

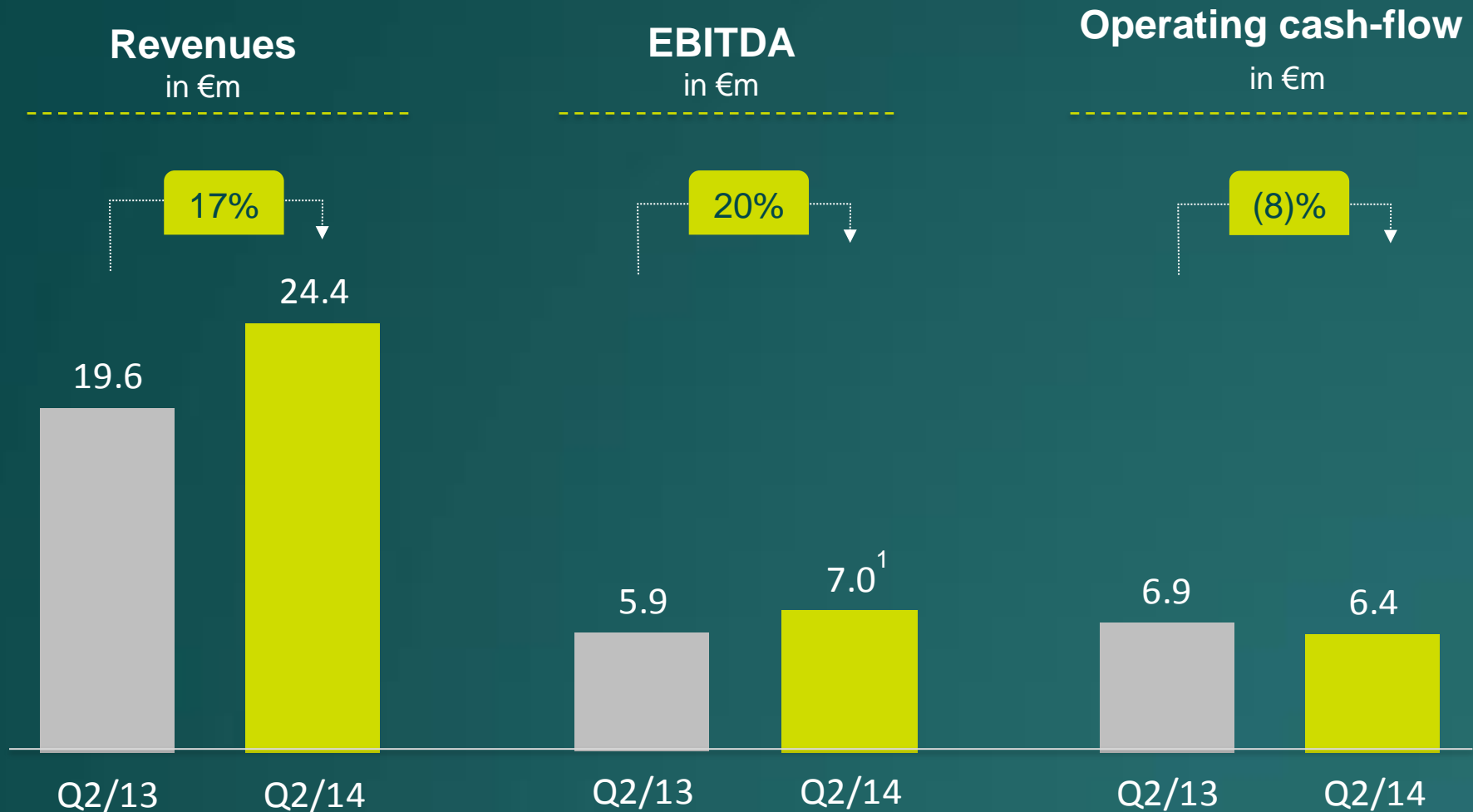


XING – Interim Results Q2 2014

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



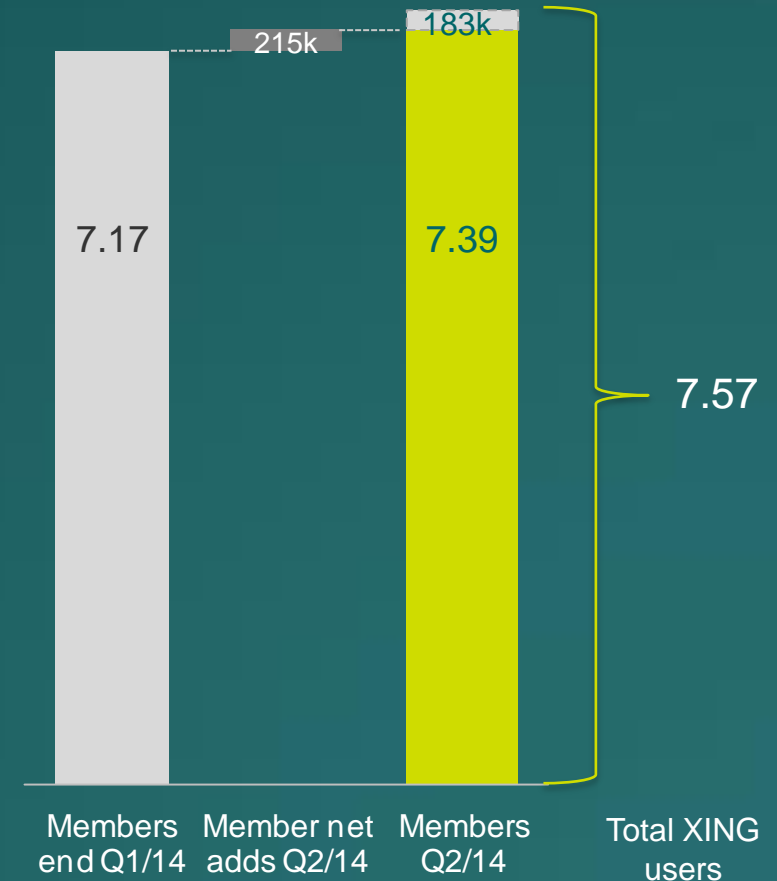
