



**NEW  
WORK  
SE**

# NEW WORK SE


Investor Presentation

# NEW WORK SE FACTS

10 prestigious  
brands, including XING with  
more than 18.5 million  
users in D-A-CH

Over 1,900 employees,  
more than  
800 of whom work  
in Hamburg

Additional offices in  
Barcelona, Porto,  
Valencia, Vienna  
(kununu), Zurich,  
Berlin and Munich  
(XING Events)

A woman with dark hair, wearing a grey hoodie, is smiling and looking towards the right. She is holding a smartphone in her hands. The background shows an office environment with other people and computer monitors.

„We pioneer a  
working world where  
people can do what  
they love and love  
what they do”

Mission Statement  
of NEW WORK SE

A man with a full beard and glasses, wearing a teal t-shirt, is holding a silver tablet. He has tattoos on his arms and is looking directly at the camera. The background is an office setting.

„For a better  
working life.”

Vision of NEW WORK SE

# NEW WORK SE TODAY FABULOUS TEAM & STRONG OPPORTUNITIES

Solid  
business  
model

Strong  
brands &  
market  
position

Megatrends  
& markets  
growth  
potential

Great team  
& culture

# NEW WORK SE – FOR A BETTER WORKING LIFE

*We believe in a world of work where people can find their true self and achieve their full potential. This not only makes individuals more satisfied and happier, it also makes companies more successful.*

# THE WORLD OF WORK IS EVOLVING



**95%** consider it essential to reconcile work and family life



**88%** say that their job has to fit in with their lifestyle



**65%** say no to companies that don't offer flexible working hours

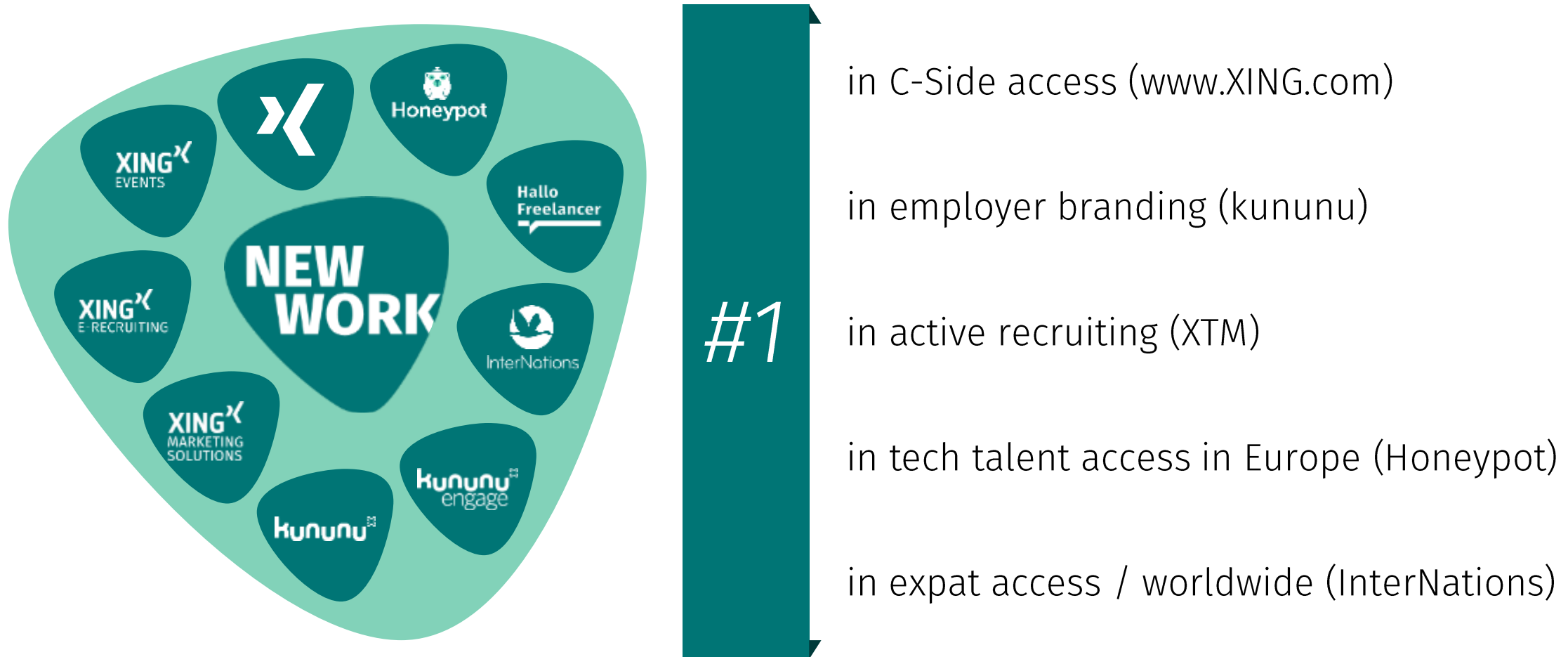


**42%** of Germans consider the purpose of their job more important than salary



Source: Forsa study conducted among 1,011 German experts and executives (employees and civil servants) on behalf of XING AG

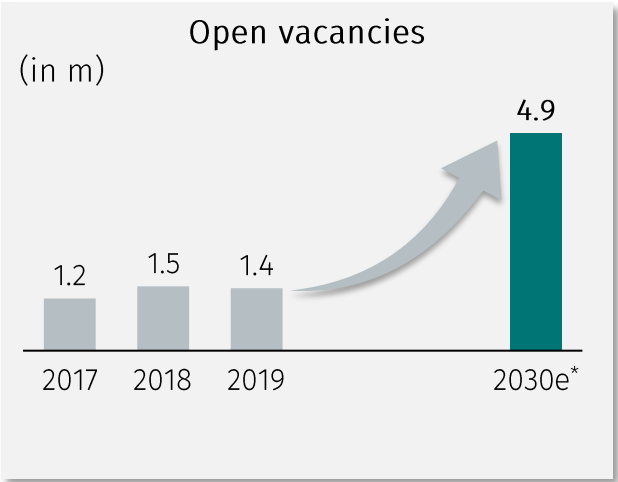
WITH STRONG C-SIDE ACCESS IN D-A-CH WE REMAIN IN UNIQUE POSITION  
TO OFFER OUR LEADING RECRUITING SOLUTIONS POST-COVID-19



► “WE PIONEER A WORKING WORLD WHERE PEOPLE CAN DO WHAT THEY LOVE AND LOVE WHAT THEY DO.”

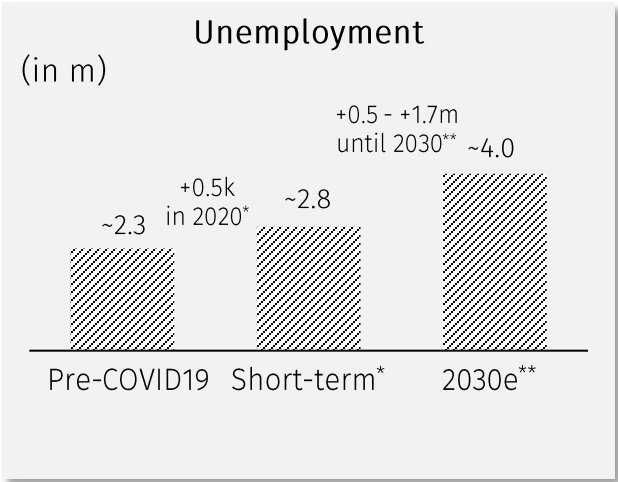
# MARKET OPPORTUNITIES

# LONG TERM OUTLOOK UNCHANGED – DEMOGRAPHICS WILL CONTINUE TO TIGHTEN GERMAN LABOUR MARKET



\* IAB; Open vacancies estimation 2030 by Korn Ferry

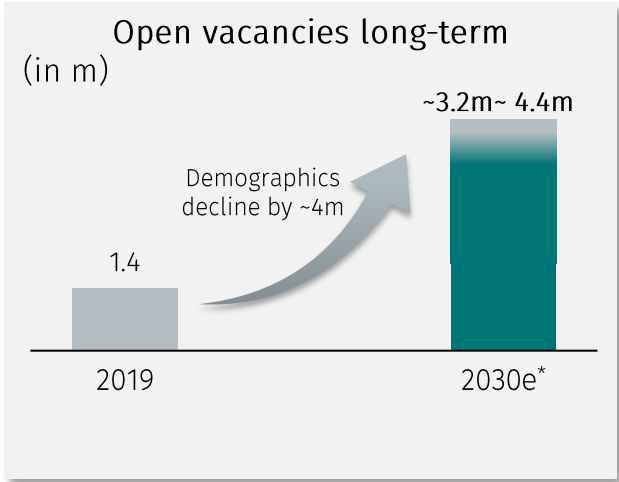
Strong increase in open vacancies expected, resulting in greater demand for employees



\* IAB on development of unemployment rates in 2020

\*\* Management assumption for worst case scenario

COVID-19 is causing an economic dip and increasing unemployment rates



\* Management assumption

Impact of COVID-19 expected to be overcompensated by demographics

# THESE ARE THE DRIVERS

1.

DIGITALISATION

2.

LACK OF SKILLED  
WORKERS

3.

GENERATION Y

# 1. DIGITALISATION

DIGITALISATION IS GIVING RISE  
TO NEW TECHNICAL AND SPATIAL  
OPPORTUNITIES:

Work can be done ANYWHERE  
and at ANYTIME

---

TRANSPARENCY poses NEW  
CHALLENGES for businesses

---

Networks and GOOD CONNECTIONS  
are becoming WIDESPREAD



## 2. LACK OF SKILLED WORKERS

### FUTURE EMPLOYEES HAVE GOT A LOT TO BE HAPPY ABOUT:

BALANCE OF POWER between employers and employees has changed

---

Job applicants can CHOOSE their preferred WORKING CONDITIONS

---

In 2018 73% of recruiters said that their TIME-TO-HIRE has INCREASED during the last 5 years

---

74% of the recruiters think that ACTIVE RECRUITING could help to decrease time-to-hire

\*Source: Forsa study conducted among 200 German recruiters on behalf of NEW WORK SE in August 2018



### 3. GENERATION Y

SUBSEQUENT GENERATIONS  
ARE REINFORCING THIS CHANGE  
IN VALUES:

FLEXIBILITY, LOYALTY, INDEPENDENCE  
and self-determination are being re-evaluated

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LEADERSHIP has to be earned

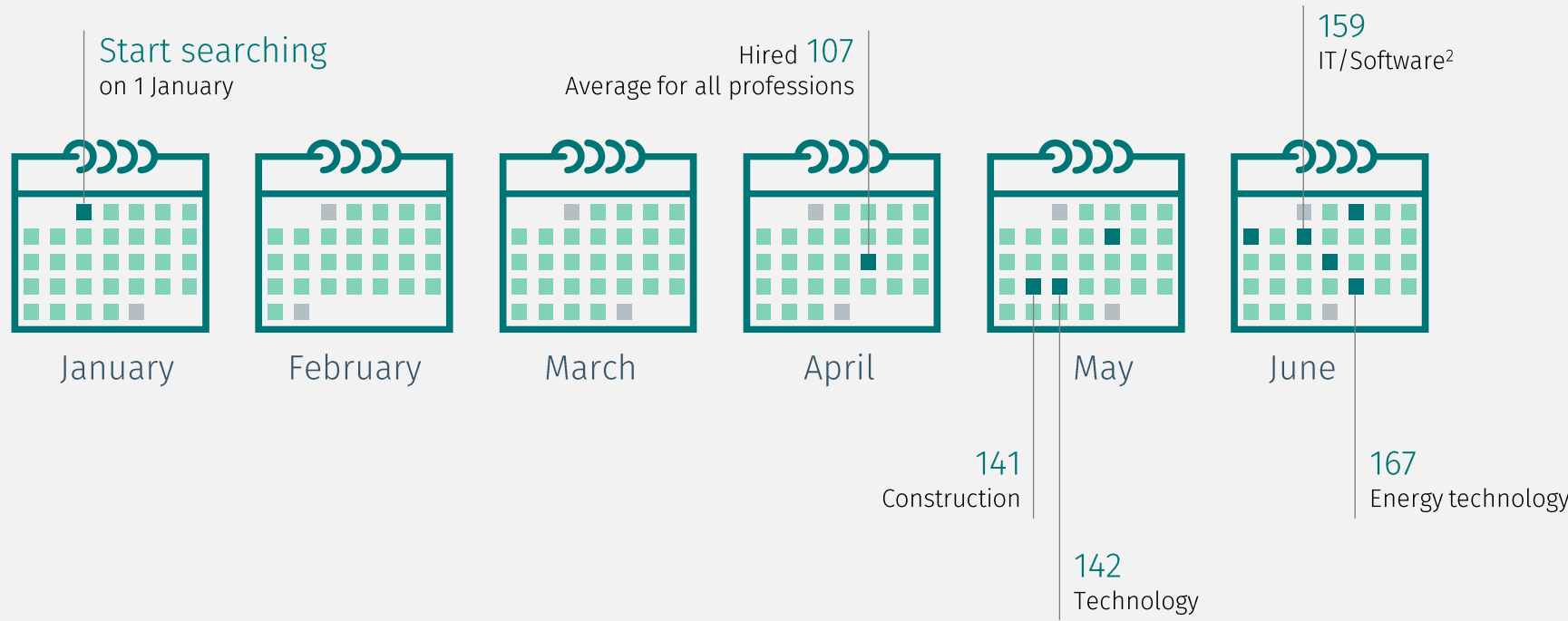
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Occupational SELF-FULFILMENT is considered  
MORE IMPORTANT than a CAREER



