



XING FY Results 2008 & Strategic Outlook

Hamburg March 26, 2009

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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

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- 1 Introduction Dr. Stefan Gross-Selbeck
- O 2 Business Performance 2008
 - (A) Operational Performance
 - (B) Financial Performance
- **03** Strategic Outlook
- **04** Wrap Up





Introduction Dr. Stefan Gross-Selbeck

Content





- 1 Introduction Dr. Stefan Gross-Selbeck
- **Business Performance 2008**
 - (A) Operational Performance
 - (B) Financial Performance
- **03** Strategic Outlook
- **04** Wrap Up

102 The #1 European Professional Network



Critical mass	> 7.0 m users	+45% yoy
Cittical Illass	/ / / O III 03013	i iono yoy

Highly active ~60% activity rate⁽¹⁾ users 124 million connections

+63% yoy

Loyal community

550,000 payers +52% yoy 22,000 groups +186% yoy 152 ambassadors +171% yoy

Combining online & offline

90,000 events 460,000 attendees +64% yoy



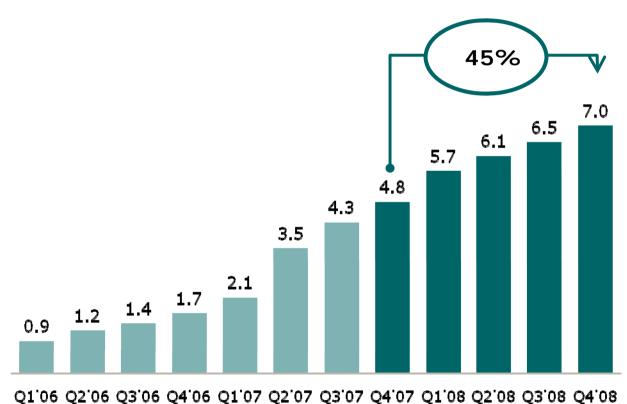
Strong network effects in core markets ensure strong and sustainable competitive position

Source: Company information
Note: (1) DACH, December 2008

Continuing member growth 2.17m net new members in 12 months



Member base Q4'2007 to Q4'2008 in m

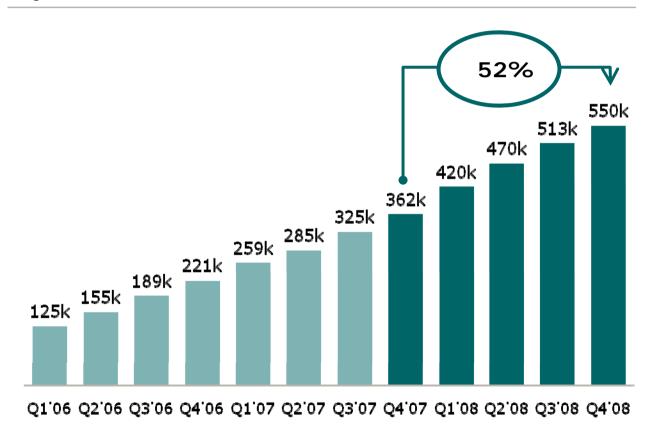


Q1'06 Q2'06 Q3'06 Q4'06 Q1'07 Q2'07 Q3'07 Q4'07 Q1'08 Q2'08 Q3'08 Q4'08

Strong payer growth 188k net new Premium Members in 12 months



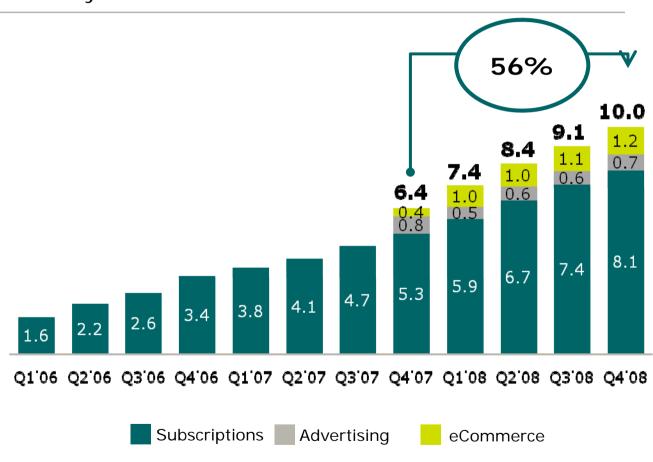
Payer base Q1'06 to Q4'2008



Track record of quarterly top line growth New business models contribute to ~20% of total revenue



