

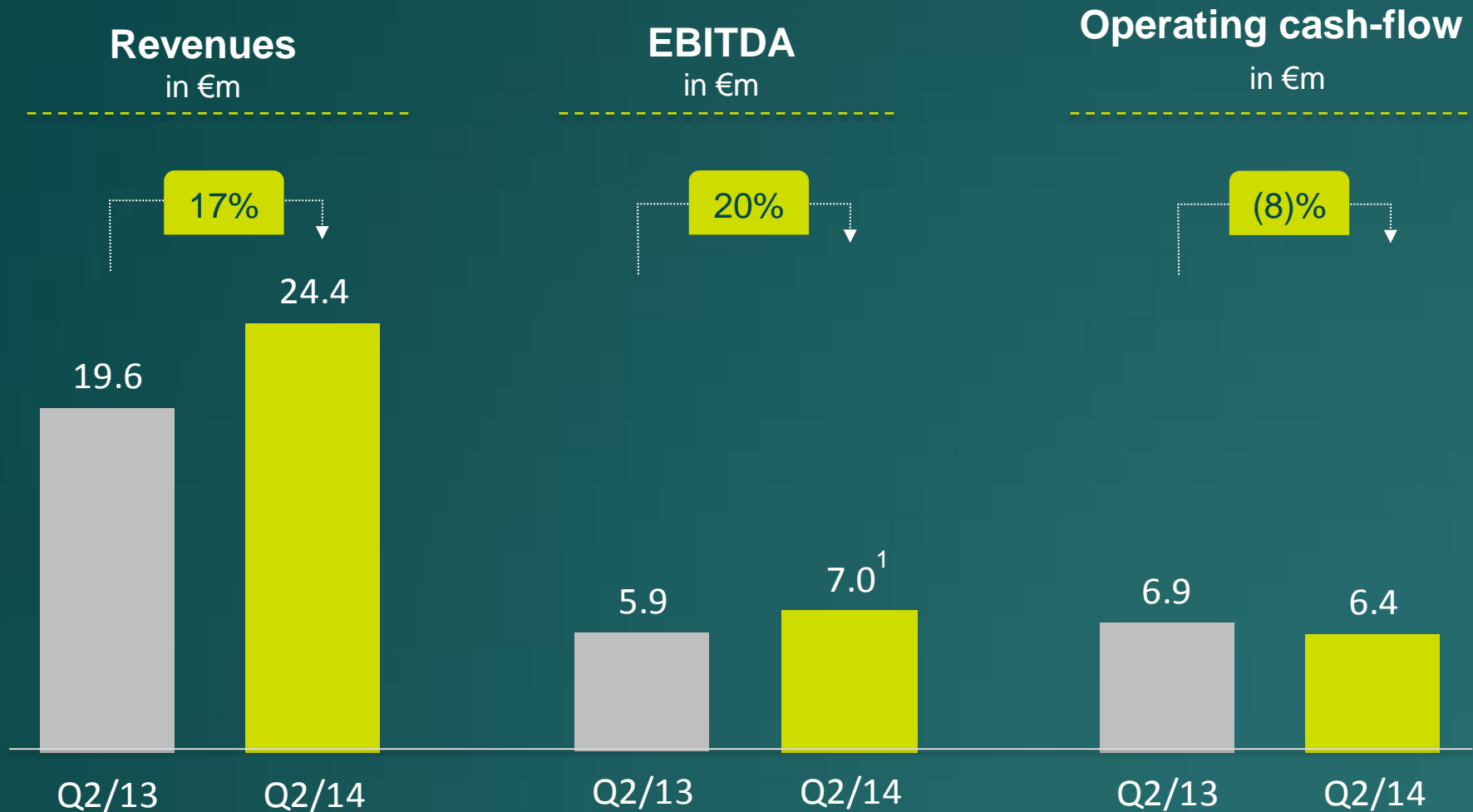


# **XING – Interim Results Q2 2014**

**August 6, 2014**

- FURTHER TOP-LINE GROWTH ACCELERATION W/17%
- TOTAL USER BASE REACHES 7.6M
- GROWTH RATE IN NETWORK / PREMIUM BUSINESS DOUBLED
- XING BEST POSITIONED TO BENEFIT FROM MEGATREND "NEW WORK"

