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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.

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2014: DELIVERED

ACCELERATING GROWTH IN ALL DIMENSIONS
- +1.1M NEW MEMBERS
- +20% REVENUE GROWTH
- +30% EBITDA GROWTH (EXCL. KUNUNU EARN-OUT)

MAJOR STEPS TOWARDS REPOSITIONING
- E-RECRUITING OFFENSIVE
- REVITALIZATION OF CORE PREMIUM BUSINESS

PROPOSAL: INCREASE OF REGULAR DIVIDEND BY 48% to 0.92€

2015E: FURTHER ACCELERATION OF TOP-LINE GROWTH
2014: DELIVERED ON ALL TARGETS
RECAP FROM FY2013 PRESENTATION

OUR TARGETS FOR 2014 WERE:

- EBITDA margin expansion becomes visible
- Strong push towards new positioning “For a better working life”*
- Significant push towards mobile
- Continued enforcement of product innovations
2014: DELIVERED ON ALL TARGETS
MEMBER GROWTH REACHES ALL-TIME HIGH…

DEVELOPMENT OF XING MEMBER GROWTH SINCE IPO
In m

<table>
<thead>
<tr>
<th>Year</th>
<th>Members end 2013</th>
<th>Member adds 2014</th>
<th>Members end 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>729</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>805</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>816</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>839</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>1.1</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Feb, 2015
>8.2m members
>8.5m total users

Total XING user base

8.3
2014: DELIVERED ON ALL TARGETS ... AS WELL AS REVENUE, EBITDA AND CASH FLOW

Revenues in €m

- 2013: 84.8
- 2014: 101.4

EBITDA* in €m

- 2013: 24.3
- 2014: 31.6

Operating cash flow in €m

- 2013: 23.8
- 2014: 34.2

* W/o kununu earn-out
2014: OUR SUCCESS FACTORS

Key successes 2014

Network
- Strongest ever member growth
- Mobile usage significantly increased

Premium
- New Premium fully accepted (double digit growth)
- Successful launch of ProJobs membership

e-Recruiting
- Successful “Offensive 2014” (Revenues +39%)
- Strong increase of XTM and EBP B2B customer base
- Good jobs ad business (plus new opportunities after Jobbörse.com acquisition)

Events
- New events marketplace supports differentiation
- Strong support for member/user growth
LONG-TERM STRATEGY UNCHANGED
CLEAR TARGETS FOR 2015

2013 ✔
Year of transition

2014 ✔
EBITDA margin expansion becomes visible

2015 ✔
Growing top line 20%+ yoy

2016
2012 Revenues doubled
FY 2014 FINANCIALS
OVERVIEW: ACCELERATING PACE IN 2014

RECORD MEMBER GROWTH

TOP LINE GROWTH ACCELERATES TO 20%

EBITDA SLIGHTLY ABOVE UPPER END OF GUIDANCE; MARGIN UP 2%PTS

OPERATING CASH-FLOW INCREASED TO €34M

DIVIDEND PROPOSAL OF €0.92/SHARE (+48% YOY)

WELL ON TRACK TO ACHIEVE 2016 GOALS
FY 2014: DELIVERED ON ALL FINANCIAL METRICS
REVENUES €101.4M, EBITDA (EXCL. EARN-OUT) €31.6M

