XING AG
Acquisition of amiando AG



Dr. Stefan Gross-Selbeck (CEO) December 9, 2010

XING AG - Acquisition of amiando AG Executive Summary



1. XING AG acquires amiando AG

 Objective: to form a fully integrated service provider for the promotion and fulfillment of business related events

2. amiando AG is Europe's leading platform for event management and ticketing

- 1,600 paying organizers → ~€1.5m revenues in 2010e
- Full service to event hosts (i.e. Reg. forms & ticketing, participant management, payment handling, marketing tools, event data management & CRM, etc.)

3. Events are a key element of the XING platform

- > 150,000 user generated events p.a. (DACH)
- > 750,000 event participants p.a. (DACH)

3. The XING/amiando AG events business is a significant revenue opportunity

- Jointly we can build and market very attractive solutions for organizers and attendees
- Covering the most attractive parts of the value chain (fulfillment, event promotion, post-event)
- Significant market size
- 4. Purchase price: initial payment of app. €5.1m + second payment of up to €5.25m on March 31, 2013 depending on numerous conditions to be met

2 amiando AG The online event registration and ticketing tool



Founded: 2006

Headquarter: Munich, Germany

Employees: 24 fulltime + 11 interns

💻 🔐 💶 📉 NOT A MEMBER? SIGN UP NOW! 🔃 LOGIN amiando 🔊 Home Features Pricing Organizing an event? Call us! 0800-2642636 (toll-free) | Contact | Help Features Focus on what matters most: your event. It's free to get started! amiando helps you with all the smaller aspects of event organization: website, promotion, participant registration, online payment, ticketing and more. Sign Up Free That way, you have more time for your core responsibilities Phone: 0800-AMIANDO (0800-2642636 toll-free) E-mail: offers@amiando.com | Support Hotlines Registration forms and ticketing

Product advantages

- ✓ Sell tickets online
- ✓ Create online event registration forms
- ✓ Promote events and sell more tickets
- ✓ Manage and keep track of attendees
- ✓ Complete payment processing

More than 30,000 happy customers













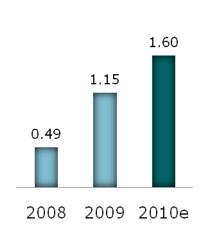




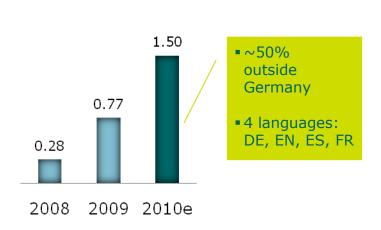


Proven success





Revenues in €m

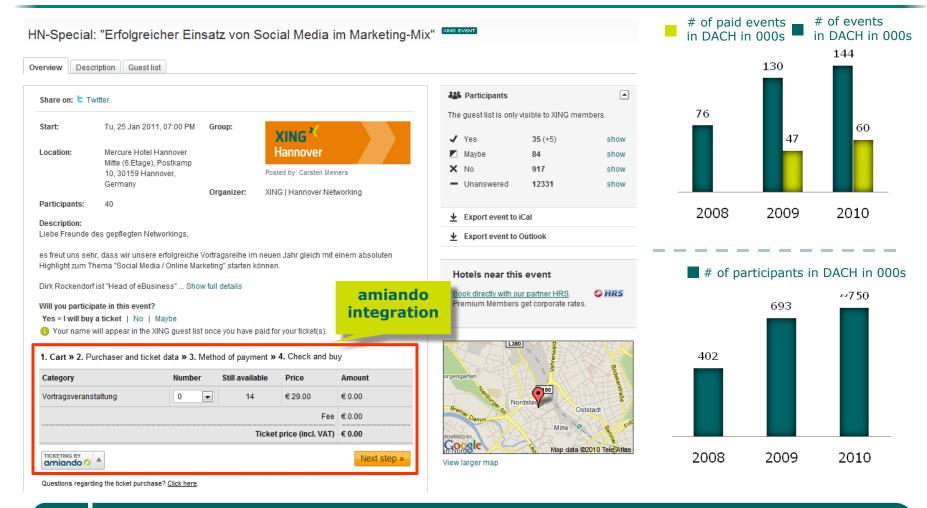


Pricing

- **Ticketing:** 5.9% of attendance fee plus 0.99 Eur fix fee per ticket
- Event management: add-on services such as ticket papers, mailing tool coustomization services for extra charge