# ANOTHER QUARTER OF ACCELERATING TOP-LINE GROWTH WITH STRONG EBITDA INCREASE



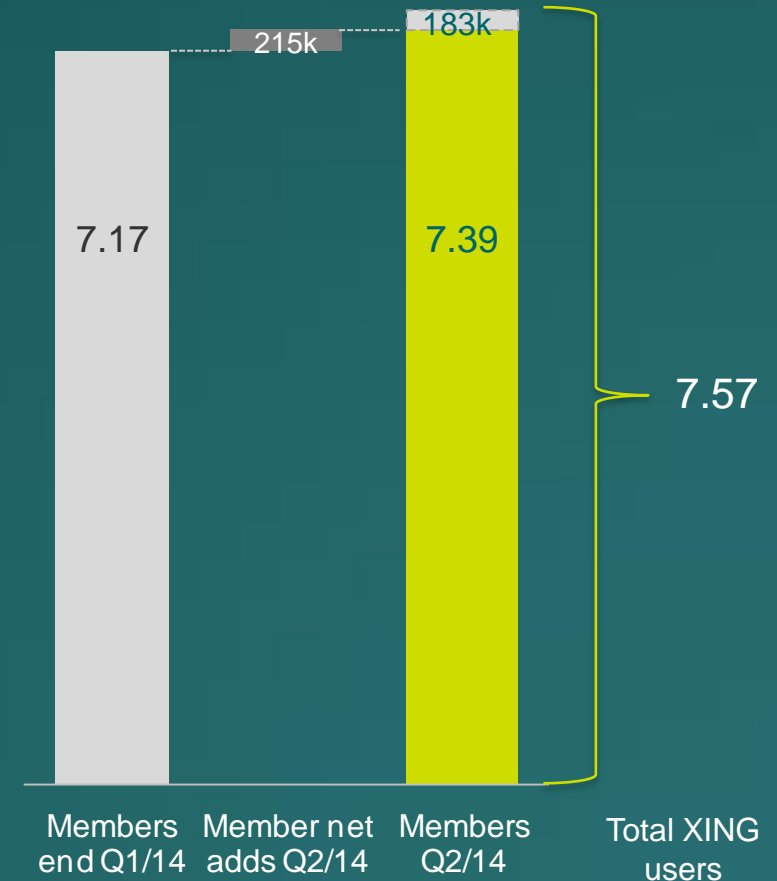
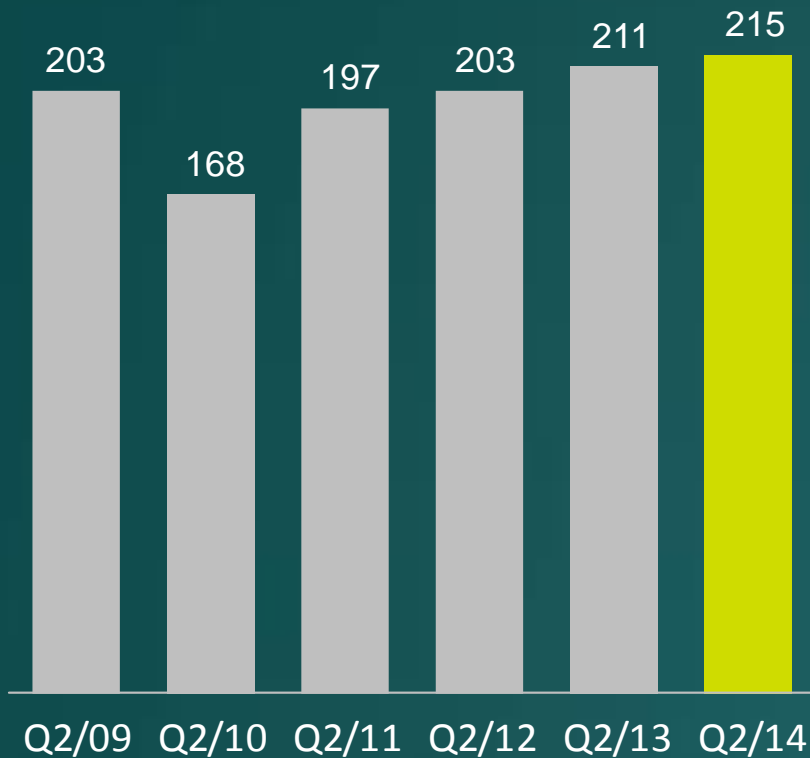
<sup>1)</sup> W/o kununu earn-out