# OUTLOOK: INCREASING TIME TO HIRE REQUIRES MODERN RECRUITING

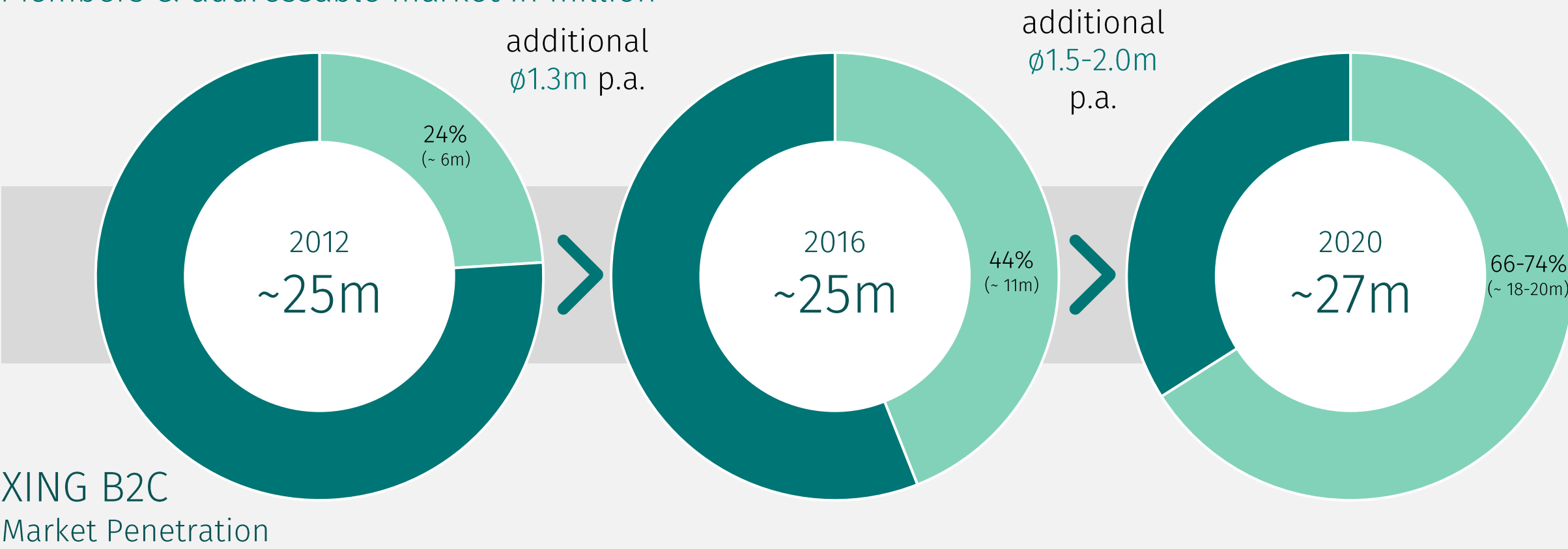
Number of days in Germany in 2018<sup>1</sup> on which vacancies subject to social insurance remained unfilled



<sup>1</sup>Acad. techn. professions (experts) or specialists; <sup>2</sup> Development, analysis, consulting, sales  
Source: Federal Employment Agency, IAB survey, IAB brief report

WE AIM TO REACH APP. 3 OUT OF 4 WHITE  
COLLAR PROFESSIONALS BY 2020

Members & addressable market in million



# OUR REVENUE STREAMS

# HOW WE MONETIZE

## B2C



### Premium

- 3-12m @ € 7.95 - 9.95 p.m.

### ProJobs

- 3-12m @ € 19.95-29.95 p.m.

### ProBusiness

- 12-24m @ € 49.95 p.m.

### InterNations (EXPAT network)

### Albatross

- 3-12m @ € 5.95 - 8.95 p.m.

### HalloFreelancer\*

- Option1: 2.5% - 15% of contract value
- Option 2: 12m subscription: 1.795 – 6.290 € p.a.

\* Currently allocated within B2C reporting segment

## B2B E-Recruiting



### Passive recruiting / Job ads

- Fixed price job ads: € 395 – 795
- Click price job ads: € 1.85 p.c.

### Active recruiting

- XING Talent Manager (XTM): € 3,948/license p.a.
- XING referral manager (XRM): € 4,000– 60,000+ p.a.

### Employer branding - kununu

- € 4,740 - 13,140+ p.a.

### Applicant Tracking System (ATS) – Prescreen

- € 800 – 6,000+ p.a.

### XING TalentService (XTS) – launched Q3/20

- € 3,500 per shortlist

### XING 360 (Full Suite)

- Individual pricing
- Incl. TalentpoolManager (XTP)

### Honeypot

- 15-18% of annual salary

## B2B Marketing Solutions & Events



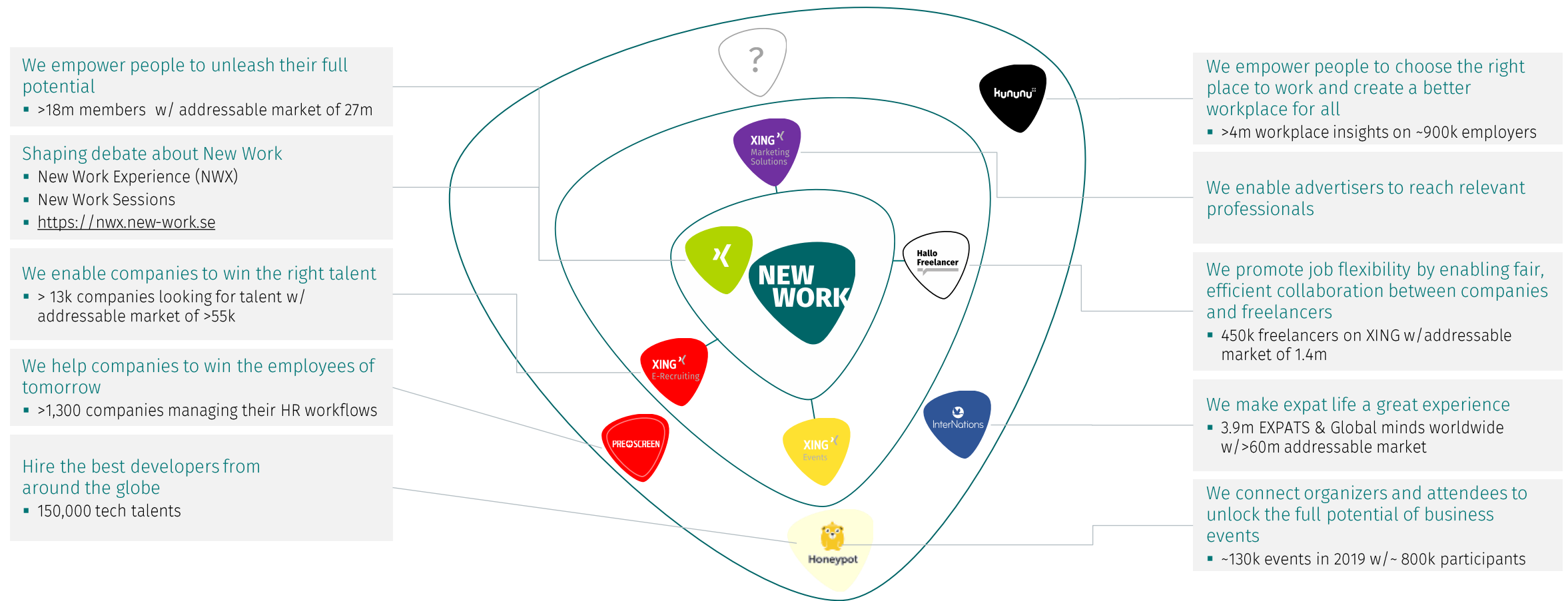
### Marketing Solutions

- Native (eCPM model)
- Sponsored mailings, articles & (video) posts
- Entity Pages

### Events

- 3.9% of ticket price
- € 0.99 per ticket sold

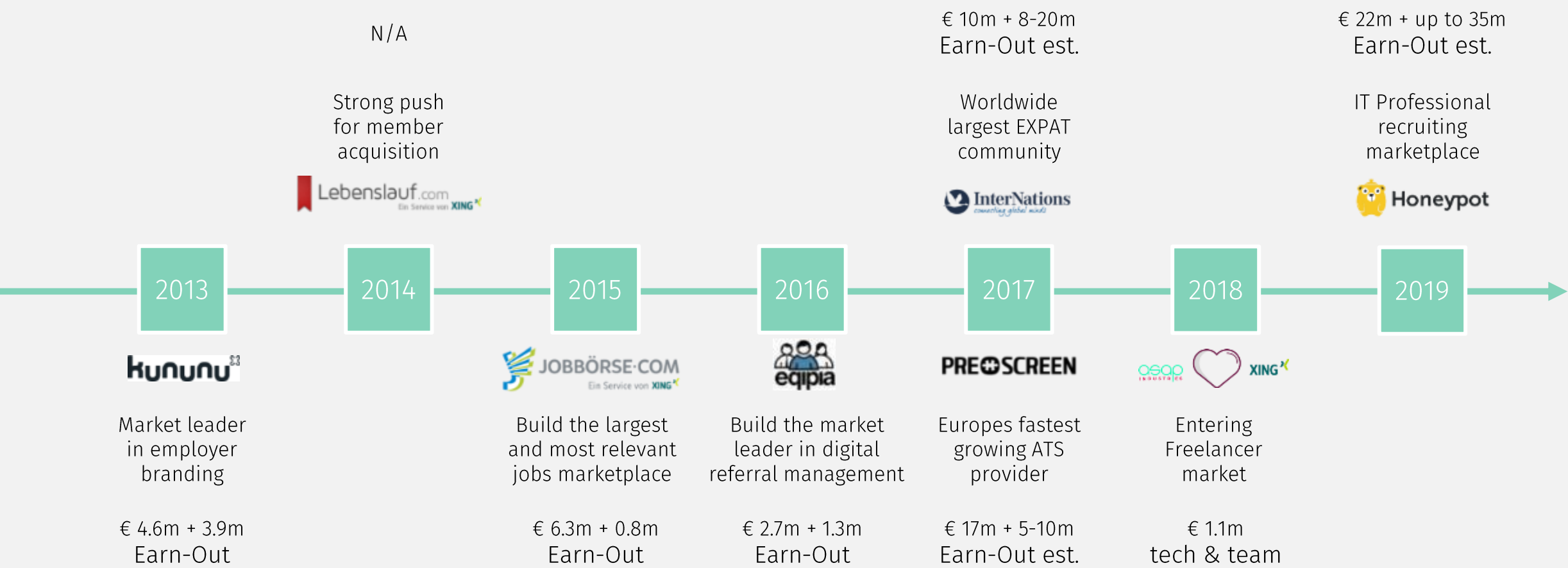
# WE ARE WELL POSITIONED TO BENEFIT FROM STRUCTURAL MEGATRENDS AND A CHANGING WORLD OF WORK



