

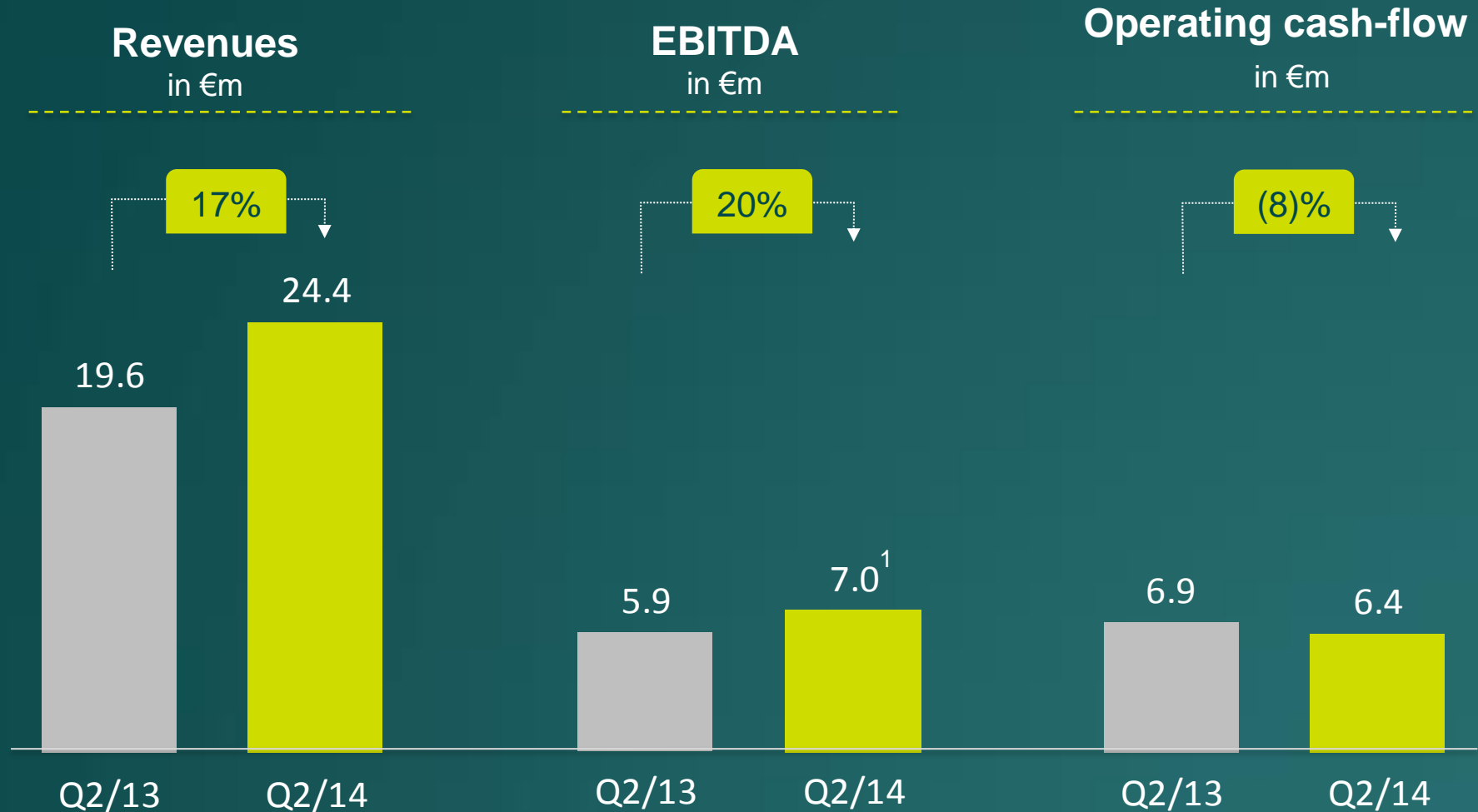


XING – Interim Results Q2 2014

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



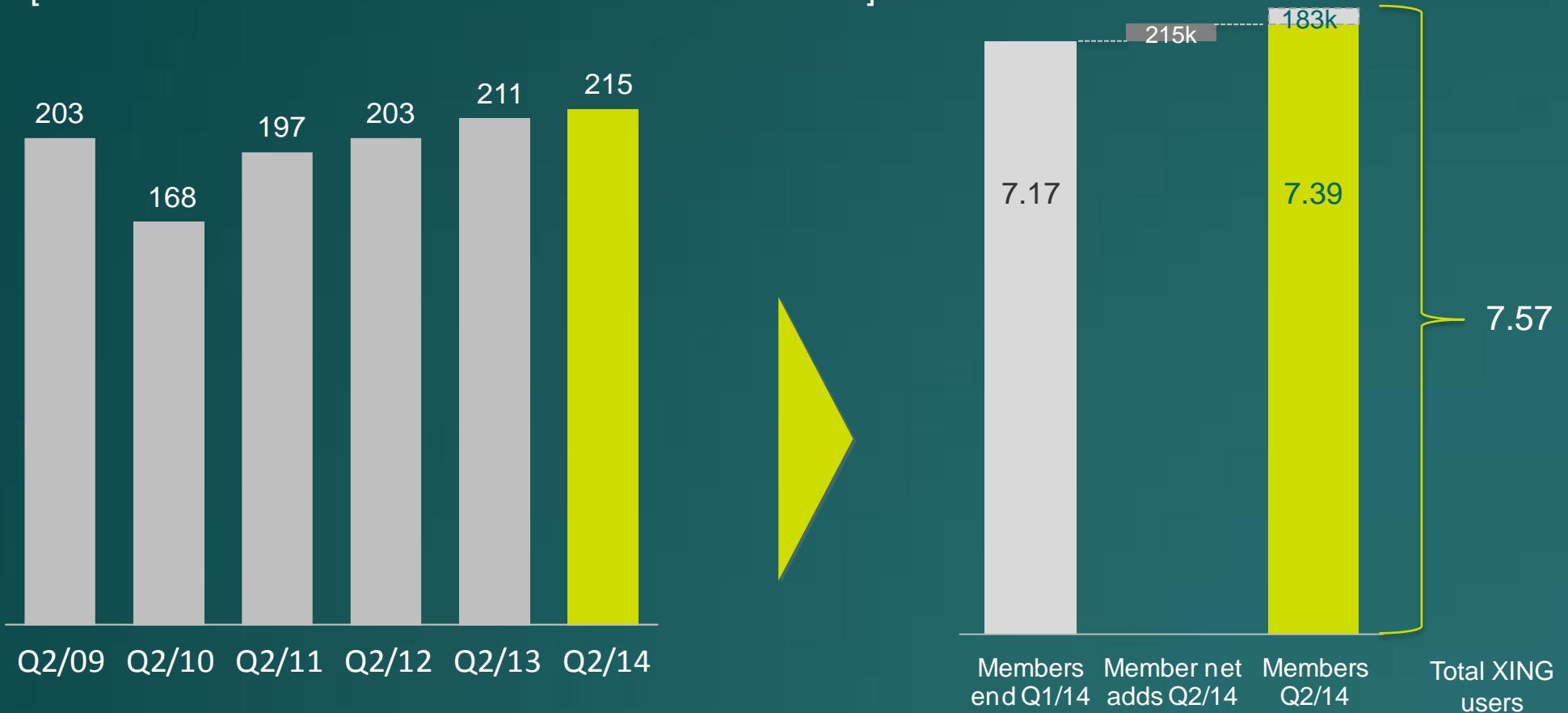
¹⁾ W/o kununu earn-out