# STRONGEST NET MEMBER GROWTH SINCE Q2/09

+183k cumulated additional XING Events users

[Member & total user base in million]

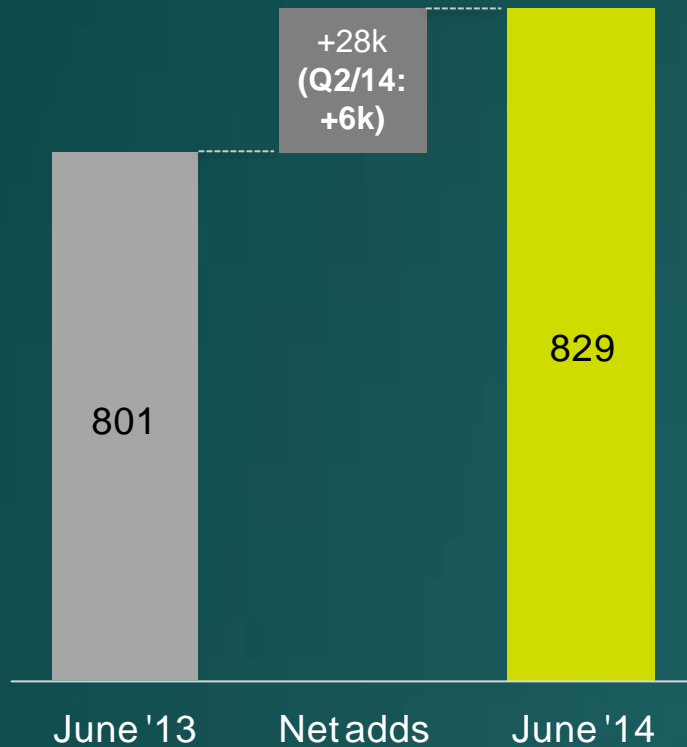
[Member & XING-EVENTS user net adds in thousands]



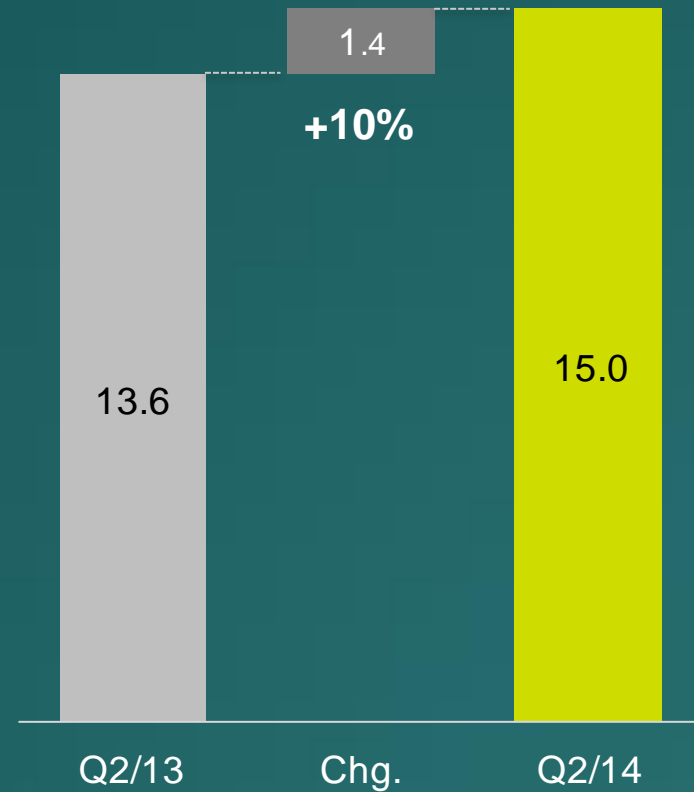
# GROWTH RATE IN CORE BUSINESS DOUBLE DIGIT

Network/ Premium: Q2/2014: +10% vs. 5% (Q2/2013)

Paying member base  
D-A-CH [thousands]



Network / Premium revenues  
[€m]



<sup>1)</sup> ARPU Q2/14: €5.41 (Q2/13: €5.09)

