SOME FACTS

7 brands incl. XING w/
~21 million
groups and kununu w/
>7 million
workplace insights

More than
1,700 employees,
(FTE) thereof
800+ in the city of
Hamburg

Further locations in
Barcelona, Porto,
Valencia, Vienna
(kununu), Zürich,
Berlin und Munich
NEW WORK SE IS MUCH MORE THAN „XING“
# NWSE Has Strong – Partly Market Leading – Assets Which Serve as the Fundament for Future Growth

<table>
<thead>
<tr>
<th>Status Quo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>kununu</strong></td>
</tr>
<tr>
<td>A platform that empowers people to choose the right place to work with workplace insights that matter.</td>
</tr>
<tr>
<td><strong>XING</strong></td>
</tr>
<tr>
<td>A personal companion in business life where professionals from every industry can connect with one another and get career orientation.</td>
</tr>
<tr>
<td><strong>Honeypot</strong></td>
</tr>
<tr>
<td>A tech-focused job platform that turns job board principle on its head as companies apply to potential employees.</td>
</tr>
<tr>
<td><strong>XING E-Recruiting</strong></td>
</tr>
<tr>
<td>A partner combining a leading online business network with smart products and efficient solutions to boost hiring processes.</td>
</tr>
<tr>
<td><strong>PreScreen</strong></td>
</tr>
<tr>
<td>An applicant tracking system that enables firms find matching candidates who are passionate about their jobs.</td>
</tr>
</tbody>
</table>

*Included in XING E-Recruiting HR B2B subscription customer base
THROUGH OUR BRANDS WE STRIVE TO CREATE WIN-WIN SOLUTIONS FOR BOTH USERS AND HR CUSTOMERS

**Our core value propositions**

- Brand portfolio serving key talent needs
- Broad access to in-demand talent
- Ecosystem to provide unique user and customer value
- Regional heritage and understanding of the D-A-CH region
- Comprehensive digital HR-solution portfolio
- Win-win solutions, combining user and customer advantages

**Our brands and solutions**

**INDIVIDUALS**

- XING
- kununu
- Honeypot
- InterNations

**SELF-REINFORCING MECHANISMS**

**HR CUSTOMERS**
OUR BUSINESS MODEL HAS PROVEN TO BE RESILIENT DURING THE PANDEMIC, DEMONSTRATING STABLE REVENUES AND PROFIT

Revenues (€m)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2016</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>72</td>
<td>146</td>
<td>270</td>
<td>276</td>
<td>291</td>
</tr>
</tbody>
</table>

EBITDA margin¹

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2016</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28%</td>
<td>33%</td>
<td>31%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

EBITDA¹

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2016</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€20m</td>
<td>€48m</td>
<td>€85m</td>
<td>€92m</td>
<td>€97m</td>
</tr>
</tbody>
</table>

Annual growth:

- XING platform members: 15% (2016-19) to 9% (2019-21)
- kununu workplace insights: 36% (2016-19) to 33% (2019-21)
- B2B E-Recruiting subscription customers: 32% (2016-19) to 1% (2019-21)

Context change in 2020: COVID

- Short-term impact:
  - Challenge asking for immediate reactions
  - Proof for the resilience of NWSE’s business models
- Long-term impact:
  - Chance for new impulses and a strategic evolution
  - Catalyst for external supportive trends

¹ Financial KPIs on pro-forma basis
new members on XING totalling 21.0m at end of Q2 2022

+297 thousand new members in Q2 2022

+1.4m

new workplace insights on kununu totalling 7.2m insights incl. >2m salary data points

+423 thousand new insights in Q2 2022

+1.8m

+32%
TALENT SCARCITY AND ONGOING HIGH DEMAND FOR LABOUR SUPPORT B2B E-RECRUITING SOLUTIONS

**B2B subscription customers**

<table>
<thead>
<tr>
<th></th>
<th>Q4 20</th>
<th>Q1 21</th>
<th>Q2 21</th>
<th>Q3 21</th>
<th>Q4 21</th>
<th>Q1 22</th>
<th>Q2 22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12.6</td>
<td>12.7</td>
<td>12.7</td>
<td>12.8</td>
<td>13.0</td>
<td>13.3</td>
<td>13.7</td>
</tr>
</tbody>
</table>