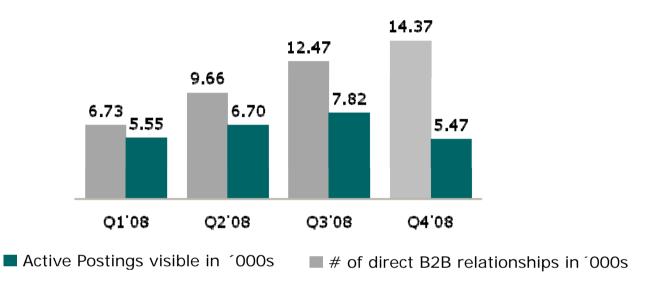
Quarterly net service revenues Q4′07 to Q4′08 in €m*



^{*} Excluding other operating income

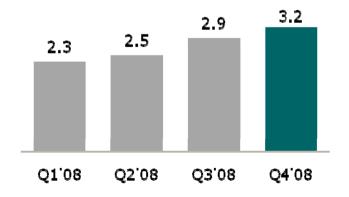
Quick wins with new business model for Jobs Efficient business model in tough economic times

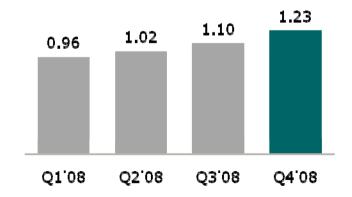




of total Marketplace Clicks in m

eCommerce Revenue in €m*





^{*} eCommerce revenue includes Marketplace & "Best Offers"

Content





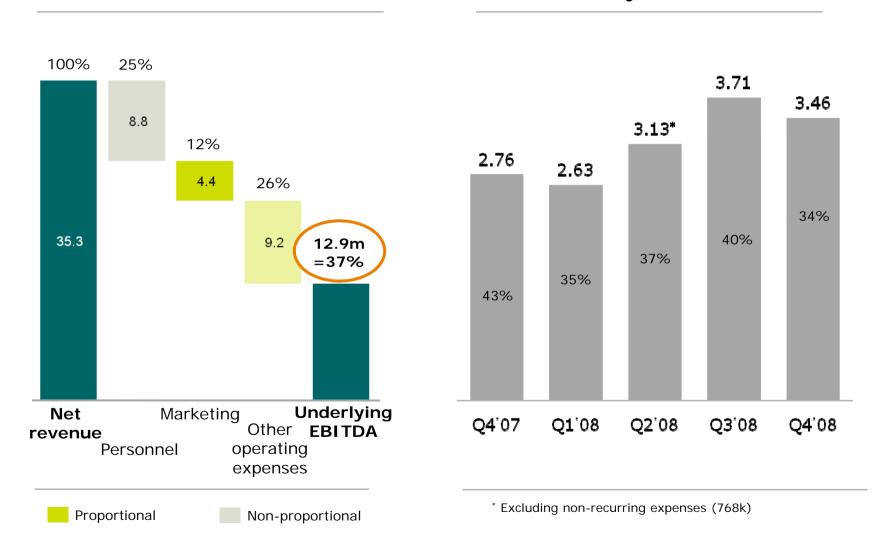
- 1 Introduction Dr. Stefan Gross-Selbeck
- **Business Performance 2008**
 - (A) Operational Performance
 - (B) Financial Performance
- **03** Strategic Outlook
- **04** Wrap Up

O 2 Demonstrated Leadership & Performance Continued earnings growth and margin expansion





Quarterly EBITDA in €m



O2 IFRS cost base Personnel expenses

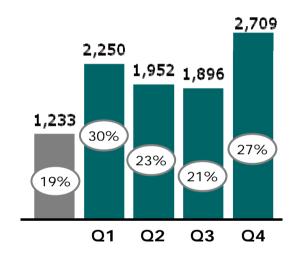


Personnel expenses in €000s

(% of Revenue)