Rounding differences are possible

# XING BEST POSITIONED TO BENEFIT FROM MEGATREND “NEW WORK”...

## Digitalisation

- WORK ANYWHERE & ANY TIME
- TRANSPARENCY
- NETWORKS DEMOCRATISE GOOD CONTACTS



**XING** offers product solutions for modern working life

## Shortage of skilled workforce

- CHANGING POWER BALANCES
- WAR FOR TALENT
- NEED FOR PROACTIVE RECRUITING & EMPLOYER BRANDING



**XING** offers the biggest talent pool in D-A-CH

## Change in values & Generation Y

- FLEXIBILITY, INDEPENDENCE & SELF-DETERMINATION
- ABOLITION OF ARTIFICIAL HIERARCHIES
- MEANINGFUL & FULFILLING JOB MORE IMPORTANT THAN A CAREER



**XING** offers transparency, choice and opportunities

“For a better working life”



“Enable professionals to grow”

# ...AND LAUNCHING SERVICES ON BACK OF OUR NEW POSITIONING

## FUTURE.ME – HELP PROFESSIONALS TO IDENTIFY NEW OPPORTUNITIES

### Data Mining Specialist

> 1 more specific profession found

following

The average Data Mining Specialist on XING is between 33 and 38 years old, works in the Information Technology & Services industry and has an annual salary of about EUR 55500. He/she lives in Berlin, studied Computer Science, Information systems or Mathematics, is skilled in Machine Learning, Data mining and Data Science.

Insights

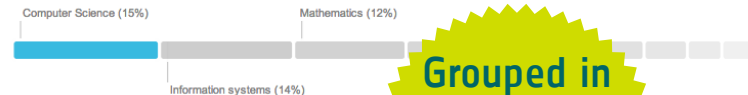
XING profiles

News

#### Common skills

Machine Learning Data mining Data Science R Data Analysis Big Data Python Statistics SQL Hadoop Business Intelligence SPSS Java SAS Stata ETL MatLab C++ Statistical Modelling Recommender Systems Natural Language Processing more...

#### Education



Grouped in  
>9,000  
qualified  
skills

>6,000,000  
recognised  
career  
transitions

>2,300  
different  
professions

### Great media coverage



Nick @NickDinges · 5. Juli

@Xing\_de FutureMe could be the next big thing.



2



IT Advantage AG @itadvantage · 9. Juli

Einsatz von Big Data zur beruflichen Laufbahnorientierung: XING startet FutureMe  
[ow.ly/yR6Wa](https://ow.ly/yR6Wa)



soschlmidia @soschlmidia · 4. Juli

@XING\_de hat einen neuen Test-Ballon gestartet. #FutureMe lässt uns neue Inspirationen finden. [soschlmidia.de/2014/07/04/xin...](https://soschlmidia.de/2014/07/04/xin...)  
[pic.twitter.com/7N46e5vpy3](https://pic.twitter.com/7N46e5vpy3)



1

Foto anzeigen



noxymo @noxymo · 26. Juni

Schade schon zu müde zum weiter  
#futureme ausprobieren. Aber das Ding ist  
ein toller Datenberg.



1



Angélica @alozalv · 4. Juli

Have you checked FutureMe by @XING\_de ? It's AWESOME. Nice job, guys! - [kcy.me/17fix](https://kcy.me/17fix)



1

# TRANSPARENCY, CHOICE & OPPORTUNITIES

## KUNUNU: OFFERING A NEW LEVEL OF TRANSPARENCY

KUNUNU  
a XING company

SUCHEN
BEWERTEN ▼
STELLENMARKT
DE ▼
MEIN KUNUNU
FÜR ARBEITGEBER

JETZT BEWERTEN ▼

## XING AG

Dammtorstraße 29-32, 20354 Hamburg, Deutschland  
 Internet / Multimedia  
[www.xing.com](http://www.xing.com)

Aufrufe

**AUSBILDUNGSBETRIEB!**

TOP COMPANY  
VON MITARBEITERN EMPFOHLEN

OPEN COMPANY  
WIR LEBEN OFFENHEIT

Gütesiegel Informationen

ÜBERSICHT
ERFAHRUNGSBERICHTE 272
JOBBS 33
STATISTIK

### Mitarbeiter sagen

SEHR GUT	(127)
GUT	(63)
BEFRIEDIGEND	(16)
GENÜGEN	(3)

**4,01**  
VON 5

### Bewerber sagen

SEHR GUT	(42)
GUT	(5)
BEFRIEDIGEND	(9)
GENÜGEN	(4)

**3,98**  
VON 5

### Azubis sagen

SEHR GUT	(2)
GUT	(1)
BEFRIEDIGEND	(0)
GENÜGEN	(0)

