Badgeville The #1 Gamification Platform THE RISE OF THE MILLENNIALS

what marketers and managers need to know today

MILLENNIALS?



SILENT 1927-1945

BABY BOOMER 1946-1964

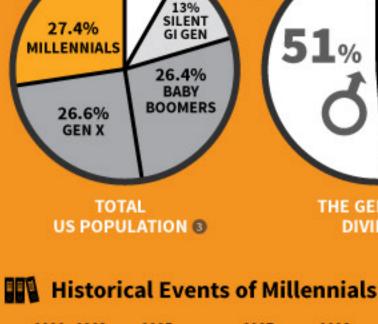
GEN Xer

MILLENNIAL 1981-2000

GENERATION Z 2001-PRESENT

WHO ARE THE 1965-1980

THE NEXT GEN-UECHO GENERATION NEXT BOOMERS OF GENERATION. MILLENNIALS IN THE UNITED STATES 2



THE GENDER DIVIDE 2 1997 1998 1999

14% BLACK 61% 19% HISPANIC MOST CULTURALLY

1% OTHER 5% SILENT 5% ASIAN 25%

1991 1992

2001 2003 2004

MILLENNIALS WHITE 32% GEN X 2005 2006

DIVERSE GENERATION 4

38% BABY BOOMERS **US TOTAL LABOR** 2008

IMPEACHMENT COLUMBINE OF PRESIDENT TRAGEDY BILL CLINTON

FORCE PARTICIPATION 6 2010 HURRICANE KATRINA

OKLAHOMA **EU CREATED** NETFLIX

MILLENNIAL CHARACTERISTICS® TECH-SAULY OPTIMISTIC CONNECTED 24/7 OPTIMISTIC COMFORTABLY SELF-RELIA GOAL ORIENTED SELF-CONFIDENT

E SUCCESS DRIVEN CENTERED OVEREDUCATED, UNDEREMPLOYED. 63% \$45,000 in student debt 33 a millennials have a

of employed college graduates work in have moved back home because they couldn't afford to live on their own, 63% of millennials know someone who has ® 48% jobs that don't require a college degree o

MILLENNIALS AS

BUSINESS IMPACT

Bachelor's Degree 6

EMPLOYEES

CONSUMERS

SPENDING POWER

\$600

average debt®

GLOBAL WORKFORCE



15%

are already

managers®

More than 85% of hiring

than older workers @

MANAGERS SAY MILLENNIAL'S EXPECTATIONS INCLUDE: 100

managers and human resource

a stronger sense of entitlement

executives believe this group has

MAKES OVER \$100,000®

HIGH A PROMOTION FLEXIBLE VACATION OR PAY WORK WITHIN SCHEDULES PERSONAL TIME **JOB LOYALTY**

MILLENNIALS ARE NOT LOYAL TO COMPANIES, **BUT ARE LOYAL TO BRANDS**

have switched

careers at least

once already 4

say

their

job is

their

career 4

average cost to

MILLENNIALS:

THE SOCIAL GENERATION

replace each Millennial

employee @

current

\$1.4 TRILLI

BIG PURCHASING POWER

MILLENNIALS LOVE TO SPEND MONEY **58**% "love to shop" compared to 40% of adults overall @

Travel spending rose 20%

in 2010, making millennials

Millennials spend 8% more

even though they earn 22% less®

on apparel then those aged 35-44,

Millennials are predicted to

surpass the spending power

of baby boomers by 2018 **

the fastest-growing age segment for travel ® **65**% are more likely to eat out

with friends and coworkers





want

them 2

brands to

entertain

70%

80_°

say they always

brands they love ®

SOCIAL SHOPPING

are willing to promote products or services

through social media in

and they trust "strangers" more than friends @

HOTELS

INSURANCE

MOBILE COMMERCE

exchange for rewards 35

come back to

\$24,000

SOCIAL WORKFORCE

have "friended" their managers and/or co-workers on Facebook 39

won't accept jobs from companies that

ban social media 33

71%

MOBILE WORKFORCE

don't always obey

social policies at work 33

connected to an average

will choose workplace flexibility over pay (1)

use their time more efficiently (1)

have no landline at home and rely on their cellphones for communication @

3)53%

95% are motivated to work harder when they know where their work is going @

THE MILLENNIAL MIND

prefer on-the-spot

80% recognition over formal reviews ®

90%

Nearly 9 in 10 millennials want

their workplace to be social and fun (8)

