Acquisition of eqipia

Conference Call
April 19, 2016

XING

Executive summary

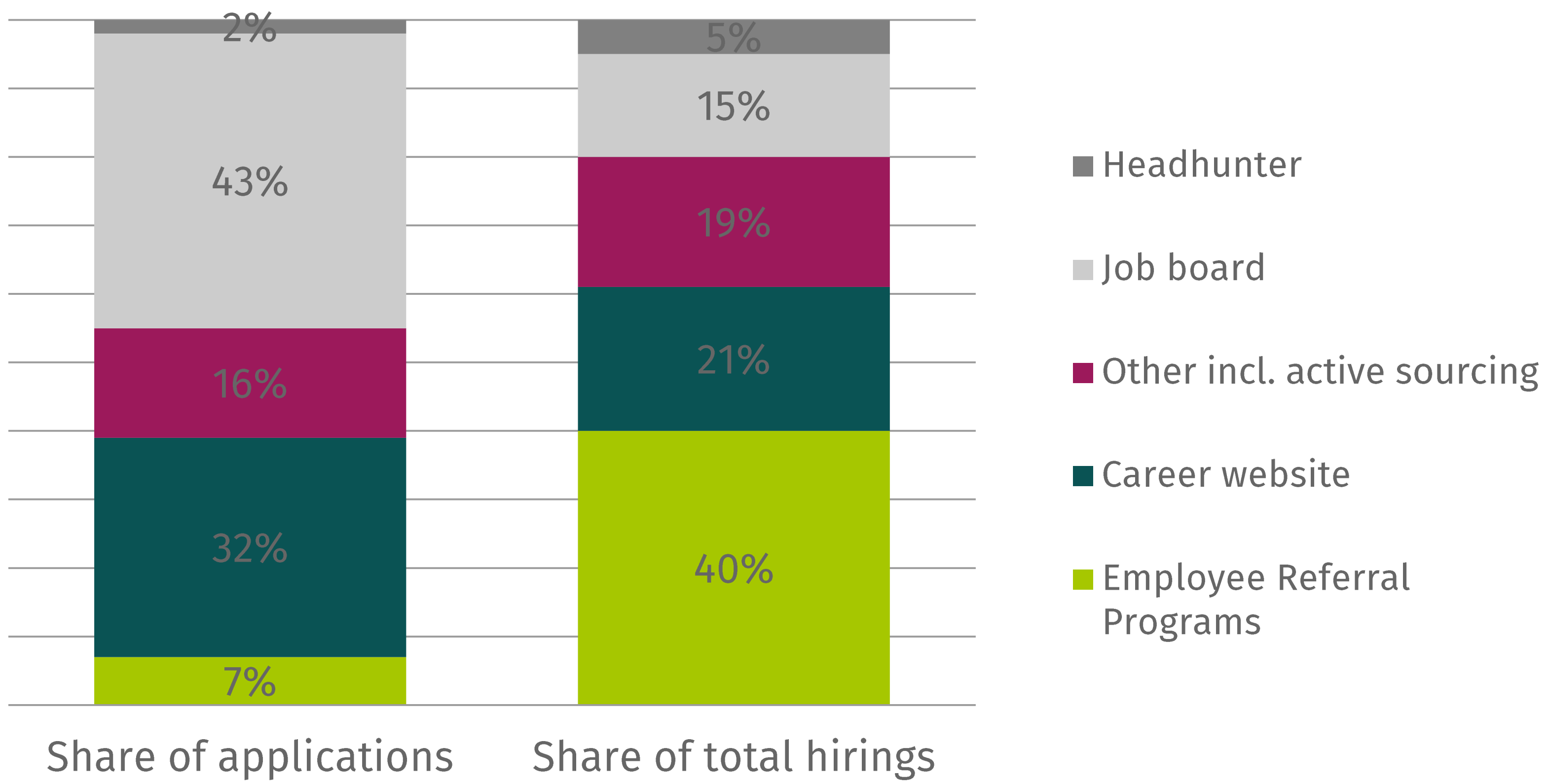
- **Employee referral most effective recruiting channel, yet still offline and manual**