**4,19**  
VON 5

Vorgesetztenverhalten Interessante Aufgaben Kommunikation Work-Life-Balance Umgang mit Kollegen 45+ Gehalt und Benefits Image	<div></div> 3,99 <div></div> 4,18 <div></div> 3,91 <div></div> 4,07 <div></div> 4,20 <div></div> 3,76 <div></div> 4,38	Kollegenzusammenhalt Arbeitsatmosphäre Arbeitsbedingungen (Räume, ...) Gleichberechtigung Karriere / Weiterbildung Umwelt- / Sozialbewusstsein	<div></div> 4,52 <div></div> 4,32 <div></div> 3,90 <div></div> 4,15 <div></div> 3,61 <div></div> 3,67
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**Folgende Benefits werden geboten:**



# “SPIELRAUM” – OUR THEME PORTAL FOR NEW WORK

<https://spielraum.xing.com/>

The screenshot shows the XING Spielraum portal. The header includes the XING logo and the word 'spielraum' in a large, green, sans-serif font. Below the header is a navigation bar with links: 'IM FOKUS', 'FUNDSTÜCKE', 'ZAHLENWERK', 'VORREITER', 'BESSERWISSEN', 'SELFIE@WORK', and 'ÜBER XING SPIELRAUM'. A search bar is located on the right side of the navigation bar. The main content area is divided into several sections. On the left, there is a 'Neuigkeiten' (News) sidebar with a list of articles, each with a small thumbnail and a title. The central section is titled 'Im Fokus: Lebensläufe' (Focus: Resumes) and features a large article titled 'Das Leben ist zu kurz für den falschen Beruf' (Life is too short for the wrong career) by Marc-Sven Kopka. Below this article is a 'Vorreiter' (Pioneers) section with a 'Top oder Flop?' (Top or Flop?) article. On the right, there is a 'Zahlenwerk' (Numbers) section with a 'Trend: Bunte Lebensläufe statt Kaminkariere' (Trend: Colorful resumes instead of career ladders) article. At the bottom, there is a 'Besserwissen' (Better knowledge) section with a 'Die wichtigsten Fragen (und Antworten) zum Sabbatical' (The most important questions (and answers) about the sabbatical) article. The page is designed with a clean, modern layout using a color palette of green, blue, and white.

- XING runs a portal providing content on the new world of work
- Developed on the basis of the print magazine launched in November 2013
- Constant mix of exclusive and selected content for modern knowledge workers:
  - Expert interviews
  - Current studies
  - Interesting facts and figures
  - Tips and best practices
- Close links to the XING community: In-depth discussions hosted in the "Arbeit.Zeit.Leben..," group

# LEBENSLAUF.COM: A PERFECT FIT FOR XING AND NEW SOURCE FOR MEMBER ACQUISITION

The screenshot displays the Lebenslauf.com website interface. At the top, the logo 'Lebenslauf.com' is accompanied by the tagline 'Ein Service von XING'. Below the logo, a navigation bar contains links for 'Lebenslauf importieren', 'Design ändern', and 'Anlage beifügen'. The main content area features a resume template for 'MAX MUSTER'. The resume is divided into two columns: 'Persönliche Daten' (Personal Data) and 'Berufliche Laufbahn' (Professional Career). The personal data section includes fields for Name, Address, and Telephone. The professional career section includes fields for Start Date, Company, and Position. A yellow starburst graphic on the right side of the resume template states '20-30k net new member adds per quarter'. At the bottom of the page, there is a footer with a disclaimer and links for 'Kontakt' and 'Datenschutz'.

Lebenslauf.com  
Ein Service von XING

Dein Lebenslauf als PDF & Website.

Lebenslauf importieren Design ändern Anlage beifügen

LEBENSLAUF

MAX MUSTER

Persönliche Daten

Name: Max Muster  
Anschrift: Musterstraße 1, 12345 Musterstadt  
Tel.: 0123 / 456 789

Berufliche Laufbahn

Mai 2011 – heute  
Musterfirma  
Senior Projektmanager

20-30k net new member adds per quarter

Neu Deine Daten sind sicher und werden nicht automatisch veröffentlicht. Speichern & Herunterladen

vor kannst du für deine Bewerbung einen tabellarischen Lebenslauf als PDF oder Website erstellen. Lebenslauf-Muster & Word-Vorlagen zum Download? Hier kannst du einfacher einen Lebenslauf schreiben!