“We pioneer a working world where people can do what they love and love what they do”

# OUR M&A TRACK RECORD

# OUR M&A TRACK RECORD





**NEW  
WORK  
SE**

## OUR NEW WORK INITIATIVES

# NEW WORK EXPERIENCE 2019





1,800  
participants



40  
sessions &  
workshops



50  
speaker



# NEW WORK AWARD 2019



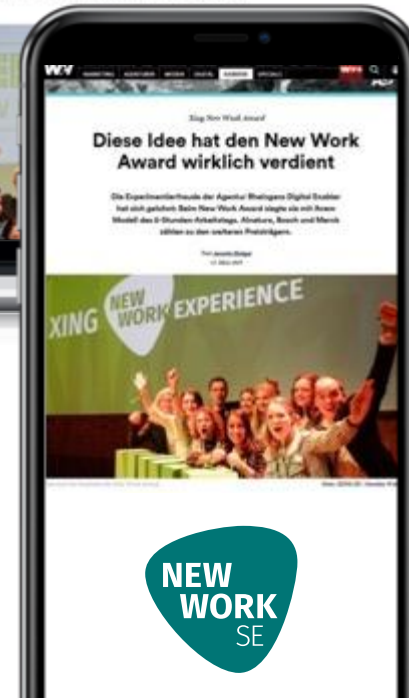
> 200 applicants



> 10,000 voting users



> 30,000 votes



NEW  
WORK  
SE

# NEW WORK SESSIONS

## VARIOUS SESSIONS ALL ABOUT "NEW WORK"

More than 900 participants in 2019



### WOLFSBURG

New Work gets the old economy going, 2017

### BIELEFELD

Innovation culture, 2019

### DÜSSELDORF

Transformation – New Work changes companies, 2016

### COLOGNE

Transformation & culture@work, 2018

### MONTABAUR

Transformation of work, 2020

### FRANKFURT

Digitalisation and corporate culture, 2015

### STUTTGART

How companies succeed with New Work, 2016

### BERLIN

Brave New Work, 2015  
Who transparency changes power, 2017

### HALLE (SAALE)

New Work, new cultures, 2018

### MARBURG

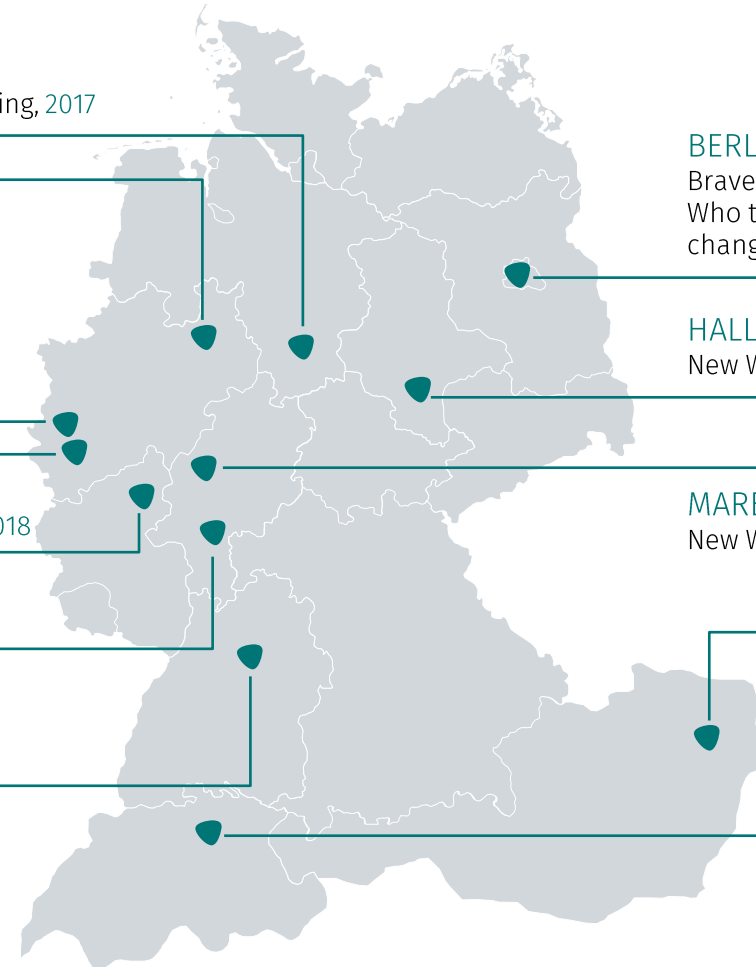
New Work Campus, 2016

### VIENNA

Focus: Management, 2015  
Innovation through freedom, 2018, New Culture, new Work, 2019

### ZURICH

Beautiful world of new work, 2019





# THE SEAL FOR NEW WORK EMPLOYERS



For employee-friendly companies



Scientifically proven, employee rated



New Work becomes measurable for the first time

Present employer appeal within and outside the company

For companies that create a world of work where people can find their true self and achieve their full potential.



# CURRENT TRADING (Q3 2020)

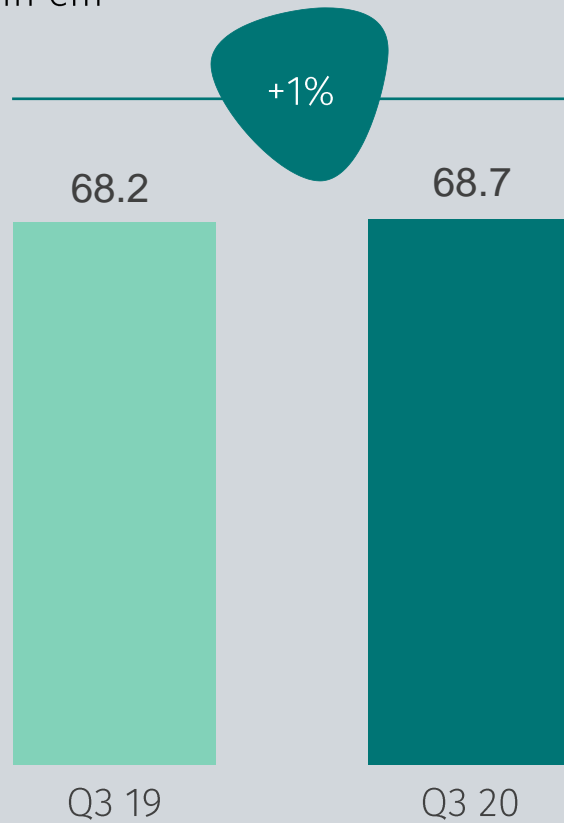
## EXECUTIVE SUMMARY Q3 2020

- Group revenues on PY level & Pro-Forma EBITDA up yoy
- B2C revenue flat yoy, whereas members & content (workplace insights) deliver double-digit growth
- B2B E-Recruiting continues to show negative COVID-19 impact, but still growing yoy
- New CSO Frank Hassler joined on 1 Nov, 2020
- We confirm our outlook from May 2020:
  - Revenue target: €275-285m
  - EBITDA margin target: ~ 30%