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue¹</td>
<td>101.4</td>
<td>84.8</td>
<td>16.6</td>
<td>20%</td>
</tr>
<tr>
<td>Costs</td>
<td>(69.8)</td>
<td>(60.5)</td>
<td>(9.3)</td>
<td>(15%)</td>
</tr>
<tr>
<td>EBITDA w/o kununu earn-out</td>
<td>31.6</td>
<td>24.3</td>
<td>7.3</td>
<td>30%</td>
</tr>
<tr>
<td>Margin w/o kununu earn-out</td>
<td>31%</td>
<td>29%</td>
<td>+2%pts</td>
<td>+2%pts</td>
</tr>
<tr>
<td>Non-operating costs from kununu earn-out</td>
<td>(2.4)</td>
<td>(1.5)</td>
<td>(1.1)</td>
<td>(62%)</td>
</tr>
<tr>
<td>EBITDA incl. kununu earn-out</td>
<td>29.2</td>
<td>22.8</td>
<td>6.4</td>
<td>28%</td>
</tr>
<tr>
<td>Adjusted depreciation (incl. PPA)²</td>
<td>(8.6)</td>
<td>(8.5)</td>
<td>(0.1)</td>
<td>(2%)</td>
</tr>
<tr>
<td>Financial result²</td>
<td>(0.0)</td>
<td>0.1</td>
<td>(0.1)</td>
<td>N/A</td>
</tr>
<tr>
<td>Adjusted taxes²</td>
<td>(7.3)</td>
<td>(5.3)</td>
<td>(2.0)</td>
<td>(37%)</td>
</tr>
<tr>
<td>Adjusted net result²</td>
<td>13.2</td>
<td>9.1</td>
<td>4.1</td>
<td>45%</td>
</tr>
<tr>
<td>Adjusted net result w/o kununu earn-out²</td>
<td>15.7</td>
<td>10.5</td>
<td>5.2</td>
<td>49%</td>
</tr>
</tbody>
</table>

(1) Including other operating income
(2) Excl. write-down of XING Events of €7.5m (-€0.5m tax effect)

Write-down of XING EVENTS business of €7.5m in FY 2014
- No impact on group strategy
- No impact on cash flows
<table>
<thead>
<tr>
<th>Segment</th>
<th>EBITDA</th>
<th>Margin</th>
<th>YoY trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network/Premium</td>
<td>€39.5m</td>
<td>64%</td>
<td>Up</td>
</tr>
<tr>
<td>E-Recruiting(^1)</td>
<td>€17.3m(^1)</td>
<td>53%(^1)(^4)</td>
<td>Up</td>
</tr>
<tr>
<td></td>
<td>€14.9m(^2)</td>
<td>45%(^2)</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>(€2.1m)</td>
<td>N/A</td>
<td>Up</td>
</tr>
<tr>
<td>Tech, Central Services &amp; Other</td>
<td>(€23.0m)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total EBITDA w/o kununu earn-out</strong></td>
<td><strong>€31.6m</strong></td>
<td><strong>31%</strong></td>
<td>Up</td>
</tr>
</tbody>
</table>

\(^1\) W/o kununu earn-out  
\(^2\) Incl. Kununu earn-out  
\(^3\) 2013:63%  
\(^4\) 2013:45%
FY 2014: SUCCESSFUL REVITALIZATION OF NETWORK/PREMIUM BUSINESS

- **Network/Premium in €m**
  - Growth rate 2013 yoy: 6%
  - 2013: 54.7
  - 2014: 61.3
  - Increase: 12%

- **e-Recruiting in €m**
  - Growth rate 2013 yoy: 19% (organic)
  - 2013: 23.7
  - 2014: 32.9
  - Increase: 39%

- **Events in €m**
  - Growth rate 2013 yoy: 26%
  - 2013: 4.9
  - 2014: 5.1
  - Increase: 3%

- **Total payer net adds 2014:** 28k
- **Total payer net adds w/o xo churn from price increase existing base:** 38k (+58% yoy)
## FY 2014: OPERATING CASH FLOW +44% TO €34M

