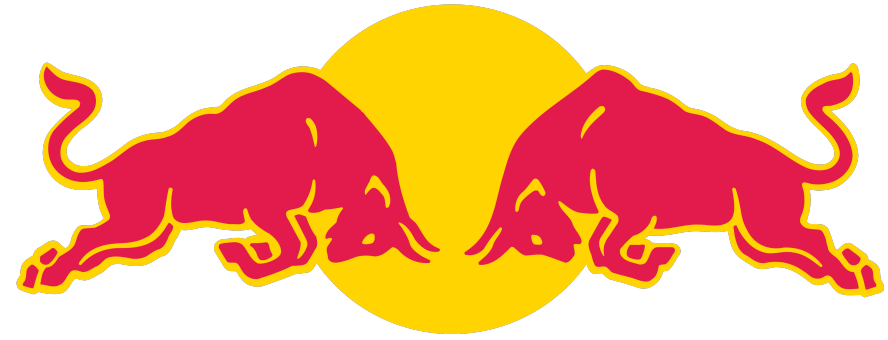


Red Bull



VIRTUAL REALITY

TALENT ACQUISITION, ONBOARDING, EMPLOYEE ENGAGEMENT

Virtual Reality (“VR”) is transforming talent acquisition and human resources. This transformation has accelerated due to COVID-19.

OPPORTUNITY IDEATION

Virtual “On-Site” Interviews

Presentation of interviewee projects, challenges, case studies

Wingman Program hang-outs

Highlight and engage candidates or recent hires in company culture, virtual office tours, department/role, etc.

Training: HR, policies, role specific education, etc.

CONFIDENTIAL - PREPARED EXCLUSIVELY FOR RED BULL BY LOOKING GLASS XR SERVICES

BENEFITS OF VR

CREATING “PRESENCE”

TRAINING CONSISTENCY

INCREASED ENGAGEMENT

INCREASED RETENTION

MEASURABLE + SCALABLE



MEASURABLE RESULTS

Interview / Candidate Pipeline

Velocity

Interviewee Satisfaction

Offer Acceptance Rates

Matched Role Perception & Tasks

Onboarding / Ramp-Up Speed

CURRENT ADOPTERS

- Porsche
- Fidelity
- UPS
- DHL
- Boeing
- Tyson Foods
- Target
- Walmart
- Exxon
- Ford