Kontakt Datenschutz

## Core offering

- Create high quality CVs
- Word-/ PDF-import possible, alternative designs available
- Free-of-charge offer, only XING membership needed

**Product vision: establish most user-centric place to go for job seekers**

# Q2 FIGURES

# Q2 FINANCIAL HIGHLIGHTS



- CONTINUED ACCELERATION OF OVERALL TOP-LINE GROWTH
- NETWORK / PREMIUM REVENUE GROWTH DOUBLE-DIGIT AGAIN
- E-RECRUITING REVENUES ACCELERATING GROWTH TO 34%
- EBITDA AMOUNTS TO €7.0m
- OPERATING CASH-FLOW €6.4m




# STRONG TOPLINE GROWTH; EBITDA €7.0M

	Q2/14	Q1/14	Q2/14 vs. Q1/14	Q2/13	Q2/14 vs. Q2/13
	Abs.	Abs.	%	Abs.	%
(1) Including other operating income					
Total revenue <sup>1</sup>	24.4	22.8	7%	20.9	17%
Costs	(17.4)	(18.3)	5%	(15.0)	(15%)
EBITDA w/o kununu earn-out	7.0	4.5	56%	5.9	20%
Margin w/o kununu earn-out	29%	20%	9%pts	28%	1%pt
Non-operating costs from kununu earn-out	(0.5)	(0.5)	0%	0.0	N/A
EBITDA incl. kununu earn-out	6.5	4.0	63%	5.9	11%
Depreciation (incl. PPA)	(2.2)	(2.2)	1%	(1.9)	(14%)
Financial result	0.0	0.0	(80%)	0.0	(93%)
Taxes	(1.6)	(0.8)	(106%)	(1.3)	(23%)
Net result incl. kununu earn-out	2.8	1.0	166%	2.7	3%
Net result w/o kununu earn-out	3.3	1.5	112%	2.7	21%



- New IFRS rules: earn-out now accounted for in personnel expenses instead of goodwill

# DEVELOPMENT OF SEGMENT EBITDA

		Segment EBITDA	Margin
Network / Premium		€ 9.7m	65%
E-Recruiting <sup>1</sup>		€ 3.5m <sup>1</sup> € 3.0m <sup>2</sup>	46% <sup>1</sup> 40% <sup>2</sup>
Events		(€ 0.6m)	N.A.
Tech, Central Services & Other		(€ 5.6m)	N.A.
<b>Total EBITDA w/o kununu earn-out</b>		<b>€ 7.0m</b>	<b>29%</b>

<sup>1</sup> W/o kununu earn-out

<sup>2</sup> Incl. Kununu earn-out



▪ Margin dilution by Events: 4%pts

# CORE NETWORK / PREMIUM BUSINESS GROWING 10% AGAIN

Network / Premium  
in €m



e-Recruiting  
in €m



Events  
in €m



10%

34%

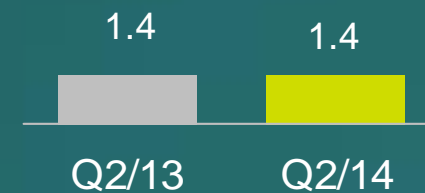
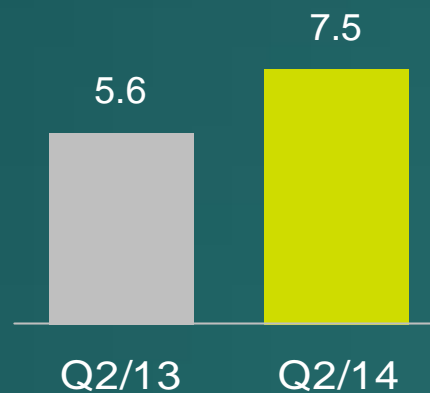
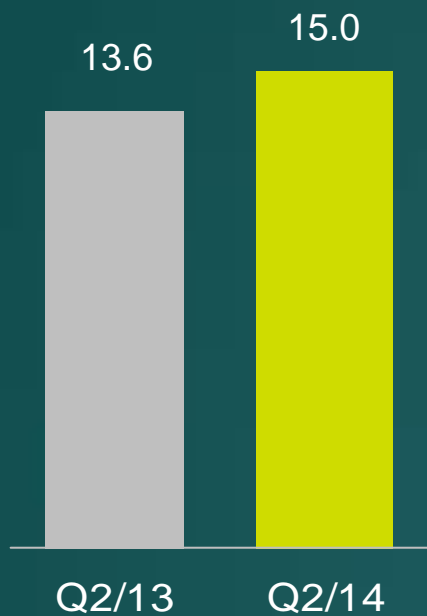
0%

