



XING AG

Q3 2015

**Executing our
growth strategy**

November 5, 2015

XING 

EXECUTING GROWTH STRATEGY



XING CONTINUES TO GROW, EBITDA MARGIN 31%

Q3 MEMBER GROWTH +42%, PAYER NET ADDS +115%

LAUNCH OF XJM – THE #1 JOBS MARKETPLACE IN D-A-CH

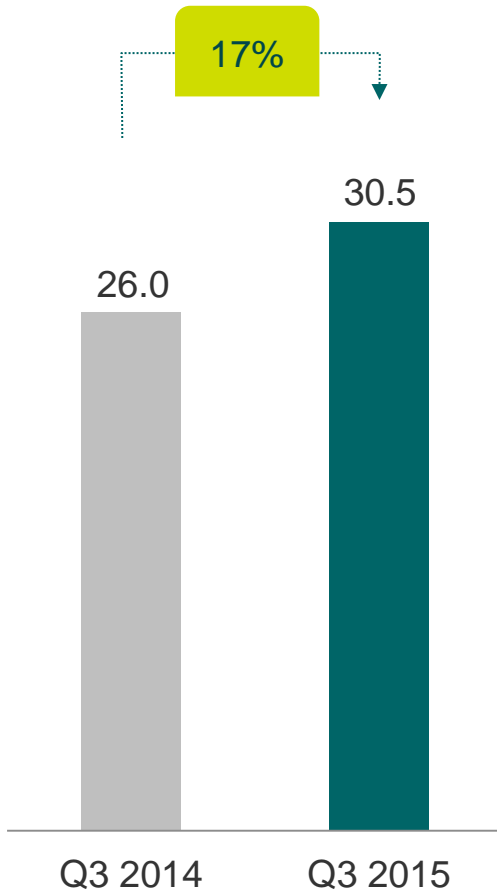
LAUNCH OF “KLARTEXT” – CONTENT MADE BY XING