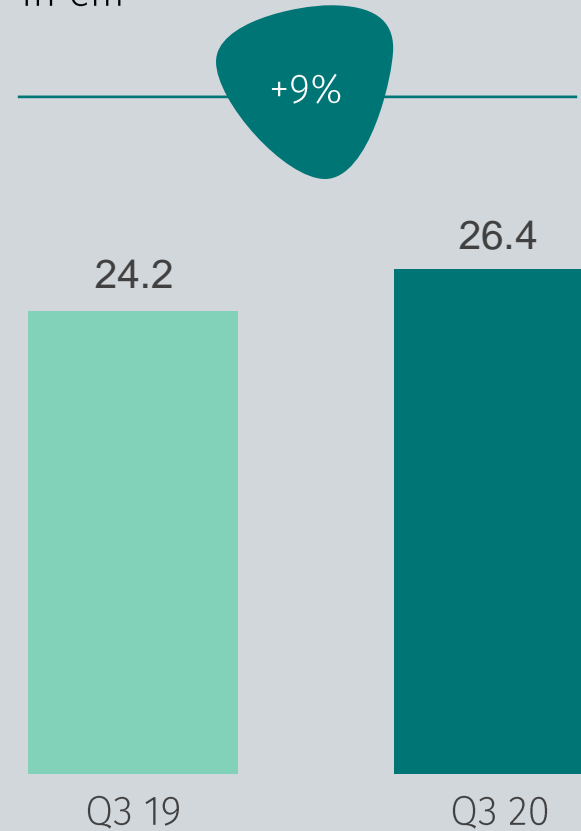


# STABLE REVENUES; PRO-FORMA EBITDA UP DUE TO COST PHASING

Service revenues  
in €m

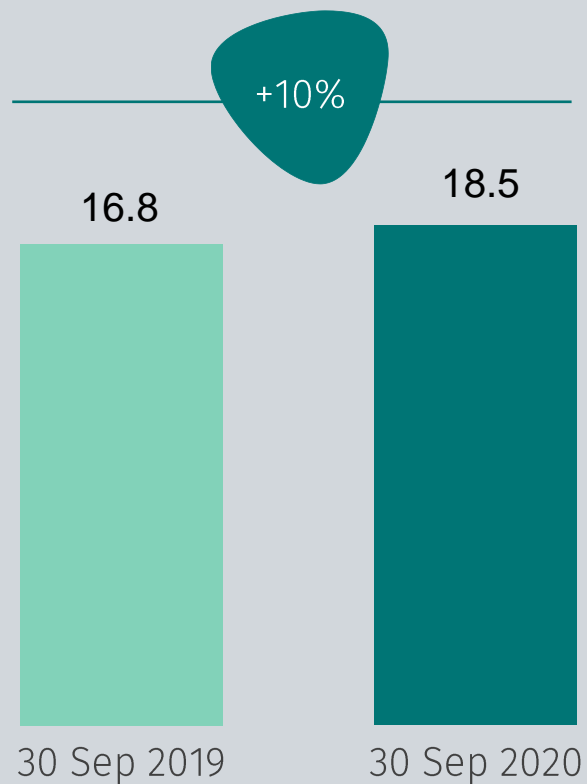


Pro-forma EBITDA  
in €m

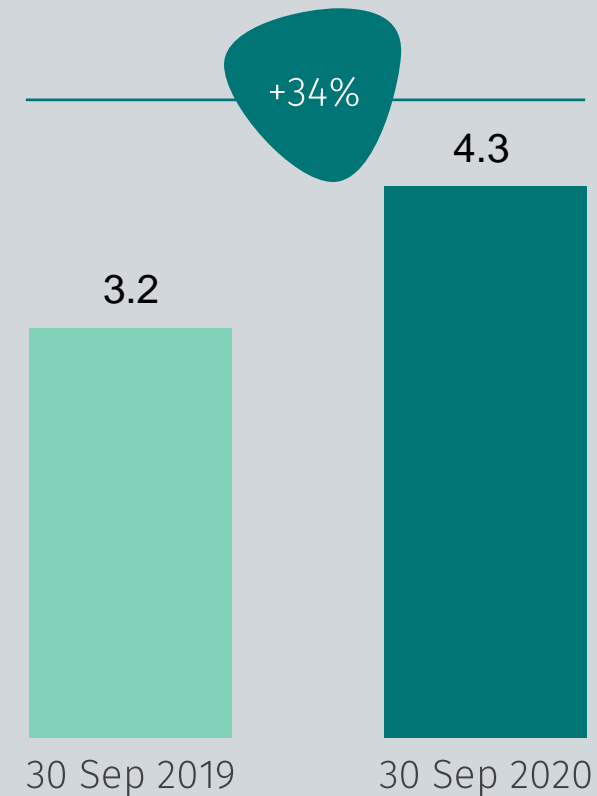


# B2C MEMBER BASE AND WORKPLACE INSIGHTS CONTINUE TO DELIVER DOUBLE-DIGIT GROWTH

Member base **XING**  
in 000s



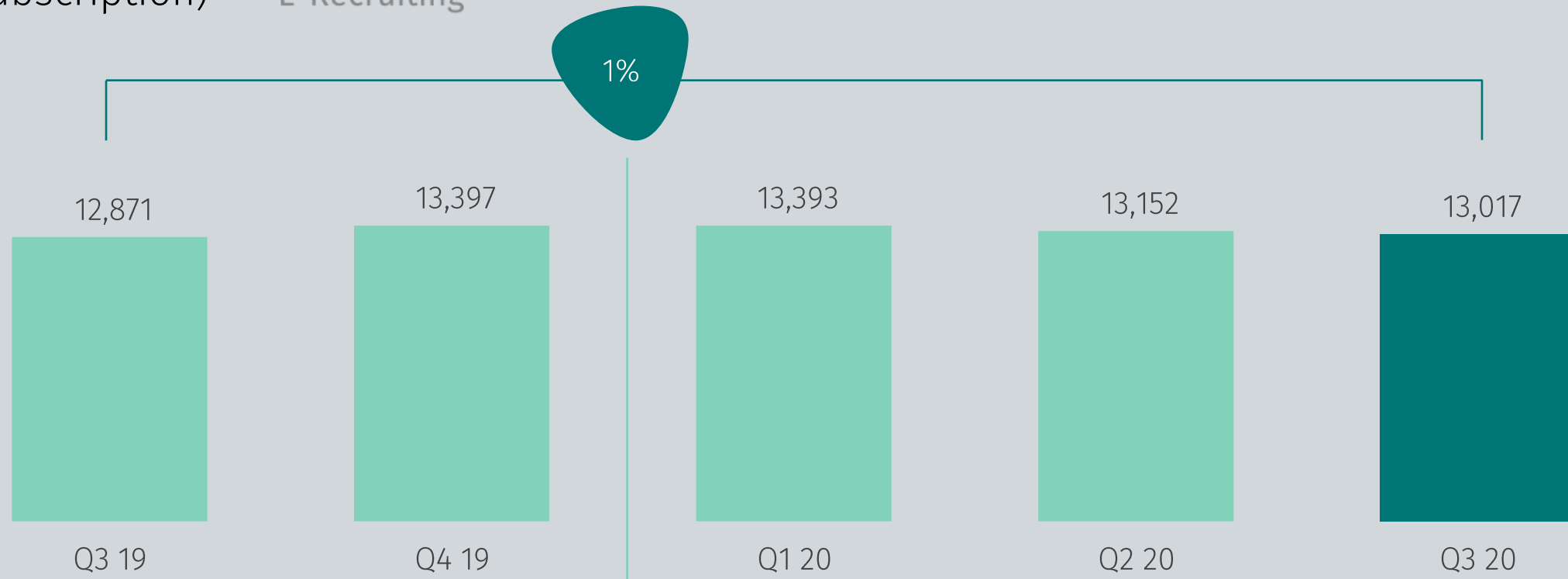
Workplace insights **kununu**  
in 000s\*



# B2B CUSTOMER BASE STABLE SINCE ONSET OF CORONAVIRUS CRISIS

B2B customers  
(subscription)\*

**XING**  
E-Recruiting



\* Excl. Honeypot

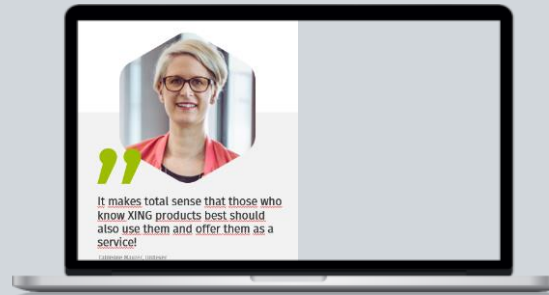
# NO “LOCKDOWN” FOR PRODUCT INNOVATION

## B2C



- Launch of content format “shaping future”
- New Corona related format “Lessons learned” – C level manager interviews
- NWX HR special @ virtual “Zukunft Personal / Future of HR” fair

## B2B E-Recruiting



- Launch of new XING TalentService (XTS)  
We help companies with limited resources find the right talent by providing shortlists of max 7 candidates to HR teams

## B2B Marketing Solutions & Events



- Marketing Solutions:  
Launch of self-booking video ads through AdManager
- Events:  
Successfully acquired new flagship customer “Bits & Pretzels” conference

## Q3 2020 FINANCIAL HIGHLIGHTS

- XING MEMBERS & KUNUNU WORKPLACE INSIGHTS WITH DOUBLE-DIGIT GROWTH
- REVENUES STABLE W/ +1% TO € 68.7M YOY
- REPORTED EBITDA IMPACTED BY XO EFFECTS, PRO-FORMA EBITDA +9% YOY
- OPERATING CASH FLOW OF € 21.5M
- FY OUTLOOK FROM MAY CONFIRMED
  - Revenues € 275-285m
  - EBITDA margin ~30%

# Q3 2020: REVENUES +1% YOY; PRO FORMA EBITDA +9% YOY

	Q3 2020*		Q3 2019*		Q3 2020 vs. Q3 2019	Q2 2020*		Q3 2020 vs. Q2 2020
	Abs.		Abs.		Rel.	Abs.		Rel.
Service revenues	68.7		68.2		1%	67.5		2%
Other operating income	0.5		0.7		(28%)	0.4		17%
Capitalized own work	4.9		7.2		(31%)	7.2		(31%)
Costs before capitalization	(50.4)	(47.7)	(51.8)		3%	(52.8)		5%
EBITDA	23.7	26.4	24.2		(2%)	22.3		6%
Margin	34%	38%	36%		(1%pt)	33%		1%pt
D&A	(7.3)		(12.6)	(7.0)	42%	(8.2)		12%
Financial result	0.2	(0.1)	(0.1)	(0.3)	N/A	2.8	(0.2)	(92%)
Taxes	(4.4)	(5.2)	(7.4)	(7.3)	40%	(4.8)	(4.4)	8%
Net income	12.2	13.8	4.2	9.6	193%	12.1	9.4	1%
EPS	2.17	2.46	0.74	1.71	193%	2.15	1.68	1%

\* Distorted by x0 effects. See pro-forma P&Ls in Backup

 Pro-forma

# Q3: SEGMENT PROFITABILITY IMPACTED BY RESTRUCTURING COSTS

	Segment EBITDA Q3 2020	Q3 2020 Margin	Q3 2019 Margin	▲ Comment
B2C	6.2	24%	34%	<ul style="list-style-type: none"> <li>Over proportionally impacted by restructuring</li> </ul>
B2B E-Recruiting	25.8	67%	67%	<ul style="list-style-type: none"> <li>Impacted by restructuring</li> </ul>
B2B Marketing Solutions & Events	0.4	10%	30%	<ul style="list-style-type: none"> <li>Strongest negative COVID-19 effects</li> <li>Impacted by restructuring</li> </ul>
kununu International	0.0	N/A	Neg	
Tech, Central Services & Other	(8.7)	Neg	Neg	
Total EBITDA	23.7	34%	36%	

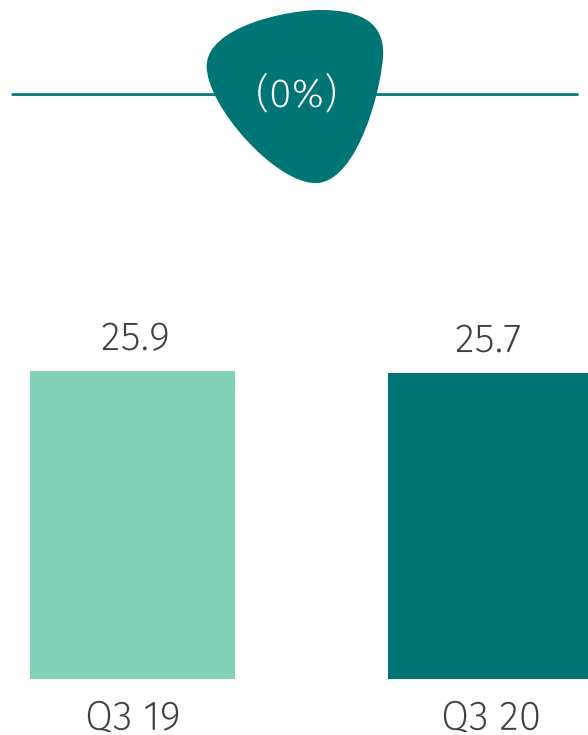
\*EBITDA Margin = EBITDA / Service Revenue

Rounding differences possible

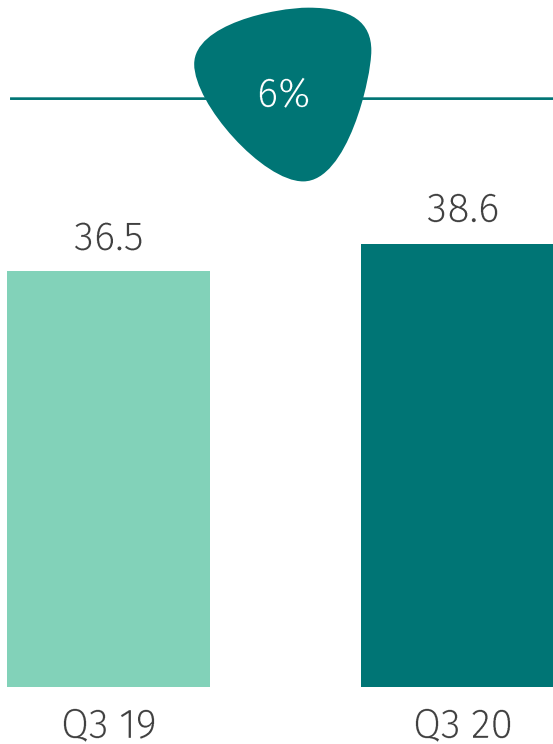
# Q3 2020: B2C SLIGHTLY DOWN DUE TO COVID-19 EFFECTS AT INTERNATIONALS; B2B SEGMENTS NEGATIVELY IMPACTED BY COVID-19 AS WELL

Service revenues in €m

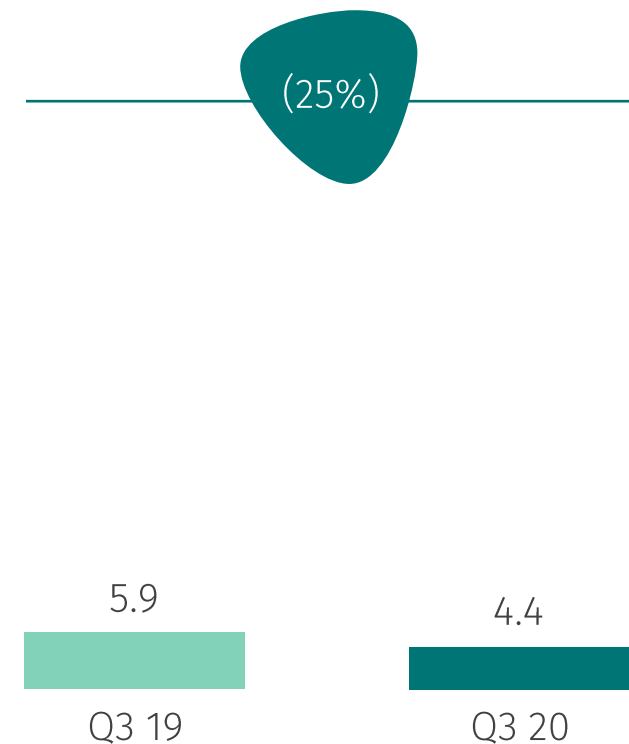
B2C



B2B E-Recruiting



B2B Marketing Solutions & Events

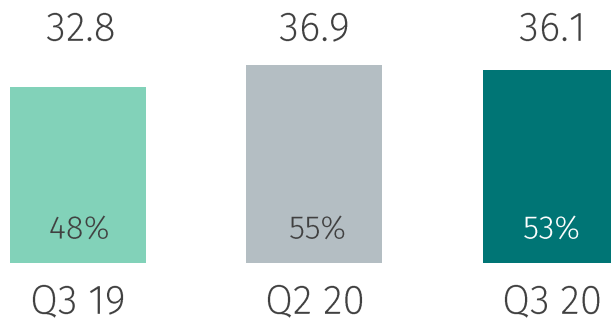


# Q3 2020 COST DEVELOPMENT

## Personnel

in € m and in % of revenues

10%

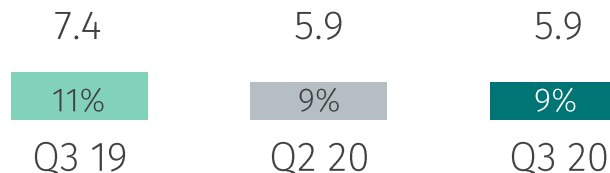


- +96 (+6%) FTEs yoy
- Investment in product/tech org & sales/marketing

## Marketing

in € m and in % of revenues

(20%)

