Give us your feedback



Portfolio Tracking Report

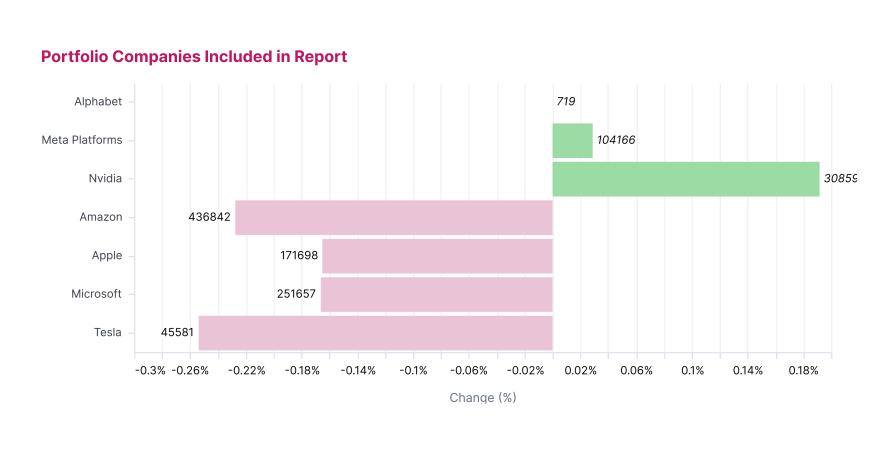
Portfolio companies: Nvidia, Apple, Microsoft, Amazon, Meta Platforms, Alphabet, Tesla Report Month: 2025-02

For more information contact reports@auraintel.com

Portfolio overview

This section provides a quick glance at the companies in the portfolio and the change in their headcount over the previous month. For example, you can find:

- How much has a company in the portfolio grown in headcount over the previous month?
- Which companies in the portfolio are expanding the fastest?

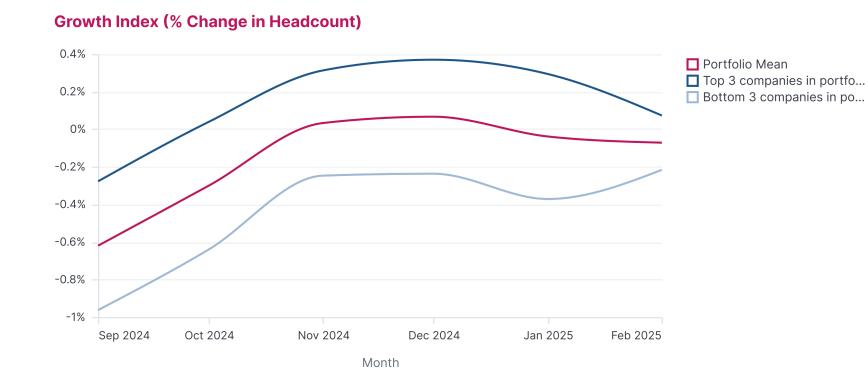


Depicts headcount change across all portfolio companies; growth is depicted in green, while reductions are in red

Portfolio aggregate indicators

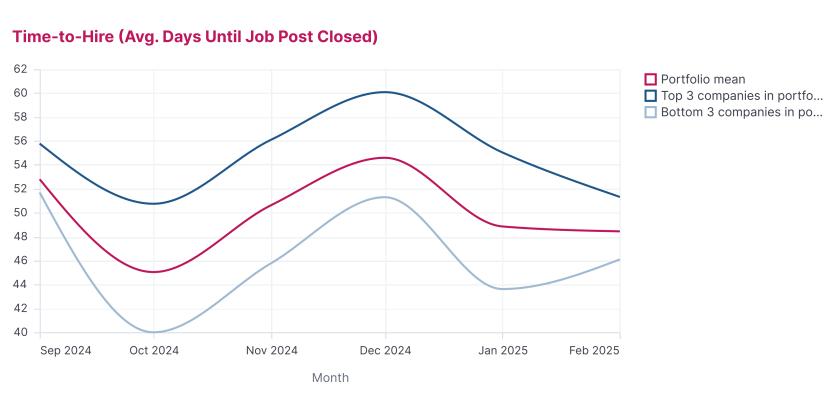
This section compares the overall portfolio performance with that of the top and bottom companies across various metrics. Some of the questions that this section answers:

- How rapid is the hiring in top companies when compared to the rest of the companies in the portfolio (*Time-to-hire*)? • Does the portfolio have enough companies that are growing at a fast enough rate (*Growth index*)?
- How does the overall sentiment across compensation, senior management and job satisfaction look like?