XING Events: >130k events, >47k paid events with >690k participants







Why events on XING work:

- "Perfect" target group
- Unique targeting capabilities
- High relevance of business graph

Overview/segmentation events market

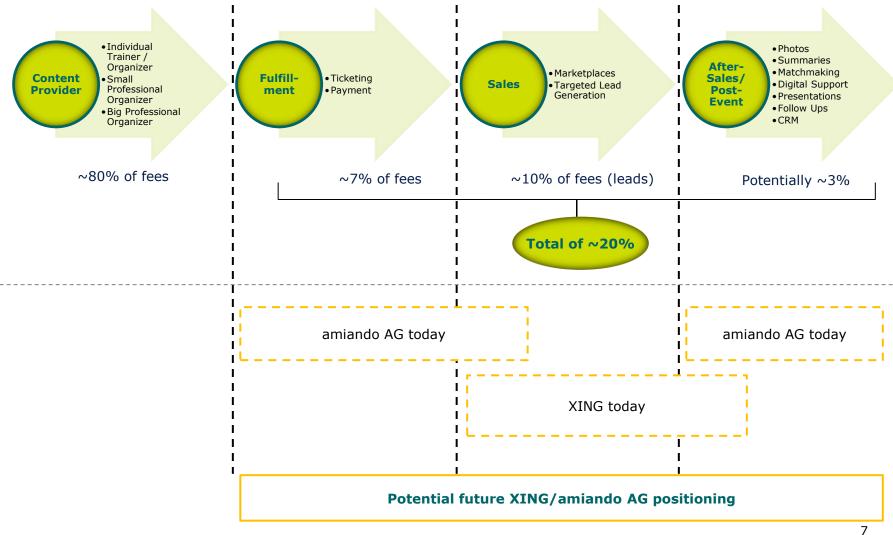


Professional focus Business Professional Networking Other **Events** events **Trainings** events Organized learning Bigger business Ambassador events, Leisure-related related events, e.g. events to gain corporate presenevents, e.g. art & Description congresses, fairs, qualification tations, business culture conferences breakfast etc. ~1m events with ~1m trainings with Original XING events n/a Market size 260m participants 40m participants p.a. (Germany) p.m. ~26bn EUR ticketing fees p.a.* Large, fragmented market Little/no transparency Conservative marketing techniques

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STATE OF THE NUMBER 1State of the value chain







1. Acquisition of 100% of the shares of amiando AG

2. Purchase price:

- 1.Payment upon closing: app. €5.1 million
- 2. Second payment of a maximum amount of €5.25m payable by March 31, 2013 if numerous milestones are met including:
 - Current amiando management team (founders) stays on board for at least 18 months after closing
 - The new "events" entity generates revenues of €12m in 2011 &
 2012 (cumulated)
 - The new "events" entity achieves a cumulated positive result in 2011 & 2012

4. Timing

Full Consolidation as of 1st January 2011

Or strategic approach Invest & expand into new verticals



Amiando acquisition adds a strategic vertical to the XING product portfolio **Paid Verticals Membership** Company Profiles E-recruiting Advertising **Events** PREMIUM MEMBER **Basic Membership**

Thank you for your attention!

