



XING 

2007 Second Quarter Report on Operations

XING AG
August 21 2007



Investment Highlights & Market Overview

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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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01 Market leadership and international positioning

The main events of the last quarter



Consolidated market leadership in the German speaking world

Gained market dominance of Spanish speaking world

Ground breaking cooperation for the English speaking world



01 Highlights of the second quarter 2007

the growth story continues



	2nd Qtr. Highlights			1st Half Highlights		
	Q2 '07	Q2 '06	Y-on-Y Δ %	H1 '07	H1 '06	Y-on-Y Δ %
# of Connections (m)	56	23	143%			
Member Base** (m)	3.52	1.17	278%			
Payer Base ('000)	285	154	85%			
Total income (€ m)	4.29	2.17	98%	8.21	3.76	118%
Continuing EBITDA* (€'000)	1,115			1,897		
Continuing EBITDA* margin	26%			24%		
GAAP EBITDA (€'000)	898	-155		1,427	-588	
Continuing Net profit (€'000)	937			1,671		
GAAP Net profit (€'000)	710	-189		1,177	-648	

* Underlying EBITDA from continuing operations (excluding effect of First Tuesday)

** including eConozco, including Neurona

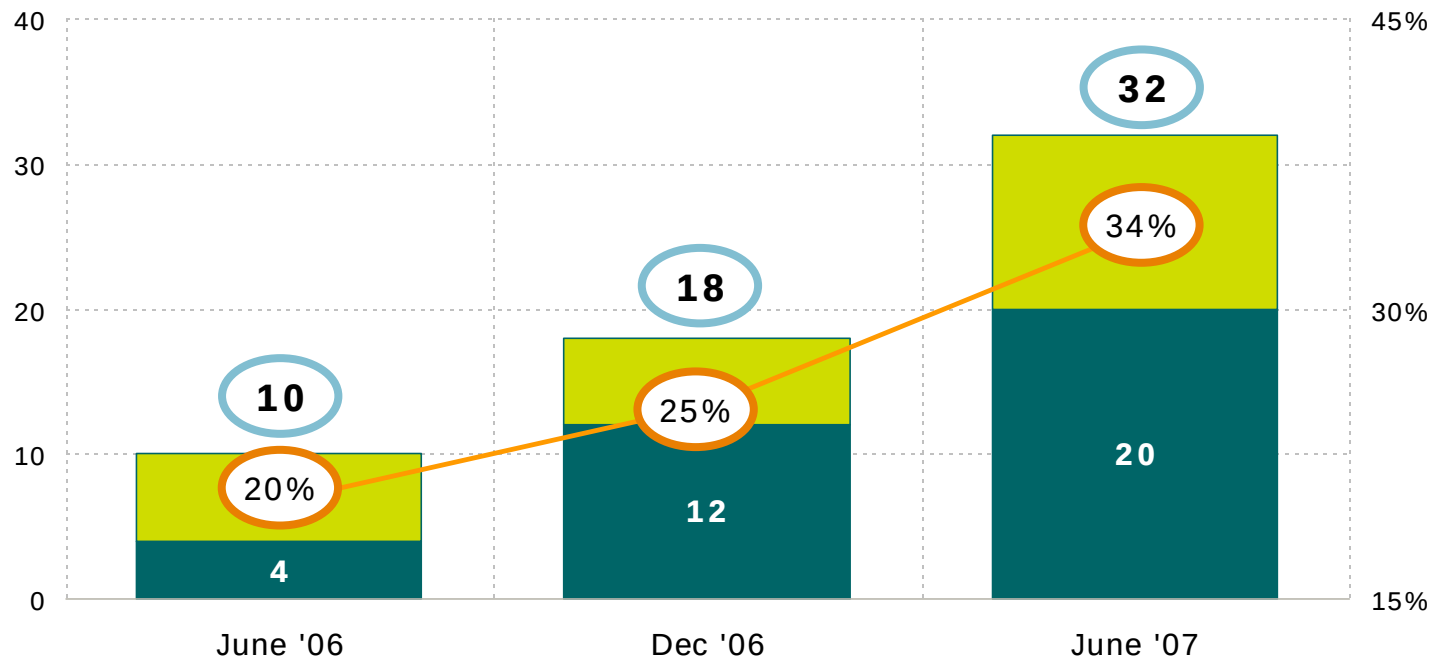
All financial results according to IFRS results with the exception of continuing EBITDA and continuing Net Profit.

01 Increasing productive resources to meet demand

rise in technical headcount of 220% over last 12 months



Product development / engineering resources (headcount)



^(a) Excluding local operations in China and Spain

■ Contracted employees ■ Permanent employees
— Percent of total workforce^a (permanent and contracted)

01 Creating an innovation powerhouse

steady additions to an already compelling value proposition

Two recent examples of increasing the value proposition

1.

Advanced Search

Display filter: Language English

Country United Kingdom

Hits

Haves : Shared learning opportunities, experience in **beyond budgeting**
Company : BBRT (**Beyond Budgeting** Partnership LLP)

About me : the past three years and produced results **beyond** expectation. • **Budgeting** control including staff

About me : . Experience goes **beyond** successfully standing in another... **budgeting**. Quick take over enabled the client to re

- Increased **relevancy** of search results
- **Filtered** by language and by location

2.

Invite contacts from your address book

Outlook Lotus Gmail Yahoo! Mail Hotmail rediff.com

AOL iGOS .mac iE-mail.com icq indiatimes freenet NEW!

