XING AG
Acquisition of amiando AG

Dr. Stefan Gross-Selbeck (CEO)
December 9, 2010
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**
amiando AG
The online event registration and ticketing tool

**Founded:** 2006

**Headquarter:** Munich, Germany

**Employees:** 24 fulltime + 11 interns

**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

Paying organizers in 000s

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 customization services for extra charge

- ~50% outside Germany
- 4 languages: DE, EN, ES, FR
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**

<table>
<thead>
<tr>
<th>Description</th>
<th>Business Events</th>
<th>Professional Trainings</th>
<th>Networking events</th>
<th>Other events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bigger business related events, e.g. congresses, fairs, conferences</td>
<td>Organized learning events to gain qualification</td>
<td>Ambassador events, corporate presentations, business breakfast etc.</td>
<td>Leisure-related events, e.g. art &amp; culture</td>
<td></td>
</tr>
</tbody>
</table>

| Market size (Germany) | ~1m events with 260m participants p.m. | ~1m trainings with 40m participants p.a. | Original XING events | n/a |

| ~26bn EUR ticketing fees p.a.* |

**Large, fragmented market**  
Little/no transparency  
Conservative marketing techniques

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*Sources: Meeting- und Eventbarometer (GCB 2009 & 2010), Anbieterbefragung 2008 (ph consult GmbH), PR 17.06.2008 (Verlagsguppe Handelsblatt), Bilanz 2009: Kennzahlen der Messewirtschaft (AUMA), BI Portal Events*
XING and amiando AG will cover the most attractive parts of the value chain.
Key parameters of the deal

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
Our strategic approach
Invest & expand into new verticals

Amiando acquisition adds a strategic vertical to the XING product portfolio

Paid Membership

Verticals

PREMIUM MEMBER

E-recruiting
Advertising
Company Profiles
Events...

Basic Membership
Thank you for your attention!

POWERING RELATIONSHIPS
WWW.XING.COM
XING AG IR stats
Market Cap: ~€170m / €56m cash / no debt

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

Average Trading Volume per day (XETRA)

<table>
<thead>
<tr>
<th>Month</th>
<th>Nov 09</th>
<th>Dec 09</th>
<th>Jan 10</th>
<th>Feb 10</th>
<th>Mrz 10</th>
<th>Apr 10</th>
<th>Mai 10</th>
<th>Jun 10</th>
<th>Jul 10</th>
<th>Aug 10</th>
<th>Sep 10</th>
<th>Oct 10</th>
<th>Nov 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>17735</td>
<td>9924</td>
<td>7301</td>
<td>9514</td>
<td>21351</td>
<td>12027</td>
<td>7029</td>
<td>3813</td>
<td>3801</td>
<td>4684</td>
<td>8214</td>
<td>5996</td>
<td>17456</td>
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</tbody>
</table>

Analyst coverage
- Deutsche Bank, DZ Bank, Hauck & Aufhäuser, HSBC
- Burda Digital GmbH 29.6%
- Allianz Global Investors 5.1%
- Langfrist TGV 6.5%
- Farringdon 5.0%
- Baillie Gifford 3.1%
- Ennismore 5.2%
- HVB 3.4%
- Treasury Shares 2.1%
- Rest 39.9%

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)
Patrick Möller
Director Investor Relations
XING AG
Gänsemarkt 43
20354 Hamburg
Germany
Tel.: +49 (0)40 419 131-793
Fax.: +49 (0)40 419 131-44
(Please use this number to submit "WpHG notifications")
Email.: patrick.moeller@xing.com
Website: http://corporate.xing.com
http://www.youtube.com/user/XINGcom

Follow us on twitter: http://twitter.com/xing_ir
### XING’s current revenue streams

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
</table>
| **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 |

* Per month
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