Q3 WITH SOLID GROWTH MOMENTUM

REVENUES UP 17%, EBITDA MARGIN 31%

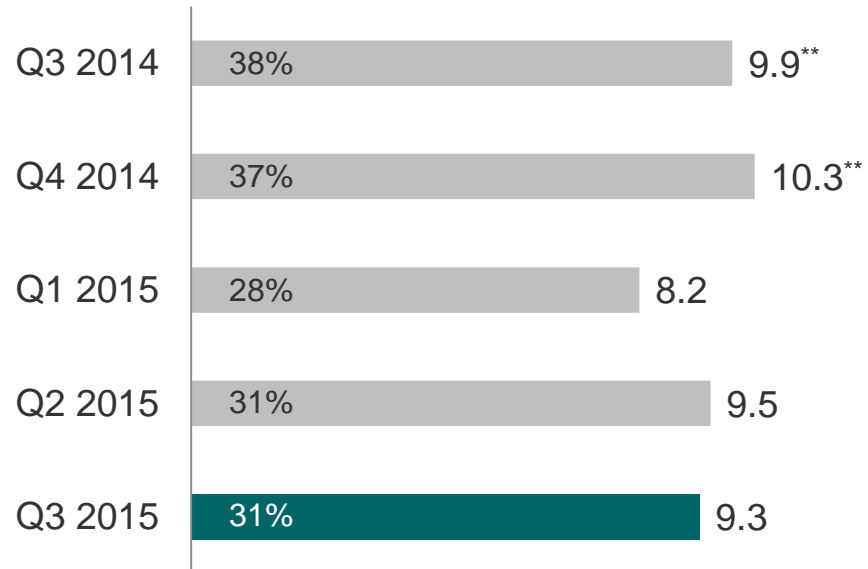
Revenues*

in €m



EBITDA

in €m & in % of revenue

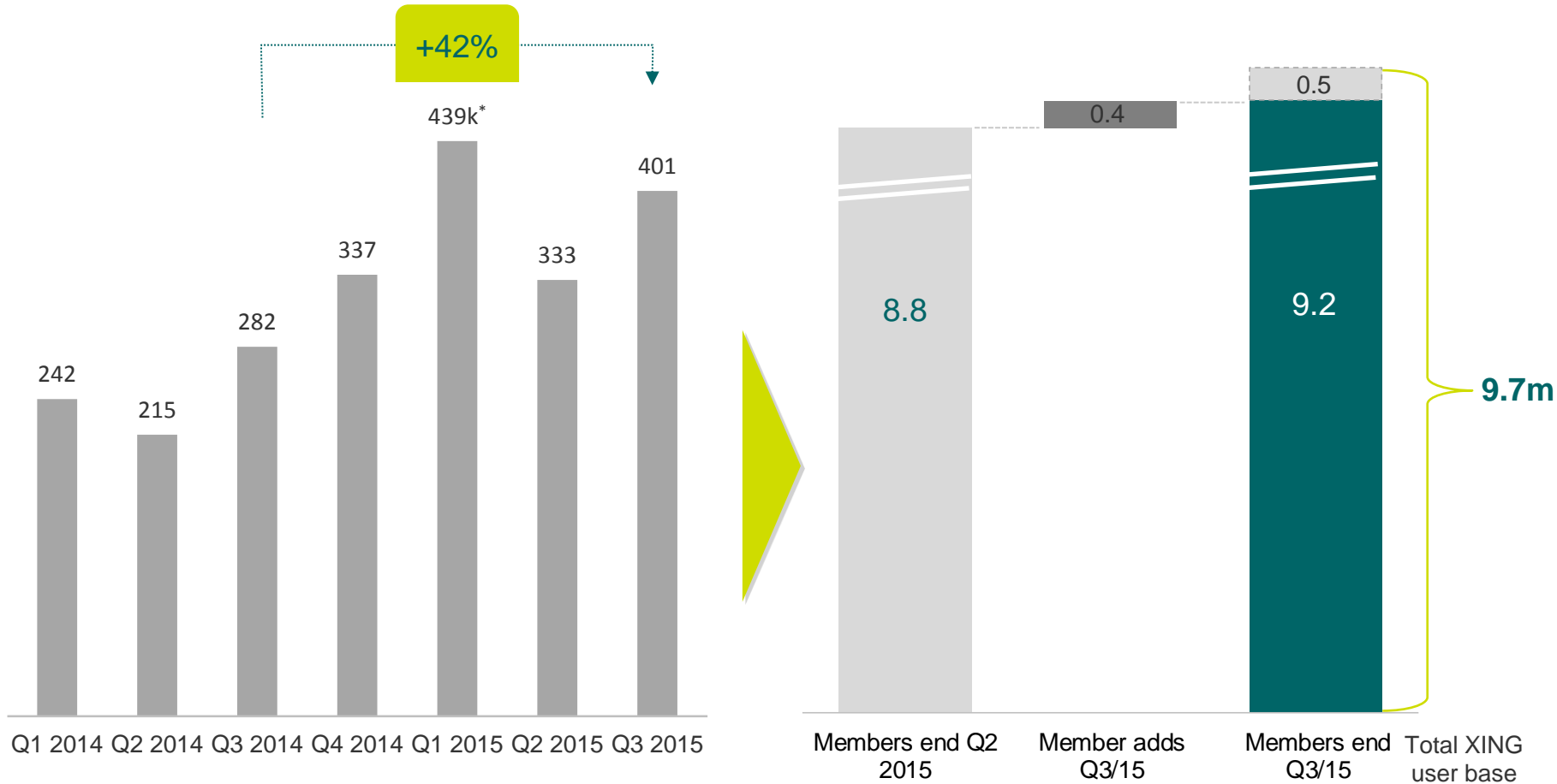


* Incl. other operating income
 ** W/o kununu earn-out

Q3 2015 MEMBER GROWTH UP 42% vs. Q3 2014