Select your address book, log in and invite your contacts

Select your address book

Members Messages Address Book Groups Events

My Contacts Invite Invitation Status Address Book Comp

XING - Grow your network

Invite contacts from your Gmail address book

Gmail

Email address

Password

XING data Your Gmail saved

Continue Cancel

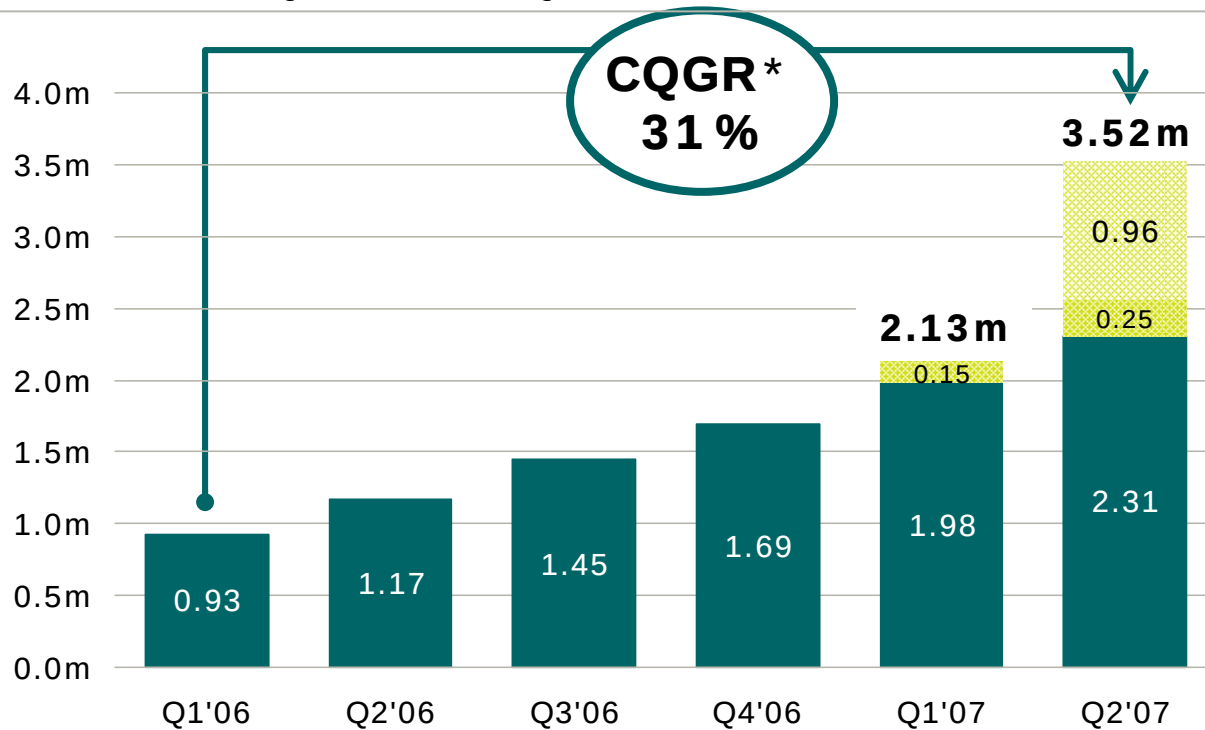
- Increased ratio of **invited members**
- Leads to **lower marketing** costs long-term

01 Member Base Continues Strong Growth

1.3 million new members added in last twelve months



Member base Q1 2005 to Q2 2007



■ Organic member base ■ Acquired member base

*Compound Quarterly Growth Rate

01 Market leader in the Spanish-speaking universe

over one million profiles of business people



Worldwide first for social networking - **combining two** active Spanish business communities to one platform with **over one million business profiles** in the Spanish speaking universe



Acquired in March 2007

- First acquisition worldwide **of** a social network **by** a social network
- Total users as of 31 March 2007: 150'000
- Founders & Management are on-board to support integration
- Thorough and well-planned integration has already started
- Purchase price of approx. EUR 1.2 million (equiv. to USD 10.00 per user)

Acquired in June 2007

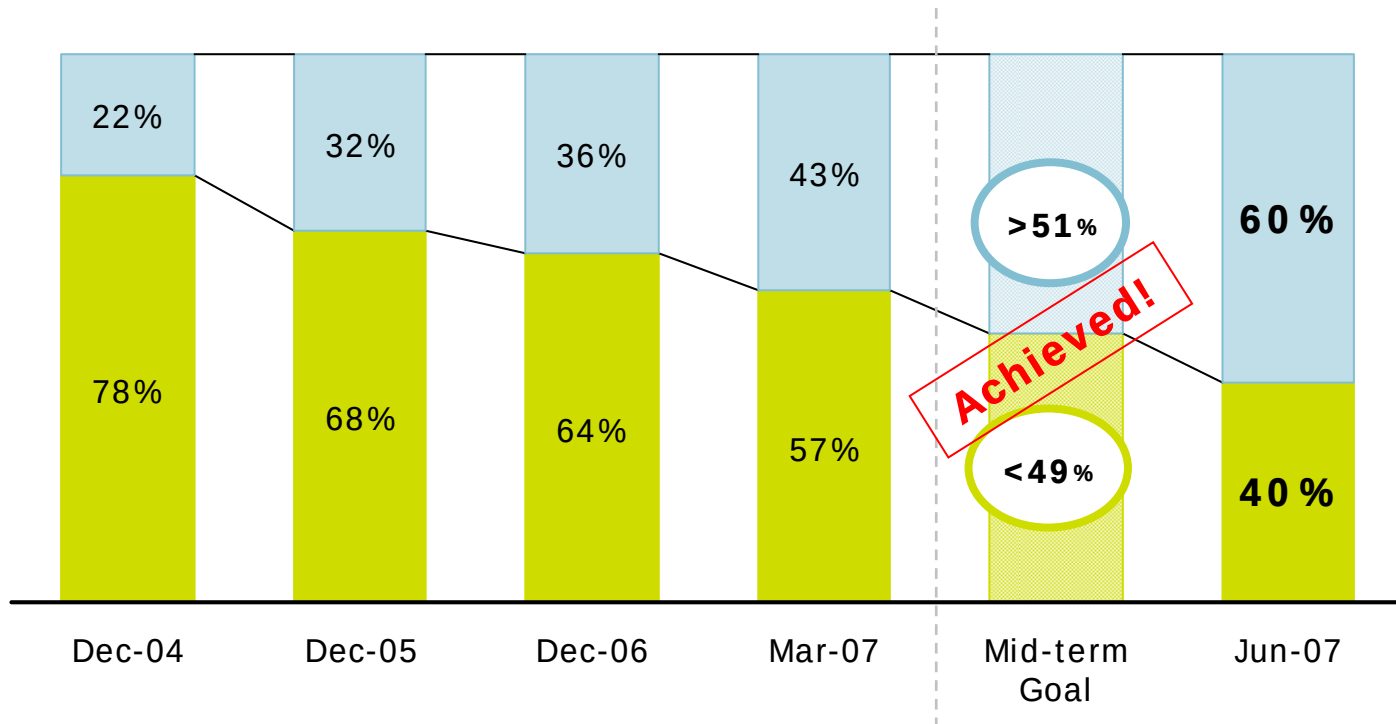
- Critical mass achieved with **2 %** and **1 %** of the respective populations of Barcelona and Madrid
- Approximately 40% of all profiles from South America
- Acquisitions almost double new member intake across XING properties
- Penetration of population of Spain now over 1.0%
- Per user purchase price comparable to eConozco acquisition

