

**XING Q1'2012**

**results presentation**

**May 14, 2012**

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### *Pro-forma results*

Results contained in this presentation are partly based on unaudited pro-forma financial results that the Company derived from its preliminary and past financial statements for the indicated periods in order to make these periods comparable and show non-recurring costs.

### *Cautionary note regarding preliminary results and pro-forma financial results*

This presentation contains preliminary results and pro-forma results. The preliminary results may change during their final review. While the Company believes that its pro-forma financial results are reflective of its recurrent trends and the on-going status of its business, there can be no assurance that its pro-forma results will accurately reflect these trends and status and therefore, its investors are urged not to rely solely upon the pro-forma results when making their investing decision and the pro-forma results should always be reviewed together with its actual financial results.



Financial performance according to plan



Highest number of new members in D-A-CH in the last 12 quarters



Important product launches in preparation

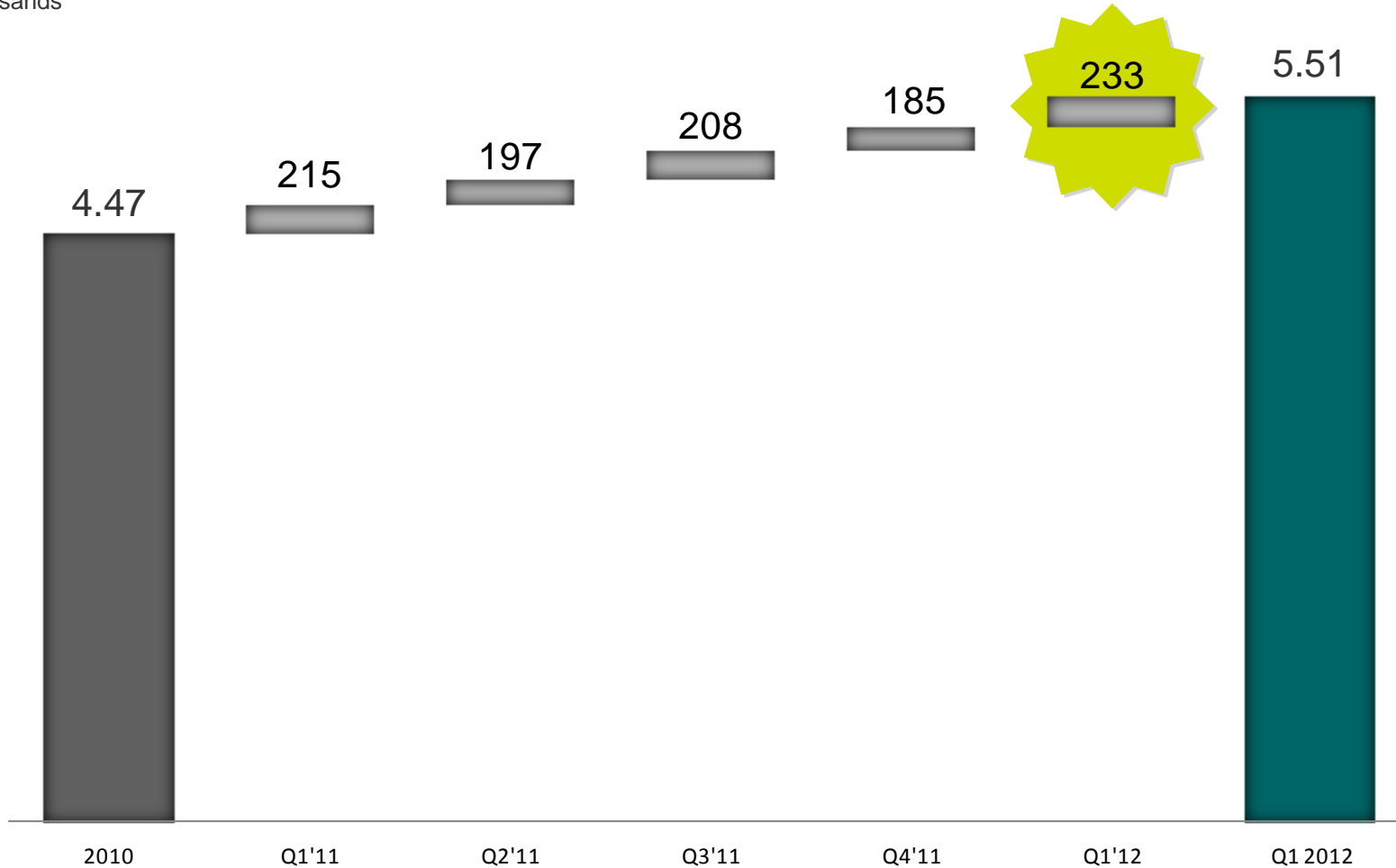


New CEO Thomas Vollmoeller will join in August

# Strongest quarterly member growth in D-A-CH in the last 3 years

Member adds (D-A-CH):  
in thousands

Strongest net member  
growth since Q1 2009

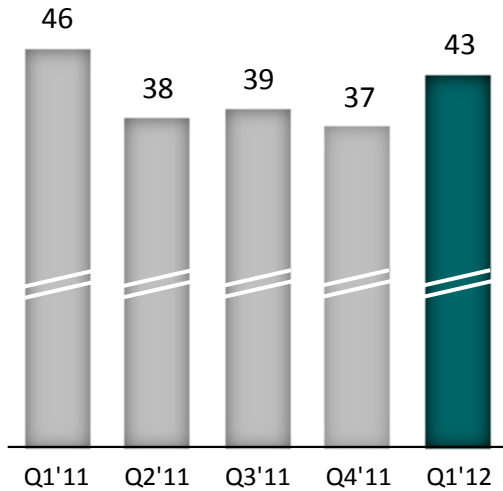


# Development of subscriber base

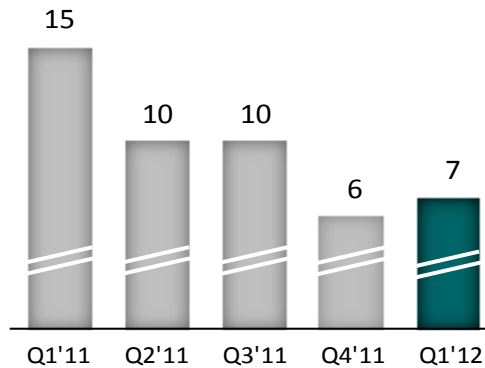
## Net adds in Q1'12



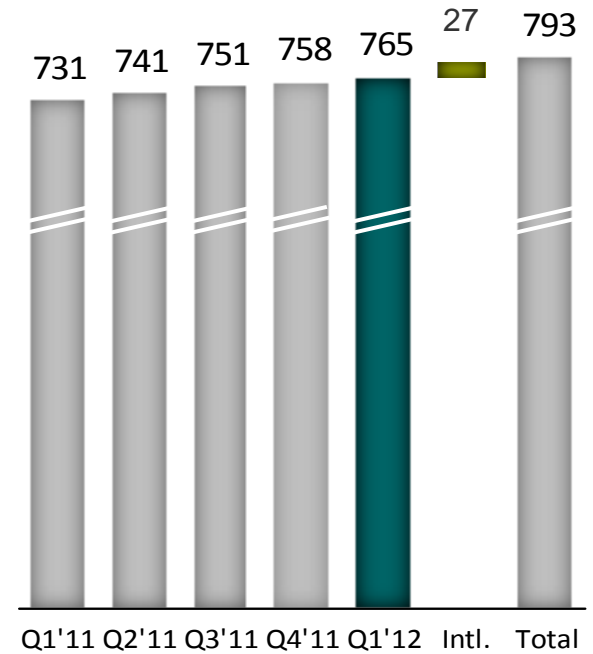
Gross subscriber adds  
D-A-CH  
in thousands



