

XING members report: online networking surpasses standard communication technologies

Third international survey "Communication & Networking on the Internet" of XING members

- XING members felt that standard communication technologies are less important, Internet-based networking is internationally popular
- 62% of XING members work in middle and upper management
- One-fifth of members polled and one-third of members polled in India has used XING to generate new business

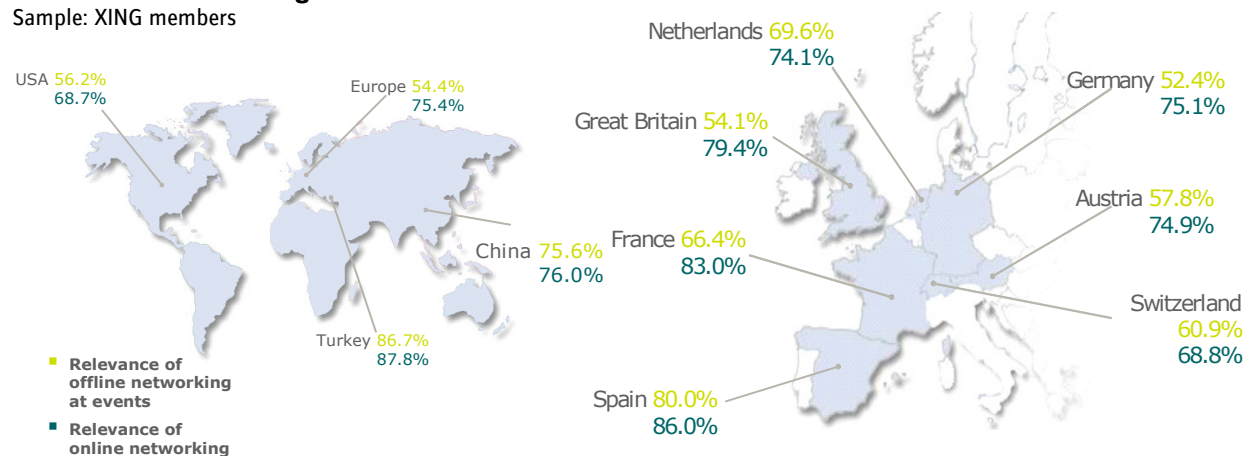
Hamburg, September 7, 2007 - XING AG is publishing the international survey "Communication and Networking on the Internet" for the third time since 2004. This year, 7,418 members were polled over a period of six weeks. The questionnaire was available in six languages, including German, English, Chinese, and for the first time, Turkish. The purpose of the survey is to draw conclusions on global communication and networking trends.

Online networking remains popular

According to the survey of participating XING members, the importance of networking on the Internet has increased. Across the globe, more than two-thirds of those polled consider online networking to be 'important' or 'very important', an increase of 7% over the previous year. The results were the same globally: XING members polled listed the freedom associated with Internet networking as the greatest advantage, citing the ability to stay in touch with acquaintances and associates and to meet new business professionals not part of their existing networks, regardless of location and time of day. In all countries polled, offline networking decreased slightly in importance in comparison with the previous year, reflecting a range of differing networking cultures in the individual countries. Outside of Europe, offline networking is especially popular with XING members: Three quarters of Chinese members and 87% of Turkish members meet new contacts and stay in touch with existing contacts at events.

Relevance of networking on the Internet and at events

Sample: XING members



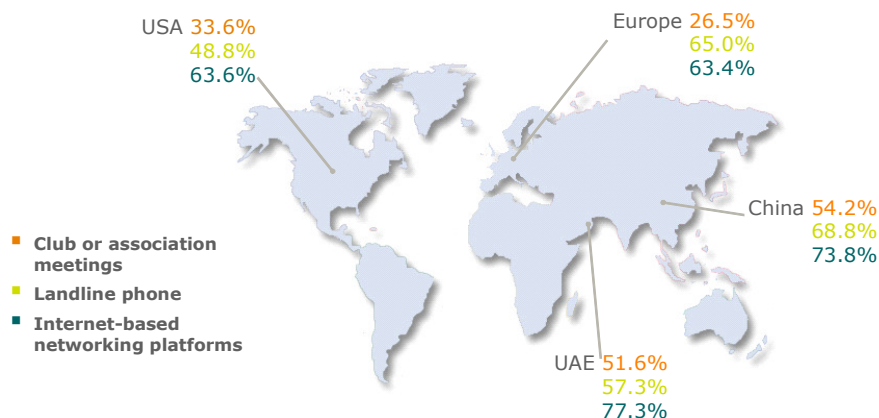
Conventional communication technologies less important than social networking platforms for XING members polled

Progressive technological advances are causing conventional media such as daily planners and organizers to become less relevant for respondents in managing address contacts. One reason for this trend is the increased popularity of social networking platforms, which allow users to stay in touch with contacts easily and across a range of media. XING members polled prefer using the XING platform for contact management over standard applications such as Microsoft Outlook. When asked which Web sites or programs they used to manage contacts, 86% of respondents listed XING, while only 56% listed Outlook. Among German XING members, the percentage who reported using Web-based platforms such as XING to manage contacts increased considerably, with more than double the percentage as in the previous year's survey.

According to participants, Internet networking platforms have already surpassed landline telephones in terms of popularity: Two-thirds of the XING members polled prefer the considerable functionalities of a professional networking platform over talking on the phone for staying in touch with contacts. At the forefront of this development are members in the UAE: Three of four of XING members polled consider social networks to be 'important' or 'very important', 20% more than those who assign a similar degree of importance to the conventional telephone. Only email and cellular phones are more important to XING members.