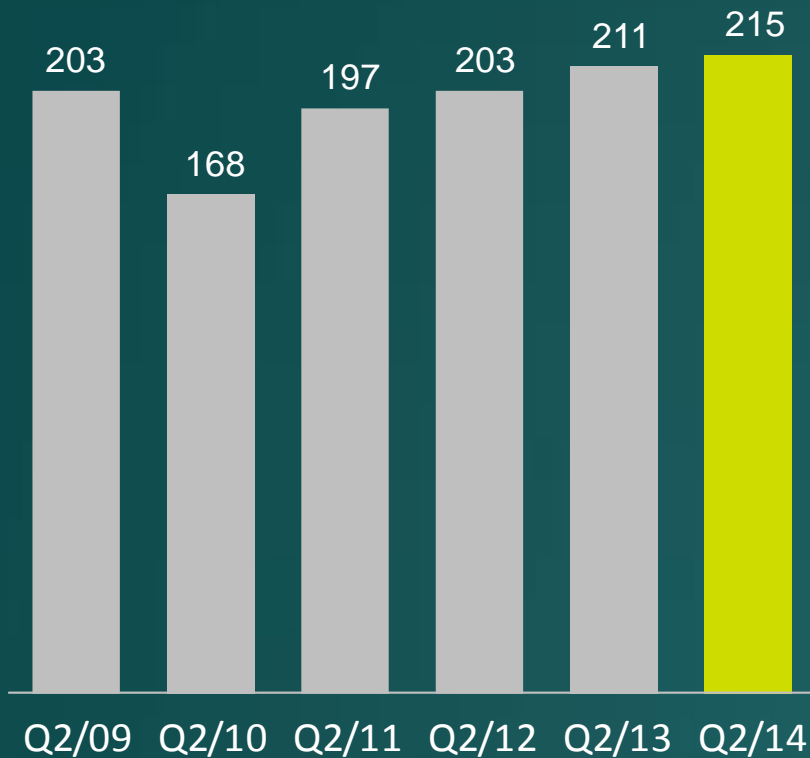
¹⁾ W/o kununu earn-out

STRONGEST NET MEMBER GROWTH SINCE Q2/09

+183k cumulated additional XING Events users

[Member & total user base in million]