01 Rapid internationalisation of XING AG

successfully executing globalization strategy



Regional split of total member base (Xing, eConozco and Neurona)



*including members from eConozco and Neurona

■ Germany ■ International*



- World's premier **business information search engine**
- **36m** Business People Profiles (US, UK, CAN, AUS, NZ)
- Semantic engine that continually crawls the Business Web - **hundreds of millions of web pages per day**
- **3.5m** profile updates monthly
- **4.5m** monthly unique visitors
- **500,000** new people profiles are added and 3.5 million are updated each month

01 Mutually Beneficial Partnership

exclusive commercial partnership signed on 14th June



By joining forces, XING and ZoomInfo are creating a **leading resource for business information** by combining the **most active Business Community** with the most **comprehensive profiles on business people** and companies.



Derived Benefits from Cooperation

- Co-registration with the fastest growing social network in the US (276% yoy)
- Ability to market to ZoomInfo's entire database
- Access to 36m additional people profiles and 3.5m company profiles
- Significant traffic from US and other English-speaking markets

Derived Benefits from Cooperation

- Gain profiles from the rank-and-file, all levels of the corporate hierarchy
- Access to fresh, user-generated data
- Drive registrations for users to claim their public digital presence, i.e. Their ZoomInfo profile
- Participation (revenue share) in XING's highly effective monetization engine

01 ZoomInfo People Profiles

fresh, comprehensive, objective and easy-to-read



Company Search

People Search

Person Name

ex: Jonathan Stern

Person Name

Key

Profile Statistics

Times Viewed:	30
Times Forwarded:	0
Web References:	45
Quick Lists:	1

Lars' Zoom Network

Join Lars' Network

- ✓ **Ralf Ahamer**
XING, Open Business Club AG
- ✓ **Eoghan Jennings**
Open Business Club AG, Xing
- ✓ **Bill Liao**
Open Business Club GmbH
- ✗ **Sally Nutt**
View

Forward Print Add to QuickList



Mr. Lars Hinrichs Edit
Chief Executive Officer

XING
Hamburg, Germany

This profile was automatically generated using **45 references** found on the Internet. This information has been verified by Lars Hinrichs. Learn [more...](#)

Employment History

- ▼ Chief Executive Officer
Xing
Website: www.xing.com
- Chief Executive Officer
Boettcher Hinrichs AG

Web References

[View all 45 references.](#)

1. **openBLOG - The company weblog of openBC - About**
blog.openbc.com/about.html - [Cached]
Published on: 11/2/2006 Last Visited: 11/2/2006

Lars Hinrichs | Daniela Waschow | Bill Liao | SarikWeber |
mariasipka | SabineBrockmeier

