



Acquisition of **kununu**

Creating an employer branding powerhouse

Analyst & Investor briefing, January 9, 2013



Employer branding is a growing market

Employer branding grows in importance...



Relative importance¹⁾



...and is top internal challenge for HR



1) Only top topics shown; Source: Social Media Recruiting Report 2012, ICR, with >500 participants; Recruiting Trends 2012 Study (Uni Frankfurt, Monster), TOP 1000 companies

Market leader in employer ratings in D-A-CH

Founded: 2007

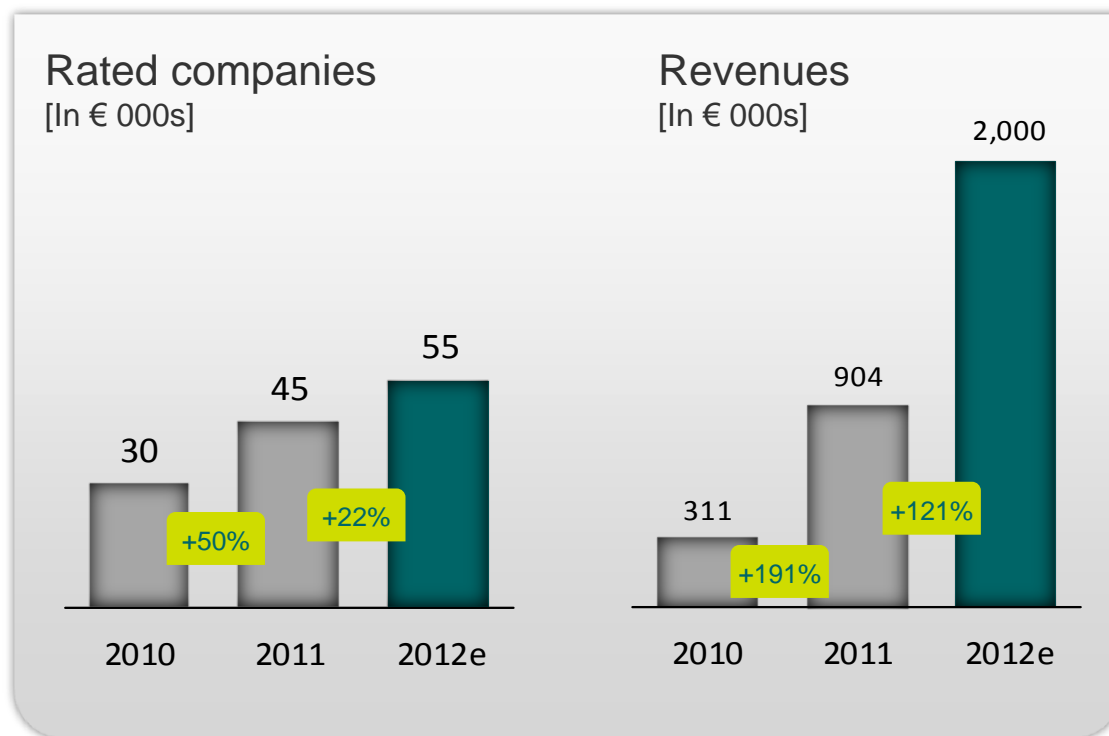
Headquarter: Vienna, Austria

Employees: 24

PI's / Month: >3m

EBITDA: Break even 2012

Cashflow: Positive 2012



Strong revenue growth & break even in 2012

kununu sells the user-generated company profiles to HR departments for customization at tiered prices



Product

Deutsche Telekom AG - Erfahrungsberichte, Bewertungen und Kommentare

Übersicht | [Erfahrungsberichte](#) | [Arbeitgeberprofil](#) | [Fotos](#)

Deutsche Telekom AG
Deutschland
Branche: Telekommunikation
www.telekom.com

JETZT BEWERTEN Erfahrungsberichte: 375 Aufrufe: 259.706 **BEOBACHTEN**

Mitarbeiter sagen: 3.60 von 5 (345 Erfahrungsberichte)

Bewerber sagen: 3.50 von 5 (20 Erfahrungsberichte)

Lehrlinge sagen: 3.73 von 5 (10 Erfahrungsberichte)

Details Bewerbungsbewertung

Attribut	Rating	Details Ausbildungsbewertung	
Vorgesetztenverhalten	3.98	Gleichberechtigung	3.95
Kollegenzusammenhalt	4.09	Umgang mit Kollegen 45+	3.99
Interessante Aufgaben	3.78	Karriere-/Weiterbildung	3.45
Arbeitsatmosphäre	3.93	Gehalt und Benefits	3.73
Kommunikation	4.41	Umwelt-/Sozialbewusstsein	3.88
Arbeitsbedingungen (Räume, ...)	3.79	Image	3.19
Work-Life-Balance	3.45		

Über Deutsche Telekom AG als Arbeitgeber

Wir haben uns auf den Weg gemacht - hin zu einer neuen Telekom. Wir entfernen uns von der klassischen Telefongesellschaft und entwickeln uns hin zum Multiprodukt-Unternehmen mit dem am besten angesehenen Service der Branche. Hin zu einem Anbieter, der das vernetzte Leben und Arbeiten möglichst einfach macht. Mit Investitionen in intelligente Netze, mit IT-Services sowie Internet- und Netzwerkdiensten bauen wir unser...