56% think technology helps people

of 16 co-workers on facebook @

of companies

turnover with

millennials 11

have higher

expect to stay in

a job for less than

three years 41

stay updated on brands through social networks 23

think that blogging

about workplace

issues is acceptable 12

report that user generated content on

company websites at least somewhat influences what they buy 24

count on social media when buying online @ have liked more than 20 brands on Facebook 36 51% social opinions influence their purchase decisions

experiences 37

Top purchases millennials won't

MAJOR

ELECTRONICS

TRAVEL

ACCOMMODATIONS

complete without user generated content @

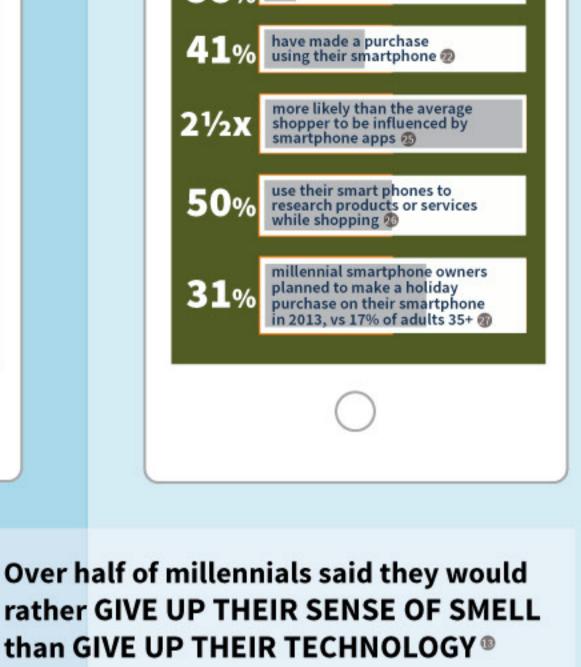
CARS

CREDIT

CARDS

of mobile shoppers are millennials @

THEY ARE AN ALWAYS-CONNECTED MOBILE GENERATION believe office attendance is unecessary on a regular basis 49 prefer to choose when and where they work rather than being placed in a 9-to-5 position @



RETAIL THERAPY

A retailer's ability to make a

customer smile is 33% more

than it is to a baby boomer @

big business @

32%

say they don't like advertising

in general @

important to a millennial shopper

80% said they want regular feedback from their manager (8) consider "positive culture" important or essential to 88% their dream job ®

RICH MILGRAM

ABOUT BADGEVILLE

Founder & CEO, Beyond.com-The Career Network

"The Millennial Generation has learned to be two things during the recession:

Badgeville, The Behavior Platform, is the world's leading cloud-based gamification technology. Badgeville enables companies to increase

situation, possibly seeing value in seeking greener pastures."

resilient and nomadic. As the job market improves, the level of confidence will

improve along with it and cause many in this age group to re-evaluate their current

WHAT DO TODAY'S

MILLENNIALS WANT?

see themselves as authentic and are not willing to and personal values @ 75%compromise their family are worried about the state of the world and feel personally responsible to make a difference

6

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customer and employee engagement by building personalized and rewarding user experiences on top of their existing web, mobile, and enterprise applications. Hundreds of global customers, including industry leaders and innovators American Express, Oracle, Samsung, Bell Media, Kendall-Jackson, and Philips Electronics, rely on Badgeville to power their sophisticated gamification programs. Founded in 2010, Badgeville is based in Redwood City, Calif., and has offices in New York and Europe. Gamification Platform

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