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>29.2</td>
<td>22.8</td>
<td>6.4</td>
<td>28%</td>
</tr>
<tr>
<td>Interest / tax / ESOP &amp; earn out (kununu)</td>
<td>(1.5)</td>
<td>(3.3)</td>
<td>1.8</td>
<td>55%</td>
</tr>
<tr>
<td>Change in net working capital</td>
<td>6.5</td>
<td>4.3</td>
<td>2.2</td>
<td>52%</td>
</tr>
<tr>
<td>Operating cash flow excl. organizer cash</td>
<td>34.2</td>
<td>23.8</td>
<td>10.4</td>
<td>44%</td>
</tr>
<tr>
<td>Investment – operating</td>
<td>(12.1)</td>
<td>(10.5)</td>
<td>(1.6)</td>
<td>16%</td>
</tr>
<tr>
<td>Investment – acquisitions</td>
<td>(0.9)</td>
<td>(2.9)</td>
<td>2.0</td>
<td>68%</td>
</tr>
<tr>
<td>Financing incl. transaction of own shares</td>
<td>0.0</td>
<td>2.7</td>
<td>(2.7)</td>
<td>-99%</td>
</tr>
<tr>
<td>Free cash flow excl. dividends &amp; organizer cash</td>
<td>21.2</td>
<td>13.1</td>
<td>8.1</td>
<td>62%</td>
</tr>
<tr>
<td>Regular dividend</td>
<td>(3.5)</td>
<td>(3.1)</td>
<td>(0.4)</td>
<td>(12%)</td>
</tr>
<tr>
<td>Special dividend</td>
<td>(20.0)</td>
<td>0.0</td>
<td>(20.0)</td>
<td>N/A</td>
</tr>
<tr>
<td>Free cash flow excl. organizer cash</td>
<td>(2.2)</td>
<td>10.0</td>
<td>(12.2)</td>
<td>(122%)</td>
</tr>
<tr>
<td>Effects organizer cash</td>
<td>0.4</td>
<td>0.2</td>
<td>0.2</td>
<td>110%</td>
</tr>
<tr>
<td>Free cash flow incl. organizer cash</td>
<td>(1.8)</td>
<td>10.2</td>
<td>(12.0)</td>
<td>(117%)</td>
</tr>
</tbody>
</table>

Rounding differences are possible
Q4/14: 24% TOP-LINE GROWTH

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total revenue</strong></td>
<td>28.3</td>
<td>26.0</td>
<td>8%</td>
<td>22.7</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Costs</strong></td>
<td>(18.0)</td>
<td>(16.1)</td>
<td>(12%)</td>
<td>(15.8)</td>
<td>(14%)</td>
</tr>
<tr>
<td><strong>EBITDA w/o kununu earn-out</strong></td>
<td>10.2</td>
<td>9.9</td>
<td>4%</td>
<td>6.9</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Margin w/o kununu earn-out</strong></td>
<td>36%</td>
<td>38%</td>
<td>(2%pts)</td>
<td>30%</td>
<td>6%pts</td>
</tr>
<tr>
<td><strong>Non-operating costs from kununu earn-out</strong></td>
<td>(0.7)</td>
<td>(0.8)</td>
<td>(11%)</td>
<td>(1.5)</td>
<td>55%</td>
</tr>
<tr>
<td><strong>EBITDA incl. kununu earn-out</strong></td>
<td>9.6</td>
<td>9.1</td>
<td>5%</td>
<td>5.5</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Adjusted depreciation (incl. PPA)</strong></td>
<td>(2.2)</td>
<td>(1.9)</td>
<td>(15%)</td>
<td>(2.2)</td>
<td>(2%)</td>
</tr>
<tr>
<td><strong>Financial result</strong></td>
<td>(0.0)</td>
<td>0.0</td>
<td>N/A</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Adjusted taxes</strong></td>
<td>(2.5)</td>
<td>(2.5)</td>
<td>0%</td>
<td>(1.5)</td>
<td>(62%)</td>
</tr>
<tr>
<td><strong>Adjusted net result incl. kununu earn-out</strong></td>
<td>4.8</td>
<td>4.7</td>
<td>3%</td>
<td>1.7</td>
<td>177%</td>
</tr>
<tr>
<td><strong>Adjusted net result w/o kununu earn-out</strong></td>
<td>5.5</td>
<td>5.4</td>
<td>1%</td>
<td>3.1</td>
<td>76%</td>
</tr>
</tbody>
</table>

(1) Including other operating income
(2) Excl. write-down of XING Events of €7.5m (-€0.5m tax effect)

