



Q2 2010 Company Presentation



Safe Harbor Statement

Statements in this presentation concerning 51job's future business, operating results and financial condition are "forward-looking" statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These statements are based upon management's current views and expectations with respect to future events and are not a guarantee of future performance. Furthermore, these statements are, by their nature, subject to a number of risks and uncertainties that could cause actual performance and results to differ materially from those discussed in the forward-looking statements as a result of a number of factors. Factors that could affect the Company's actual results include, but are not limited to, market acceptance of its services; its ability to expand into other recruitment and human resource services; its ability to control operating costs and expenses; its potential need for additional capital and the availability of such capital; changes in its management team and other key personnel; behavioral and operational changes of customers in meeting their human resource needs as they respond to evolving social, economic and political changes in China as well as stock market volatilities; introduction by its competitors of new or enhanced products or services; price competition in the market for the various human resource services that the Company provides in China; fluctuations in the value of the Renminbi against the U.S. dollar and other currencies; acceptance of new products and services developed or introduced by the Company outside of the human resources industry; and fluctuations in general economic conditions.

Further information on these and other potential factors that could affect the Company's financial results may be found in the Company's filings with the Securities and Exchange Commission. 51job undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.

The facts and statistics used in this presentation relating to the human resource services industry and economy in China are derived from various government and institute research publications. While 51job has taken reasonable care to ensure that these facts and statistics presented are accurately reproduced from such sources, 51job has not independently verified them. These facts and statistics may not be comparable to similar facts and statistics collected for the industry or economy in the United States and other countries.