positive growth means hiring, while declines suggest downsizing

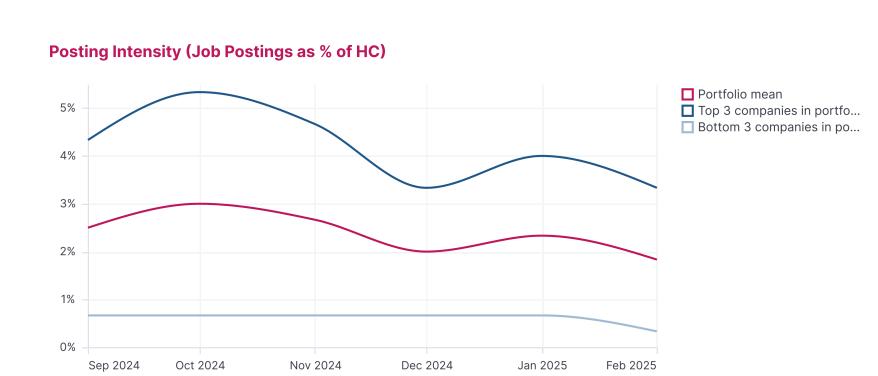
Measures % change in headcount of the top 3 and bottom 3 portfolio companies over time vs. the portfolio average;



Senior Management Satisfaction (Avg. Score)

Measures time-to-hire for the top 3 and bottom 3 portfolio companies over time vs. the portfolio average; lower time-to-





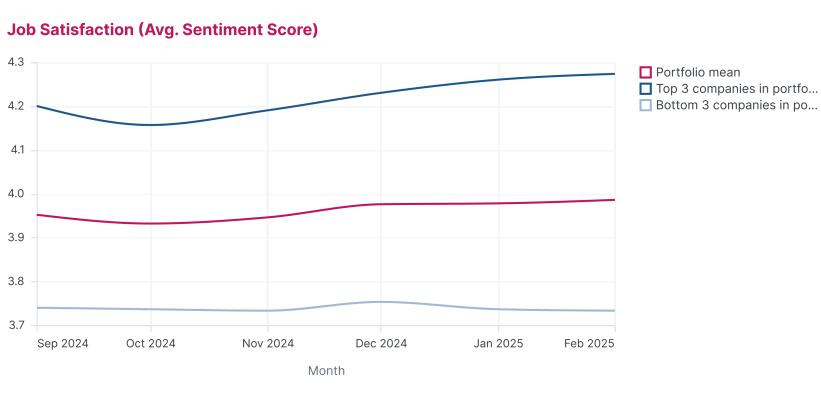
Tracks job posting momentum of the top 3 and bottom 3 portfolio companies over time vs. the portfolio average; higher

Month

values indicate rapid growth

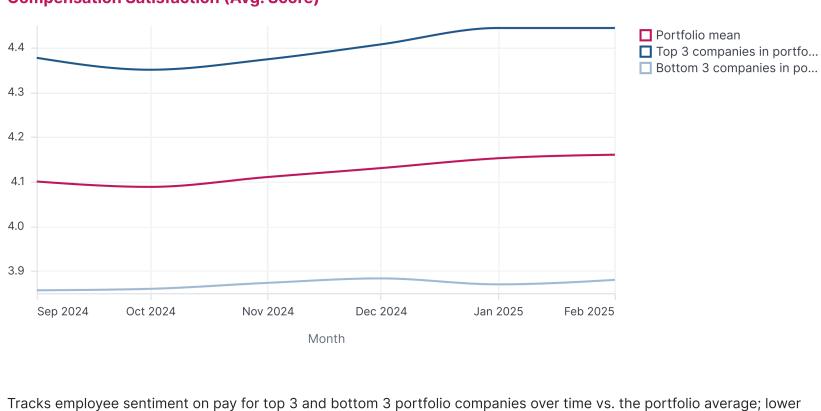
higher scores suggest a more satisfied workforce

scores may indicate retention risks



Compensation Satisfaction (Avg. Score)

Captures employee satisfaction in top 3 and bottom 3 portfolio companies over time, compared to the portfolio average;



Portfolio deep dive This section compares the top and bottom 3 companies to reveal key trends in hiring and sentiment. Some of the questions that this section answers:

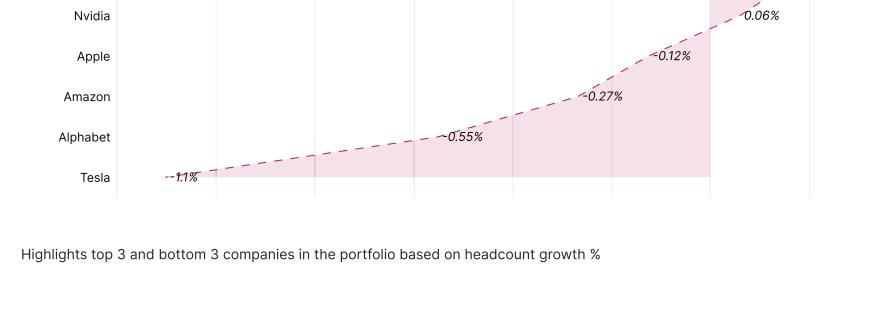
Meta Platforms

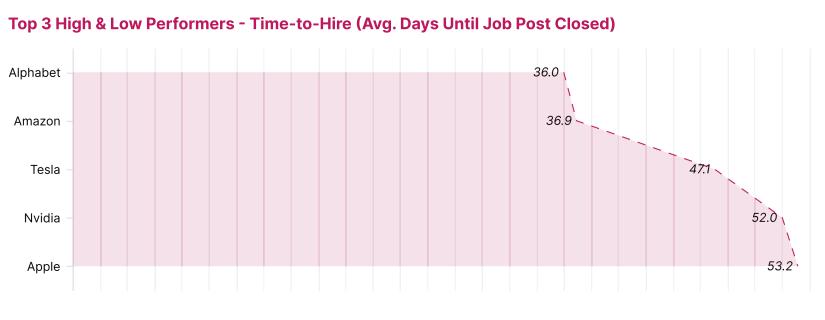
scores indicate strong management approval

hire indicates faster hiring cycles

• Which companies are thriving and struggling the most in terms of growth, and how does that reflect in their hiring trends? • Which companies are leading and lagging across various sentiment scores?

Top 3 High & Low Performers - Growth Index (% Change in Headcount)





Top 3 High & Low Performers - Senior Management Satisfaction (Avg. Score)

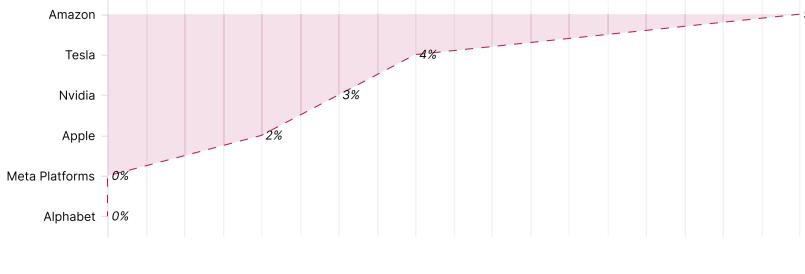
Shows time-to-hire for top 3 and bottom 3 companies in the portfolio, indicating recruitment efficiency



Portfolio geographical exposure This section provides information on the geographical distribution of the portfolio companies' current workforce and new job postings. Some of the questions that this section answers are: • What are the top countries driving the engineering talent pool in the portfolio companies (Geographic footprint)?

Amazon

Top 3 High & Low Performers - Posting Intensity (Job Postings as % of HC)



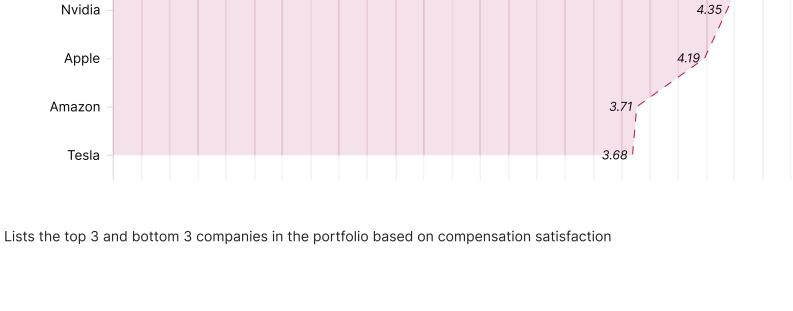
Top 3 High & Low Performers - Job Satisfaction (Avg. Sentiment Score)

Compares job posting momentum of top 3 and bottom 3 companies in the portfolio



Meta Platforms

Top 3 High & Low Performers - Compensation Satisfaction (Avg. Score)



Change (%)

-28.92%

34.14%

-18.65%

-42.93%

Job Postings ↓

2490

1035

785

678

624

553

517

475

424

391

Change (%)