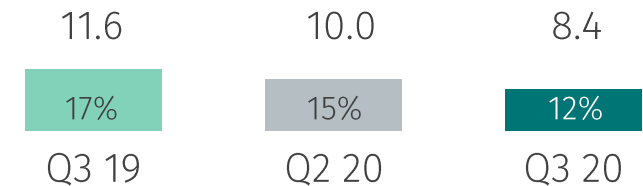


- Online display & social media
- SEM
- B2B E-Recruiting media campaign

## Other expenses

in € m and in % of revenues

(28%)



- External services (fewer freelancers yoy)
- Server hosting
- Payment processing
- Travel & entertain (down due to COVID-19)
- Other

## Q3 2020: OPERATING CASH FLOW OF € 21.5M

	Q3 2020	Q3 2019	Q3 2020 vs. Q3 2019	Q2 2020	Q3 2020 vs. Q2 2020
	Abs.	Abs.	Abs.	Abs.	Abs.
EBITDA	23.7	24.2	(0.6)	22.3	1.3
Interest / tax / other	(2.1)	(3.6)	1.5	(3.7)	1.6
Change in net working capital	(0.1)	(2.4)	2.2	(7.0)	6.8
Non-cash changes from changes in basis of consolidation	0.0	0.0	0.0	0.0	0.0
Operating cash flow excl. organiser cash	21.5	18.3	+3.2	11.6	9.8
Investment – operating	(6.6)	(9.4)	2.8	(9.5)	2.9
Investment – acquisitions & joint venture	0.0	(0.2)	0.2	(0.7)	0.7
Investment – financial assets	0.0	(0.0)	0.0	0.0	0.0
Interests paid, lease liabilities, FX rate diff. & rest	(1.9)	(1.1)	(0.7)	(1.6)	(0.2)
Cash flow excl. dividends & organiser cash	13.0	7.6	5.4	(0.1)	13.2
Regular dividend	0.0	0.0	0.0	(14.6)	14.6
Special dividend	0.0	0.0	0.0	0.0	0.0
Cash flow excl. organiser cash	13.0	7.6	5.4	(14.7)	27.7
Effects organiser cash	2.0	2.5	(0.5)	(1.5)	3.5
Cash flow incl. organiser cash	15.0	10.1	5.0	(16.2)	31.2

## Q3 2020 PRO-FORMA P&L: PRO FORMA EBITDA UP 9% YOY

	Q3 2020 reported	Earn-Out adjustments M&A Transactions	IFRS changes in value of financial assets	Restructuring charges & other one- time effects	Q3 2020 Pro-Forma	Q3 2019 Pro-Forma	Q3 2020 Pro- Forma vs. Q3 2019 Pro- Forma
	Abs.	Abs.	Abs.	Abs.	Abs.	Abs.	Rel.
Service revenues	68.7				68.7	68.2	1%
Other operating income	0.5				0.5	0.7	(28%)
EBITDA	23.7			2.7	26.4	24.2	9%
D&A	(7.3)				(7.3)	(7.0)	(4%)
Financial result	0.2		(0.3)		(0.1)	(0.3)	78%
Taxes	(4.4)		0.1	(0.9)	(5.2)	(7.3)	29%
Net income	12.2		(0.2)	1.8	13.8	9.6	44%
EPS	2.17		(0.04)	0.33	2.46	1.71	44%

# Q2 2020 PRO-FORMA P&L: 2% EBITDA GROWTH VS PRO-FORMA Q2 2020

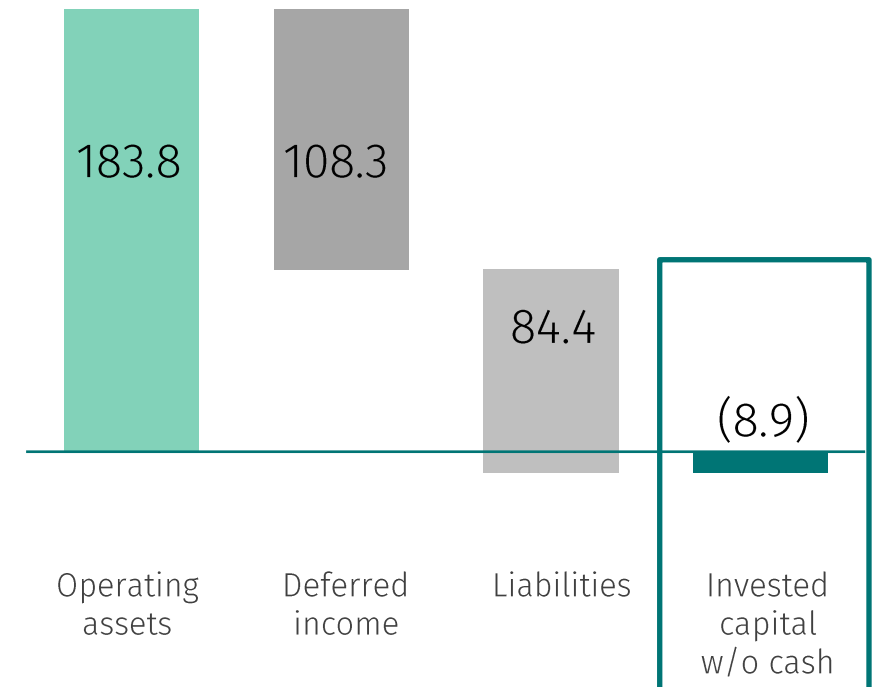
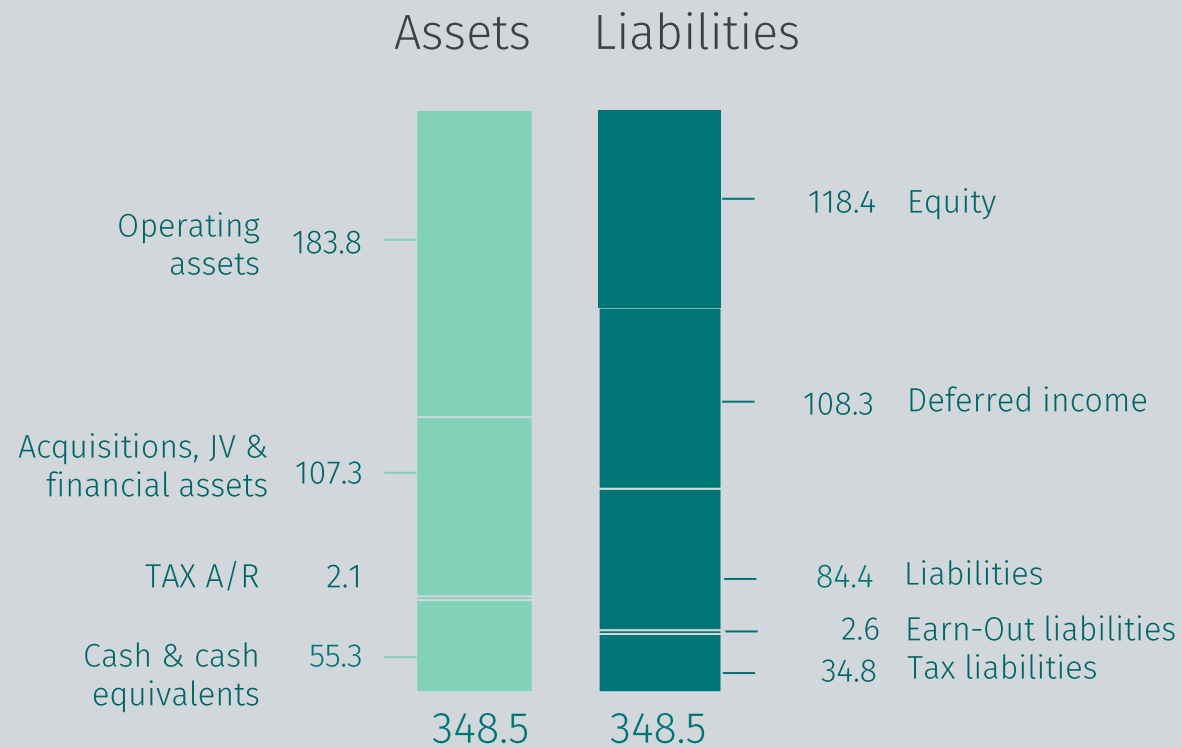
	Q2 2020 reported	Earn-Out adjustments M&A Transactions	IFRS changes in value of financial assets	Q2 2020 Pro-Forma	Q2 2019 Pro-Forma	Q2 2020 Pro- Forma vs. Q1 2019 Pro-Forma
	Abs.	Abs.	Abs.	Abs.	Abs.	Rel.
Service revenues	67.5			67.5	65.5	3.0%
Other operating income	0.4			0.4	0.6	(25%)
EBITDA	22.3			22.3	22.0	1.7%
D&A	(8.2)			(8.2)	(6.7)	(23.6%)
Financial result	2.8	(1.9)	(1.1)	(0.2)	(0.3)	30.5%
Taxes	(4.8)		0.3	(4.4)	(4.9)	9.9%
Net income	12.1	(1.9)	(0.7)	9.4	10.0	(6.1%)
EPS	2.15	(0.34)	(0.13)	1.68	1.79	(6.1%)

- Q2 2020 adjusted for changes in earn-out provisions and IFRS changes in value of financial assets
- Q2 2019 adjusted for IFRS changes in value of financial assets & changes in earn-out provisions