Q1′08:

21 new employees



Q2′08:

12 new employees

Q3′08:

19 new employees

2008:

€8.81m 25% **Q4′08**:

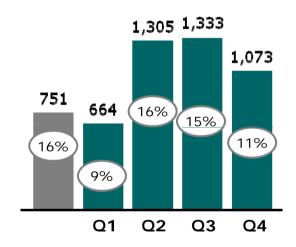
13 new employees

O2 IFRS cost base Marketing expenses



Marketing in €000s

(% of Revenue)



2008:

€4.38m 12%



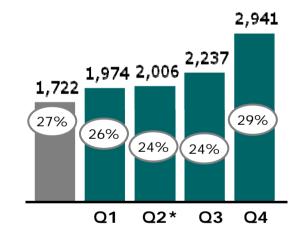
- Turkey campaign
- **)** UK campaign
- Italy campaign

O2 IFRS cost base excl. one off expenses Other operating expenses



Other expenses

(% of Revenue)



Main costs components:

- IT services and services for new markets
- Legal, audit & accounting fees
- Server hosting, admin & traffic
- Payment processing
- Travel, entertainment & other

2008:

€9.16m* 26%

^{*} Excluding non-recurring expenses (768k)

Content





- 1 Introduction Dr. Stefan Gross-Selbeck
- O 2 Business Performance 2008
 - (A) Operational Performance
 - (B) Financial Performance
- Strategic Outlook What's next?
- 04 Wrap Up



Innovate to create user value Go deep on recruiters Focussed International expansion

Focus area: Innovate to create user value Driving activity via new apps & functionalities

XING



External innovation: OpenSocial

- Initiative by Google to compete with Facebook's "platform"
- API between web applications and social networks
- XING is an OpenSocial container (it runs OpenSocial apps)

 Partners develop applications for XING

XING 1

My Network

@MichealNetz https://enturoscor.il/hoursego

the After-Work-1 3 Lines

Is excited becau

less than a minuter

witter Buzz

today!

Start Search Messages Contacts Croups

V Start Page | My Profile | Settings | Premium Membership | My Account

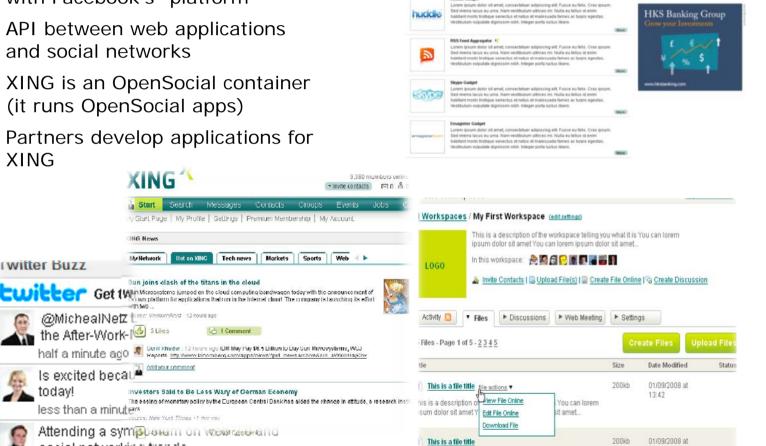
Tech news

Curil Khedar , 12 hours ago IDM May Pay \$8.5 Dillion to Day Con Microsystems, WCJ