**+376**

**+406**

**Pro-forma) segment revenues**

<table>
<thead>
<tr>
<th></th>
<th>Q4 20</th>
<th>Q1 21</th>
<th>Q2 21</th>
<th>Q3 21</th>
<th>Q4 21</th>
<th>Q1 22</th>
<th>Q2 22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39.1</td>
<td>38.1</td>
<td>40.7</td>
<td>43.8</td>
<td>47.2</td>
<td>47.9</td>
<td>50.9</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>(1%)</td>
<td>7%</td>
<td>14%</td>
<td>21%</td>
<td>26%</td>
<td>25%</td>
</tr>
</tbody>
</table>

- E-Recruiting contributing 65% of NW SE group sales in Q2 22
- Passive Recruiting growing strongly
- Honeypot growing revenues ~100%
- Record high # unfilled positions in Germany w/ 1.9m²

1) Source: BA-X index 06 2022
2) Source: IAB 07/22
STRATEGY
SHARPENING FOCUS

PICTURE: NEW WORK SE HEADQUARTER ROOF TERRACE
WE WILL BECOME THE #1 RECRUITING PARTNER IN D-A-CH BY WINNING TALENTS

HR CUSTOMERS

Become #1 recruiting partner in D-A-CH...

Seamless recruiting experience

Active Sourcing  Passive Sourcing  Employer Branding  ... new B2B recruiting offerings

Registered members  All job-seekers  Entire workforce  ... new B2C talent segments

... by winning talents

INDIVIDUALS
“Germany will be hit the hardest by the impending European ageing crisis”¹

GERMANY ON THE HUNT FOR LABOUR
“Around 56% of companies report being short-staffed”²

BOOMERS RETIRE
“Germany loses around 350,000 working-age people every year as the Baby Boomers, ..., retire, and not enough younger people are available to fill their positions”²
TALENT SHORTAGE IS PUTTING OUR ECONOMY UNDER SEvere PRESSURE
THE WORST IS YET TO COME – STRUCTURAL TALENT SHORTAGE IS GROWING

SHRINKING WORKFORCE
WORKFORCE IN DE (IN M)

~47m
~42 Mio.

2020
2030

Source: IAB Report 25/2011

STRUCTURAL TALENT SHORTAGE
UNFILLED VACANCIES IN DE (IN M)

~250%
~4.9 Mio.
~1.4 Mio.

2020
2030

Source: IAB Report 2020

NEW WORK SE
STUDIES SHOW: WORKFORCE'S WILLINGNESS TO SWITCH INCREASES RAPIDLY

Willingness to change jobs increasing significantly

37% of Germans consider changing jobs

That's +12% vs. previous year

Ca. 50% of those under age of 40

Job change in the next 12 months

*Forsa online survey January 2022 among 2,523 employed persons of legal age (working and employed persons) in Germany, Austria and German-speaking Switzerland (N = 1,009) commissioned by XING E-Recruiting.
DESPITE COOLING IFO BUSINESS CLIMATE INDEX, BA-X LABOR DEMAND INDEX CONTINUED TO DEVELOP POSITIVELY IN 2022

Source: Bundesagentur für Arbeit, ifo Institut, DESTATIS
WITH >5BN€ IN ESTIMATED SIZE, THE RECRUITING MARKET IN D-A-CH IS HUGE

**Recruiting Value Chain**

**Segments**

- **Attract**
  - Employer branding, search engine marketing, other (e.g. certification)

- **Source**
  - Passive sourcing, i.e. online and offline job ad business

- **Active**
  - Active sourcing (headhunter), active sourcing tools (excl. temporary staffing)

- **Select**
  - Screening tools, applicant tracking systems

**Total Spend (DE)**

- ~0.7bn€
- ~1.2bn
- ~2.2bn€
- ~0.3bn€

**TAM (DE)**

- ~140,000

**ARPU (DE)**

- ~€ 34,000

*Figures relate to DE 2021, only AT/CH each provide +10% to +15% potential; arrows indicate expected future growth trend; SOURCE: Market model (German Federal Statistical Office, German Federal Labor Agency, Institute of Economics, other studies & reports)*
B2B E-RECRUITING IS OUR GROWTH DRIVER