# NEGATIVE INVESTED CAPITAL FROM SHAREHOLDERS' PERSPECTIVE

Excl. event organiser cash and NWC

in €m



# OUTLOOK

# OUR BUSINESS MODEL IS COMPARATIVELY RESILIENT; NEW OUTLOOK

## RESILIENCE

### SUBSCRIPTION BASED REVENUES

~80% subscription based, mainly auto-renewal

### GRANULARITY OF CUSTOMER BASE

Very diversified user and customer base

### UP-FRONT PAYMENT

Subscription packages are usually paid upfront

### DIGITAL OPERATIONS

Majority of operations are purely digital

## OUTLOOK

### OUTLOOK UPDATE BASED ON COVID-19 EFFECT

Revenues: € 275 - 285M

EBITDA margin: ~30%

# CONSENSUS, INVESTOR INFORMATION & CONTACT DETAILS

# NEW WORK SE NAME CHANGE HAS BECOME EFFECTIVE

New Work SE  
trading since  
August 1<sup>st</sup>, 2019

New ISIN:  
DE000NWRK013

New WKN:  
NWRK01

New Ticker:  
NWO

Bloomberg:  
NWO:GR

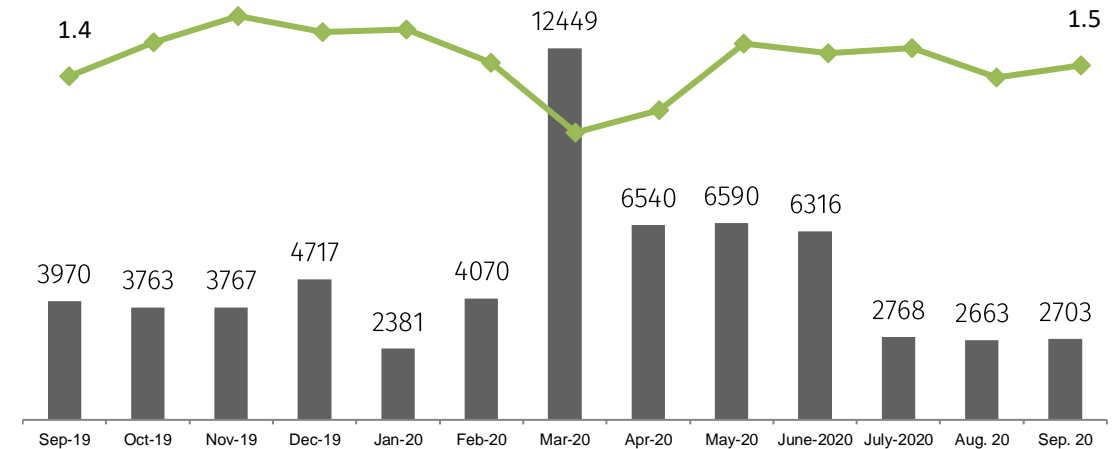
Reuters:  
NWOn.DE

# NEW WORK SE CONSENSUS & IR STATS

Consensus collected by IR	2020e	2021e	2022e
Service revenues	<b>276</b>	<b>293</b>	<b>325</b>
EBITDA	<b>84</b>	<b>91</b>	<b>103</b>
Margin	30%	31%	32%
D&A	(38)	(35)	(35)
EBIT	<b>46</b>	<b>56</b>	<b>68</b>
Margin	17%	19%	21%
Net income	<b>34</b>	<b>37</b>	<b>45</b>
EPS in €	6.02	6.63	8.09
DPS in €	2.86	3.25	3.84

Analyst coverage	Berenberg, Commerzbank, Deutsche Bank, Hauck & Aufhäuser, MM Warburg, Pareto Securities
Shares	5,620,435

Average trading volume per day (XETRA) & market cap (in €bn)



Burda Digital SE (DE)	50.0 %
Oppenheimer (US)	4.7 %
DWS (DE)	3.1 %
Allianz Global Investors (DE)	3.0 %
Kayne Anderson Rudnick (US)	3.0 %
Mawer (CAN)	3.0 %
Rest	33.2 %

Numbers based on last filing – current shareholdings can differ

# INVESTOR RELATIONS

## CONTACT DETAILS & SOCIAL MEDIA CHANNELS



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<https://www.new-work.se/en/investor-relations>



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



<https://nwx.new-work.se/>



<skype:patrickmoeller?add>



# OUR PRODUCTS AND SERVICES

WHO BELONGS TO THE NEW WORK SE?





18.1 Million  
users



Networking among  
professionals from  
every industry



Broad news  
portfolio

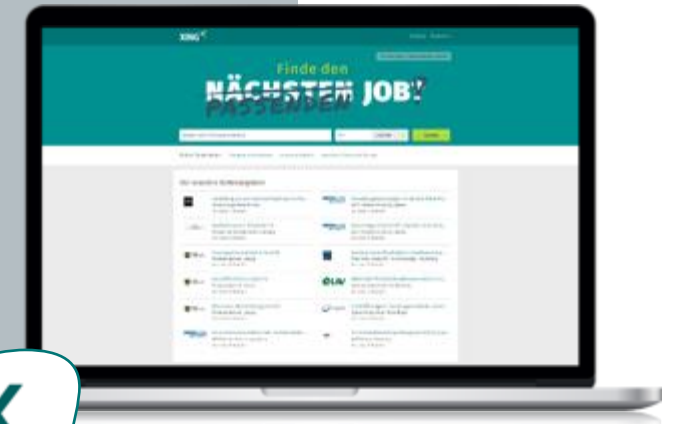


XING jobs with  
new work criteria

## THE LEADING ONLINE BUSINESS NETWORK IN GERMAN-SPEAKING COUNTRIES

XING Jobs  
focus on jobseeker  
needs

Industry Newsletter & Klartext  
Information and  
discussion





# XING PREMIUM

## UNLOCK THE MANY OPPORTUNITIES OF NETWORKING WITH XING PREMIUM

Exclusive **benefits** for Premium members

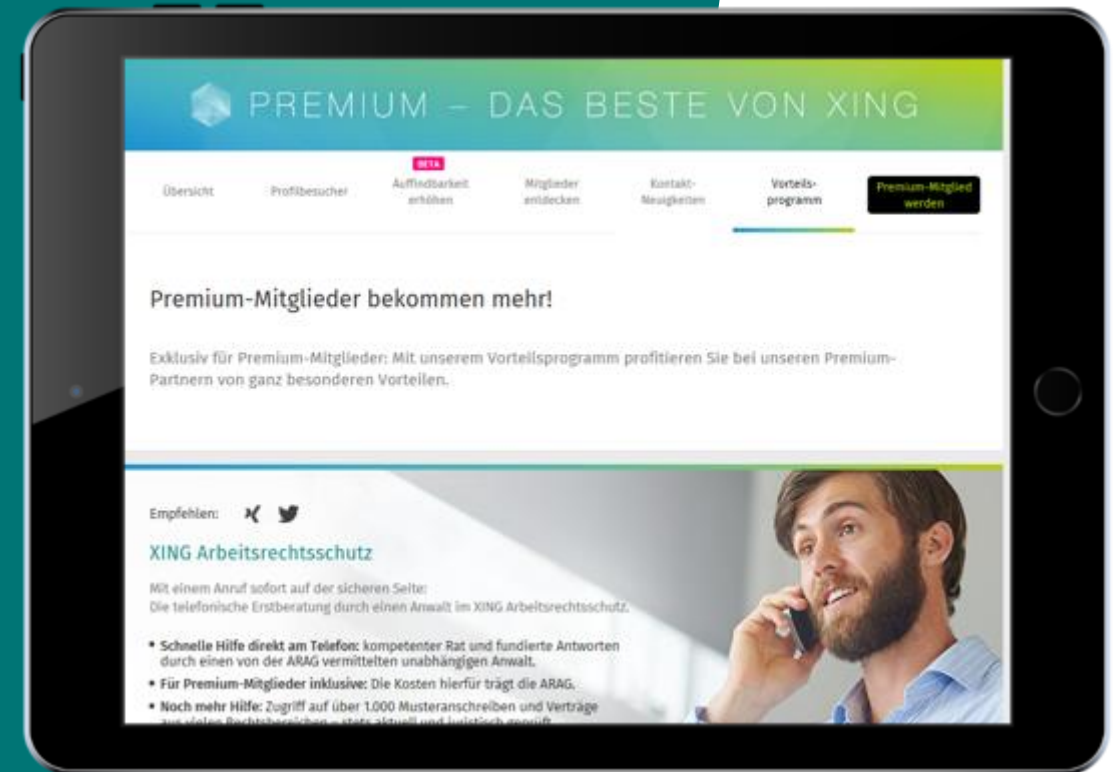
**Premium partners** such as HRS Hotels, Gymondo, Sixt, Harvard Business Manager and audible

Comprehensive **profile visitor details**  
**Profile analysis** with insights to boost visibility

**Premium customer service**

Send messages to **non-contacts**  
and view contact **updates** at a glance

**Digital self-assessment** with a personal strengths test  
+ **e-learning section** with Premium content





# XING PREMIUM FOR BUSINESS

## MEMBERSHIPS FOR YOUR EMPLOYEES

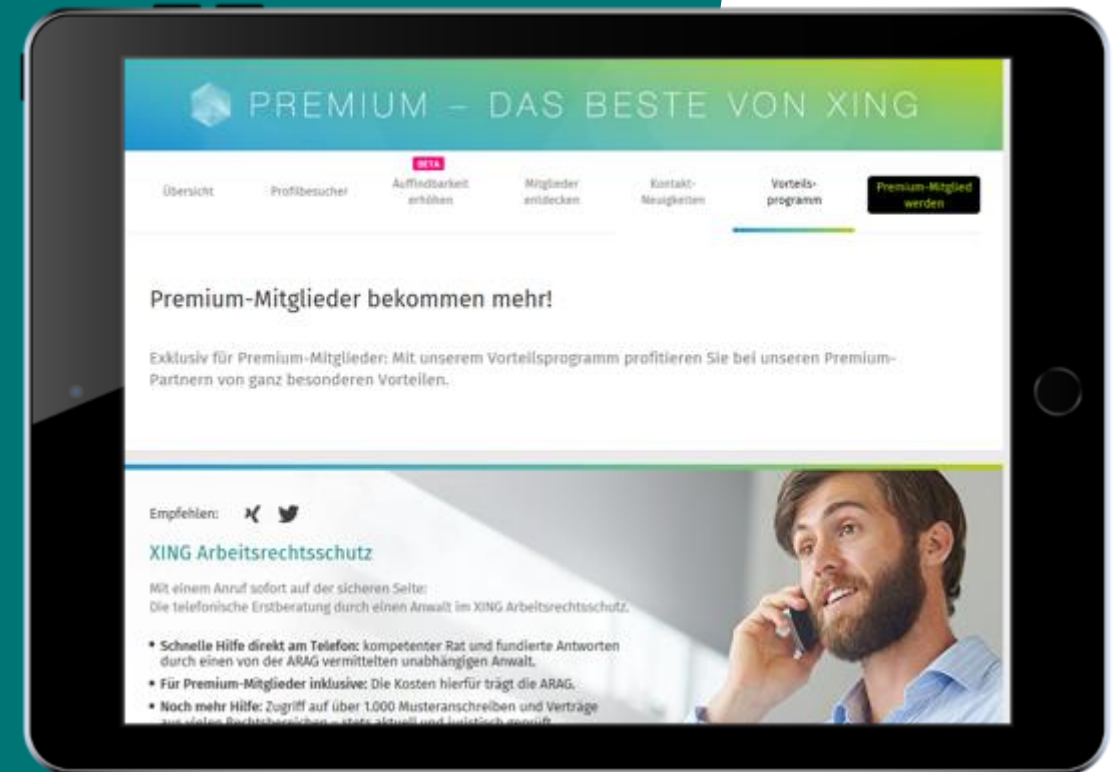
Active & well-connected employees act as **multipliers**, spreading **business information around the network in a targeted way**

**Boost your employer brand** with clear and professional employee profiles

The powerful Premium search gives **employees instant access to the right contacts**