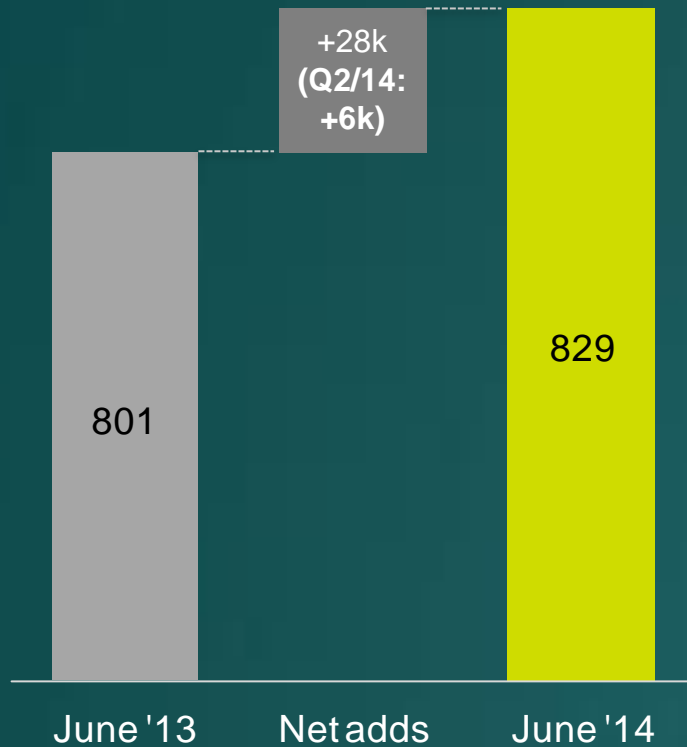
[Member & XING-EVENTS user net adds in thousands]



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]



¹⁾ 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

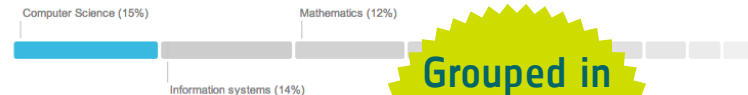
XING profiles

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



soschlmidia @soschlmidia · 4. Juli

@XING_de hat einen neuen Test-Ballon gestartet. #FutureMe lässt uns neue Inspirationen finden. soschlmidia.de/2014/07/04/xin...
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



1

TRANSPARENCY, CHOICE & OPPORTUNITIES

KUNUNU: OFFERING A NEW LEVEL OF TRANSPARENCY

SUCHEN

BEWERTEN

STELLENMARKT

DE

MEIN KUNUNU

FÜR ARBEITGEBER

JETZT BEWERTEN

AUSBILDUNGSBETRIEB!

XING AG

Dammthorstraße 29-32, 20354 Hamburg, Deutschland

Internet / Multimedia

www.xing.com

BEOBSACHTEN

X

f

t

g+

Gütesiegel Informationen

ÜBERSICHT

ERFAHRUNGSBERICHTE

272

JOBS

33

STATISTIK

Mitarbeiter sagen

SEHR GUT (127)

GUT (63)

BEFRIEDIGEND (16)

GENÜGEND (3)

4,01

VON 5

Bewerber sagen

SEHR GUT (42)

GUT (5)

BEFRIEDIGEND (9)

GENÜGEND (4)

3,98

VON 5

Azubis sagen

SEHR GUT (2)

GUT (1)

BEFRIEDIGEND (0)

GENÜGEND (0)

4,19

VON 5

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

Folgende Benefits werden geboten:

“SPIELRAUM” – OUR THEME PORTAL FOR NEW WORK

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

XING
spielraum

Besser leben. Anders arbeiten.

IM FOKUS FUNDSTÜCKE ZAHLENWERK VORREITER BESSERWISSEN SELFIE@WORK ÜBER XING SPIELRAUM

Suche...

Neuigkeiten

29.07.2014
Fundstück des Tages
Trend: Väter in Elternzeit
Laut...

25.07.2014
Mensch@Work
Hier geht es nicht um...

21.07.2014
„Politiker, Soldaten,
Geistliche – jeder braucht
einen Lebenslauf“
Für Fragen an Thomas
Bachem...

16.07.2014
Die wichtigsten Fragen
(und Antworten) zum
Sabbatical
Was ist eigentlich ein
Sabbatical?...

09.07.2014
Wir möchten euer
Selfie@Work!
Es muss ja nicht immer...

MEHR ARTIKEL >

XING-Gruppe

Besseres Leben durch anderes
Arbeiten? Was erwarten Sie von der
Arbeitswelt von morgen?
Treten Sie der XING-Gruppe „Arbeit. Zeit.
Leben.“ bei und diskutieren Sie mit.

Arbeit.
Zeit.
Leben.

Juli 2014

Im spielraum-Branchen-Check: Unternehmensberatungen

Das Leben ist zu kurz für den falschen Beruf
– Editorial von Marc-Sven Kopka

Im Fokus: Lebensläufe

02.07.2014
Expertin für die große Pause
Vor drei Jahren gründete Daniela Scholl die „AuszeitAgentur“. Seither kommen immer mehr
Menschen, die sich [...] WEITERLESEN >

Das sagen andere
“Der Zukunft gehört die
Mosaikkarriere...”