Net subscriber adds  
D-A-CH  
in thousands



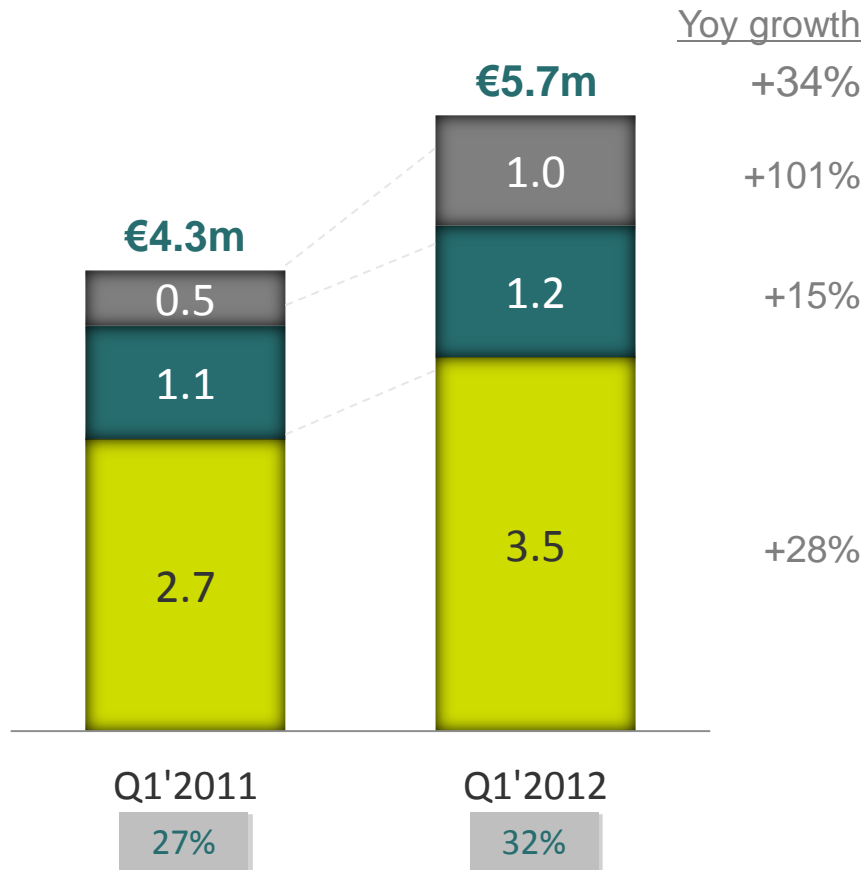
Subscriber base  
in thousands



# 'Verticals' drive overall growth

## "Verticals": Continued strong growth

■ Revenues from "verticals" in €m & in % of total revenues



### e-Recruiting

- New job applicant features
- Strong yoy growth in job ads sold via sales overcompensates decline in click price ads given ongoing change in product mix
- Corporate Recruiter Account (CRA) to be launched in summer 2012

### Advertising

- Display ads: Good performance in soft market environment
- Company profiles: Strong yoy growth in Q1
- New revenue model "AdCreator" to be launched in Q2 2012

### Events

- €14.3m ticket sales
- Ramping up sales team
- Testing new product to promote events on XING

# XING Talentmanager (Corporate Recruiter Account) to be launched in summer 2012



The screenshot displays the XING Talentmanager interface. At the top, there is a search bar for candidates and user information for Franziska Schneider. The main area is divided into a left sidebar with navigation options like 'My Projects' and 'Team projects', and a central content area. The central area shows a project titled 'Art Director Online (m/w)' with a list of candidates. The first candidate, Patrick Munz, is highlighted, and a dropdown menu is open over his profile, showing options: 'Contacted', 'Information sent', 'Appointment set', and 'Offer rejected'. Other candidates listed include Markus Schmon and Sven Müller.

## USPs

- Search >12m profiles of highly qualified business professionals – completely anonymously
- Your projects, candidate lists, messages, etc. are all centrally stored and retained in the company rather than individual recruiter profiles
- Extensive project & candidate management options
- Wide range of collaboration tools
- Assign candidates to several different vacancies

# The XING AdCreator Launch in Q2 2012

**Wählen Sie ein Anzeigenpaket**

Wir haben drei attraktive Anzeigenpakete der Größen S, M und XL für Sie zusammengestellt. Wenn Sie lieber ein eigenes Budget vorgeben möchten, wählen Sie die Option "Flex".

- S**
- M** Max. 271.818 Einblendungen  
Preis pro Einblendung 0,0011 €
- XL**
- Flex** Faire Preise: Sie zahlen nur die tatsächlich verbrauchten Einblendungen. Ihre Kosten werden nie die Höhe des gewählten Pakets übersteigen.

**299,- €** Unsere Empfehlung

Haben Sie einen Gutschein?