Rounding differences are possible
Q4/14: FURTHER ACCELERATION IN REVENUE GROWTH IN NETWORK/PREMIUM AND E-RECRUITING

Network / Premium in €m

- Q4/13: 14.5
- Q4/14: 16.7
- Growth rate Q4/13 yoy: 8%
- Growth rate Q4/14 yoy: 16%

E-Recruiting in €m

- Q4/13: 6.7
- Q4/14: 9.6
- Growth rate Q4/13 yoy: 19% (organic)¹

Events in €m

- Q4/13: 1.2
- Q4/14: 1.0
- Growth rate Q4/14 yoy: 35%

¹ W/o anorganic growth from kununu acquisition

Rounding differences are possible
Q4/14 COST DEVELOPMENT

Personnel
in €m
in % of total revenue

Marketing
in €m
in % of total revenue

Other expenses
in €m
in % of total revenue

- **Personnel**
  - Q4/13: 10.0 €m (38%)
  - Q3/14: 10.4 €m (37%)
  - Q4/14: 10.8 €m (36%)

- **Marketing**
  - Q4/13: 1.4 €m (8%)
  - Q3/14: 0.7 €m (5%)
  - Q4/14: 0.7 €m (9%)

- **Other expenses**
  - Q4/13: 5.4 €m (24%)
  - Q3/14: 5.2 €m (20%)
  - Q4/14: 5.4 €m (19%)

**Investment in product/technology organization & sales/marketing**
- Including non-operating costs from kununu earn-out
- +63FTEs

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

**External services, legal, audit & consulting**
- Payment processing, server hosting
- Rent & other costs

1) Impact from kununu earn-out

Rounding differences are possible
## Q4/14: FREE CASH FLOW OF €6.1M

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>9.6</td>
<td>9.1</td>
<td>0.5</td>
<td>5.5</td>
<td>4.1</td>
</tr>
<tr>
<td>Interest/tax &amp; kununu earn out</td>
<td>(0.4)</td>
<td>(0.3)</td>
<td>(0.1)</td>
<td>0.0</td>
<td>(0.4)</td>
</tr>
<tr>
<td>Change net working capital</td>
<td>0.6</td>
<td>1.6</td>
<td>(1.0)</td>
<td>0.6</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Operating cash flow excl. organizer cash</strong></td>
<td><strong>9.8</strong></td>
<td><strong>10.5</strong></td>
<td><strong>(0.7)</strong></td>
<td><strong>6.0</strong></td>
<td><strong>3.8</strong></td>
</tr>
<tr>
<td>Investment – operating</td>
<td>(3.6)</td>
<td>(3.2)</td>
<td>(0.4)</td>
<td>(3.0)</td>
<td>(0.6)</td>
</tr>
<tr>
<td>Investment – acquisitions</td>
<td>0.0</td>
<td>(0.3)</td>
<td>0.3</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Financing incl. transaction of own shares</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>(0.6)</td>
</tr>
<tr>
<td><strong>Free cash flow excl. organizer cash &amp; dividends</strong></td>
<td><strong>6.1</strong></td>
<td><strong>6.9</strong></td>
<td><strong>(0.8)</strong></td>
<td><strong>3.6</strong></td>
<td><strong>2.5</strong></td>
</tr>
<tr>
<td>Regular &amp; special dividends</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>Free cash flow excl. event organizer cash &amp; incl. Dividends</strong></td>
<td><strong>6.1</strong></td>
<td><strong>6.9</strong></td>
<td><strong>(0.8)</strong></td>
<td><strong>3.6</strong></td>
<td><strong>2.5</strong></td>
</tr>
<tr>
<td>Effects organizer cash</td>
<td>(2.7)</td>
<td>0.5</td>
<td>(3.2)</td>
<td>(2.4)</td>
<td>(0.3)</td>
</tr>
<tr>
<td><strong>Free cash flow incl. event organizer cash &amp; dividends</strong></td>
<td><strong>3.5</strong></td>
<td><strong>7.4</strong></td>
<td><strong>(3.9)</strong></td>
<td><strong>1.1</strong></td>
<td><strong>2.4</strong></td>
</tr>
</tbody>
</table>