**Browse contact updates, industry news and comprehensive statistics** – grow your knowledge and your network

**XING LicenceManager**: Simple Premium licence assignment helps you reduce costs and admin.





# XING PROJES

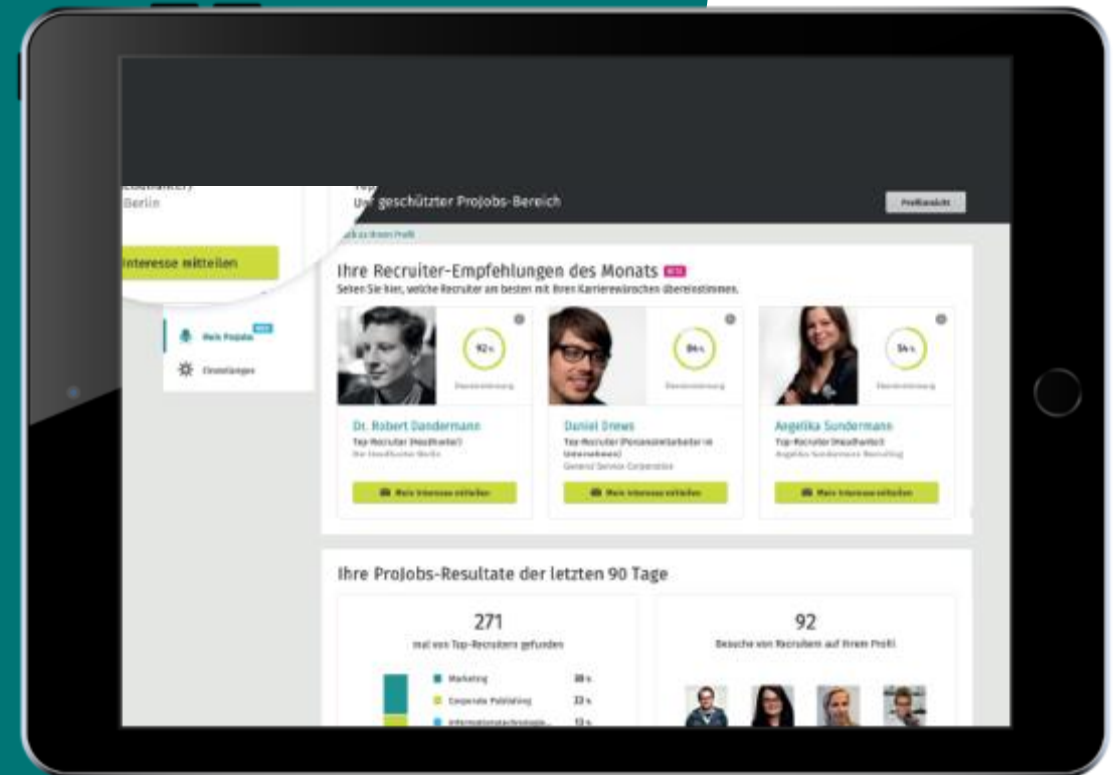
## SHOWCASE THE OWN PROFILE AMONG 20,000 TOP RECRUITERS ON XING

Possibility to add **more information** to the **profile**,  
such as the willingness to move for a new job

100% **confidential** – possibility to hide information from  
superiors

Upload **documents** such as CV and certificates

**Contact recruiters** about vacancies





# XING PROBUSINESS

## THE PROFESSIONAL WAY TO ACQUIRE NEW CLIENTS ON XING

Monitor existing clients' activity

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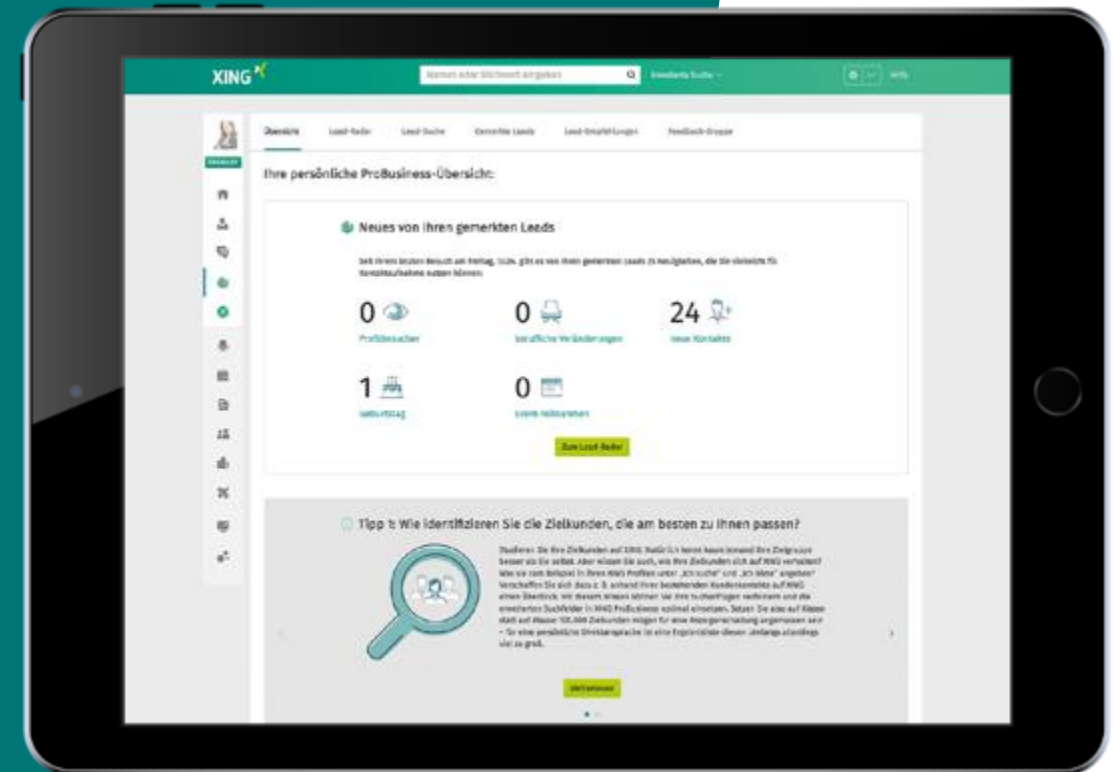
Find the **right contacts** within target businesses

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Use the right information when approaching target clients

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Keep a close eye on competitors



# XING NEWS

## COMPREHENSIVE RANGE OF INFORMATION ON XING

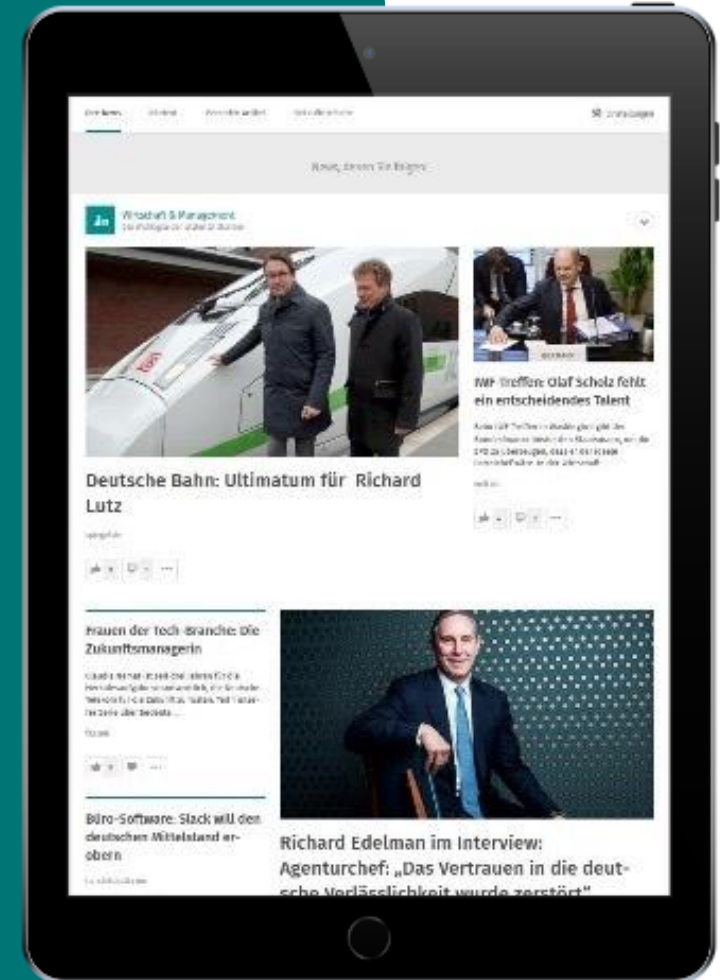
**XING Talk** and **XING Talk unterwegs** – watch video interviews with enticing ideas from experts on a variety of careers-related topics

**Klartext** – current affairs debates on XING, with new topics posted on a daily basis by guest authors that are open to discussion with users.

**Industry news** – read top daily articles in the form of a curated newsletter giving you the lowdown from more than 25 industries. More than 2 million people read industry news each week.

**XING Insider** – over 300 experts and pioneers from various professional fields share their knowledge and insights regularly on XING.

**Corona Hacks** – coronavirus-related news offers guidance and support throughout tricky times.



# XING JOBS

## JOBS THAT MATCH YOUR LIFE



Experience an entirely new kind of recruiting

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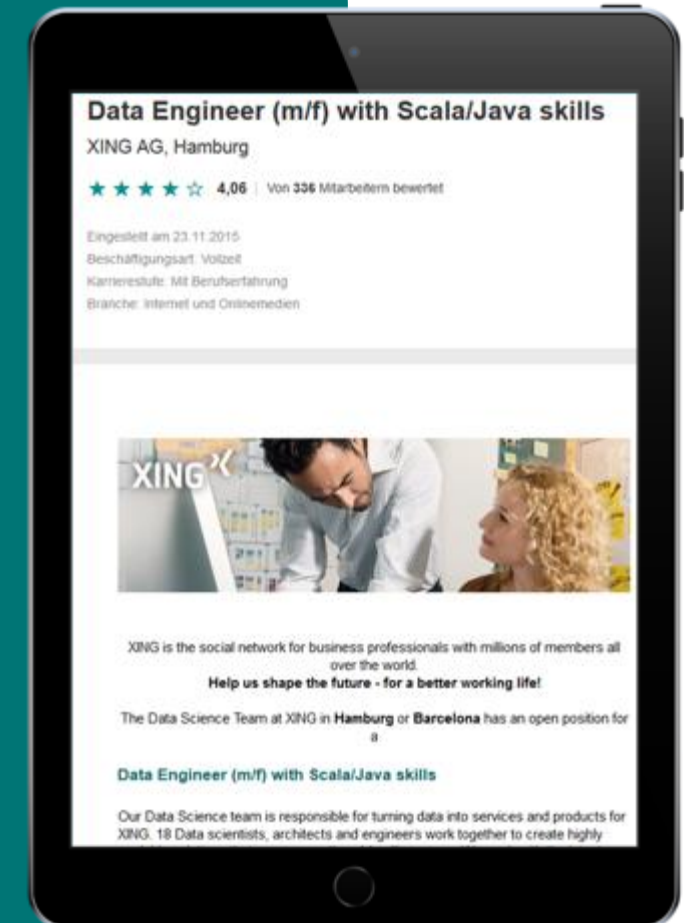
Enjoy job searches revolving around the own needs and preferences

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Find jobs that meet individual criteria: family-friendly working conditions, good career opportunities, social and environmental expertise

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Check out reviews posted on **kununu**, the original employer rating platform





1.6 million  
business events



More than 18.1 million  
potential participants



Over 12 million  
tickets sold

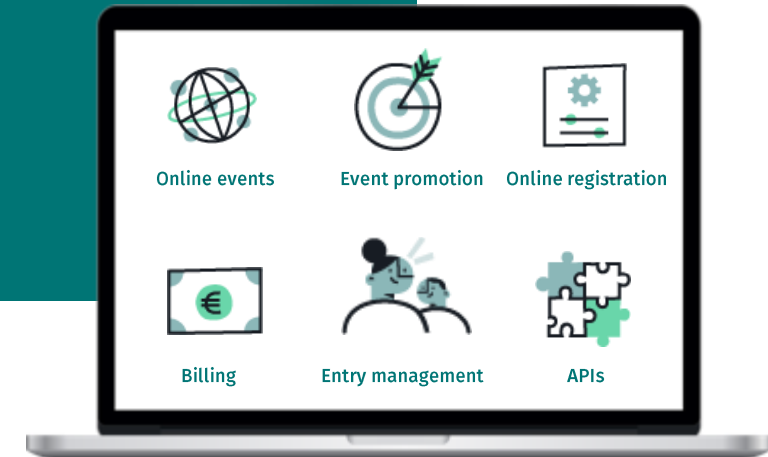


No. 1 marketplace for  
business events

## INNOVATIVE EVENT PROMOTION & EFFICIENT ATTENDEE MANAGEMENT

Intelligent platform  
One-stop shop for your  
business events

Market leader  
More than 230,000  
satisfied organisers





# XING EVENTS

## 6 COMPONENTS FOR SUCCESSFUL BUSINESS EVENTS

**Online events** – easily create and promote webinars, hybrid events, virtual fairs & conferences.

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**Online registration** – create a configurable ticket shop that can be integrated in websites. Manage ticket sales & delivery via the event platform.

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**Event promotion** – reach the right target group on XING and take advantage of clever retargeting.

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**Payment processing** – let us handle the entire billing process.