Bun joins clash of the titans in the cloud

investors Said to Be Less Wary of German Economy

Markets



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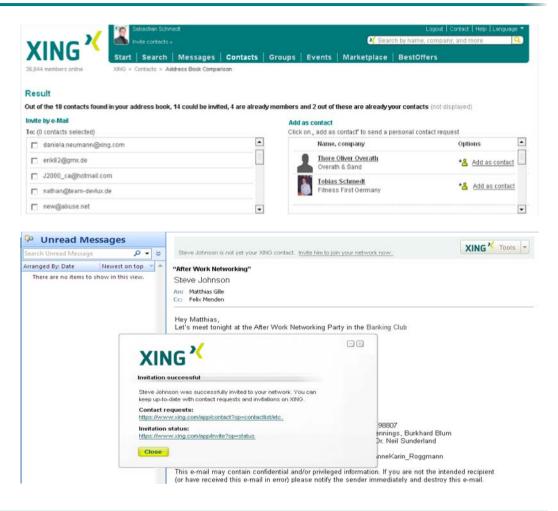
half a minute ago 🌌 Gunil Khedar , 12 hours ago IDM May Pay \$8.5 Dillion

75 Focus area: Innovate to create user value Tools to improve user experience



Better virality

- Improve invite / incentivation process
- Improve (external) address book comparison processes
- Improve Outlook plug-in
- Increase user friendliness



>

Low effort, evidence based, incremental improvement that has shown a substantial effect in the past

Focus area: Go deep on recruiters Natural extension of our business

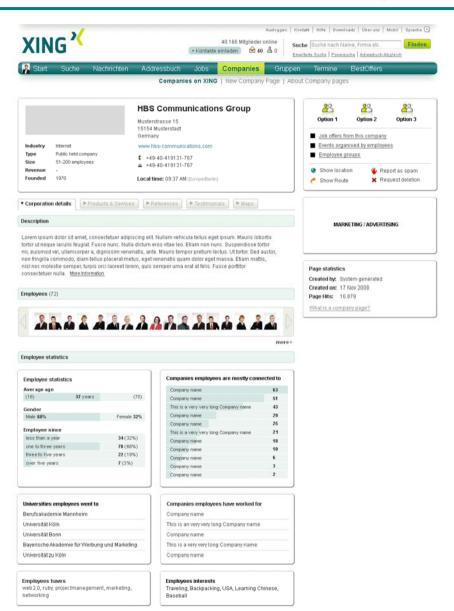


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Advanced Search						
Keywords		Find			Tip: Add XING to the search engines in your browser. Click here to automatically configure Firefox/IE7.	
 all of XING my contacts 	up to 2nd degree 🔘 my	contacts only		Click <u>nere</u> to automatically config	gure FireloxIE7.	
Person	Business		Location & Membership			
irst name	similar	Status		Zip code City (business)		
		(all)	~			
ast name	similar	Current company	Current position	State (business)		
Iniversities		Former company	Previous position	Country/Region (business)		
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nterests		Industry		Language		
				(all)	~	
Organizations		Person wants		Member joined		
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three words in exactly this o Searching with OR: If you en displayed are those which r	rder. nter "OR" (in capital letters match both terms. If OR is	s) between two search term not entered between the to	ns, you'll receive all profiles that erms, only profiles matching bot		st profiles to be	
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Search by ZIP code area: S entered a business addres:		f the ZIP code area you're	looking for, followed by an aster	isk (*) and the search will return all mem	ibers who have	
Search by word beginnings for, followed by an asterisk (eginnings of words in all fi	elds except the keyword search	Simply enter the first three lettters of the	e term you're looking	
The search results are liste profile will appear higher in				fall other factors are the same, a compli	ete, comprehensive	

Focus Area: Go deep on recruiters Allow recruiters to address target audience





Company Pages serve as a unique entry point on XING



Engagement and Growth

Content





- 1 Introduction Dr. Stefan Gross-Selbeck
- **02** Business Performance 2008
 - (A) Operational Performance
 - (B) Financial Performance
- **O3** Strategic Outlook What's next?
- **04** Wrap Up

Wrap Up Poised for substantial growth



- Large and growing serviceable market & multiple revenue opportunities in B2C and B2B
- > High & defensible barriers to entry
- Natural market consolidator with 16 platform languages, huge scalability potential and standard IT interfaces
- Brand recognition
- > Growth opportunities in Europe and overseas
- High profitability and cash conversion
- Freely delivered and updated data as base for additional monetization models to the benefit of the member base

Thank you for your kind attention!

POWERING RELATIONSHIPS WWW.XING.COM

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