XING MEMBER AND USER GROWTH D-A-CH

In 000s and in m

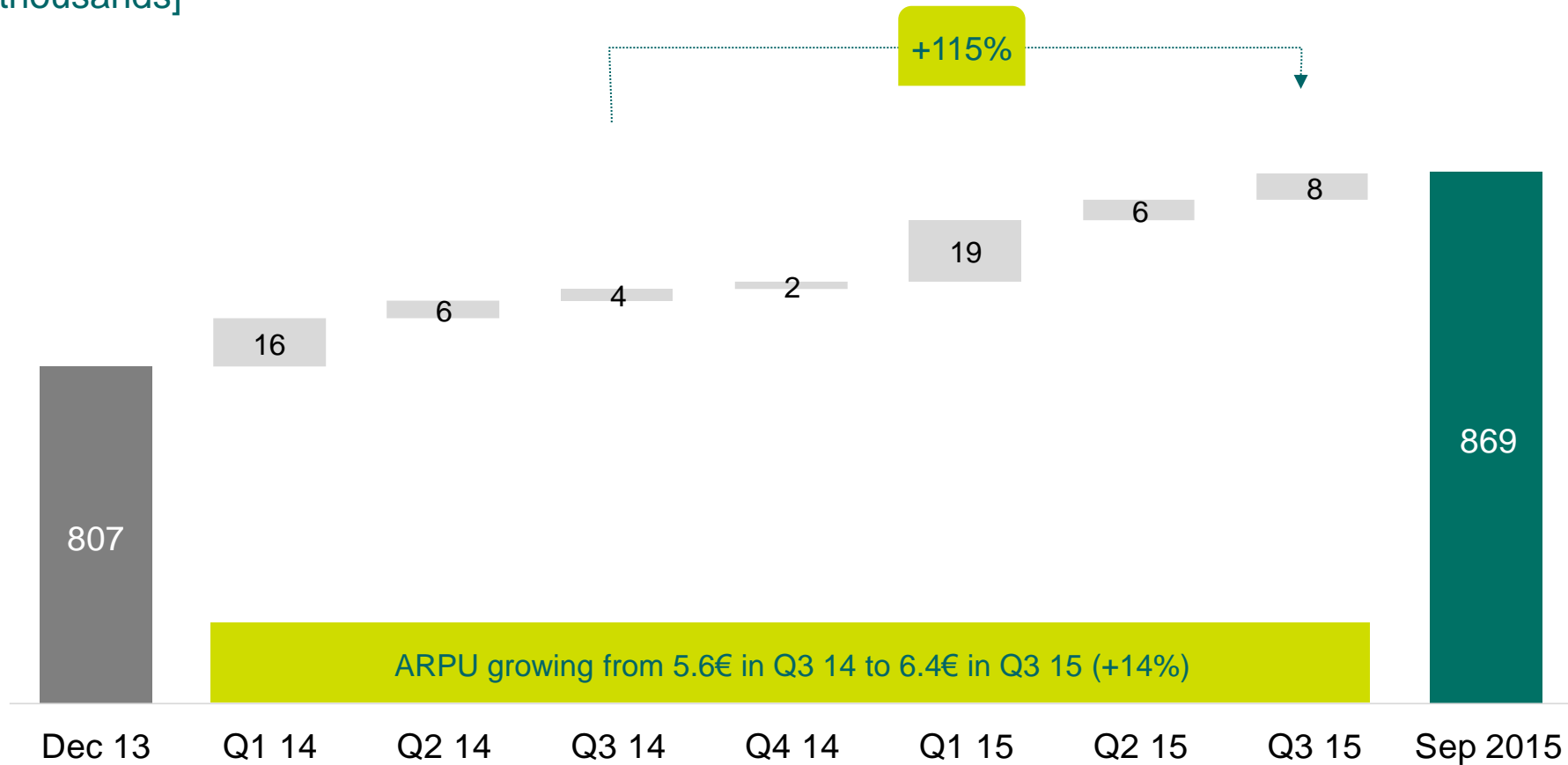


* Q1/15 excl. extraordinary fake profiles (25k);
 Since 04/15 XING deletes >10k fake profiles / month;
 since Jan 1 2015 immediate member visibility

115% GROWTH IN NET PAYER ADDS VS. Q3 2014



Paying member base D-A-CH
[thousands]