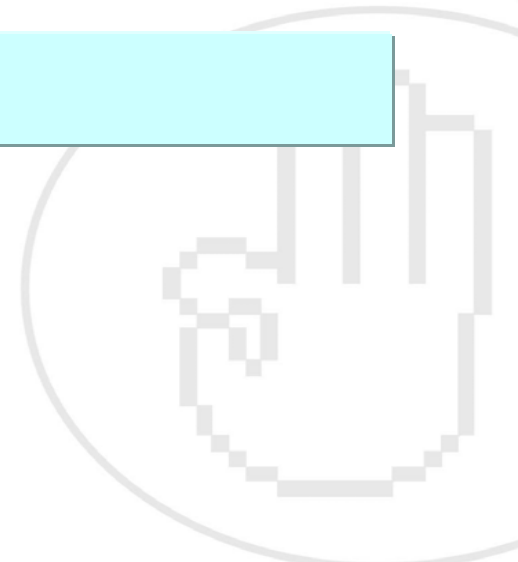
Leading HR Services Provider in China

Leader in Both Online and Offline (Print) Segments

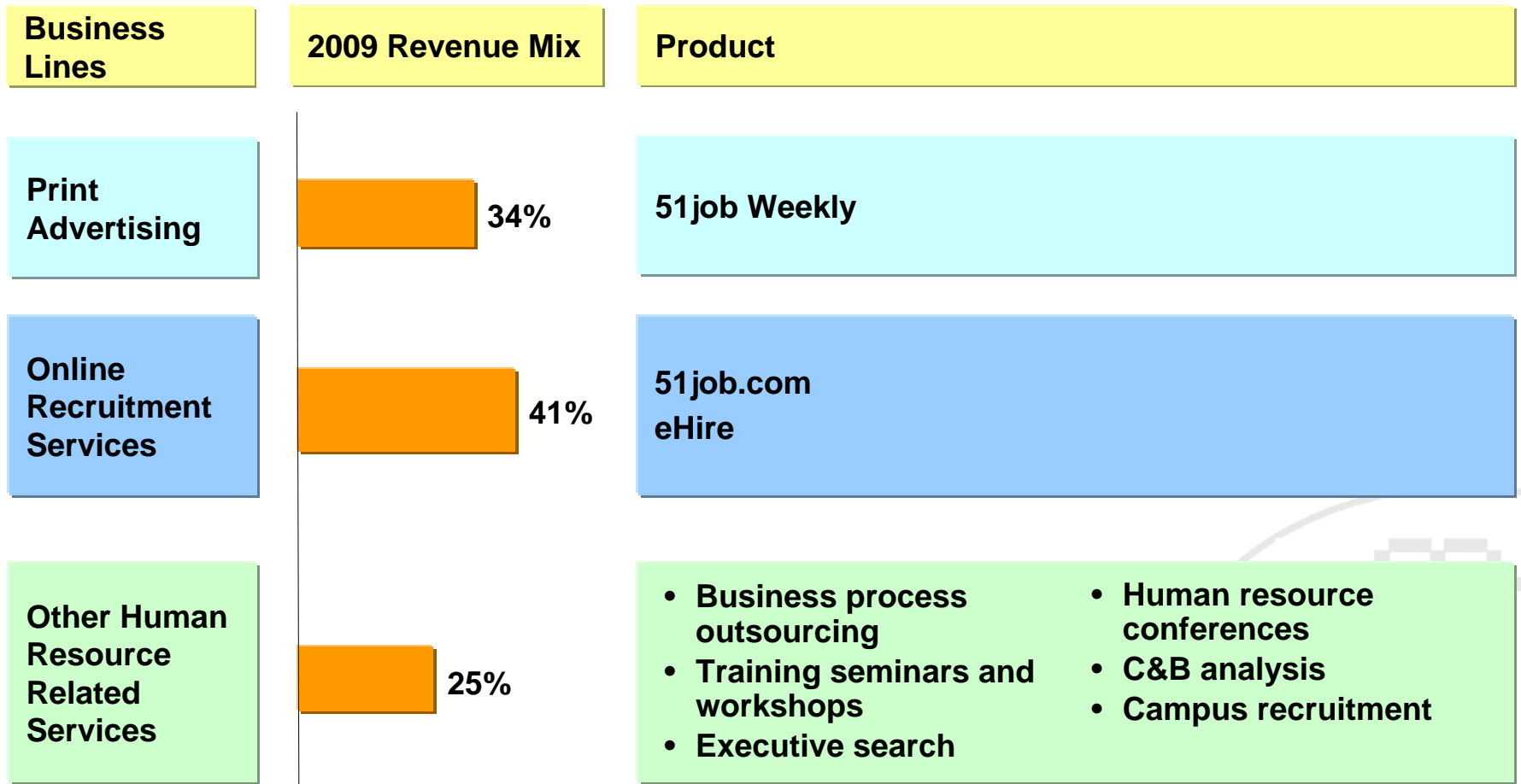
Large National Footprint

One-Stop Shop for Employers' Human Resource Needs

Diversified Customer Base in a Focused Vertical



Comprehensive Product Offering



Unique Integrated Services Model

Employment Lifecycle

Identifying

Attracting

Developing

Retaining

Products & Services



Offline



Online



Tangible Results

Vast Candidate Pool
High Quality Resumes

Superior Customer
Service

End-to-End Solutions

Key Investment Highlights

Economic Growth Underpinning HR Market Development

Premier Human Resource Brand and Online Leader

Large Sales Force with Nationwide Footprint

Scalable Operating Platform with Margin Improvement Opportunity

Highly Experienced Management Team with a Proven Track Record

China's Economic Growth and Development

Economic Growth Comparison

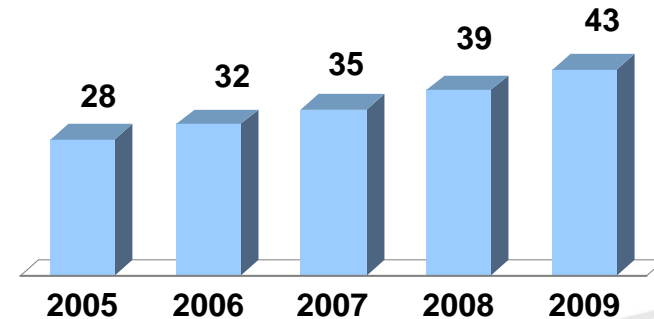
Recent Selected Economic and Demographic Data