**NWSE GROUP REVENUES**
BY SEGMENTS (IN Mio. €)

<table>
<thead>
<tr>
<th>Year</th>
<th>Marketing Solutions &amp; Events</th>
<th>B2B E-Recruiting</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>18</td>
<td>54</td>
<td>77</td>
</tr>
<tr>
<td>2017</td>
<td>18</td>
<td>77</td>
<td>90</td>
</tr>
<tr>
<td>2018</td>
<td>22</td>
<td>109</td>
<td>100</td>
</tr>
<tr>
<td>2019</td>
<td>26</td>
<td>140</td>
<td>103</td>
</tr>
<tr>
<td>2020</td>
<td>20</td>
<td>154</td>
<td>103</td>
</tr>
<tr>
<td>2021</td>
<td>24</td>
<td>170</td>
<td>98</td>
</tr>
</tbody>
</table>

**CAGR**
2016-2021 (IN %)

- +6%
- +26%
- +5%

*B2B E-Recruiting as strongest contributor*
WE WILL...
FURTHER EXPAND KUNUNU’S LEADING POSITION

STRENGTHS TODAY

- First choice for talents looking for workplace insights, with every 2nd jobseeker visiting kununu
- Highest number of user-generated, trustworthy company reviews: >4m
- >2.7m unique insights beyond reviews, with company salary & culture insights
- Platform with singular positioning for employers’ employer branding efforts

OUR AMBITION

#1 DESTINATION IN D-A-CH TO FIND WORKPLACE INSIGHTS NEEDED TO TAKE DECISIONS
WE WILL...
POSITION XING WITH CLEAR FOCUS ON JOBS & CAREER

STRENGTHS TODAY

- Largest network/talent pool in D-A-CH: ~21m; strong growth: ~1.4m annually
- Key role in last job change for ~30% of our B2C XING members*
- Higher success in filling vacancies via ‘TalentManager’ over competition*
- >1.3m jobs & >20k active recruiters; >250k employers on XING

* Source: NW SE Benchmarking study 2022

OUR AMBITION

#1 DESTINATION IN D-A-CH TO FIND A JOB, GET HIRED AND RECEIVE CAREER GUIDANCE
WE WILL...
BECOME #1 RECRUITING PARTNER FOR HR IN D-A-CH

STRENGTHS TODAY

- Employer Branding Profiles
- JobManager
- TalentManager
- TalentpoolManager
- TalentService
- ReferralManager
- Prescreen

ATION

#1
RECRUITING PARTNER IN D-A-CH. BEST PERFORMANCE & SEAMLESS EXPERIENCE
OUTLOOK IS POSITIVE AS LABOUR SHORTAGE IS INTENSIFYING AND EMPLOYERS NEED TO INVEST EVEN MORE IN THE FUTURE TO ATTRACT, FIND AND HIRE TALENT

- For 2022 we expect pro-forma EBITDA of ~ € 104m
WRAP-UP

1. **We have a clear goal** – to develop NWSE towards the #1 recruiting partner for HR in DACH by winning talent

2. **Recruiting is a huge market with >5bn€ in size** – and strong growth prospects driven by structural mega trends

3. **With strong assets on C- & B-Side, we are in a promising position to grow** – and we defined clear initiatives for it

4. **In 2021, we achieved solid growth in revenue and EBITDA** – B2B E-recruiting returned to 20%+ growth

5. **Outlook: back to pre-COVID levels in the mid-run** – with double-digit revenue growth and >30% EBITDA margin
Q2 2022 FINANCIAL HIGHLIGHTS

Talent access through C-side brands XING & kununu continues to grow

Revenues came in at € 78.0m and 12% yoy growth

EBITDA came in at € 27.8m

Operating cash-flow came in at € 14.4m

We confirm our guidance for 2022 of € 104m pro-forma EBITDA
# Q2 2022: Revenues of € 78.0; EBITDA of € 27.8M