Das sagt die Community
“Ein besonders wichti-
ger Aspekt ist, dass man
Lebenszeit nicht abgel-
ten kann.”

Auf den Punkt
“Nur Mut!” Daniela Scholl
berät Menschen bei der
Planung einer beruflichen
Auszeit.

Vorreiter

Top oder Flop?
Die größten Unternehmensberatungen
im spielraum Arbeitgeber-Check

Zahlenwerk

Trend: Bunte Lebensläufe statt
Kaminkarriere

MEHR ZAHLENWERK >

Besserwissen

Die wichtigsten Fragen (und
Antworten) zum Sabbatical
Was ist eigentlich ein Sabbatical? Der Na-
me stammt vom hebräischen Wort „Shab-
bat“ ab und bedeutet [...] MEHR BESSERWISSEN >

- 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 includes options like '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 ¹	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 ¹		€ 3.5m ¹ € 3.0m ²	46% ¹ 40% ²
Events		(€ 0.6m)	N.A.
Tech, Central Services & Other		(€ 5.6m)	N.A.
Total EBITDA w/o kununu earn-out		€ 7.0m	29%

¹ W/o kununu earn-out

² 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%

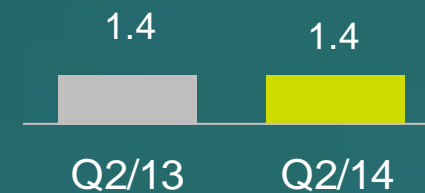
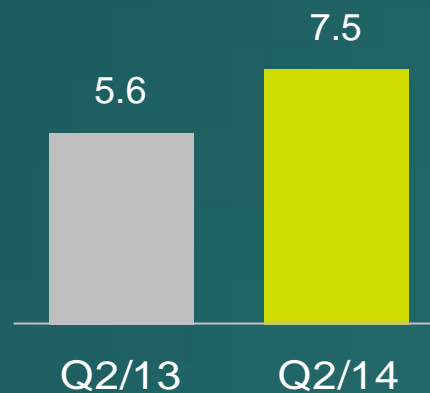
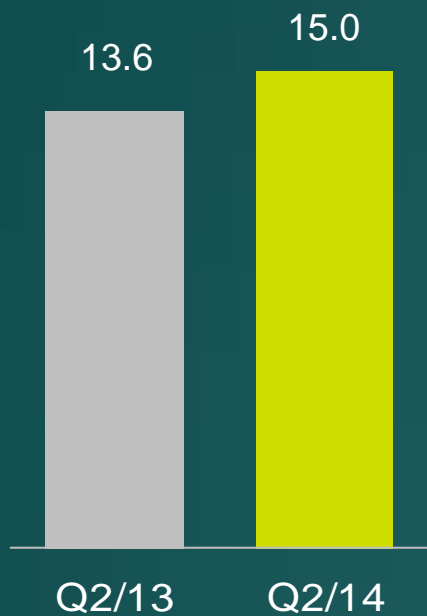
0%