	<u>U.S.</u>	<u>Japan</u>	<u>China</u>
GDP (US\$B)	12,989	5,084	4,909
GDP Growth	-2.4%	-5.0%	8.7%
'00-'09 Avg Growth	2.0%	0.8%	9.3%
Population (MM)	308	127	1,334
Urban	81%	66%	46%

Source: United States – U.S. Census, BEA
Japan – Statistics Bureau
China – National Bureau of Statistics

Number of SMEs in China

(in millions)



Source: SAIC

Leadership in Rapidly Growing Online Segment

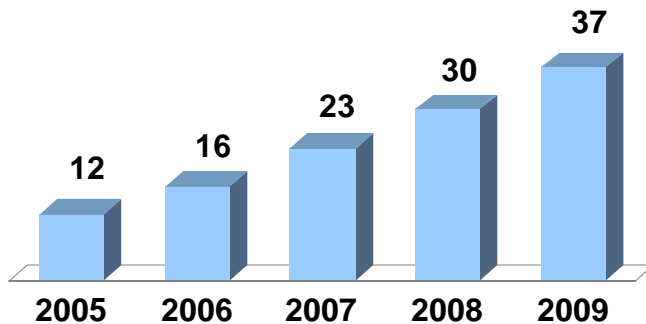
Growth of Internet Usage in China

	2005	2006	2007	2008	2009
Internet Users (MM)	111	137	210	298	384
Internet Penetration	9%	11%	16%	23%	29%
Access via Broadband	58%	66%	78%	90%	90%

Source: CNNIC

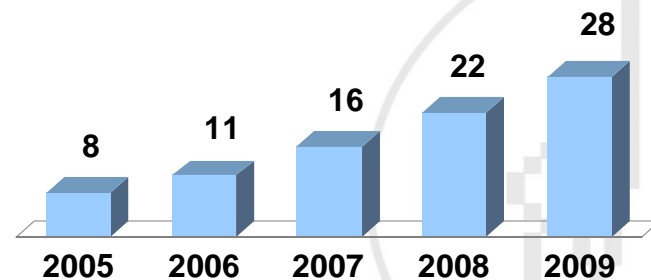
Registered User Accounts at 51job.com

(in millions, as of December 31)



Job Seeker Resumes at 51job.com

(in millions, as of December 31)