STRONGEST NET MEMBER GROWTH SINCE Q2/09

+183k cumulated additional XING Events users

[Member & total user base in million]

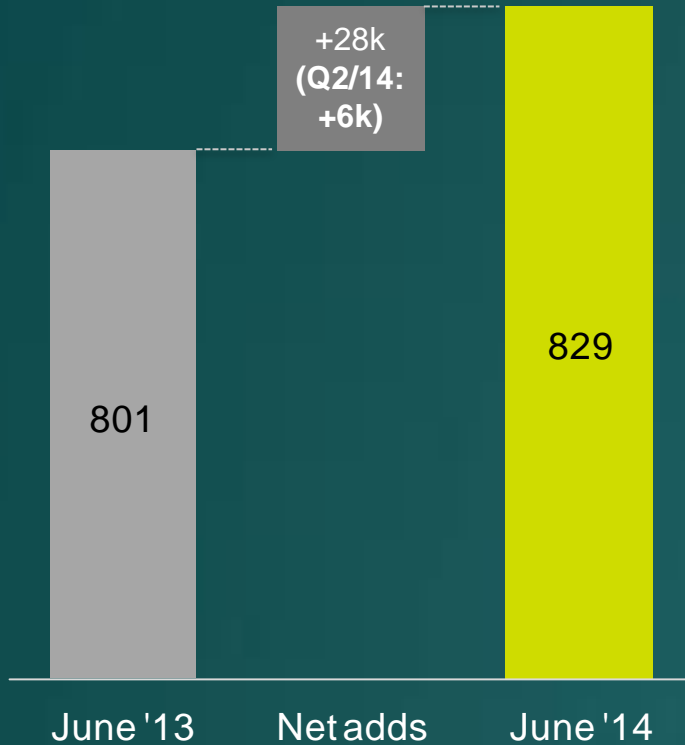
[Member & XING-EVENTS user net adds in thousands]



