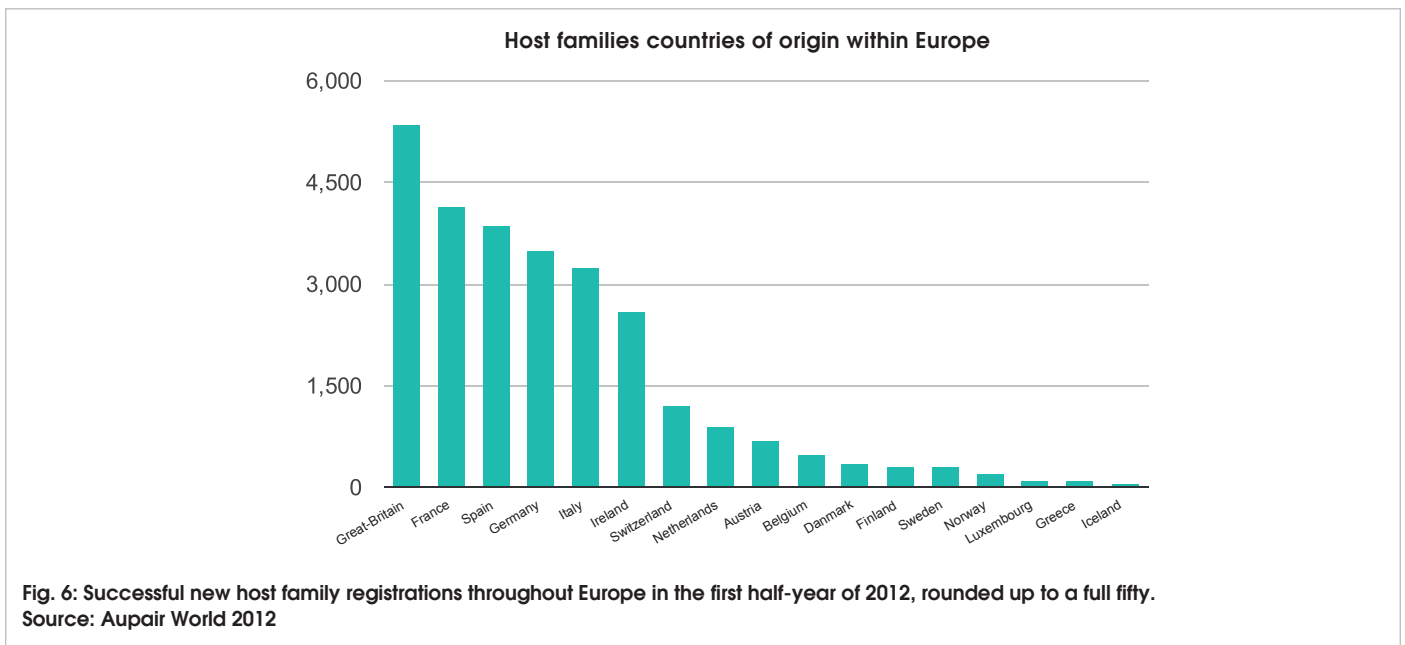


Similarly to the au pairs, most host families who registered on Aupair World in the first half-year of 2012 came from Europe, representing more than 87 per cent of all registrations. More and more families from Australia and New Zealand are interested in hosting an au pair. In Australia in particular, the number of registrations by host families more than doubled between 2009 and 2011. A further increase was also noted in 2012.





Within Europe, British host families were clearly ahead in the first half-year 2012, closely followed by France, Spain, Germany, Italy and Ireland, where au pairs also make a good chance to find a host family. In fact, most host families who have registered on Aupair World throughout the past three years also come from these countries.



In a nutshell: au pairing is increasingly gaining popularity.