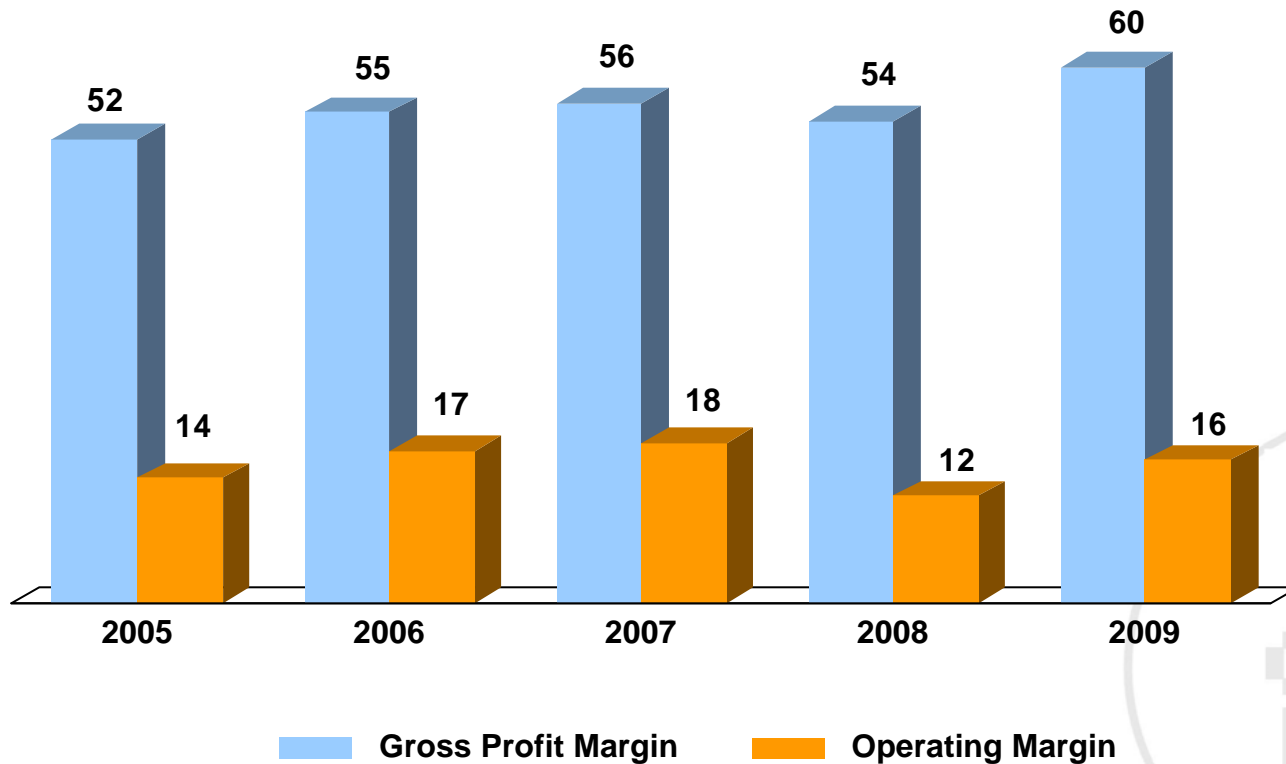
National Coverage with Large Direct Sales Force



Scalable Operating Platform for Margin Improvement

Margin Performance

(% of Net Revenues)



Highly Experienced Management Team



- Rick Yan, Chief Executive Officer & Co-Founder
- Director and Head of China Practice, Bain & Company (11 years)
- 2 HBR articles on China, speaker at many business conferences
- MBA Distinction, INSEAD, B.Sc and M.Phil, Hong Kong University



Kathleen Chien
COO / Acting CFO
Co-founder



David Jin
Senior Vice
President



Tao Wang
Vice President



Jones Yu
Vice President

World Class Board of Directors



Donald Lucas
Chairman

- Over 30 years of venture capital experience
- Board member of Cadence Design Systems, Inc., DexCom, Inc., Oracle Corporation and Vimicro International Corporation



David Chao
Director

- Co-founder and General Partner of DCM (venture capital firm) in the Silicon Valley
- Previously worked at McKinsey & Company, Apple and Recruit Co., Ltd.



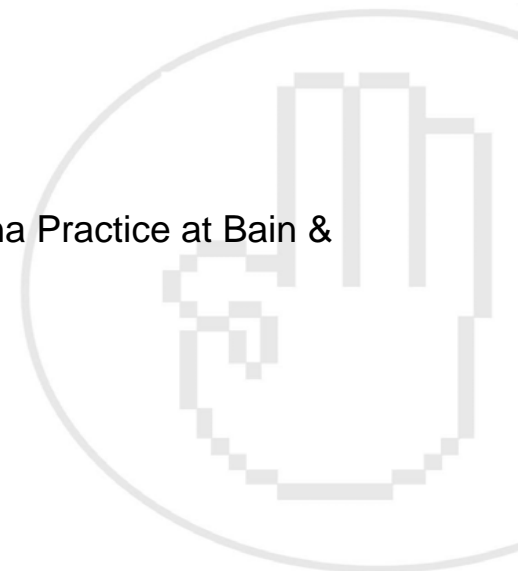
Hiroyuki Honda
Director

- Executive Vice President and Director of Recruit Co., Ltd. (largest HR services company in Japan)
- Over 20 years of service at Recruit Co, Ltd.