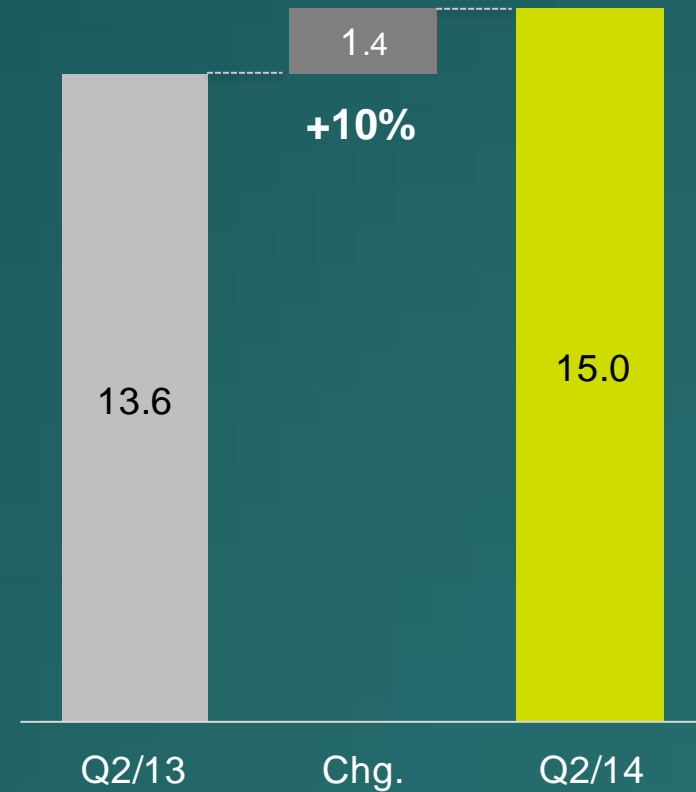
GROWTH RATE IN CORE BUSINESS DOUBLE DIGIT

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

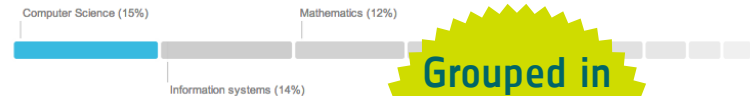
XING profiles

News

Common skills



Education



>2,300
different
professions

Grouped in
>9,000
qualified
skills

>6,000,000
recognised
career
transitions

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

1

TRANSPARENCY, CHOICE & OPPORTUNITIES

KUNUNU: OFFERING A NEW LEVEL OF TRANSPARENCY

kununu²³
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

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OPEN COMPANY
WIR LEBEN OFFENHEIT!

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:

8

“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

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“
Fünf 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.

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 [...]

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 >

Juli 2014
Im spielraum-Branchen-Check: Unternehmensberatungen

- 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

Lebenslauf.com
Ein Service von XING

Dein Lebenslauf als PDF & Website.

Lebenslauf importieren Design ändern Anlage beifügen

LEBENSLAUF

MAX MUSTER

20-30k net new member adds per quarter

Persönliche Daten

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

Berufliche Laufbahn

Mai 2011 – heute
Musterfirma
Senior Projektmanager

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

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

[Kontakt](#) [Datens](#)

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%

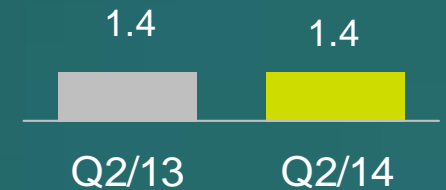
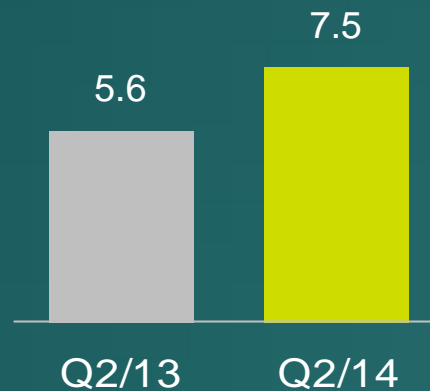
0%