BUILDING #1 JOBS MARKETPLACE IN D-A-CH



- 1 million white collar jobs = #1 job portal in D-A-CH
- Strong user focus
 - „New work“ search filters
 - kununu ratings
 - Mobile
- New XING Jobmanager for Corporates
 - Performance measurement tool for job ads
- Job ad clicks up by 70%

XING LAUNCHING OWN EDITORIAL CONTENT "KLARTEXT"



XING

Suchen Sie nach



Jennifer Lachman

PREMIUM

- Meine Startseite 3
- Meine Kontakte 51
- Meine Nachrichten 99+
- Mein Premium

Stellenmarkt

Events 4

News

Gruppen

Unternehmen

Projekte

Für Unternehmen

Klartext NEU Ihre News

K_

Klartext - Me
Aktuelle Top-
Sie der Sicht-
Diskussion?

Herzlich willkommen bei
Das neue publizistische Format f



Wirtschaftswunder China – Sind wir zu naiv gewesen?

Für China galt sehr lange nur „höher, schneller, weiter“. Doch auf einmal lahmt die Konjunktur, die Nervosität bei Exporteuren und Anlegern steigt. Was können wir von China künftig noch erwarten?

Es gibt keinen Grund zur Panik

20 Reaktionen

Dr. Frank Appel
Vorstandsvorsitzender, Deutsche Post
DHL Group



Der Wirtschaftsriese wackelt

14 Reaktionen

Dr. Sandra Heep
Programmleiterin, Mercator Institute
for China Studies

Ich erlebe die Krise als absurdes Theater

14 Reaktionen

Henrik Bork
Unternehmer in Peking



Weitere Beiträge zu diesem Thema



Exklusiv, direkt und meinungsstark – das ist XING Klartext

262 Reaktionen

Roland Tichy
Herausgeber XING News

FINANCIAL HIGHLIGHTS



MEMBER GROWTH SIGNIFICANTLY UP YOY AND QOQ

SOLID REVENUE GROWTH; ESPECIALLY IN NETWORK / PREMIUM,
XO EFFECTS IN E-RECRUITING

EBITDA OF €9.3M ACCORDING TO PLAN

STRONG OPERATING CASH-FLOW OF €8.9M

Q3/15: SOLID TOP-LINE GROWTH, EBITDA IMPACTED BY TV-CAMPAIGN IN Q3 2015 – MARGIN AT 31%

	Q3/15	Q3/14	Q3/15 vs. Q3/14	Q2/15	Q3/15 vs. Q2/15
	Abs.	Abs.	%	Abs.	%
Total revenue ¹	30.5	26.0	17%	30.2	1%
Costs	(21.1)	(16.1)		(20.7)	
EBITDA w/o kununu earn-out	9.3	9.9	(5%)	9.5	(2%)
Margin w/o kununu earn-out	31%	38%	(7%pts)	31%	(0%pts)
Non-operating costs from kununu earn-out	0.0	(0.8)	N/A	0.0	N/A
EBITDA incl. kununu earn-out	9.3	9.1	2%	9.5	(2%)
Depreciation (incl. PPA)	(2.4)	(1.9)	23%	(2.3)	5%
Financial result	(0.1)	0.0	N/A	(0.0)	231%
Taxes	(2.2)	(2.5)	(12%)	(2.6)	(13%)
Adjusted net result incl. kununu earn-out ²	4.6	4.7	0%	4.7	(1%)
Adjusted net result w/o kununu earn-out ²	4.6	5.4	(14%)	4.7	(1%)

¹ Including other operating income

² Excl. write-down of XING Events of €7.5m (-€0.5m tax effect)

Rounding differences are possible

Q3/15: SEGMENT-EBITDA DEVELOPMENT

		Segment EBITDA	Margin
Network/Premium	 	€11.8m	64% ¹
E-Recruiting ¹		€5.1m	50% ²
Events		(€0.2m)	N/A
Tech, Central Services & Other		(7.4m)	N/A
Group EBITDA		€ 9.3m	31%

¹ Q3/2014: 68%

² Q3/2014: 57% (w/o kununu earn-out)