Rick Yan
Director and CEO

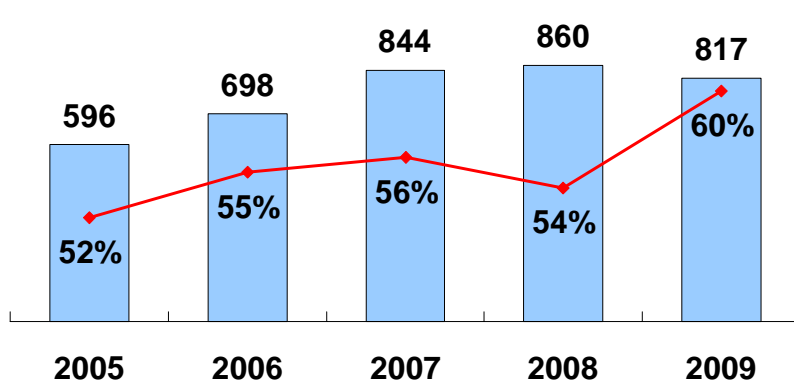
- Prior experience: Director and the Head of China Practice at Bain & Company for 11 years



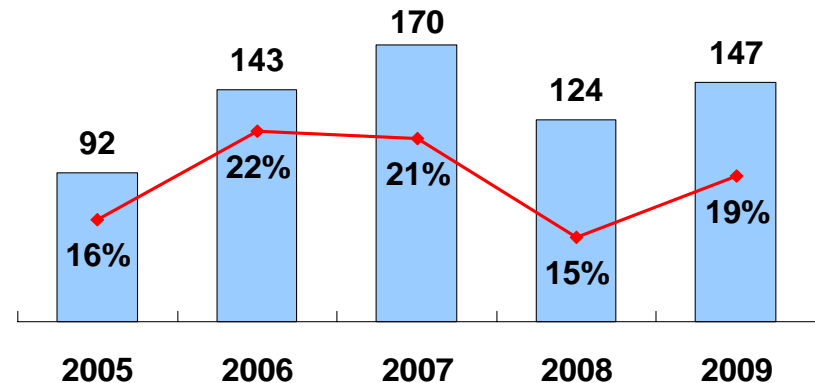
Financial Snapshot

(RMB MM, Margin Calculated as % of Net Revenues)

Total Revenues and Gross Margin



Operating Income and Margin ⁽¹⁾



(1) Excludes share-based compensation expense

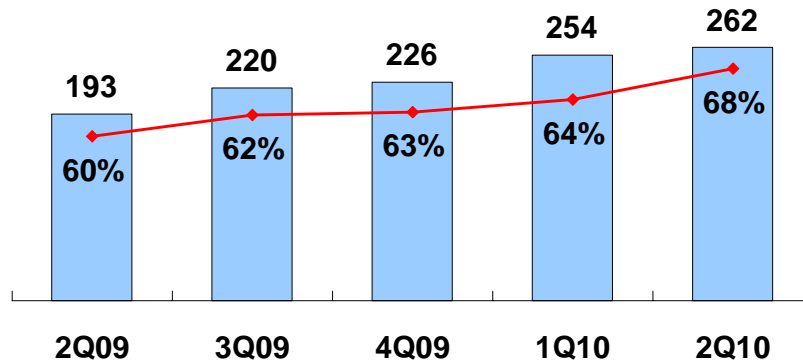
Strong Cash Flow and Balance Sheet

- Positive cash flow from operations every year since 2002
- RMB1.4 billion in cash and short-term investments at June 30, 2010 equivalent to US\$207.9 million
- Days sales outstanding (DSOs) less than 20 for the past 12 quarters
- NO debt outstanding