- **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**

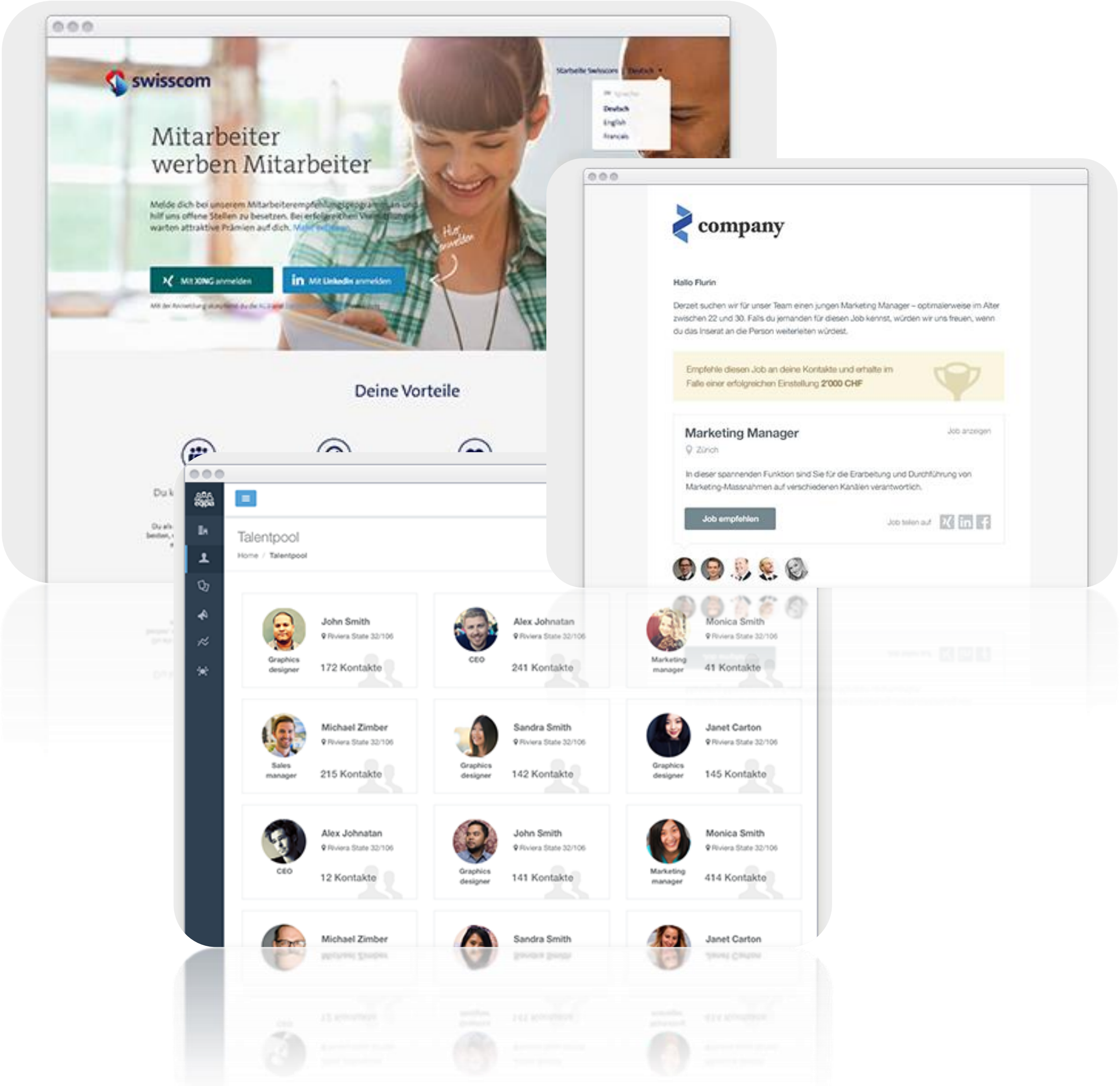
Employee referrals: most efficient way to hire talent…



… but yet still offline / manual less digitalized process

Source: Jeqipia / obvite, 2013

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

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