Q3 TV CAMPAIGN OF ~€1M INCLUDED IN CENTRAL SERVICES

Q3/15: E-RECRUITING GROWTH TEMPORARILY IMPACTED BY DISCONTINUATION OF OLD CPs

Network / Premium
in €m



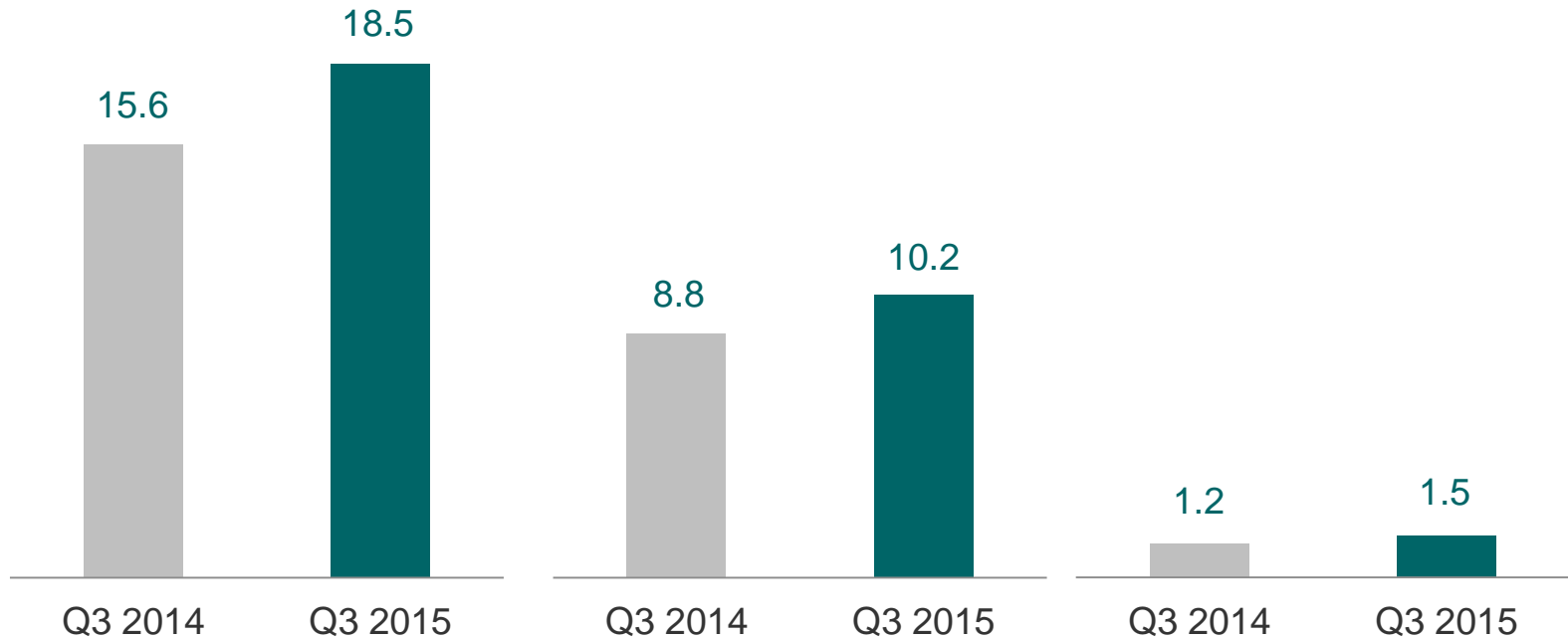
e-Recruiting
in €m



Events
in €m



Growth rate Q3/14 yoy 14% 42% (2%)