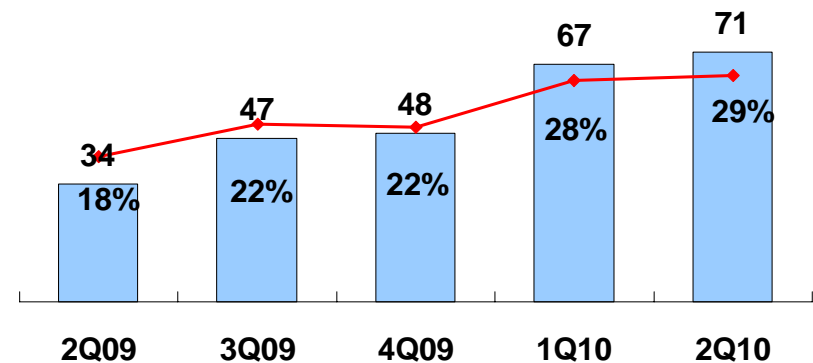
Quarterly Performance

(RMB MM, Margin Calculated as % of Net Revenues)

Total Revenues and Gross Margin

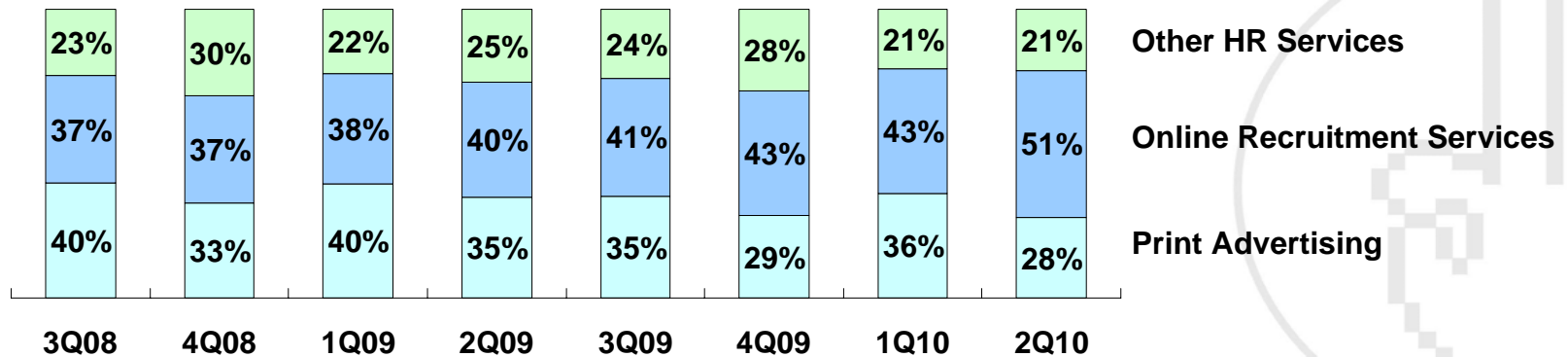


Operating Income and Margin ⁽¹⁾



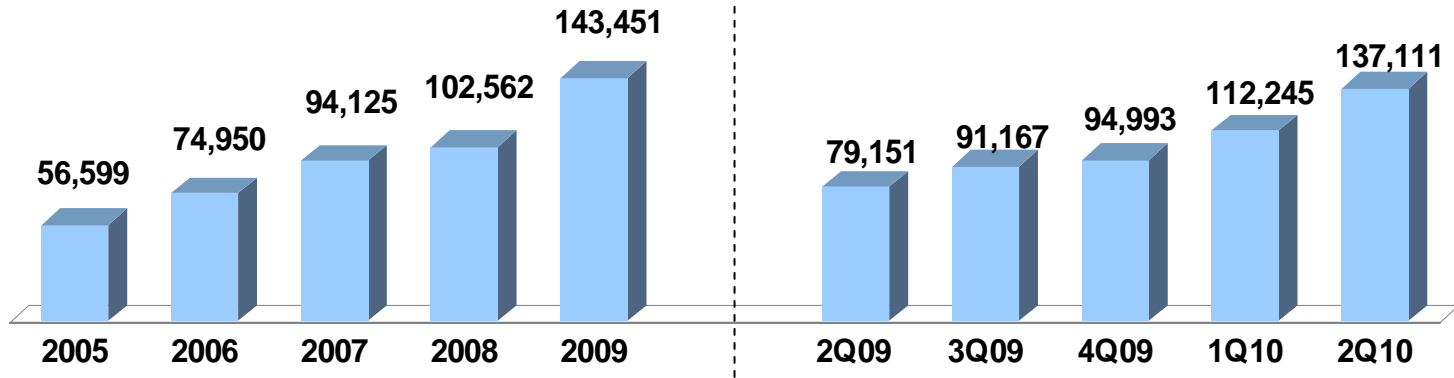
(1) Excludes share-based compensation expense

Revenue Mix Change from Print to Online and Other HR Services