Ihr 8-stelliger Gutschein-Code

**1 Anzeige erstellen** | **2 Angaben überprüfen** | **3 Bestätigung**

**Welche Mitglieder sollen Ihre Anzeige sehen?**

Mitglieder aus folgenden Regionen:

**Bundesländer**

- alle
- DE-Bundesländer
- Baden-Württemberg
- Bayern
- Berlin
- Brandenburg

**Städte und Gemeinden**

- alle
- Baden-Württemberg
- Alb-Donau-Kreis
- Baden-Baden
- Biberach (Kreis)
- Röhlingen (Kreis)

**Potentielle Zielgruppe**

**703.410** Personen

**So sieht Ihre Anzeige aus:**

XING @ CeBIT  
Di, 06.03.2012  
Hannover, Germany

[Bearbeiten](#) > [Wo erscheint meine Anzeige?](#)

**Entspricht die Anzeige Ihrer Vorstellung?**

Um das Bild, den Veranstaltungstitel oder die Verlinkung zu ändern, klicken Sie bitte auf "Bearbeiten".

- Wollen Sie das Bild auch für Ihre Anzeige verwenden?
- Passen Ihr Event-Titel auch für die Anzeige?
- Sie auf "Bearbeiten" um Ihre Anzeige belieben zu ändern.

**HIER STEHT DER TITEL IHRES EVENTS**  
Fr, 28.09.2012  
Hamburg, Deutschland

**Vorteilsangebot der Woche**

airline-direct  
Sparen Sie bei Ihren Flügen:  
Finden Sie die günstigsten Flüge bei airline-direct

**Von Veranstaltern empfohlen**

**HIER STEHT DER TITEL IHRES EVENTS**  
Fr, 28.09.2012  
Hamburg, Deutschland

**28**  
Eat & Greet, Vol. 2 mit Haases Greeter  
Sa, 10.11.2011, 19:00  
Hamburg, Deutschland

## XING's new self-booking ad tool

- Launch Q2/2012
- First use case: promote your event
- Further roll-out across the platform
- Important step towards social advertising

## User benefits

- Targeting with real data
- Outstanding ad placements on XING
- Total cost control
- Easy to use
- Individual XING support





Continued phase of accelerated investments in future growth



Revenue of €17.7m



EBITDA of €4.8m w/ 27% margin reflecting investments



Strong operating cashflow of €6.5m

# Q1'12: €17.7m revenues, €4.8m EBITDA, 27% margin

	Q1'12	Q4'11	Q1'12 vs. Q4'11	Q1'11	Q1'12 vs. Q1'11
	Abs.	Abs.		Abs.	
Total revenue <sup>1</sup>	17.7	17.6	+1%	15.7	13%
Costs	(12.9)	(12.0)	(7%)	(10.0)	(29%)
EBITDA	4.8	5.6	(14%)	5.6	(15%)
Margin <sup>2</sup>	27%	32%	(5%pt)	36%	(9%pt)
Depreciation	(1.8)	(2.6) <sup>3</sup>	31%	(1.5)	(24%)
Financial result	0.1	0.2	(29%)	0.0	272%
Taxes	(1.1)	(1.4) <sup>3</sup>	(18%)	(1.5)	25%
Net result	2.0	1.8 <sup>3</sup>	12%	2.7	(27%)

(1) Including other operating income

(2) Of revenue

(3) Adjustment for one time write-down of market entries for Spain & Turkey (€14.4m) & taxes adjusted by €0.3m accordingly