-26%

40%

43%

-35%

10%

-17%

-8%

-32%

-11%

-33%

Seniority

Mid

Тор

22

24

Junior

Unclassified

14.57%

Job Postings ↓

10694

2664

1806

848

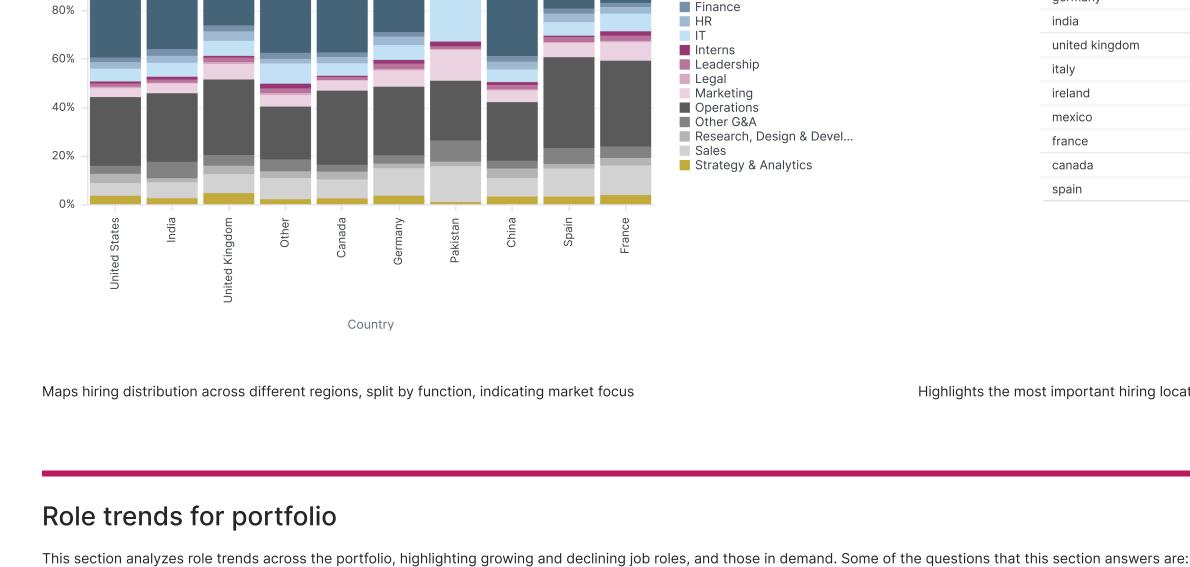
• Which locations are the portfolio companies targeting for workforce expansion (Top 10 countries in demand)?

Headcount

100%

Top 10 Countries in Demand Geographic Footprint

Engineering



• What role functions are seeing the most hiring momentum across the portfolio? (Top 10 job titles in demand)? • Do the changes in job role demand align with broader industry transformations? (*Top 10 growing job roles*)?

-19.62% 594 ireland 486 -19.93% mexico 481 -14.56% france -7.64% 375 canada 368 -16.36% spain

Country

germany

united kingdom

united states of america

Top 10 Job Titles in Demand

Job Title

Tractor-Trailer Truck Driver

Account Manager / Representative

Computer Support Specialist

Lists the most sought-after job roles, reflecting hiring priorities

13

Top 10 Talent Destinations

Google

Microsoft

Amazon Web

Amazon

Nvidia

Oracle

Tiktok

Atlassian

Salesforce

Meta Platforms

Program Manager

Product Manager

Marketing Manager

Highlights the most important hiring locations globally, showing workforce expansion trends

Role Functions in Demand Role Level 1

Marketing

Other G&A

Leadership

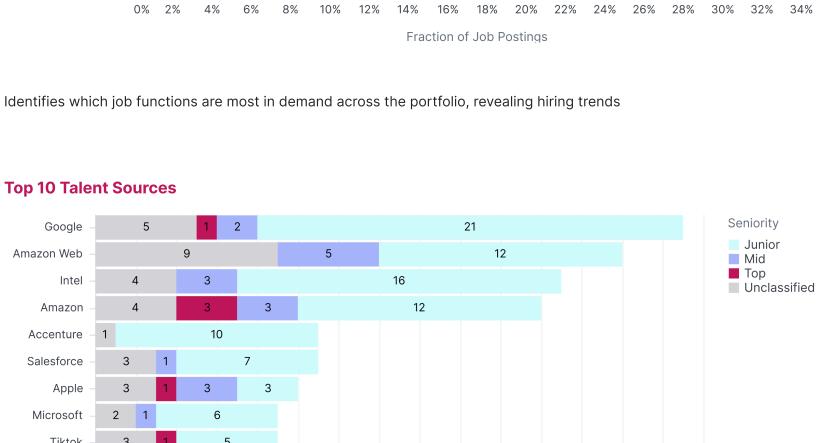
Research, Design &...