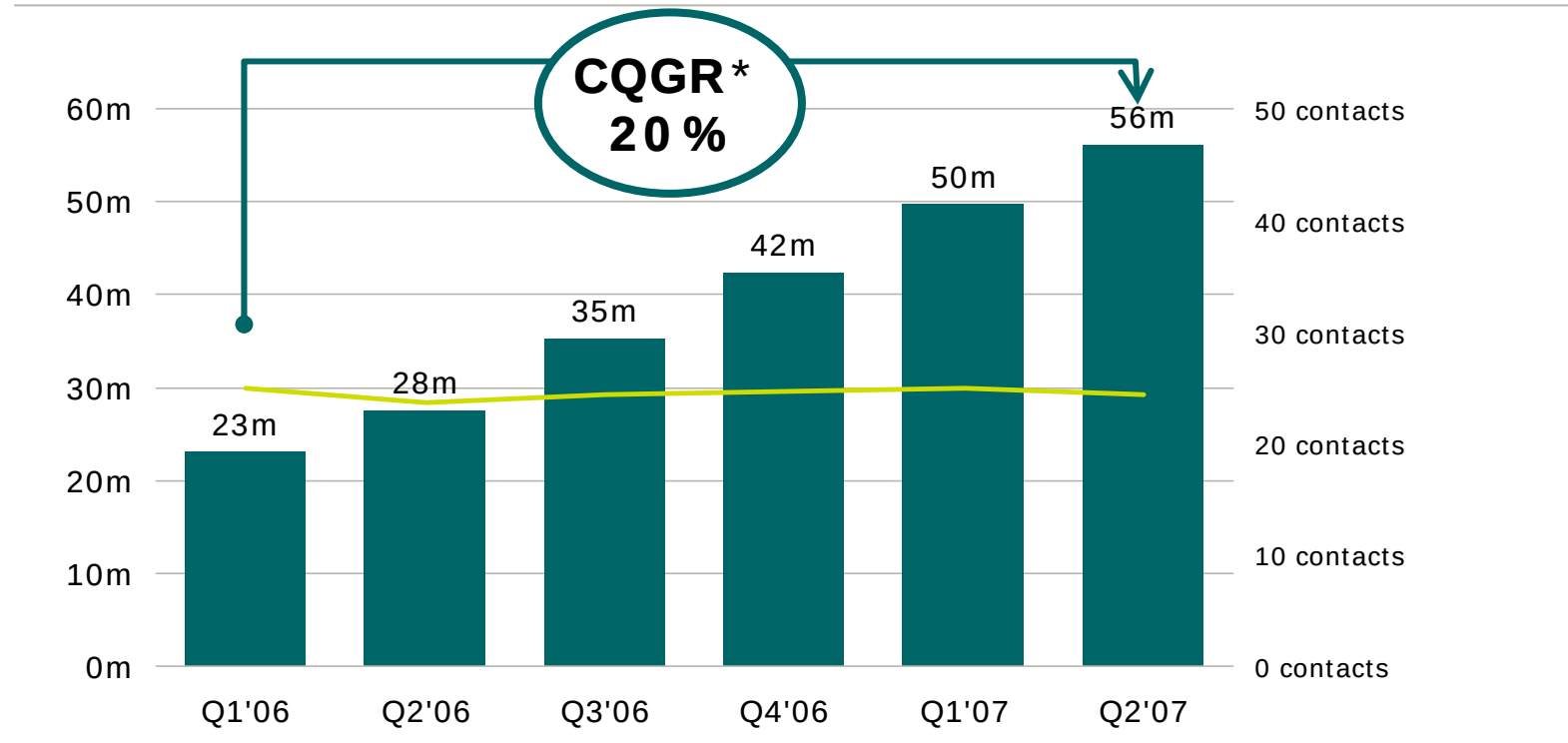
...
Vorstand: [Lars Hinrichs](#)

Total People:	36,398,898
Board Members	1,453,748
Chairmen	838,940
Presidents	1,333,338
CEOs	296,716
CFOs	66,787
CTOs	23,962
VPs	936,326
Directors	2,627,188

01 Connections Between Members Growing

average # of contacts per member is constant

Confirmed contacts (m) and average contacts per member



*not including members from eConozco and Neurona

*Compound Quarterly Growth Rate

■ Total # of Connections — Ave. # of contacts/member



XING 

2007 Second Quarter Financial Results

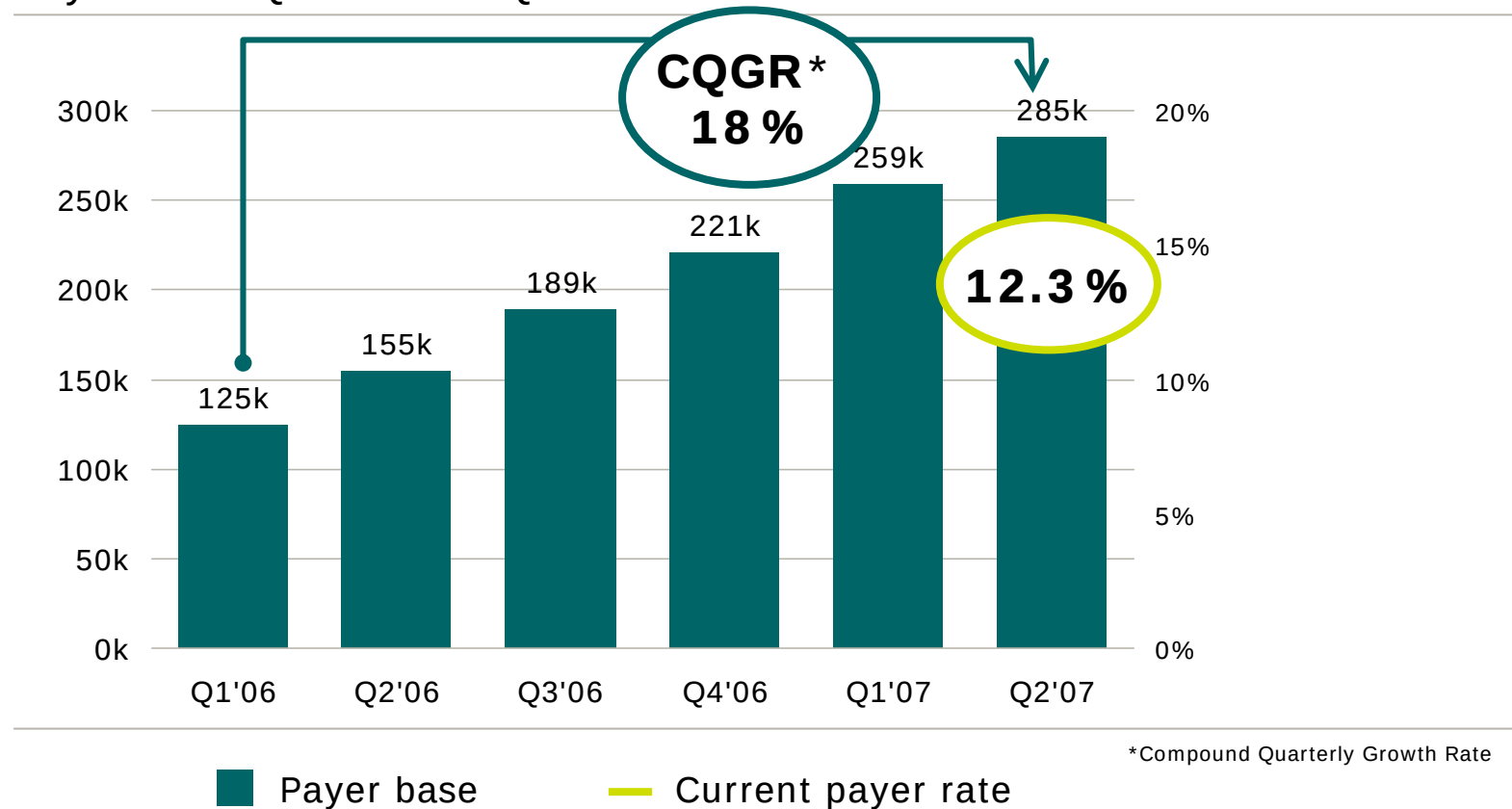
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02 Payer Base Growing Inline with Member Base