Growth rate Q2/13 yoy

5%

24% (organic)<sup>1</sup>

35%

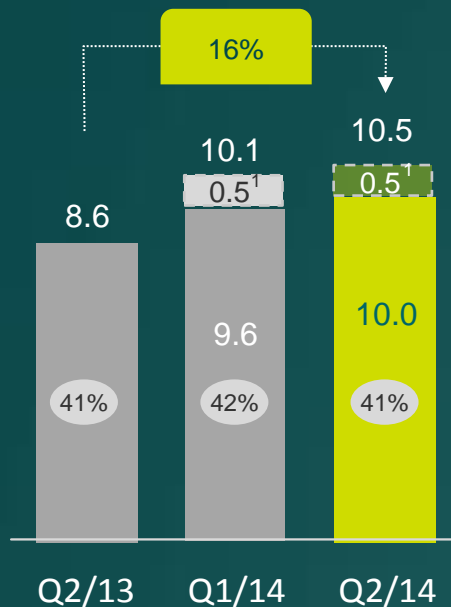


<sup>1</sup>) W/o anorganic growth from kununu acquisition

# Q2 2014 COST BREAKDOWN

## Personnel

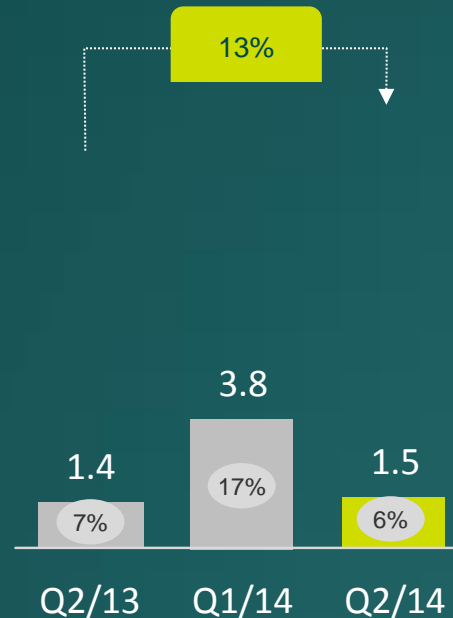
in €m  
in % of total revenue



- Investment in product/technology organization & sales/marketing
- Q1/14 and Q2/14 including non-operating costs from kununu earn-out

## Marketing

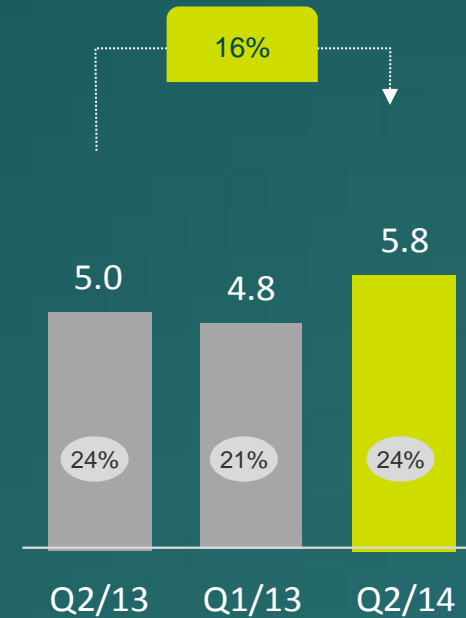
in €m  
in % of total revenue



- TV branding campaign in Q1/14
- Online display & social media adv.
- Search engine marketing (SEM)
- Offline marketing expenditure (conferences & events, print, sponsoring)
- Affiliate marketing