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Backup

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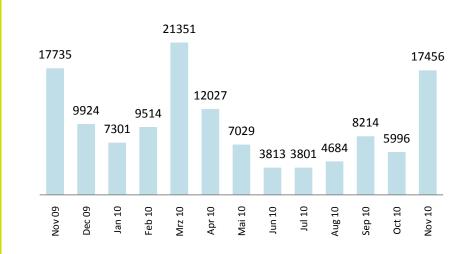
XING AG IR stats Market Cap: ~€170m / €56m cash / no debt



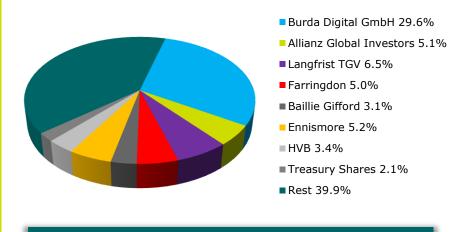
Consensus (Dec 6, 2010)

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	2010e	2011e	2012e	2013e
Total revenues	54.3	64.9	72.8	85.2
EBITDA	16.3	21.3	24.7	29.4
Margin	30%	33%	34%	35%
Depreciation	(5.2)	(5.8)	(6.3)	(8.3)
EBIT	11.1	15.5	18.5	21.1
Margin	20%	24%	25%	25%
Net income	7.5	10.9	13.0	14.6
EPS in €	1.45	2.09	2.50	2.83
Free cash flow	11.8	13.7	15.6	18.4

Average Trading Volume per day (XETRA)



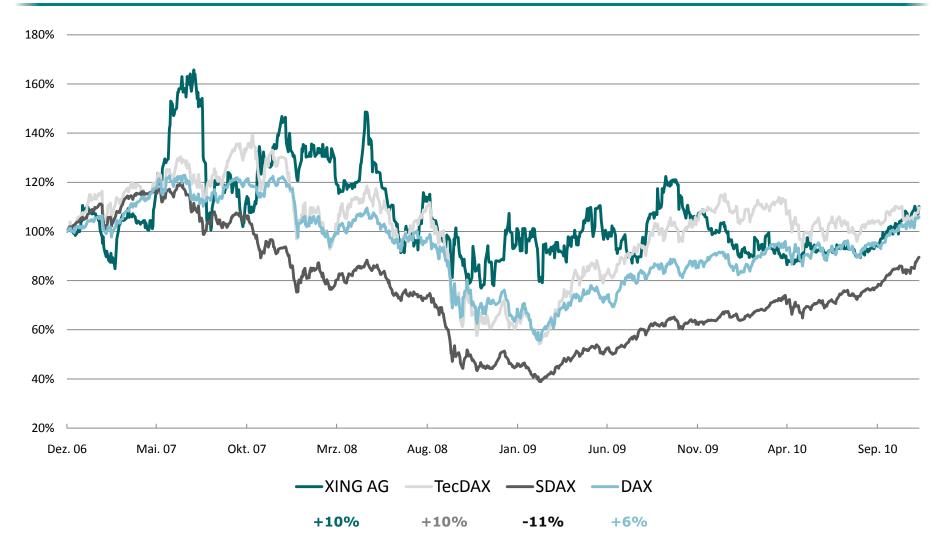
Analyst coverage	Deutsche Bank, DZ Bank, Hauck & Aufhäuser, HSBC			
Shares	5,280,825			
TecDax ranking end of November 2010				
Market Cap.	35			
Turnover	45			



Free float according to Deutsche Börse: 68.2%

XING share price since IPO in Dec'06 (as of Dec 8, 2010)





Investor Relations

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2nd Rank Business & Employment Services, Sell Side, Patrick Möller

XING's current revenue streams



Subscription business

- Paid in advance
- 733k Payers
- >90% activity rate

- 3 months: €6.95*
- 12 months: €5.95*
- 24 months: €4.95*

E-Recruiting

- Recruiter memberships
- Click Price Job Ads
- Fix Price Job Ads

- €49.95/€39.95/€29.95 (3/6/12 months)*
- €0.69 per job click
- LOGO: €395 / DESIGN: €495*

Advertising

- Best Offers
- Enterprise Groups
- Display Advertising
- Company Profiles

- Set up fee & rev. Share
- Set up & regular fee
- eCPM
- €24.90 (Standard) / €129 (Plus)*

Others

- Paid-Events
- XING Seminars

- Provision to XING
- Provision to XING

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