Business Model

Free	<ul style="list-style-type: none"> Receive reviews from users (employees, apprentices, interviewees) List of company benefits determined by reviewing users Employer search and matching tools 				
	<ul style="list-style-type: none"> Detailed Profile with subpages Picture gallery with workplace photos "Open Company" Seal Facebook / XING integration 				
Paid Profiles	Optional				
	<table border="1"> <tr> <td style="text-align: center;">Recruiting Video</td> <td style="text-align: center;">Job Postings</td> <td style="text-align: center;">Job Postings + Recruiting Video</td> </tr> </table>	Recruiting Video	Job Postings	Job Postings + Recruiting Video	
Recruiting Video	Job Postings	Job Postings + Recruiting Video			
	<table border="1"> <tr> <td style="text-align: center;">190 – 690 *</td> <td style="text-align: center;">290 – 1,090 *</td> <td style="text-align: center;">390 – 1,590 *</td> <td style="text-align: center;">490 – 1,990 *</td> </tr> </table>	190 – 690 *	290 – 1,090 *	390 – 1,590 *	490 – 1,990 *
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* Prices per month on the basis of a 12-month contract; prices depending on company size, prices quoted in €. Source: kununu GmbH

➤ **kununu standalone is a proven business model**

- Growth in revenues and traffic
- EBITDA & cash flow positive
- KPI for driving business is #reviews

➤ **XING in excellent position to drive reviews and thereby generate growth**

- Active cooperation since 2 years
- Synergies from combining existing CP business with kununu

➤ **Very good fit with XING e-recruiting strategy „*Matching people & jobs*“**

- Increases relevance for jobseekers by providing unique & authentic content regarding employers
- Opportunity for corporates to improve employer branding w/ better CP product
- Sustainable differentiation vs. traditional job boards & international competitors

- Acquisition of 100% of the shares of kununu GmbH
- Founders stay on board for at least 2 years
- Purchase price
 - Initial payment of ~€3.6m
 - Maximum of further payments of a total of ~€5.8m depending on numerous conditions to be met
- Timing: Full consolidation as of January 1, 2013

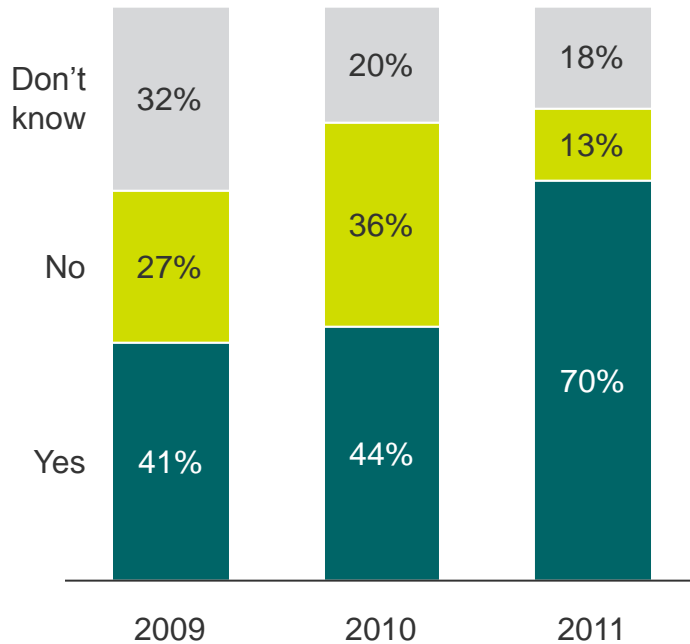
Thank you
for your kind
attention!

Consequently, employer-review sites gain traction

Importance of employer branding reflected by growing awareness of employer-review sites



Q: Is your company reviewed on an employer-review site like kununu?

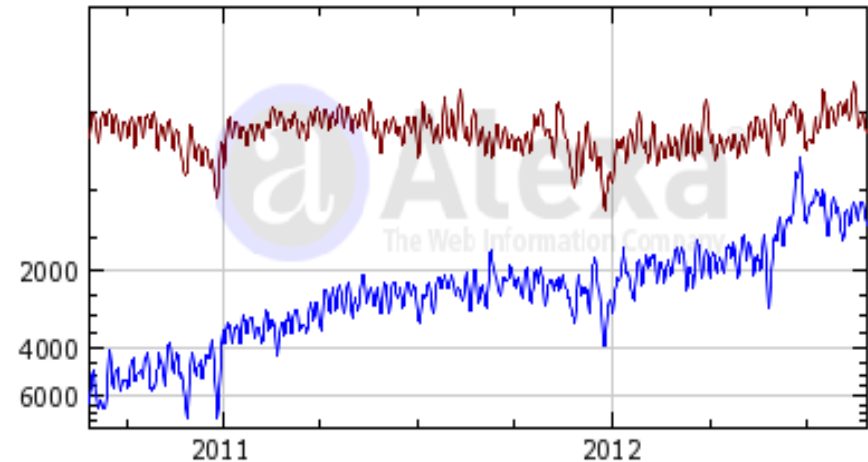


Strong trend towards employer-review sites



Daily traffic rank

— Monster
— Glassdoor



Investor Relations

Contact details & social media channels



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