## Other expenses

in €m  
in % of total revenue



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

<sup>1</sup>) Impact from kununu earn-out



## Q2/14: Operating cash flow: €6.4m

	Q2/14	Q1/14	Q2/14 vs. Q1/14	Q2/13	Q2/14 vs. Q2/13
	Abs.	Abs.	Abs.	Abs.	Abs.
EBITDA	6.5	4.0	1.5	5.9	0.6
Interest/tax & kununu earn out	(0.5)	(0.2)	(0.3)	(1.2)	0.7
Change net working capital	0.4	3.8	(3.4)	2.3	(1.9)
<b>Operating cash flow excl. organizer cash</b>	<b>6.4</b>	<b>7.6</b>	<b>(1.2)</b>	<b>6.9</b>	<b>(0.6)</b>
Investment – operating	(2.9)	(2.3)	0.6	(2.7)	(0.2)
Investment – acquisitions	(0.6)	0.0	(0.6)	(0.1)	(0.6)
Financing incl. transaction of own shares	0.0	0.0	0.0	1.7	(1.7)
<b>Free cash flow excl. organizer cash &amp; dividends</b>	<b>2.8</b>	<b>5.3</b>	<b>(2.5)</b>	<b>5.9</b>	<b>(3.1)</b>
Regular & special dividends	(23.4)	0.0	(23.4)	(3.1)	(20.3)
<b>Free cash flow excl. event organizer cash &amp; incl. Dividends</b>	<b>(20.6)</b>	<b>5.3</b>	<b>(25.9)</b>	<b>2.8</b>	<b>(23.4)</b>
Effects organizer cash	(1.0)	3.6	(4.6)	0.0	(1.0)
<b>Free cash flow incl. event organizer cash &amp; dividends</b>	<b>(21.6)</b>	<b>9.0</b>	<b>(30.6)</b>	<b>2.8</b>	<b>(24.4)</b>

# **INVESTOR INFORMATION & CONTACT**

# XING AG IR STATS

MARKET CAP: ~€500m / >€50m CASH / NO DEBT

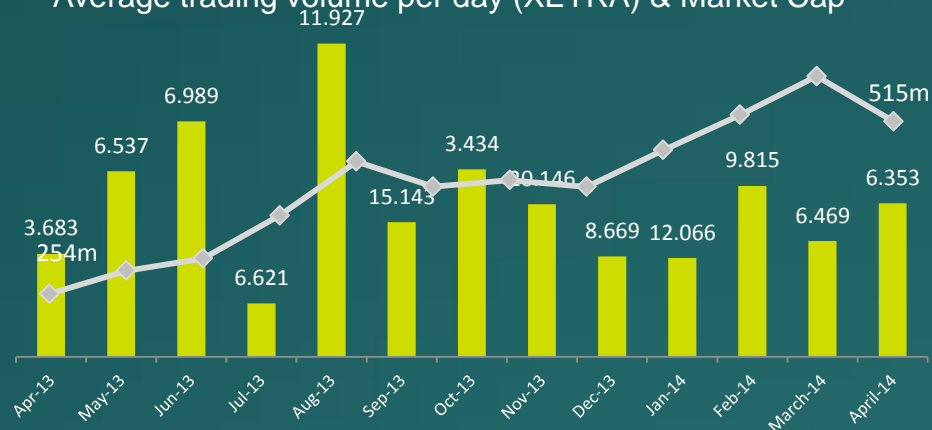
## Consensus

(Analyst estimates as of May, 2014)

Consensus from  
8 brokers

	2014e	2015e	2016e
<b>Total revenues</b>	<b>94.3</b>	<b>105.8</b>	<b>121.3</b>
<b>EBITDA</b>	<b>28.3</b>	<b>35.3</b>	<b>42.1</b>
<i>Margin</i>	30%	33%	35%
Depreciation	(8.7)	(9.2)	(9.8)
<b>EBIT</b>	<b>19.6</b>	<b>26.0</b>	<b>32.3</b>
<i>Margin</i>	21%	25%	27%
<b>Net income</b>	<b>12.9</b>	<b>17.9</b>	<b>21.6</b>
EPS in €	2.33	3.36	4.05
DPS in € (regular)	0.79	1.05	1.35

Average trading volume per day (XETRA) & Market Cap



## Analyst coverage

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

## Shares

5,592,137

TecDax ranking end of April 2014

Market Cap.

27

Turnover

28

Burda Digital GmbH	2,824,744	50.51%
Deutsche Asset & Wealth Mngt	372,660	6.66%
Schroders	282,421	5.05%
Union Investment	173,284	3.10%
Treasury Shares	12,832	0.23%
Rest	1,828,696	34.45%

Numbers based on last filing – actual shareholdings can differ

# XING SHARE PRICE DEVELOPMENT SINCE IPO

as of August 1, 2014



# INVESTOR RELATIONS

## CONTACT DETAILS & SOCIAL MEDIA CHANNELS



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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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