Importance of communication technologies for managing contacts

Sample: XING members



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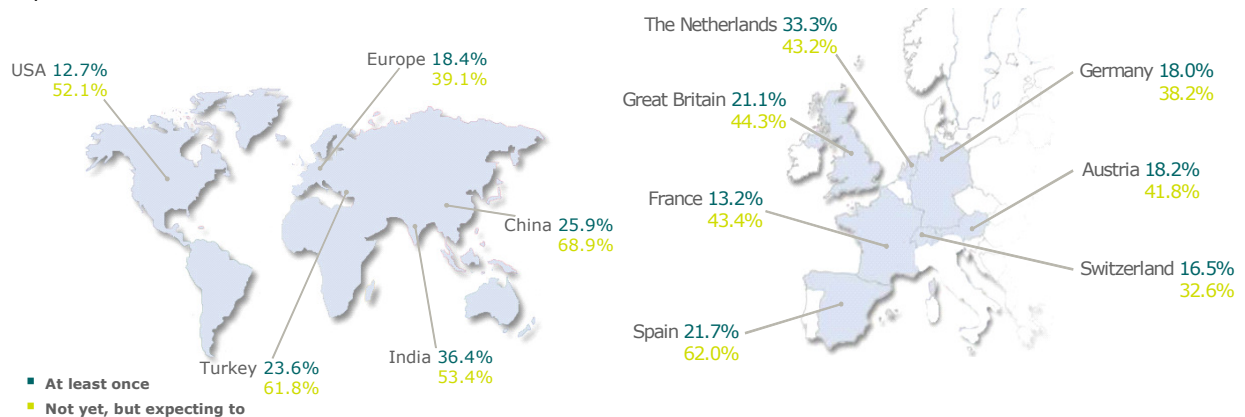
Networking on XING pays off

XING members take advantage of the opportunity inherent in online business networking to expand their global contacts. When closing deals, however, respondents made use of their knowledge of local conditions. Three-quarters of respondents stated that they prefer to make national contacts using business networking platforms such as XING, while 58% of responding XING members said they hoped to use networking platforms for expanding their international contacts.

Internet-based networking has become even more lucrative for responding XING members than in previous years: Two-thirds of respondents reported making at least one new business contact on the site, while one in five reported generating new business as a result of the platform. Last year, one in six XING member reported having received new business from the XING platform. XING members responding from Asia are especially successful in converting the XING platform into professional gain: one in three members in India and one in four Chinese members has done so.

Generating new business with XING

Sample: XING members



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XING members: Decision makers in middle and upper management

Increasingly, XING is being used by employees of large companies. More than one quarter of the XING members polled worked in companies with 1,000 or more employees. Approximately two-thirds of respondents work in upper and middle management, including managing directors, CEOs, and senior executives. Nearly all XING members polled are active in their careers: A mere 0.3% of respondents indicated that they were no longer actively working, and only one in 100 of those polled were currently looking for work.

XING remains popular: 87% of responding members recommend the platform in conversation

As in previous years, the proven methods of viral marketing—that is, marketing by recommendation—were beneficial for XING: 87% of XING members polled have recommended the XING platform at least once in conversation, while one in three members have done so more than six times.

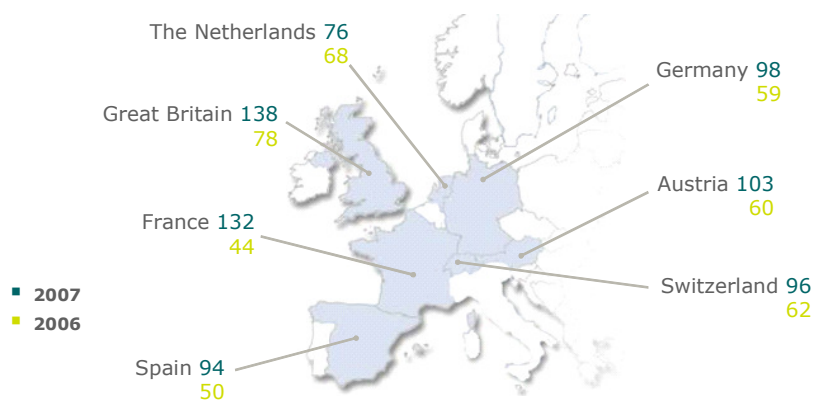
Accordingly, the vast majority of responding XING members were introduced to XING by the recommendation of a friend or colleague: 77% of those polled came to XING after it was recommended to them, and 25% of respondents have sent more than six email invitations to friends and business associates.

XING members are more tightly networked than ever: While respondents had an average of 50 contacts in the previous year, those polled in 2007 had an average of 103. Every sixth member polled had more than 150 confirmed contacts, an increase of over 135%.

For respondents, contact management was the top priority. When asked why they used business networking platforms, 88% selected this option.

Number of confirmed contacts (average)

Sample: XING members with one or more confirmed contacts



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Fast facts

Third International XING survey "Communication & Networking on the Internet"

The purpose of the third XING survey is to draw conclusions on global communication and networking trends among members of the XING networking platform and make geographic comparisons.

Survey:	Third international XING report "Communication & Networking on the Internet"
Sponsor:	XING AG
Market research institute:	Fittkau & Maaß Consulting GmbH Internet Consulting & Research Services
Statistical population:	XING members
Sample:	7,418 polled XING members
Method:	Written questionnaire on the Internet in German, French, English, Spanish, Chinese, and Turkish. Sampling of participants by means of a teaser on main pages of XING (www.xing.com) Random selection of visitor x
Survey period:	May 4, 2007 to June 15, 2007
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