130 thousand new payers added in last twelve months



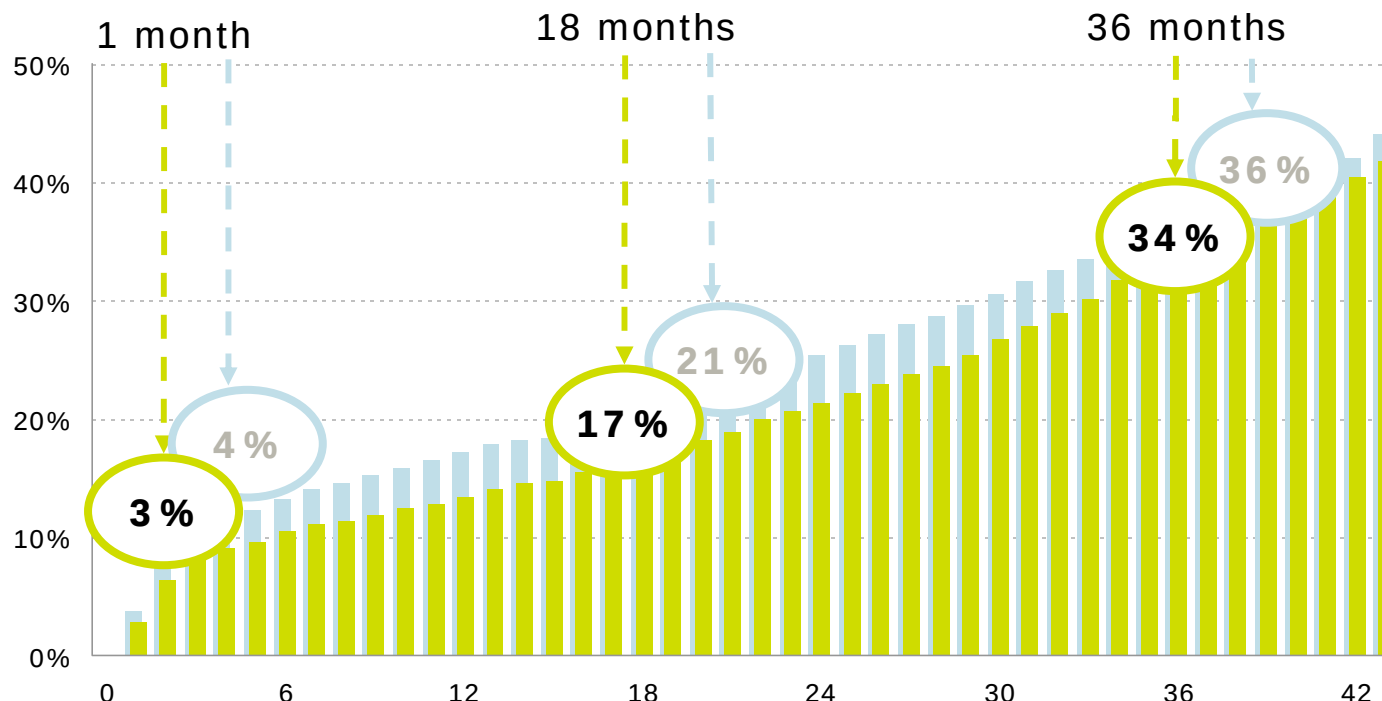
Payer base Q1 2006 to Q2 2007



02 Sustainable economic model

increasing revenues from existing member base

Average cohort payer ratio (a)