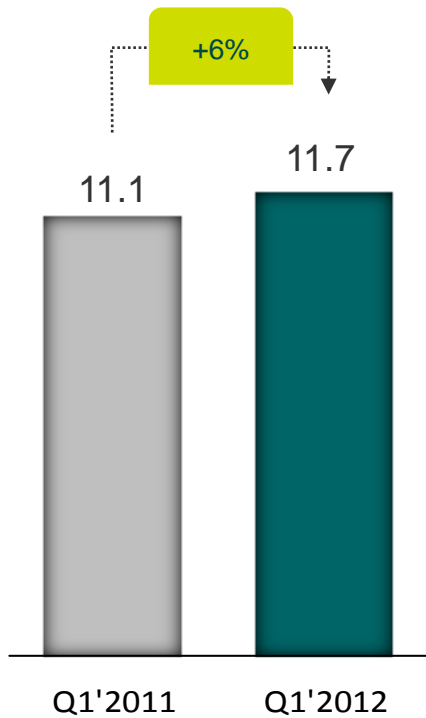


Accelerated investment mode since Q3 2011

# Continued strong growth of vertical revenues

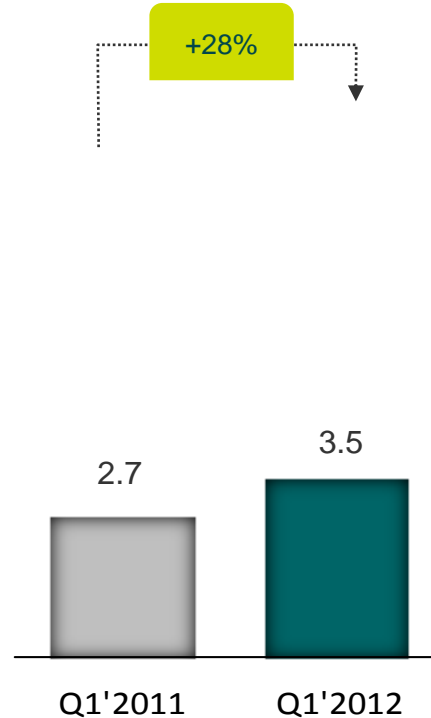
## Core

### Subscription in €m

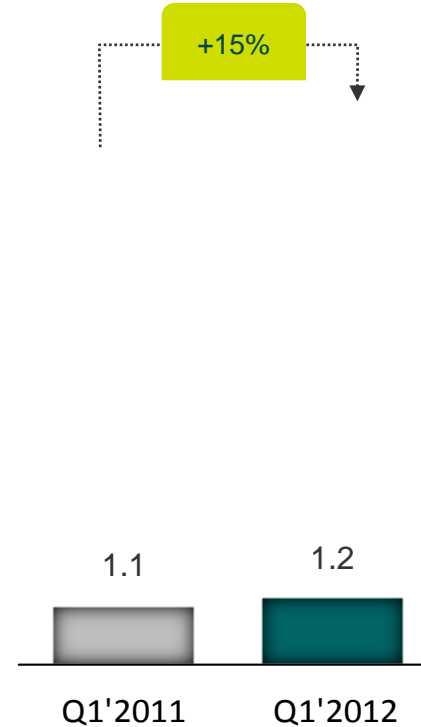


## Verticals

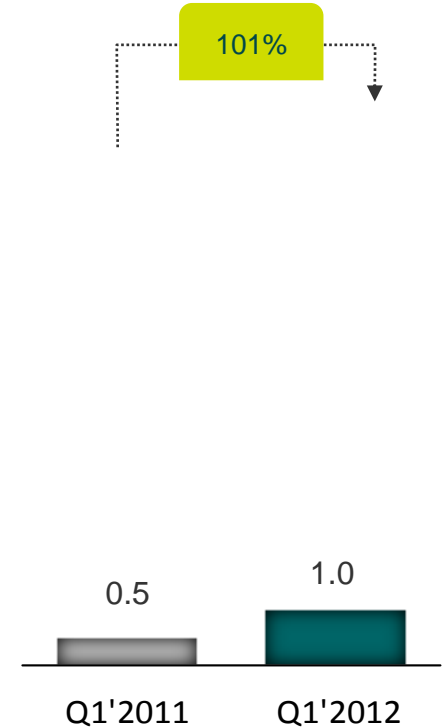
### e-Recruiting in €m



### Advertising (incl. Company Profiles) in €m

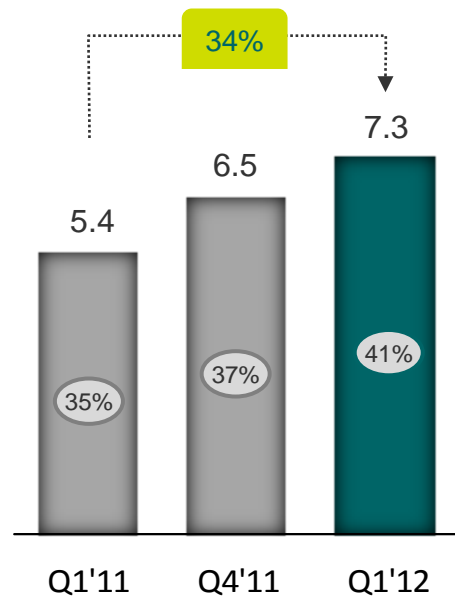


### New Verticals (Events) in €m



## Personnel

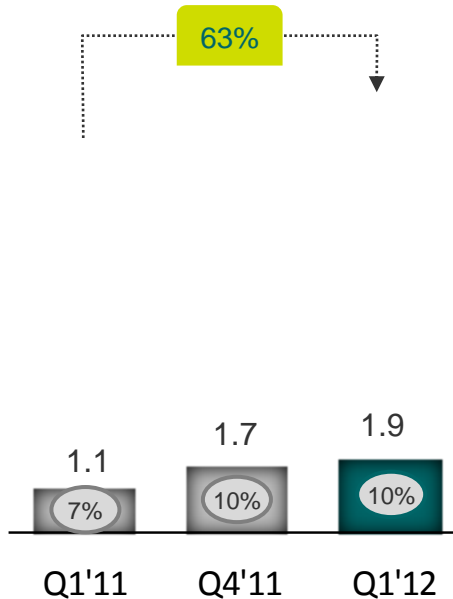
in €m  
in % of total revenue



- Investment into product/technology organization & sales/marketing
- 24 new FTEs in Q1
- 111 new FTE's yoy

## Marketing

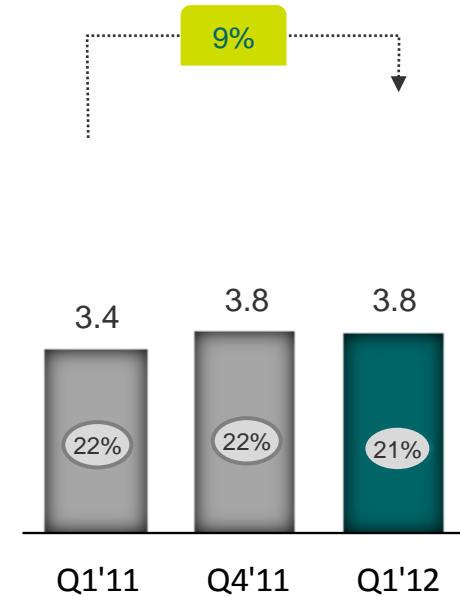
in €m  
in % of total revenue



- Online display & social media adv.
- Search engine marketing (SEM)
- Offline marketing expenditure (conferences & events, print, sponsoring)
- Affiliate marketing
- Local and segment marketing