Online Demonstrating High Growth

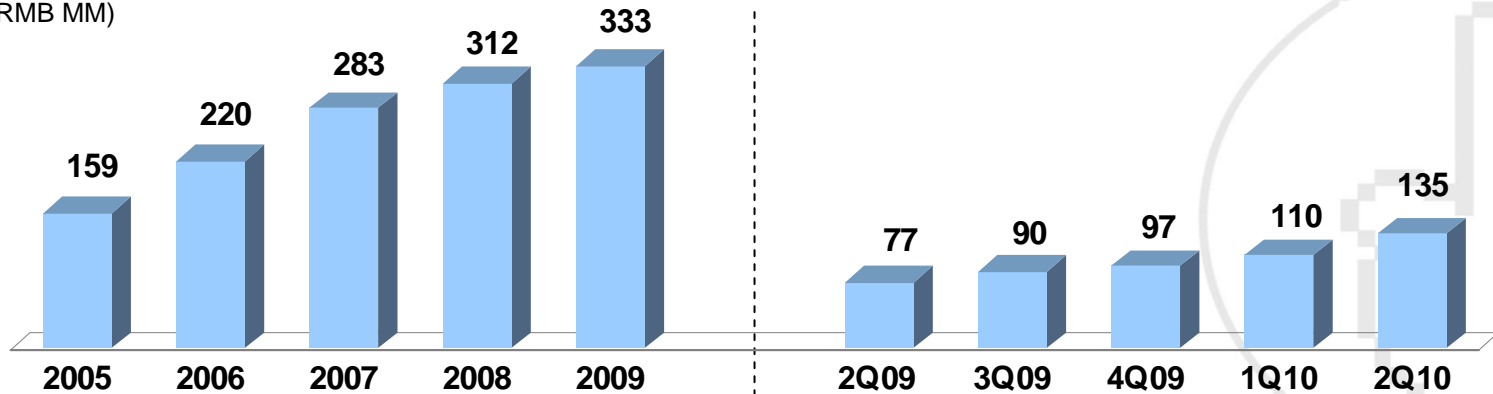
Unique Employers Using Online Services ⁽¹⁾



(1) Employers who purchase online services multiple times or in multiple quarters are only counted as ONE unique employer for the annual figures.

Online Recruitment Services Revenues

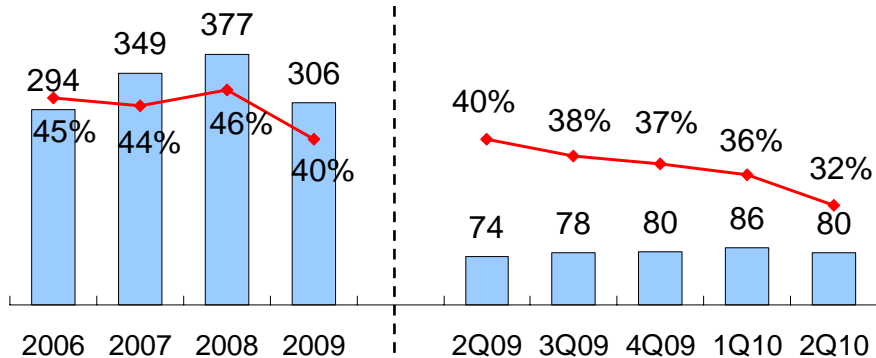
(RMB MM)