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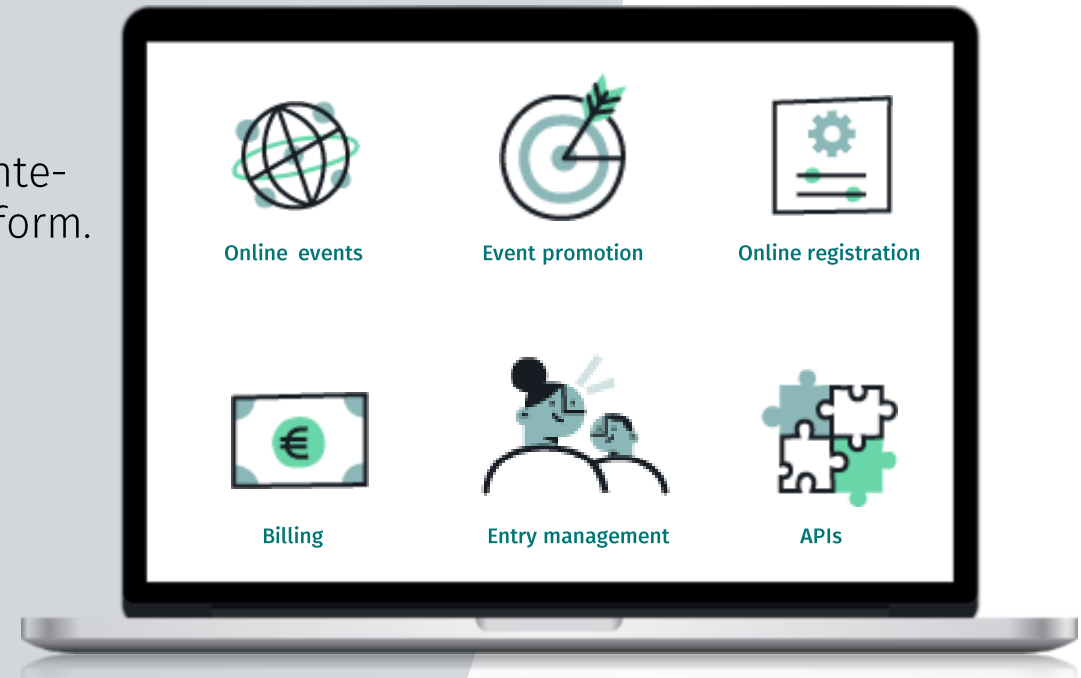
**APIs** – transfer attendee data on XING to own tools via API.

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**Entry management** – for events of all shapes and sizes.

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All of the above is based on **event data intelligence** gleaned from over a million events



Target-group-specific advertising formats

Convey your messages in a professional environment

18.1 million users

Targeted advertising with XING

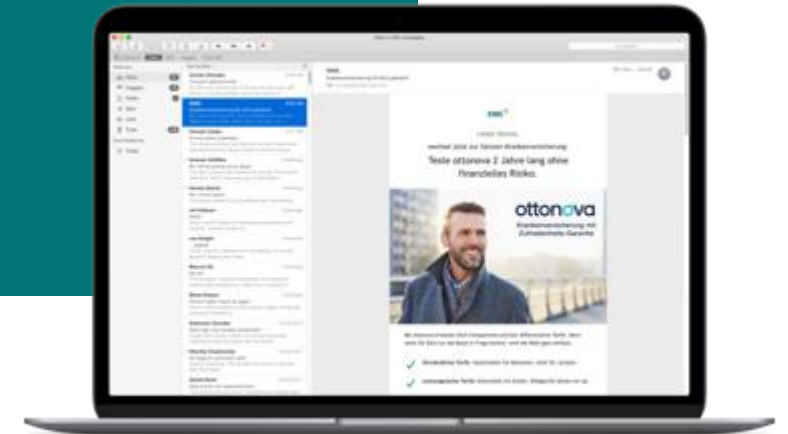


AdManager, mailings & articles

## TARGETED ADVERTISING MEASURES

Accurate targeting  
Effective communication strategies

Co-branding  
Cross-product campaigns





18.1 million potential candidates in German-speaking countries



More than 60% of XING users are job hunting or open to offers



More than 64 million visits per month on XING and kununu

## FIND THE RIGHT CANDIDATES FASTER

Authentic employer brand  
The cornerstone of staff recruitment

### Product solutions for successful staff recruitment:

- Employer Branding
- Active Recruiting
- Candidate Relationship Management
- Job Advertisements
- Employee Referrals





Largest employer  
review platform  
in Europe



More than 4.1  
million authentic  
company reviews

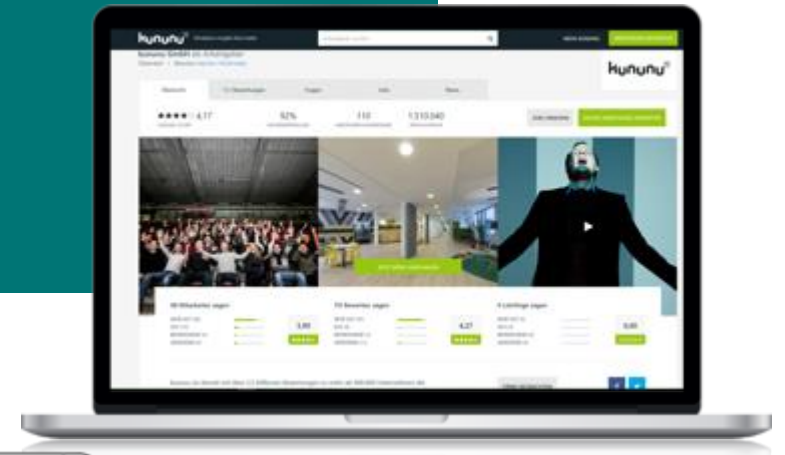
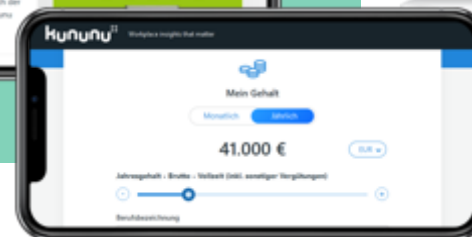


More than 920,000  
rated companies

EVERY SECOND JOB SEEKER IN GERMANY  
IS USING KUNUNU

Option for companies to  
showcase as  
appealing employer

Transparency on  
the labour market  
Information  
and reviews





Workplace insights  
Harnessing anonymous  
employee feedback



Weekly surveys  
Realtime feedback &  
discussion boards

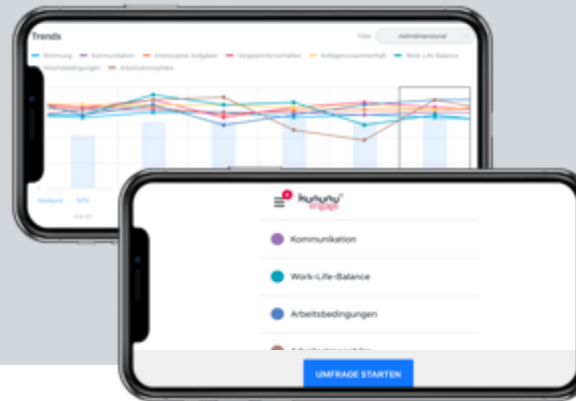


Reports incl.  
benchmarks

PROMOTES A PARTICIPATORY MANAGEMENT  
STYLE AND INCREASES EMPLOYEE SATISFACTION

Harmonise  
corporate culture  
and management

Employee engagement  
Boost throughout the  
entire company



# PRESCREEN



More than 2,500  
satisfied customers



Exclusive access to  
18.1 mill. candidates



Job board  
multiposting on  
300+ job boards

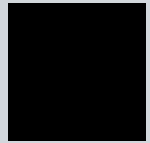
## APPLICANT TRACKING HAS NEVER BEEN AS EASY

Applicant tracking system  
User-friendly  
& functional

Web-based & flexible  
Map the whole  
recruiting process



# THE WORLD'S LARGEST EXPAT COMMUNITY



3.9 mill. members +  
communities in 420  
countries worldwide



6,000 monthly  
events and activities



Nearly 7,000 local  
event organisers

Global networking  
Feel at home  
everywhere

Diverse leisure activities  
Meet other  
Global Minds



# Hallo Freelancer



Flexibility on the labour market  
Collaboration  
between companies  
and freelancers

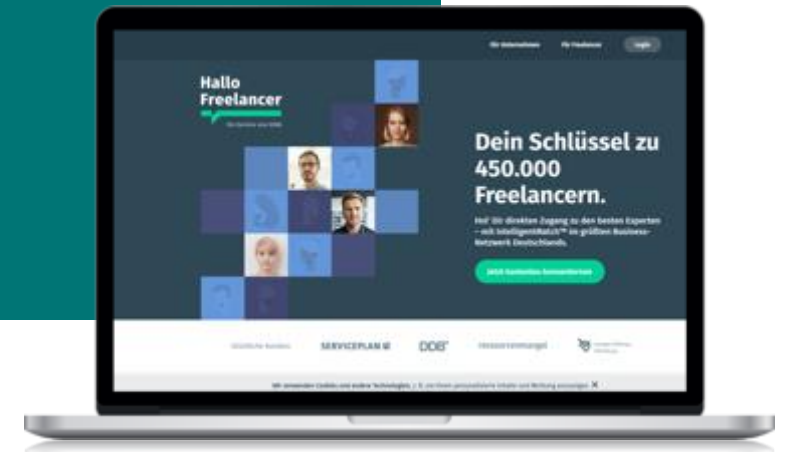


IntelligentMatch™  
delivers suitable  
experts out of  
450,000 free-  
lancers within the  
XING network

## THE RIGHT FREELANCER FOR PROJECT SUCCESS

Intelligent Matching  
Available experts  
in 48 hours

Freelancer Management  
Rating system  
to document  
experiences

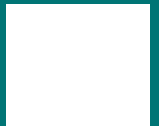




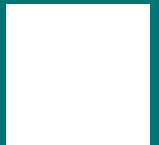
# Honeypot



Europe's developer-  
focused job platform



Over 1,800 companies  
use Honeypot

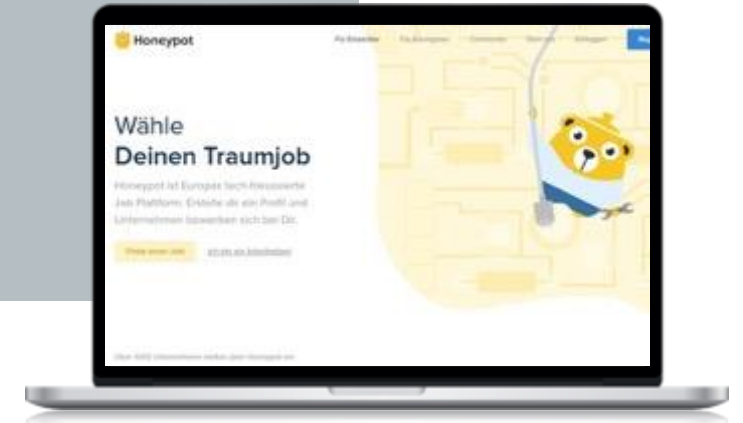


80% of companies  
hire within 4 weeks

## FIND SOFTWARE DEVELOPERS QUICKLY AND RELIABLY

All candidates on Honeypot  
are prescreened and  
looking for a job.

Companies apply  
to talents – not the  
other way around



# NEW WORK EXPERIENCE



Multimedia platform for the future of work



At a glance  
New Work News  
New Work Award  
New Work Sessions  
New Work Experience  
NWXnow

## NEW WORK PLATFORM

New Work Stories  
The future of work podcast



Expert interviews, debates, research studies, hints, best practices, videos and podcasts



THANK YOU  
FOR YOUR ATTENTION.



## HARBOUR FOR

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**XING** 

**XING**   
Marketing  
Solutions

**XING**   
Events

**XING**   
E-Recruiting

 **InterNations**  
connecting global minds

**Hallo  
Freelancer**  
  
Ein Service von XING

**kununu** 

**kununu**   
**engage**

**PRESCREEN**

 **Honeypot**