## Other expenses

in €m  
in % of total revenue



- External services, legal, audit & consulting
- Payment processing, server hosting
- Rent & other costs
- Search Engine Optimization (SEO)

# Quarterly operating cash-flow €6.5m

	Q1'12	Q4'11	Q1'12 vs. Q4'11	Q1'11	Q1'12 vs. Q1'11
	Abs.	Abs.	Abs.	Abs.	Abs.
EBITDA	4.8	5.6	(0.8)	5.6	(0.8)
Interest/tax/ESOP	(0.8)	(2.7)	1.9	0.0	(0.8)
Δ Net working capital	2.4	(0.4)	2.0	2.0	0.4
Operating cashflow excl. organizer cash	6.5	2.5	4.0	7.6	(1.3)
Investment – operating	(1.3)	(2.2)	0.8	(1.1)	(0.1)
Investment – acquisitions	(0.0)	(0.0)	0.0	(5.1)	5.1
Financing incl. transaction of own shares	(20.0)	0.4	(19.6)	0.0	(20.0)
Free cashflow excl. organizer cash	(14.8)	0.7	(14.1)	1.4	(13.2)
Effects organizer cash	1.2	(2.5)	1.3	2.5	(0.2)
Free cashflow incl. organizer cash	(13.6)	(1.8)	(11.8)	3.9	(11.1)



Free cashflow before organizer cash excluding capital return of €20m amounts to €5.2m