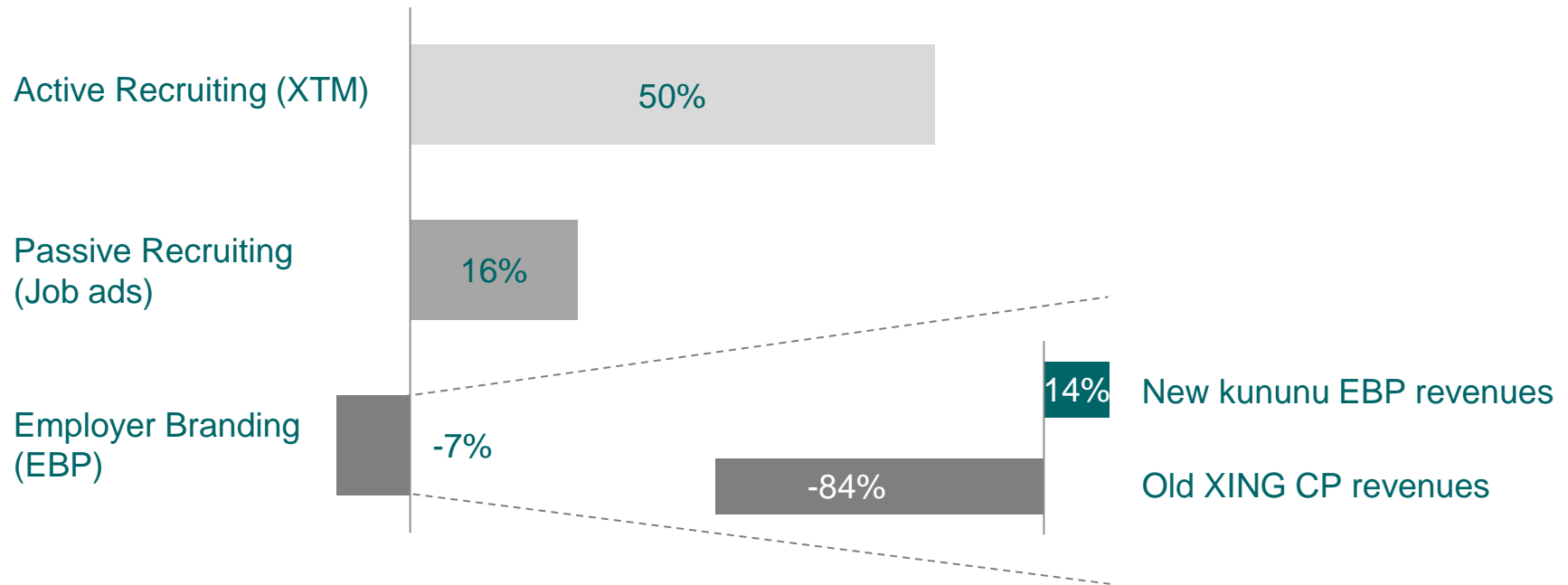


Rounding differences are possible

E-RECRUITING BUSINESS IMPACTED BY DISCONTINUATION OF OLD XING COMPANY PROFILE BUSINESS

E-RECRUITING YOY GROWTH RATES IN SUB SEGMENTS (Q3)

In %

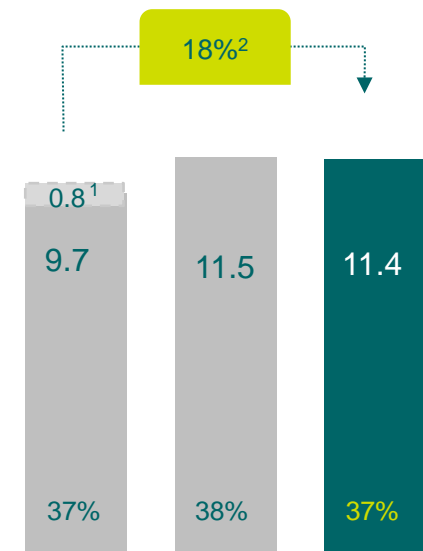


**OLD XING COMPANY PROFILES BUSINESS TO FADE OUT BY END 2015.
RE-ACCELERATION OF SEGMENT GROWTH EXPECTED STARTING Q1 2016.**