## Pro-forma

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2021</th>
<th>Q2 22 vs. Q2 21</th>
<th>Q1 2022</th>
<th>Q2 22 vs. Q1 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service revenues</td>
<td>78.0</td>
<td>69.5</td>
<td>12%</td>
<td>74.6</td>
<td>5%</td>
</tr>
<tr>
<td>Other operating income</td>
<td>0.7</td>
<td>0.4</td>
<td>102%</td>
<td>0.9</td>
<td>(18%)</td>
</tr>
<tr>
<td>Capitalized own work</td>
<td>4.7</td>
<td>5.5</td>
<td>(16%)</td>
<td>5.2</td>
<td>(10%)</td>
</tr>
<tr>
<td>Costs before capitalization</td>
<td>(55.6)</td>
<td>(47.9)</td>
<td>(16%)</td>
<td>(54.9)</td>
<td>(1%)</td>
</tr>
<tr>
<td>EBITDA</td>
<td>27.8</td>
<td>27.5</td>
<td>1%</td>
<td>25.7</td>
<td>8%</td>
</tr>
<tr>
<td>Margin</td>
<td>36%</td>
<td>40%</td>
<td>(4%pts)</td>
<td>34%</td>
<td>1%pt</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>(9.9)</td>
<td>(7.5)</td>
<td>(33%)</td>
<td>(7.6)</td>
<td>(31%)</td>
</tr>
<tr>
<td>Financial result</td>
<td>(0.9)</td>
<td>0.0</td>
<td>(7,565%)</td>
<td>(1.0)</td>
<td>(0.3)</td>
</tr>
<tr>
<td></td>
<td>(0.3)</td>
<td>(0.3)</td>
<td></td>
<td>(0.3)</td>
<td></td>
</tr>
<tr>
<td>Taxes</td>
<td>(5.7)</td>
<td>(6.2)</td>
<td>7%</td>
<td>(5.0)</td>
<td>(5.2)</td>
</tr>
<tr>
<td></td>
<td>(5.9)</td>
<td>(6.1)</td>
<td></td>
<td>(5.2)</td>
<td>(16%)</td>
</tr>
<tr>
<td>Net income</td>
<td>11.2</td>
<td>11.7</td>
<td>13.8</td>
<td>13.6</td>
<td>(19%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(19%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPS</td>
<td>2.00</td>
<td>2.08</td>
<td>2.46</td>
<td>2.43</td>
<td>(19%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Continued operations

Rounding differences possible
## Q2 2022 SEGMENT EBITDA

<table>
<thead>
<tr>
<th>Segment Description</th>
<th>Segment EBITDA Q2 22</th>
<th>Q2 22 Margin</th>
<th>Segment EBITDA Q2 21</th>
<th>Q2 21 Margin</th>
<th>Delta Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B E-Recruiting</td>
<td>34.5</td>
<td>68%</td>
<td>28.0</td>
<td>69%</td>
<td>Growth in revenues and EBITDA</td>
</tr>
<tr>
<td>B2C</td>
<td>6.7</td>
<td>30%</td>
<td>11.5</td>
<td>47%</td>
<td>Investments in talent access, kununu salary campaign &amp; less capitalization</td>
</tr>
<tr>
<td>B2B Marketing Solutions*</td>
<td>2.0</td>
<td>43%</td>
<td>2.8</td>
<td>69%</td>
<td>Q2’22 incl. “New Work Experience” offline event (margin dilutive)</td>
</tr>
<tr>
<td>Tech, Central Services &amp; Other</td>
<td>(15.4)</td>
<td>Neg</td>
<td>(14.9)</td>
<td>Neg</td>
<td></td>
</tr>
<tr>
<td><strong>Total EBITDA</strong></td>
<td><strong>27.8</strong></td>
<td><strong>36%</strong></td>
<td><strong>27.5</strong></td>
<td><strong>40%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Rounding differences possible

* Events discontinued
Q2 2022 SERVICE REVENUES: B2B E-RECRUITING SEGMENT GROWING 25% – ACCOUNTING FOR 65 % OF TOTAL GROUP SALES

B2B E-Recruiting: 25%  
B2C: (9%)  
B2B Marketing Solutions*: 13%

- B2B E-Recruiting: Q2 21 = 40.7, Q2 22 = 50.9
- B2C: Q2 21 = 24.7, Q2 22 = 22.5
- B2B Marketing Solutions: Q2 21 = 4.1, Q2 22 = 4.6

*Rounding differences possible

* Events discontinued
### Q2 2022 COST DEVELOPMENT

#### Personnel
in € m and in % of service revenues
- 6%

#### Marketing
in € m and in % of service revenues
- 49%

#### Other expenses
in € m and in % of service revenues
- 32%

<table>
<thead>
<tr>
<th></th>
<th>Personnel</th>
<th>Marketing</th>
<th>Other expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 21</td>
<td>33.2</td>
<td>5.8</td>
<td>8.9</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Q1 22</td>
<td>35.1</td>
<td>10.3</td>
<td>9.6</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Q2 22</td>
<td>35.1</td>
<td>8.6</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>11%</td>
<td>15%</td>
</tr>
</tbody>
</table>