**Thank you**  
**for your kind**  
**attention!**

*Backup*

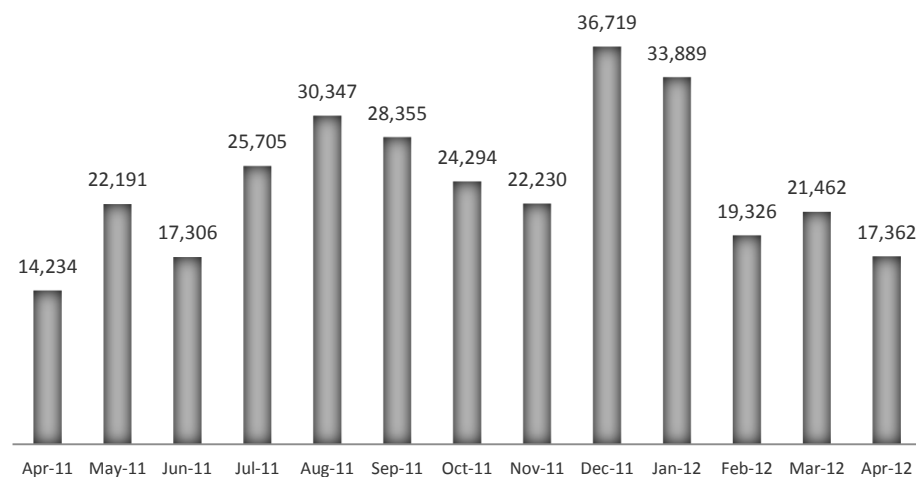
# XING AG IR stats

Market cap: €290m / ~€51m cash / no debt

Consensus  
(April 2012)

	2012e	2013e	2014e	2015e
<b>Total revenues</b>	<b>76.2</b>	<b>86.0</b>	<b>92.0</b>	<b>98.4</b>
<b>EBITDA</b>	<b>25.1</b>	<b>29.6</b>	<b>33.2</b>	<b>38.8</b>
<i>Margin</i>	33%	34%	36%	39%
Depreciation	-7.5	-7.8	-8.2	-8.5
<b>EBIT</b>	<b>17.6</b>	<b>21.7</b>	<b>24.8</b>	<b>30.3</b>
<i>Margin</i>	23%	25%	27%	31%
<b>Net income</b>	<b>12.2</b>	<b>15.1</b>	<b>17.3</b>	<b>21.4</b>
EPS in €	2.26	2.81	3.23	4.03
<b>Free cash flow</b>		<b>12.6</b>	<b>19.3</b>	<b>23.8</b>
DPS in €*	0.56			

Average trading volume per day (XETRA)



## Analyst coverage

Commerzbank, Close Brothers, Deutsche Bank, DZ Bank, Hauck & Aufhäuser, HSBC, Jefferies, JP Morgan Cazenove, MM Warburg, Macquarie, Montega

## Shares

5,455,145

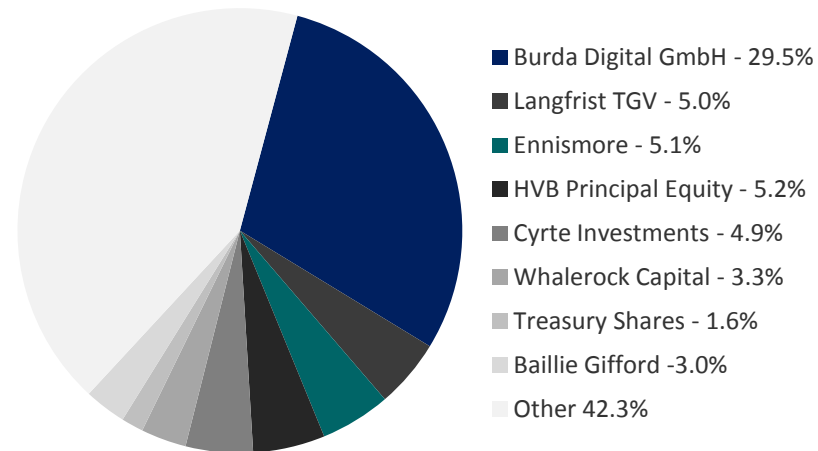
## TecDax ranking end of April 2012

### Market Cap.

25

### Turnover

21



Free float according to Deutsche Börse: 68.9%



# XING share price since IPO in Dec 2006

(as of May 11, 2012)



# Investor Relations

## Contact details & social media channels



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