

Mediahuis invests in Swiss recruitment technology company CareerFairy

ETH Zurich spinoff CareerFairy AG has completed a new investment round, securing funds from leading European media group Mediahuis Marketplaces. Mediahuis is the lead investor in this funding round and is joined by existing investors Swiss Post Ventures, Backbone Ventures, as well as business angels from SICITIC, Start Angels and Business Angels Switzerland. The new funding will help accelerate CareerFairy's international expansion, in parallel with developing new features.

CareerFairy guides students in their research of the labor market and brings them in contact with companies that best match their education, interests and way-of-life. CareerFairy hosts virtual career events, where companies offer young talent an authentic view of daily life in their company, present their latest projects and share their working culture. Besides boosting the companies' employer branding and connecting students early on, CareerFairy also offers an easy in-stream application process, helping companies recruit the otherwise hard-to-reach mass of young graduates.

CareerFairy was founded at the end of 2019 by Thomas Schulz and Maximilian Voss. They are both acutely aware of the students' need to be guided in their research of the labor market, while simultaneously recognizing the need for companies to source more and more internationally. CareerFairy has grown to a team of 25 people in Zurich, Berlin, Utrecht and Lisbon and has customers like KPMG, Beiersdorf, L'Oréal and BMW.

Patrick De Wachter, Business Development Director Mediahuis Marketplaces: "Companies look for the best candidates, and we believe they will be searching more and more internationally to find them. On the other hand, we realize that the younger generation uses modern communication channels focused on video, which they also expect to use in their professional context. CareerFairy brings all of this together by offering a modern way of communicating with a hard-to-reach target group, more open to relocate. The strong team at CareerFairy has shown that they have found the way to enter this market and boost traction. We are excited to become part of their future growth and will use our expertise to support them in that journey."

Thomas Schulz, CEO and co-founder of CareerFairy: "With Mediahuis, we're excited to have found a long-term partner that shares our mission of guiding generations of future talent towards fulfilling career opportunities. Mediahuis' strong footprint and experience in the recruitment market will be a valuable asset as we continue to scale our international presence."

For more information or queries, contact:

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