- +56 FTEs yoy
- Investments especially in go-to-market

- Online display & social media
- B2B E-Recruiting media campaign
- Kununu salary data campaign
- External services (i.e. freelancers)
- Server hosting
- Payment processing
- Travel & entertainment
- Other
## Q2 2022: OPERATING CASH FLOW OF €14.4M

<table>
<thead>
<tr>
<th></th>
<th>Q2 22</th>
<th>Q2 21</th>
<th>Q2 22 vs. Q2 21</th>
<th>Q1 22</th>
<th>Q2 22 vs. Q2 21</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EBITDA</strong></td>
<td>27.8</td>
<td>27.5</td>
<td>0.3</td>
<td>25.7</td>
<td>2.1</td>
</tr>
<tr>
<td><strong>Interest / tax / other</strong></td>
<td>(3.5)</td>
<td>(3.7)</td>
<td>0.1</td>
<td>(3.3)</td>
<td>-0.2</td>
</tr>
<tr>
<td><strong>Change in net working capital</strong></td>
<td>(9.7)</td>
<td>(3.9)</td>
<td>(5.7)</td>
<td>16.6</td>
<td>-26.3</td>
</tr>
<tr>
<td><strong>Delta Discontinued Operations</strong></td>
<td>(0.2)</td>
<td>(1.0)</td>
<td>0.8</td>
<td>(0.2)</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Operating cash flow excl. organizer cash</strong></td>
<td>14.4</td>
<td>18.9</td>
<td>(4.4)</td>
<td>38.8</td>
<td>-24.4</td>
</tr>
<tr>
<td><strong>Investment – operating</strong></td>
<td>(5.5)</td>
<td>(11.5)</td>
<td>6.0</td>
<td>(7.8)</td>
<td>2.3</td>
</tr>
<tr>
<td><strong>Investment – acquisitions &amp; joint venture</strong></td>
<td>0.0</td>
<td>(2.1)</td>
<td>2.1</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Investment – financial assets</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(0.4)</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Interests paid, lease liabilities, FX rate diff. &amp; rest</strong></td>
<td>(2.4)</td>
<td>2.3</td>
<td>(4.7)</td>
<td>0.5</td>
<td>-2.9</td>
</tr>
<tr>
<td><strong>Delta Discontinued Operations</strong></td>
<td>(0.2)</td>
<td>(0.6)</td>
<td>0.4</td>
<td>(0.4)</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Cash flow excl. dividends &amp; organizer cash</strong></td>
<td>6.3</td>
<td>7.0</td>
<td>(0.6)</td>
<td>30.8</td>
<td>-24.5</td>
</tr>
<tr>
<td><strong>Regular dividend</strong></td>
<td>(15.7)</td>
<td>(14.6)</td>
<td>(1.1)</td>
<td>0.0</td>
<td>(15.7)</td>
</tr>
<tr>
<td><strong>Special dividend</strong></td>
<td>(20.0)</td>
<td>0.0</td>
<td>(20.0)</td>
<td>0.0</td>
<td>(20.0)</td>
</tr>
<tr>
<td><strong>Cash flow excl. organizer cash</strong></td>
<td>(29.4)</td>
<td>(7.6)</td>
<td>(21.8)</td>
<td>30.8</td>
<td>-60.3</td>
</tr>
<tr>
<td><strong>Effects organizer cash</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Cash flow incl. organizer cash</strong></td>
<td>(29.4)</td>
<td>(7.6)</td>
<td>(21.8)</td>
<td>30.8</td>
<td>-60.3</td>
</tr>
</tbody>
</table>