Rounding differences are possible
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported net income</td>
<td>6.2</td>
<td>9.1</td>
<td>(1.9)</td>
</tr>
<tr>
<td>Adjustment kununu earn-out</td>
<td>+2.5</td>
<td>+1.4</td>
<td>(1.1)</td>
</tr>
<tr>
<td>Adjustment XING Events</td>
<td>+7.1</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Adjusted net income</strong></td>
<td>15.7</td>
<td>10.5</td>
<td>+49%</td>
</tr>
<tr>
<td>#Shares (weighted)</td>
<td>5.6m</td>
<td>5.6m</td>
<td>+0.0</td>
</tr>
<tr>
<td><strong>Adjusted earnings per share</strong></td>
<td>2.81</td>
<td>1.90</td>
<td>+48%</td>
</tr>
<tr>
<td><strong>Dividend per share</strong></td>
<td>0.92</td>
<td>0.62</td>
<td>+48%</td>
</tr>
</tbody>
</table>

Rounding differences are possible
CLOSING REMARKS
THANK YOU
FOR YOUR KIND ATTENTION!
INVESTOR INFORMATION & CONTACT
NETWORK / PREMIUM SEGMENT SHOWING ACCELERATING REVENUE GROWTH RATES: 2014: +12% VS. 2013: +6%

Paying member base D-A-CH [thousands]

Dez '13 | Net adds | Dez '14
807 | 835

Network / Premium revenues [€m]

2013 | Chg. | 2014
54.7 | +12% | 61.3

Rounding differences are possible

1) ARPU Q3/14: €5.61 (Q3/13: €5.19)
XING AG IR STATS
MARKET CAP: ~€600m / >€64m CASH / NO DEBT

Average trading volume per day (XETRA) & Market Cap

<table>
<thead>
<tr>
<th>Consensus from 10 brokers as collected by XING</th>
<th>2014e</th>
<th>2015e</th>
<th>2016e</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenues</td>
<td>97.2</td>
<td>110.3</td>
<td>125.3</td>
</tr>
<tr>
<td>EBITDA</td>
<td>28.0</td>
<td>36.8</td>
<td>44.7</td>
</tr>
<tr>
<td>Margin</td>
<td>29%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(8.7)</td>
<td>(9.5)</td>
<td>(9.8)</td>
</tr>
<tr>
<td>EBIT</td>
<td>19.3</td>
<td>27.5</td>
<td>34.9</td>
</tr>
<tr>
<td>Margin</td>
<td>20%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Net income</td>
<td>13.1</td>
<td>18.6</td>
<td>23.3</td>
</tr>
<tr>
<td>EPS in €</td>
<td>2.24</td>
<td>3.21</td>
<td>4.13</td>
</tr>
<tr>
<td>DPS in €</td>
<td>0.79</td>
<td>1.11</td>
<td>1.36</td>
</tr>
</tbody>
</table>

Analyst coverage
Berenberg Bank, Commerzbank, Close Brothers, Deutsche Bank, Goldman Sachs, Hauck & Aufhäuser, Jefferies, JP Morgan Cazenove, MM Warburg, Montega

Shares
5,592,137

TecDax ranking end of January 2015
Market Cap. 28
Turnover 31

Burda Digital GmbH (DE) 50.51%
Deutsche Asset & Wealth Mngt (DE) 5.97%
Oppenheimer (US) 5.07%
Schroders (UK) 5.05%
Union Investment (DE) 5.00%
Treasury Shares 0.22%
Rest 28.18%

Numbers based on last filing – actual shareholdings can differ
XING SHARE PRICE DEVELOPMENT SINCE IPO
as of Feb 20, 2015

+302%  +120%  +53%  +72%
INVESTOR RELATIONS
CONTACT DETAILS & SOCIAL MEDIA CHANNELS

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