(a) Among cohorts who have existed for more than 20 months

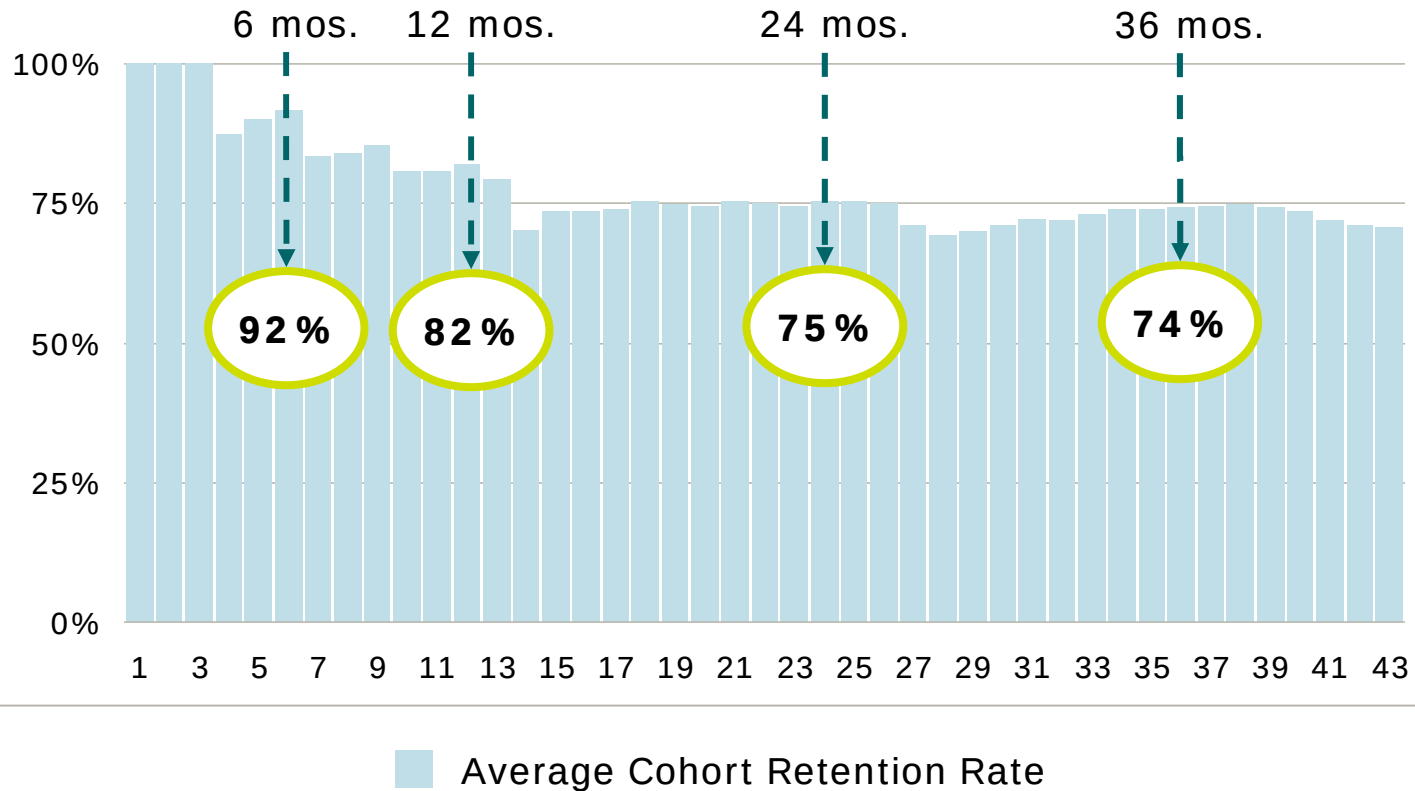
- Average Monthly Cohort Payer Ratio - Germany
- Average Monthly Cohort Payer Ratio – XING overall

02 Paying members continue to pay for value

$\frac{3}{4}$ of typical payer cohort is still paying after 3 years



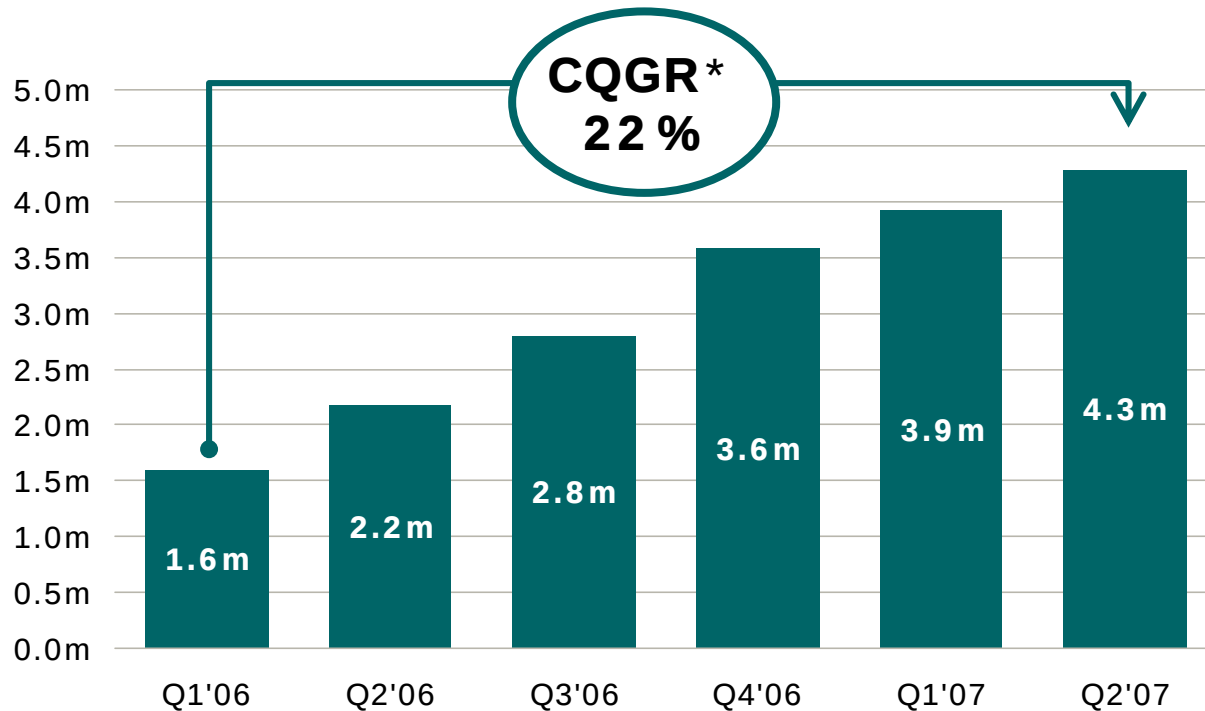
Average Percent of Retained Payers (months after 1st payment)