Q3/15: COST DEVELOPMENT

Personnel

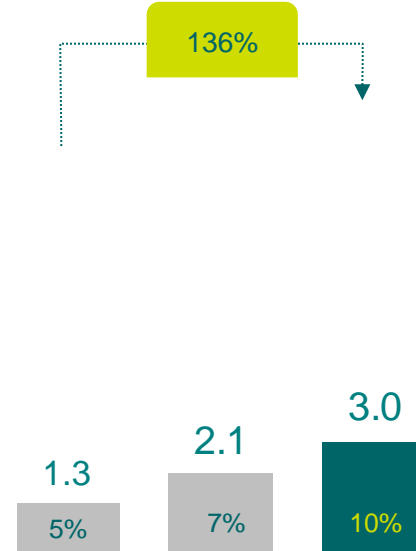
in €m
in % of total revenue



- Q3/14
- Q2/15
- Q3/15
- > Investment in product/technology organization & sales/marketing
- > Including non-operating costs from kununu earn-out
- > +25 FTEs in Q3 15
- > +79 FTEs vs. Q3 14

Marketing

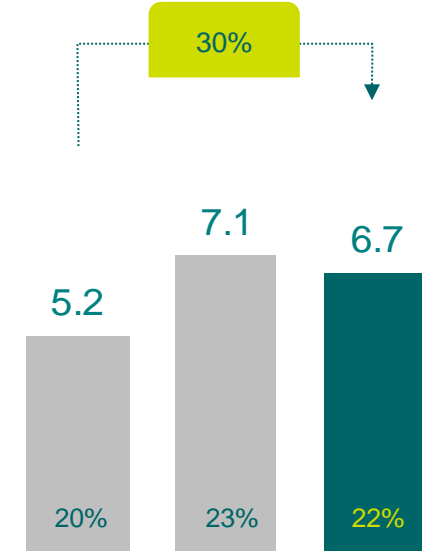
in €m
in % of total revenue



- Q3/14
- Q2/15
- Q3/15
- > 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



- Q3/14
- Q2/15
- Q3/15
- > External services, legal, audit & consulting
- > Payment processing, server hosting
- > Rent & other costs

¹⁾ Impact from kununu earn-out

²⁾ Chg based on growth of personnel expenses excl. Kununu earn-out

Rounding differences are possible

STRONG OPERATING CASH-FLOW OF €8.9M

	Q3/15	Q3/14	Q3/15 vs. Q3/14	Q2/15	Q3/15 vs. Q2/15
	Abs.	Abs.	Abs.	Abs.	Abs.
EBITDA	9.3	9.1	0.2	9.5	(0,2)
Interest / Tax	(2,0)	(0,3)	(1,7)	(1,0)	(1,0)
Change net working capital	1.6	1.6	(0,0)	(4,6)	6,2
Operating cash flow excl. organizer cash	8.9	10.5	(1,6)	3.9	5.0
Investment – operating	(4,0)	(3,2)	(0,7)	(3,4)	(0,5)
Investment – acquisitions	(0,8)	(0,3)	(0,5)	0.0	(0,8)
Financing incl. transaction of own shares	2.1	0.0	2.1	2.5	(0,4)
Free cash flow excl. organizer cash & dividends	6.1	6.9	(0,8)	3.0	3.2
Regular Dividends	0.0	0.0	0.0	(5,1)	5,1
Special Dividends	0.0	0.0	0.0	0.0	0.0
Free cash flow excl. event organizer cash & incl. dividends	6.1	6.9	(0,8)	(2,2)	8.3
Effects organizer cash	1.7	0.5	1.2	(0,9)	3,6
Free cash flow incl. event organizer cash & dividends	7.8	7.4	0,4	(3,1)	10,9

Pls note: Q2/15 - IFRS accounting of cash-out for kununu earn-out distorts cash-flow from NWC, operating cash-flow, and cash-flow from investment activities

- Cash-flow from change in NWC reported -€4.6m; adjusted by cash-out for kununu earn-out of €4.0m leads to CF NWC of -€0.6m
- Op. Cash-flow reported €3.9m; adjusted by cash-out for kununu earn-out of €4.0m leads to op. Cash-flow of €7.9m
- Cash-flow from investing activities reported -€3.4m; adjusted by by cash-out for kununu earn-out of €4.0m leads to -€7.4m

Rounding differences are possible

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