Growth rate Q2/13 yoy

5%

24% (organic)¹

35%

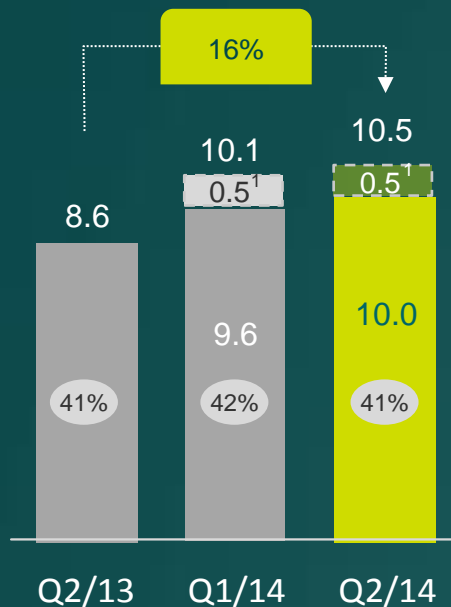


¹) W/o anorganic growth from kununu acquisition

Q2 2014 COST BREAKDOWN

Personnel

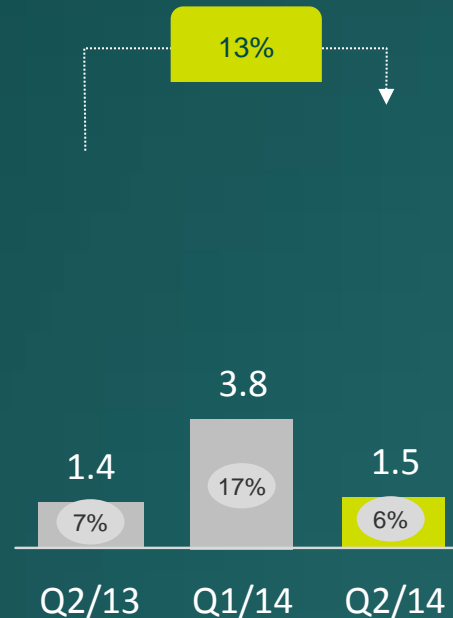
in €m
in % of total revenue



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

Marketing

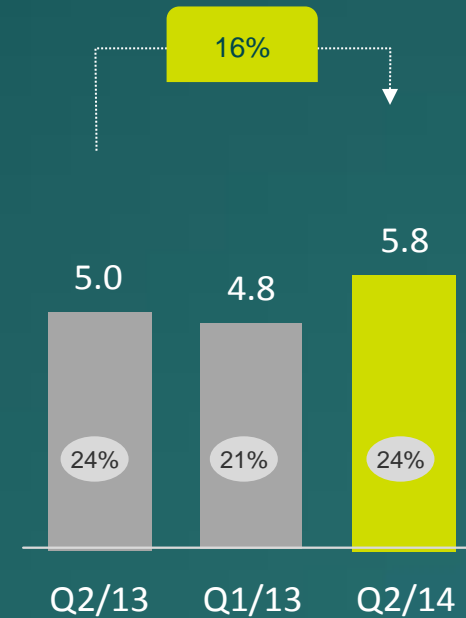
in €m
in % of total revenue



- 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

¹⁾ 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)
Operating cash flow excl. organizer cash	6.4	7.6	(1.2)	6.9	(0.6)
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)
Free cash flow excl. organizer cash & dividends	2.8	5.3	(2.5)	5.9	(3.1)
Regular & special dividends	(23.4)	0.0	(23.4)	(3.1)	(20.3)
Free cash flow excl. event organizer cash & incl. Dividends	(20.6)	5.3	(25.9)	2.8	(23.4)
Effects organizer cash	(1.0)	3.6	(4.6)	0.0	(1.0)
Free cash flow incl. event organizer cash & dividends	(21.6)	9.0	(30.6)	2.8	(24.4)

INVESTOR INFORMATION & CONTACT

XING AG IR STATS

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

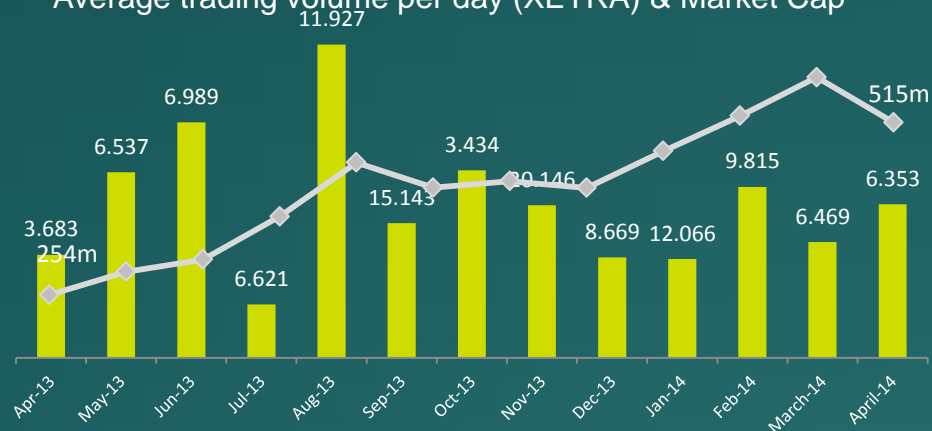
Consensus

(Analyst estimates as of May, 2014)

Consensus from
8 brokers

	2014e	2015e	2016e
Total revenues	94.3	105.8	121.3
EBITDA	28.3	35.3	42.1
<i>Margin</i>	30%	33%	35%
Depreciation	(8.7)	(9.2)	(9.8)
EBIT	19.6	26.0	32.3
<i>Margin</i>	21%	25%	27%
Net income	12.9	17.9	21.6
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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<http://www.slideshare.net/patmoeller>



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<http://blog.xing.com>



<skype:patrickmoeller?add>



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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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