Rounding differences possible
Q1 2022 REVENUES GROWING DOUBLE DIGIT

Pro-forma service revenues
in €m

+12%

68.0
Q1 2021
75.9
Q1 2022

Pro-forma EBITDA
in €m

+3%

24.9
Q1 2021
25.5
Q1 2022

Pro-forma net income
in €m

+3%

12.0
Q1 2021
12.4
Q1 2022
Q1 2022: REVENUES OF € 75.9M; EBITDA OF € 25.5M

<table>
<thead>
<tr>
<th></th>
<th>Q1 2022</th>
<th>Q1 2021</th>
<th>Q1 22 vs. Q1 21</th>
<th>Q4 2021</th>
<th>Q1 22 vs. Q4 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service revenues</td>
<td>75.9</td>
<td>68.0</td>
<td>12%</td>
<td>78.2</td>
<td>(3%)</td>
</tr>
<tr>
<td>Other operating income</td>
<td>0.9</td>
<td>0.4</td>
<td>118%</td>
<td>0.4</td>
<td>137%</td>
</tr>
<tr>
<td>Capitalized own work</td>
<td>5.5</td>
<td>6.9</td>
<td>(20%)</td>
<td>4.7</td>
<td>17%</td>
</tr>
<tr>
<td>Costs before capitalization</td>
<td>(56.7)</td>
<td>(50.3)</td>
<td>(13%)</td>
<td>(64.6)</td>
<td>12%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>25.5</td>
<td>24.9</td>
<td>3%</td>
<td>18.7</td>
<td>36%</td>
</tr>
<tr>
<td>Margin</td>
<td>34%</td>
<td>37%</td>
<td>(3%pts)</td>
<td>24%</td>
<td>10%pts</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>(7.7)</td>
<td>(7.3)</td>
<td>(6%)</td>
<td>(14.9)</td>
<td>48%</td>
</tr>
<tr>
<td>Financial result</td>
<td>(1.0)</td>
<td>(0.3)</td>
<td>(0.2)</td>
<td>863%</td>
<td>0.0</td>
</tr>
<tr>
<td>Taxes</td>
<td>(4.8)</td>
<td>(5.1)</td>
<td>(5.4)</td>
<td>10%</td>
<td>3.7</td>
</tr>
<tr>
<td>Net income</td>
<td>11.9</td>
<td>12.4</td>
<td>12.1</td>
<td>12.0</td>
<td>(2%)</td>
</tr>
<tr>
<td>EPS</td>
<td>2.12</td>
<td>2.21</td>
<td>2.15</td>
<td>2.14</td>
<td>(2%)</td>
</tr>
</tbody>
</table>

Rounding differences possible
Q1 2022 SERVICE REVENUES: B2B E-RECRUITING SEGMENT GROWING 26% – ACCOUNTING FOR 63 % OF TOTAL GROUP SALES

B2B E-Recruiting
B2C
B2B Marketing Solutions & Events

26%
(7%)
(4%)

Q1 21
Q1 22
Q1 21
Q1 22
Q1 21
Q1 22

38.1
47.9
24.8
23.1
5.2
5.0

Rounding differences possible
## Q1 2022 SEGMENT EBITDA

<table>
<thead>
<tr>
<th>Segment</th>
<th>Segment EBITDA Q1 22</th>
<th>Q1 22 Margin</th>
<th>Segment EBITDA Q1 21</th>
<th>Q1 21 Margin</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B E-Recruiting</td>
<td>33.4</td>
<td>70%</td>
<td>26.8</td>
<td>71%</td>
<td>Investments in monetization of talent access</td>
</tr>
<tr>
<td>B2C</td>
<td>8.2</td>
<td>35%</td>
<td>11.0</td>
<td>45%</td>
<td>Investments in talent access</td>
</tr>
<tr>
<td>B2B Marketing Solutions &amp; Events</td>
<td>2.3</td>
<td>46%</td>
<td>2.6</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Tech, Central Services &amp; Other</td>
<td>(18.4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total EBITDA</strong></td>
<td><strong>25.5</strong></td>
<td><strong>34%</strong></td>
<td><strong>24.9</strong></td>
<td><strong>37%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Rounding differences possible
Q1 2022 COST DEVELOPMENT

Personnel
in € m and in % of service revenues

- +30 FTEs yoy
- Investment in product/tech org & sales/marketing

Marketing
in € m and in % of service revenues

- SEO
- Online display & social media
- B2B E-Recruiting media campaign
- Kununu salary data campaign

Other expenses
in € m and in % of service revenues

- External services (more freelancers yoy)
- Server hosting
- Payment processing
- Travel & entertainment
- Other

