

Acquisition of

Conference Call
April 19, 2016

XING 

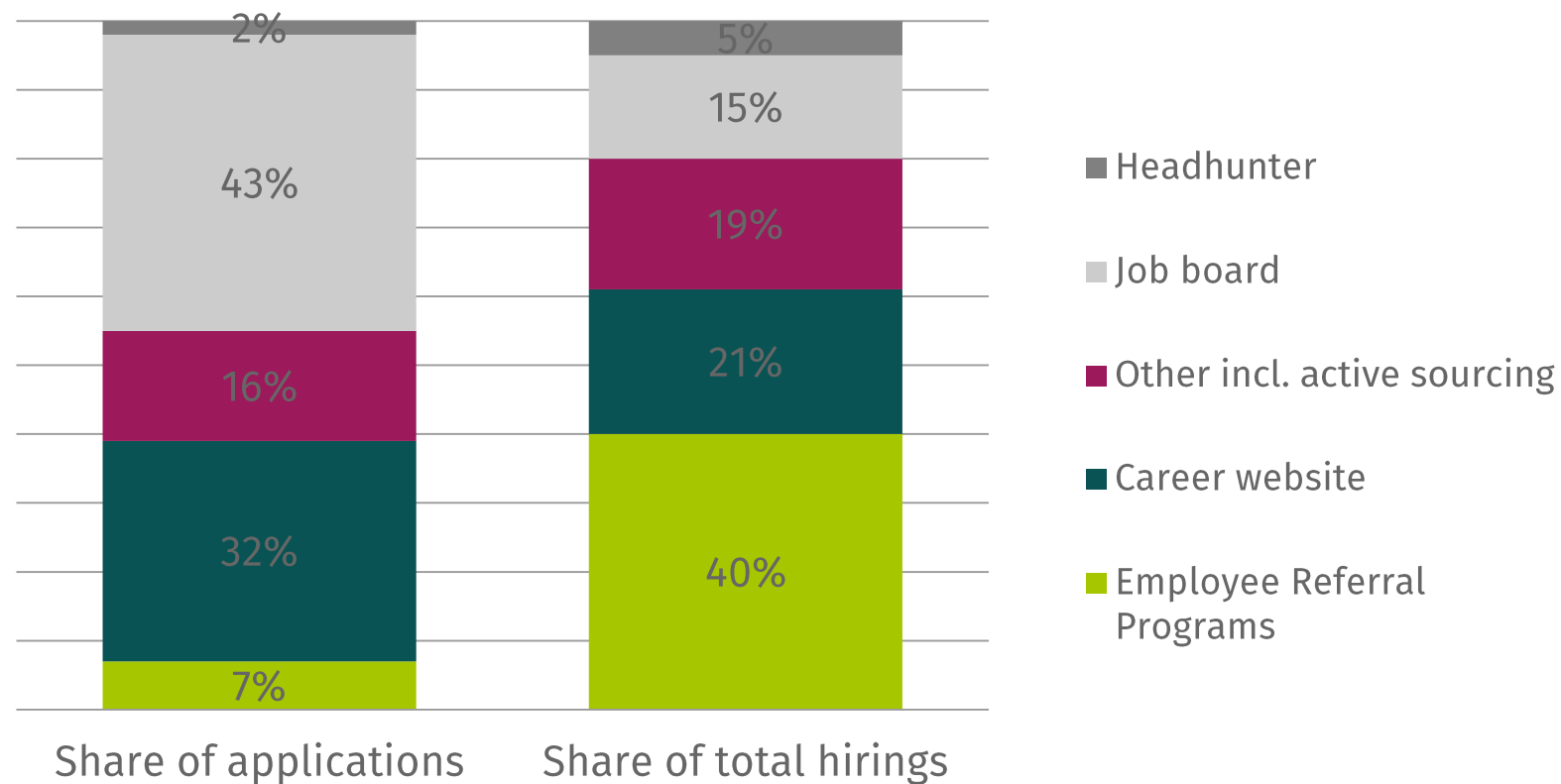


Executive summary

- **Employee referral most effective recruiting channel, yet still offline and manual**
- **XING acquires leading technology for employee referrals; Tech & team deal to drive E-Recruiting business**
 - Ready-to-use product
 - Experienced team
- **New digital recruiting channel for XING E-Recruiting customers**
 - Scarcity of talent driving need for effective recruiting channels
 - Additional channel next to active recruiting, employer branding and passive recruiting
- **Acquisition of 100% of shares for CHF 3.2m with maximum earn-out of CHF 4.8m**