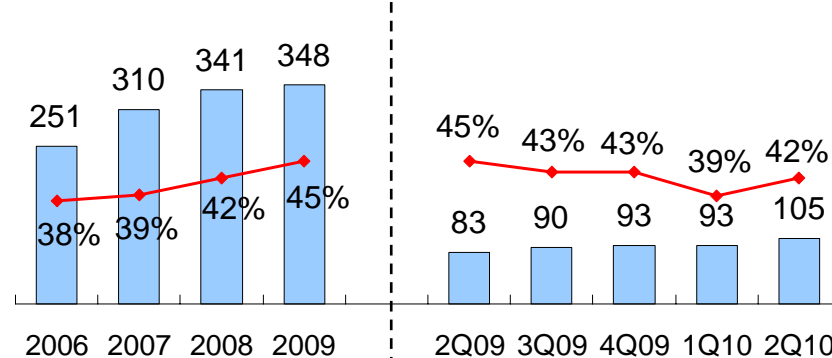
Cost Breakdown

(RMB MM, Costs and Expenses Calculated as % of Net Revenues)

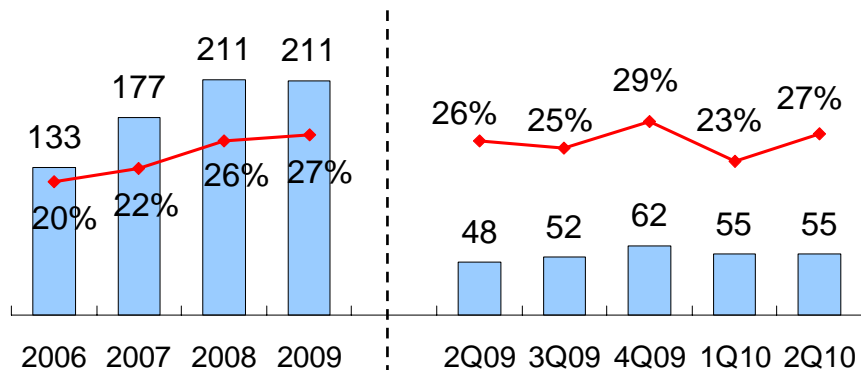
Cost of Services



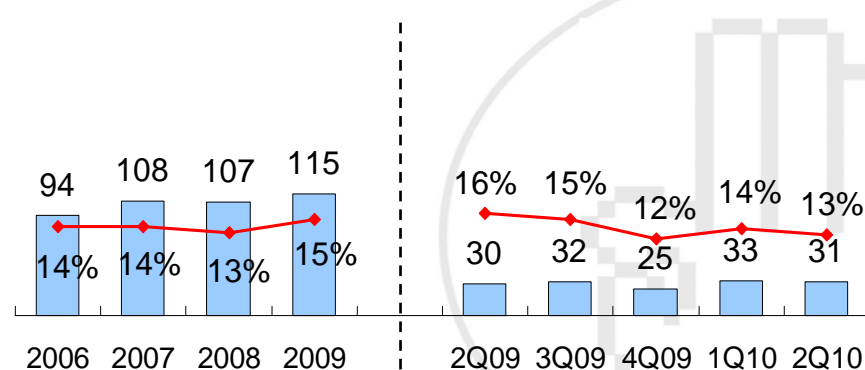
Operating Costs



Sales and Marketing Expenses (1)



General and Administrative Expenses (1)



(1) Excludes share-based compensation expense