Growth rate Q2/13 yoy

5%

24% (organic)¹

35%

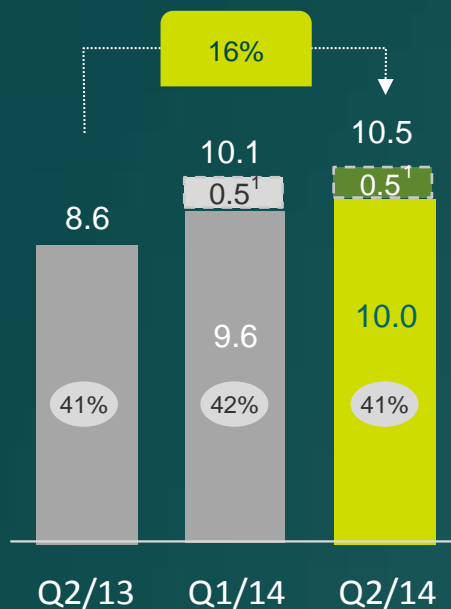


¹ W/o anorganic growth from kununu acquisition

Q2 2014 COST BREAKDOWN

Personnel

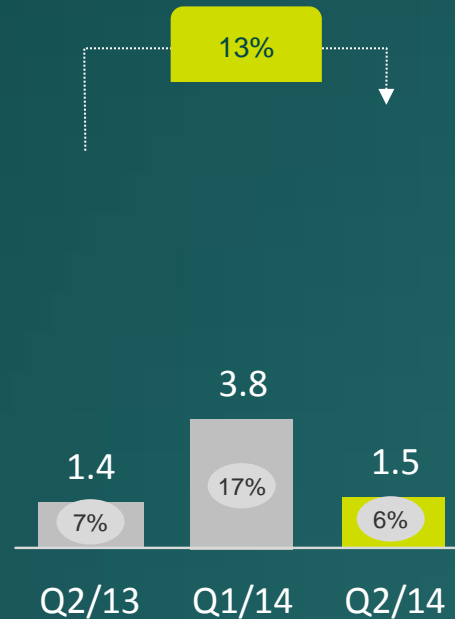
in €m
in % of total revenue



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

Marketing

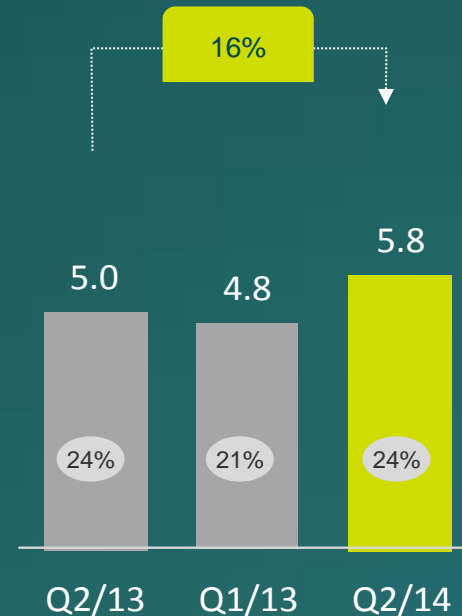
in €m
in % of total revenue



- 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

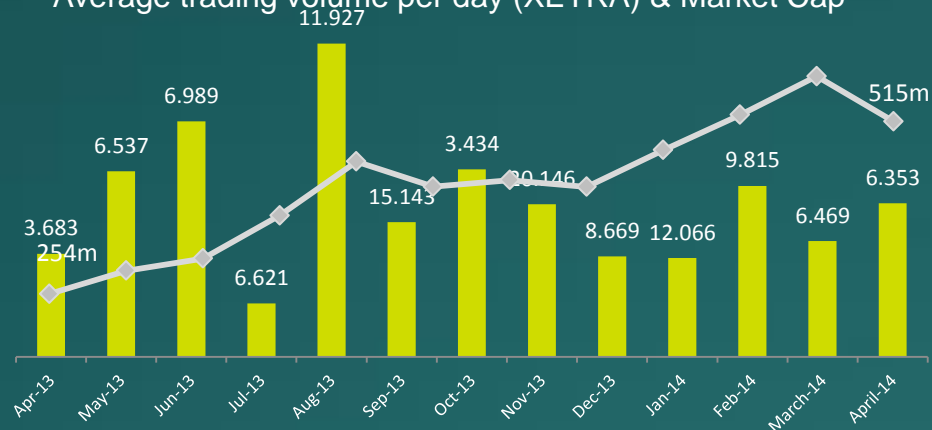
MARKET CAP: ~€500m / >€50m CASH / NO DEBT

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

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

TecDax ranking end of April 2014

Market Cap.	27
Turnover	28

XING SHARE PRICE DEVELOPMENT SINCE IPO

as of August 1, 2014



INVESTOR RELATIONS

CONTACT DETAILS & SOCIAL MEDIA CHANNELS



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<skype:patrickmoeller?add>



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XING



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