02 Building a track record of qtrly top line growth

quarterly growth in line to deliver revenue expectations

Quarterly Net Revenues Q1 2006 to Q2 2007



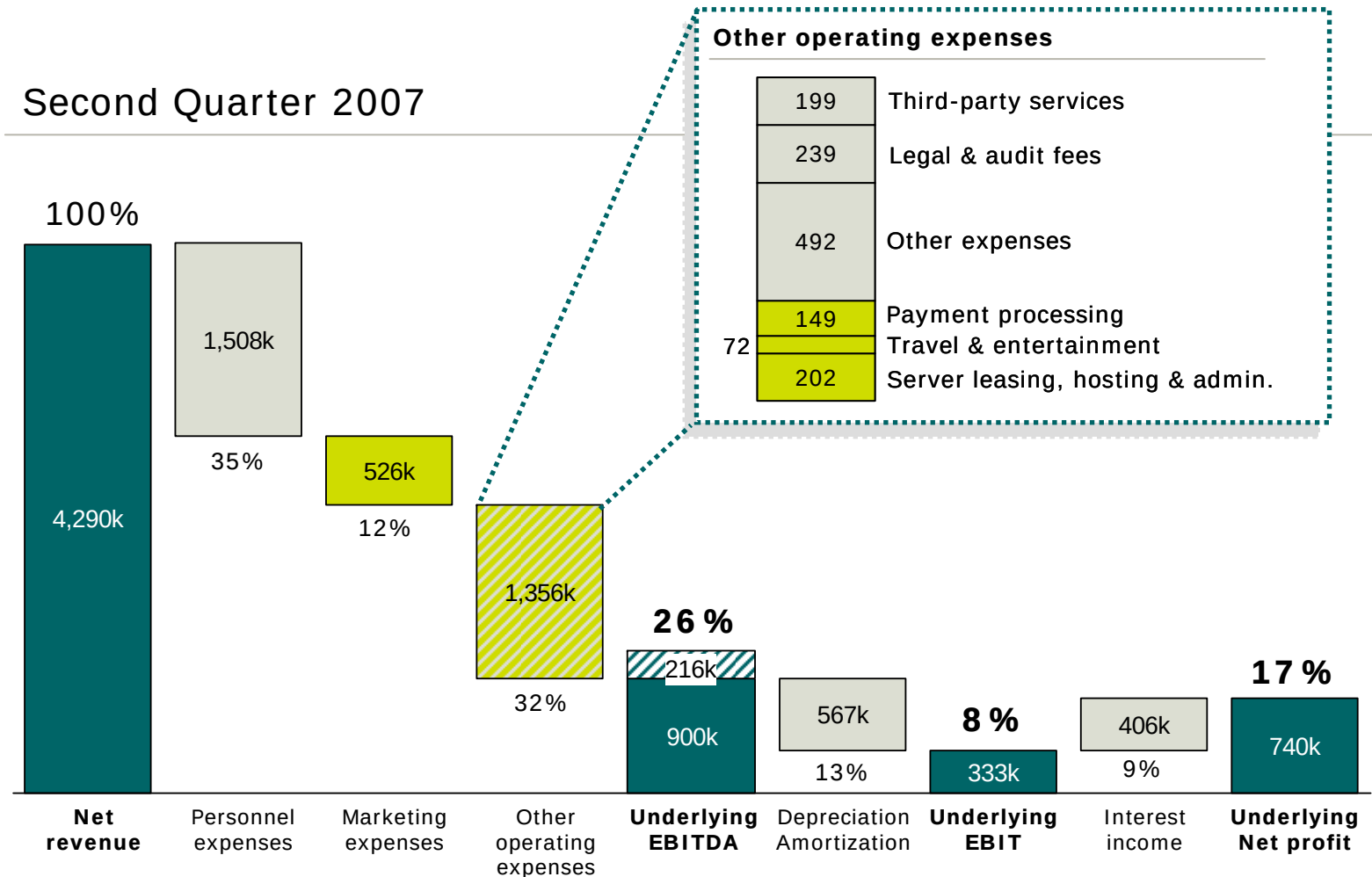
■ Quarterly Net Revenues

*Compound Quarterly Growth Rate

02 Scalable business model is driving profitability

variable costs at 22% of net revenues

Second Quarter 2007



(a) From continuing operations before effects of discontinued operations (First Tuesday AG, Zurich)