Rounding differences possible
Q1 2022: OPERATING CASH FLOW OF €38.8M

<table>
<thead>
<tr>
<th></th>
<th>Q1 22</th>
<th>Q1 21</th>
<th>Q1 22 vs. Q1 21</th>
<th>Q4 21</th>
<th>Q1 22 vs. Q4 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>25.5</td>
<td>24.9</td>
<td>Abs.</td>
<td>18.7</td>
<td>6.8</td>
</tr>
<tr>
<td>Interest / tax / other</td>
<td>(3.3)</td>
<td>(2.1)</td>
<td>(1.3)</td>
<td>(6.5)</td>
<td>3.2</td>
</tr>
<tr>
<td>Change in net working capital</td>
<td>16.6</td>
<td>16.9</td>
<td>Abs.</td>
<td>0.7</td>
<td>15.9</td>
</tr>
<tr>
<td>Operating cash flow excl. organiser cash</td>
<td>38.8</td>
<td>39.7</td>
<td>(0.9)</td>
<td>12.9</td>
<td>25.9</td>
</tr>
<tr>
<td>Investment – operating</td>
<td>(8.1)</td>
<td>(10.6)</td>
<td>2.5</td>
<td>(10.0)</td>
<td>1.9</td>
</tr>
<tr>
<td>Investment – acquisitions &amp; joint venture</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Investment – financial assets</td>
<td>(0.4)</td>
<td>0.0</td>
<td>(0.4)</td>
<td>0.0</td>
<td>(0.4)</td>
</tr>
<tr>
<td>Interests paid, lease liabilities, FX rate diff. &amp; rest</td>
<td>0.5</td>
<td>1.7</td>
<td>(1.2)</td>
<td>(2.7)</td>
<td>3.2</td>
</tr>
<tr>
<td>Delta Discontinued Operations</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(0.1)</td>
<td>0.1</td>
</tr>
<tr>
<td>Cash flow excl. dividends &amp; organiser cash</td>
<td>30.8</td>
<td>30.8</td>
<td>0.0</td>
<td>(0.0)</td>
<td>30.9</td>
</tr>
<tr>
<td>Regular dividend</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Cash flow excl. organiser cash</td>
<td>30.8</td>
<td>30.8</td>
<td>0.0</td>
<td>(0.0)</td>
<td>30.9</td>
</tr>
<tr>
<td>Effects organiser cash</td>
<td>2.5</td>
<td>1.2</td>
<td>1.3</td>
<td>(0.7)</td>
<td>3.2</td>
</tr>
<tr>
<td>Cash flow incl. organiser cash</td>
<td>33.4</td>
<td>32.0</td>
<td>1.3</td>
<td>(0.7)</td>
<td>34.1</td>
</tr>
</tbody>
</table>

Rounding differences possible
HOW WE MONETIZE

B2C

Premium
- 3-12m @ € 7.95 - 9.95 p.m.

ProJobs
- 3-12m @ € 19.95-29.95 p.m.

InterNations (EXPAT network)
Albatross membership
- 3-12m @ € 5.95 - 8.95 p.m.

B2B E-Recruiting

Passive recruiting / Job ads
- Fixed price job ads: € 395 – 795
- Click price job ads: € 1.85 p.c.

Active recruiting
- XING referral manager (XRM): € 4,000– 60,000+ p.a.

Employer branding - kununu
- € 4,290 – 23,690 p.a.

Applicant Tracking System (ATS) – Prescreen
- € 800 – 6,000+ p.a.

XING TalentService (XTS)
- € 4,990 per shortlist
- € 2,990 per longlist

XING 360
- Individual pricing

Honeypot
- From € 200 & 15% success fee up to 4,500 p.a. flat fee

B2B Marketing Solutions

Marketing Solutions
- Native & Video (CPC & CPM)
- Content Ads
- Sponsored Mailings
- Audience Network
THANK YOU FOR YOUR ATTENTION.
INVESTOR RELATIONS
CONTACT DETAILS & SOCIAL MEDIA CHANNELS

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http://www.youtube.com/XINGcom
https://nwx.new-work.se/

KEY COMPANY STATS

**Company KPI**

- **€291m** revenues
- **€97m** pro-forma EBITDA
- **33%** pro-forma EBITDA-margin
- **5,620,435** shares outstanding (~0.8bn market cap)

**Revenue structure**

<table>
<thead>
<tr>
<th>B2C</th>
<th>CH</th>
<th>AT</th>
<th>DE</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>