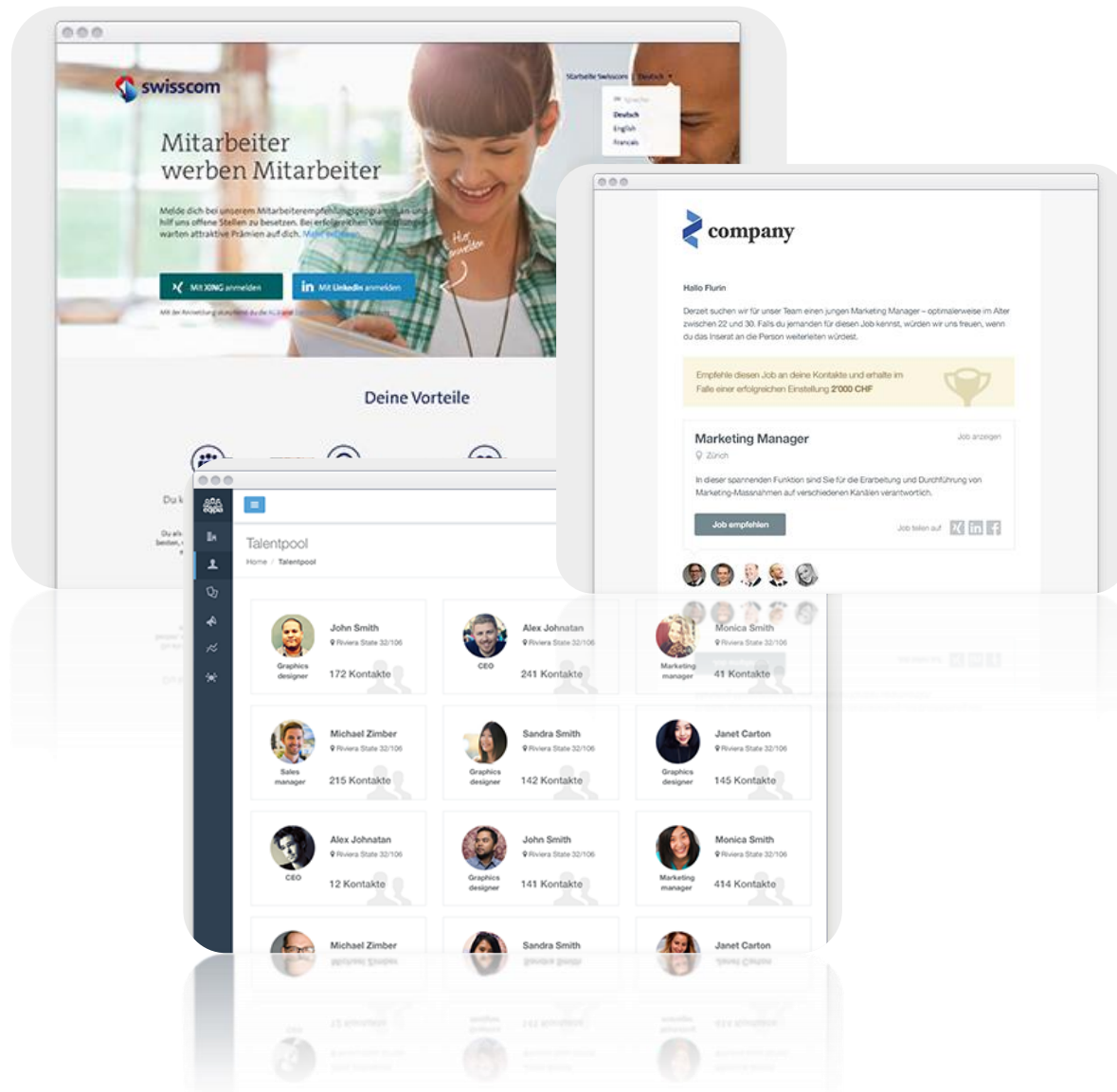


Employee referrals: most efficient way to hire talent...



... but yet still offline / manual less digitalized process

eqipia: best technology in employee referral



Key assets & KPIs

- **Technology assets:**
 - Referrer front-end
 - HR front-end
 - ATS connections
- **Team**
 - 7 product/tech FTE
- **Customers**
 - Swisscom, SBB, KPMG, Cern, EMC, etc.
- **Financial metrics 2015**
 - ~200k revenue
 - ~ (200k) EBITDA



Rationale of the deal

- Talent remains scarce in D-A-CH labor markets
- Demand remains strong for more effective recruiting channels
- Employee referrals w/ potential to become strong recruiting channel
- XING in unique position to offer digital referral product
- eqipia tech & team deal to improve XING's time to market



New digital recruiting channel for XING E-Recruiting customers

	ACTIVE RECRUITING	EMPLOYEE REFERRAL	PASSIVE RECRUITING	EMPLOYER BRANDING
Addressable market	€1bn	>20k COMPANIES	€300m	>35k COMPANIES
XING position	#1	Target: #1	#4-5	#1
Strategy	Make market	Make market	Improve position	Make market
Product / assets	XING Talentmanager (XTM)	Employee referral solution xing.eqipia.com	XING Stellenmarkt, Jobbörse.com & Kununu.com	Employer Branding Profile (EBP) & Kununu.com

Key characteristics of the deal

Key terms

- Acquisition of 100% of the shares
- Founders stay for at least 2 years
- Purchase price:
 - Initial payment of CHF 3.2m
 - Maximum earn-out payments of a total of CHF 4.8m (2 year period)
- Economic effective date: April 14, 2016

Financial implications

- Tech & team deal enabling stronger growth in e-recruiting business
- Allocation to B2B E-Recruiting segment
- Revenue impact 2016 negligible due to launch of new integrated new product in Oct 2016
- EBITDA impact 2016 neutral despite PMI costs

Thank you
for your attention.

XING^X

Investor Relations contact details & social media channels



PATRICK MOELLER

Director Investor Relations

XING AG
Dammtorstrasse 30
20354 Hamburg
Germany

Tel.: +49 (0)40 419 131-793
Fax.: +49 (0)40 419 131-44
(Please use this number to submit "WpHG notifications")

Email.: patrick.moeller@XING.com

http://twitter.com/XING_ir



<http://www.slideshare.net/patmoeller>



<http://www.youtube.com/XINGcom>



<http://blog.XING.com>



<skype:patrickmoeller?add>





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