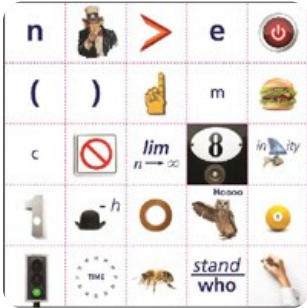


Recruiting top talent, socially through equations

This year RMB is using digital and social channels to attract tomorrow's leaders, by challenging graduates to be a part of its equation with an online equation builder.



A creative solution to its graduate recruitment process this year, it hopes to attract the diverse minds of business, financial and engineering students.

Future goals

The microsite challenges students to share their message with others through a string of picture riddles making up a positive equation revolving around their future goals.

The equation is then shared through their Facebook or Twitter account. This approach helps identify scholars that have a creative mind over and above their analytical and financial skills. Successful candidate will win a lunch with five of the company's top thought leaders.

Stands will be set up at campuses across the country allowing students to demonstrate how they can be a part of the equation. The pictures will be in the form of magnets, allowing students to piece together an equation that presents their career aspirations.

RMB will be at Wits on Friday 19 July, UCT on Wednesday 24 July and Stellenbosch on Monday 29 July.

For more information, go to <http://rmbgrads.co.za/builder> and follow the hashtag [#RMBgrads](https://twitter.com/RMBgrads) on Twitter to a part of the equation.