Proportional

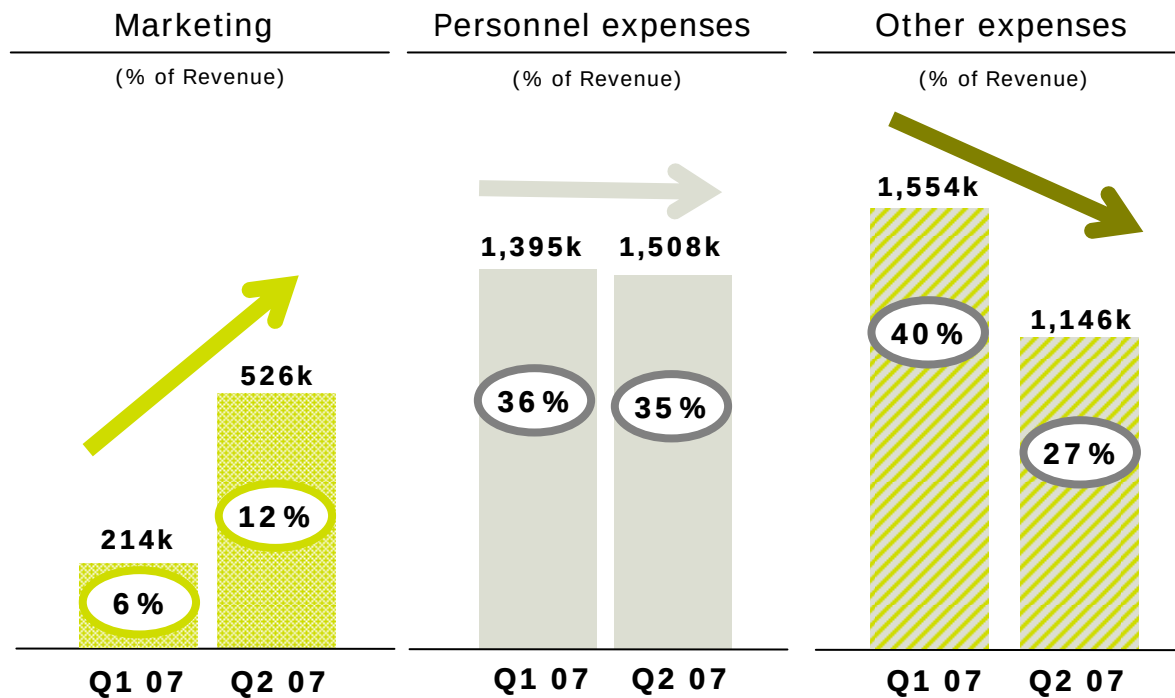
Non-proportional

Discontinued operations

02 Q2 2007 IFRS – total operating expenses

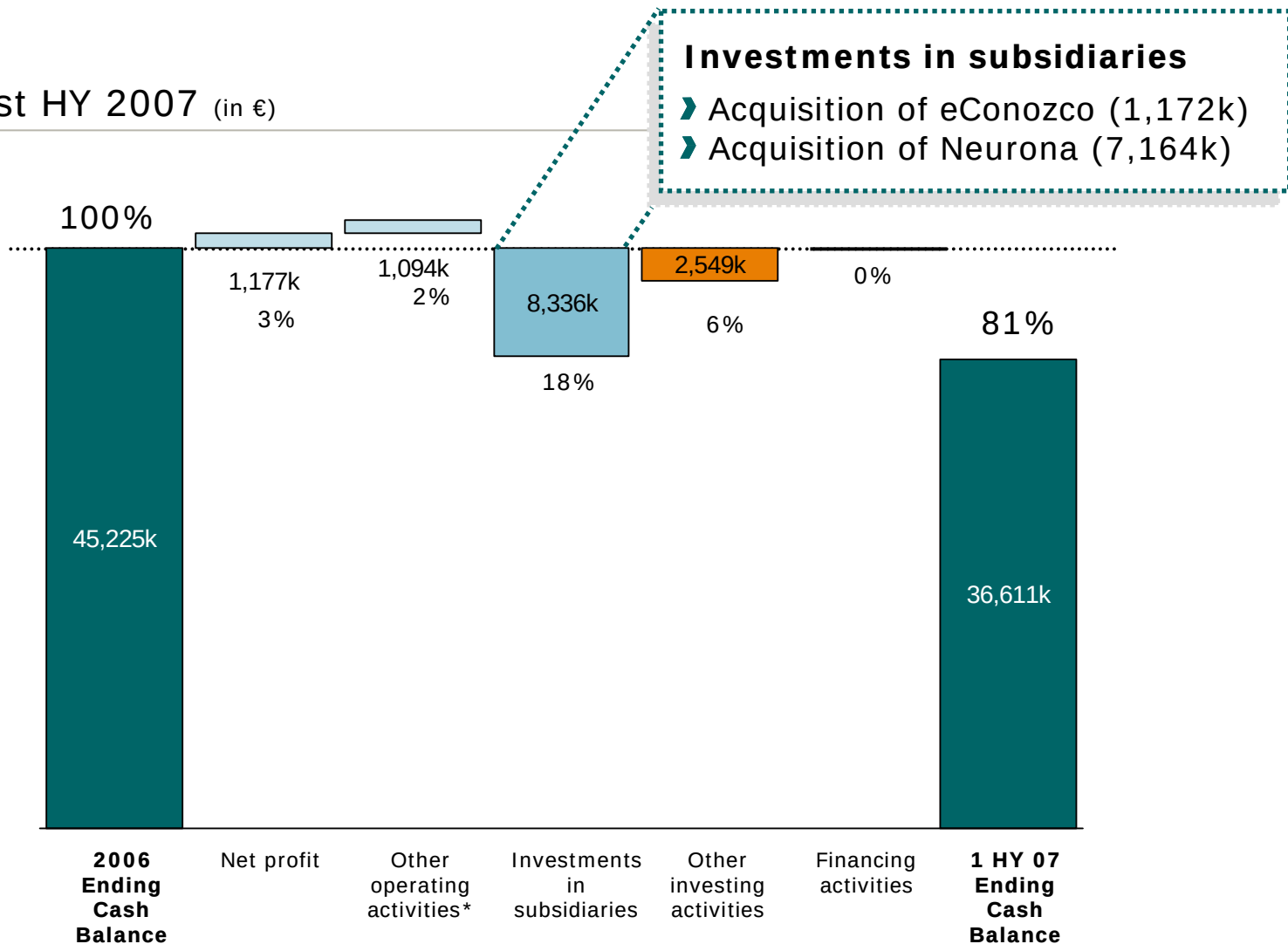
marketing up, personnel stable, other ops decreasing

Second Quarter 2007 compared to First Quarter 2007



02 Cash Flow Statement

First HY 2007 (in €)



* Includes depreciation and amortization, stock option plan, changes in accruals, in deferred taxes and in working capital

Thank you
for your kind attention!

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