Strategy & Analytics

Interns

HR

Operations Software Developer / Engineer Engineering Laborer / Warehouse Worker Sales Sales Assistant Finance Computer Systems Engineer / Architect



Tiktok Cisco Systems 16 20 22 26 **Employee Count** Lists the most common hiring sources, showing where companies attract talent from **Top Seniority Talent Sources by Role** Amazon Role Level 1

Apple Blue Origin Washington Ciena Crash Champions Cybercx Pty Designit A S Electronic Arts Equal Experts Google Icici Bank Infosys Bpm Perplexity Ai	0.0 0.2	1 1 1 1 1 1 1 1 1 1 1		0.8 1	1.0 1.	2 1.4	1.6	1.8	2.0	2.2	2.4	2.6	2.8 3.	0	 Engineering Sales Research, Design & Devel Leadership IT HR Marketing Strategy & Analytics Operations Interns
Employee Count															
Highlights where senior employees are hired from, indicating key executive recruitment channels															
	Top 1	0 Gr	owir	ng Jol	b Rol	es									
	Job Title								Job F	ostino	gs	Chan	ge (%)	\	
	Postal Service / Mail Room Worker 112											700%	0		

Health Technician / Technologist (Other)

Security / Defense Intelligence Analyst

Automotive Service Technician / Mechanic

Highlights job roles experiencing the fastest hiring growth, indicating emerging industry needs

Health And Safety Engineer

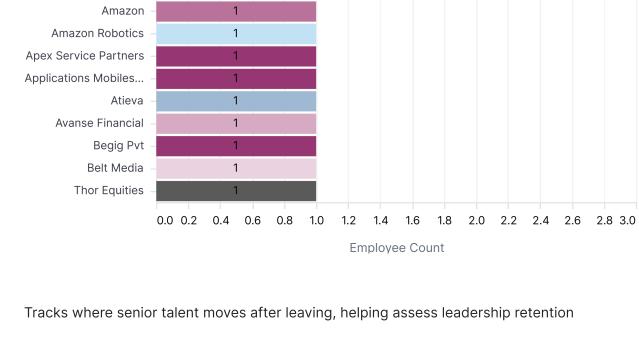
Payroll Manager

Industrial Mechanic

Transportation Engineer

Electrician

Property / Real Estate / Community Manager



Employee Count Shows most preferred exit destinations for employees, revealing talent retention challenges **Top Seniority Talent Destinations by Role** Role Level 1 Microsoft Engineering Coupang Sales Altice Usa HR Operations Leadership Research, Design & Devel... Strategy & Analytics Marketing Other G&A

Employee Count

Top 10 Declining Job Roles

Job Title Job Postings Change (%) ↑ Travel / Tour Guide 32 -82% Hotel Desk Clerk 25 Computer Programmer 24 -79% Retail Sales Associate 155 -71% Inventory / Supply Specialist 61 -69% Bookkeeper / Accounting Clerk 58 -65% Creative Director -63% 32 General Manager 32 -60% Buyer / Purchasing Agent 49 -58% 66 -57% Administrative Supervisor

Shows job roles with decreasing demand, signaling shifts in industry focus or automation impacts

Copyright © 2025 Aura Intelligence, Inc. All rights reserved. Aura Intelligence, and its logo are trademarks of Aura Intelligence. Aura Intelligence, the Aura Intelligence logo, and other trademarks, service marks, and designs are registered trademarks of Aura Intelligence and its subsidiaries in the United States and in foreign countries. All trademarks are properties of

336%

197%

182%

127%

120%

117%

112%

96%

25 92%

48

95

31

25

22

26

125

45

their respective owners. All materials are intended for the original recipient only. The reproduction and distribution of this material is forbidden without express written permission from Aura Intelligence. The opinions, statements, and assessments in this report are solely those of the individual author(s) and do not constitute legal advice, nor do they necessarily reflect the views of Aura Intelligence, its subsidiaries, or affiliates. Given the inherent nature of this information, the content contained in this report is based on information gathered and understood at the time of its creation. It is subject to change. Use and access to this report is subject to the Aura Intelligence terms of use. Aura Intelligence provides the information on an "as-is" basis without representation or warranty and accepts no liability for any action or failure to act taken in response to the information contained or referenced in this report. This document is produced by consultants at Aura Intelligence as general guidance. It is not intended to provide specific advice on your circumstances. If you require advice or further details on any matters referred to, please contact your Aura Intelligence representative.