

**Annual General Meeting**

**Maritim Hotel Frankfurt,  
Frankfurt am Main**

**May 29, 2007**





# Agenda

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Andreas Janssen

1. Annual General Meeting Agenda
2. Results 2006

Marc Stilke

3. Market and positioning of AdLINK Group
4. Business model
5. Outlook 2007



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# 1 . Annual General Meeting Agenda

# Annual General Meeting Agenda

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1. Annual Financial Statement and Consolidated Financial Statement for fiscal year 2006.
2. Resolution on the formal approval of the acts of the Executive Board.
3. Resolution on the formal approval of the acts of the Supervisory Board.
4. Appointment of the auditor of the Annual Financial Statements.
5. Resolution on the acquisition and sale of treasury shares.
6. Resolution concerning amendment of the statutes for a new law.
7. Resolution concerning cancelation of authorised capital.
8. Editorial correction of the statutes.
9. Resolution concerning election of Supervisory Board members.

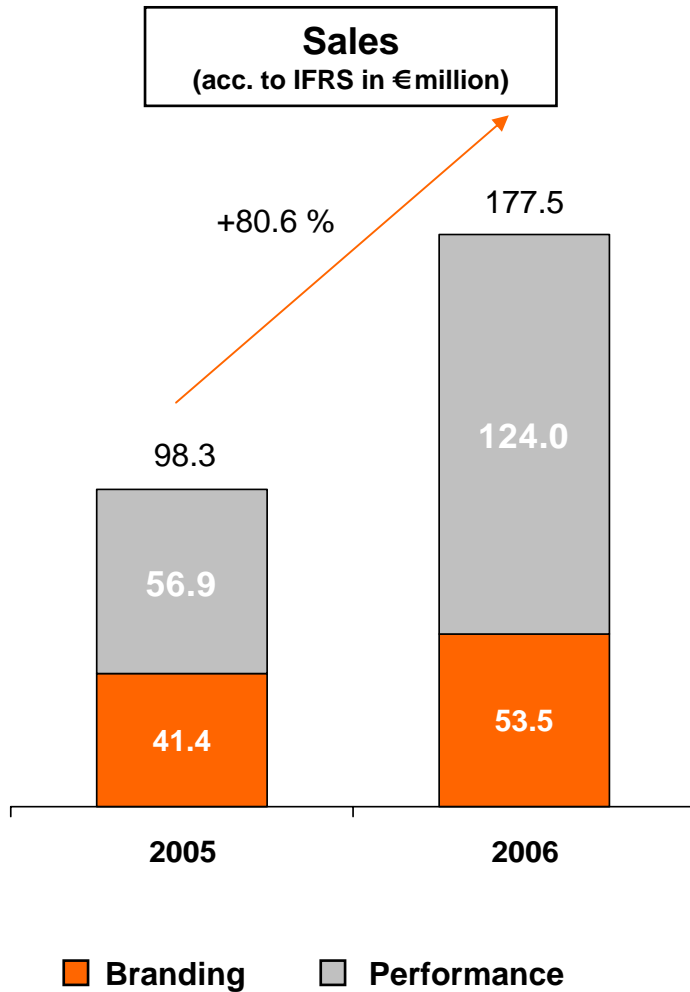


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## 2. Results 2006



# Consolidated sales\*



## Pro forma view

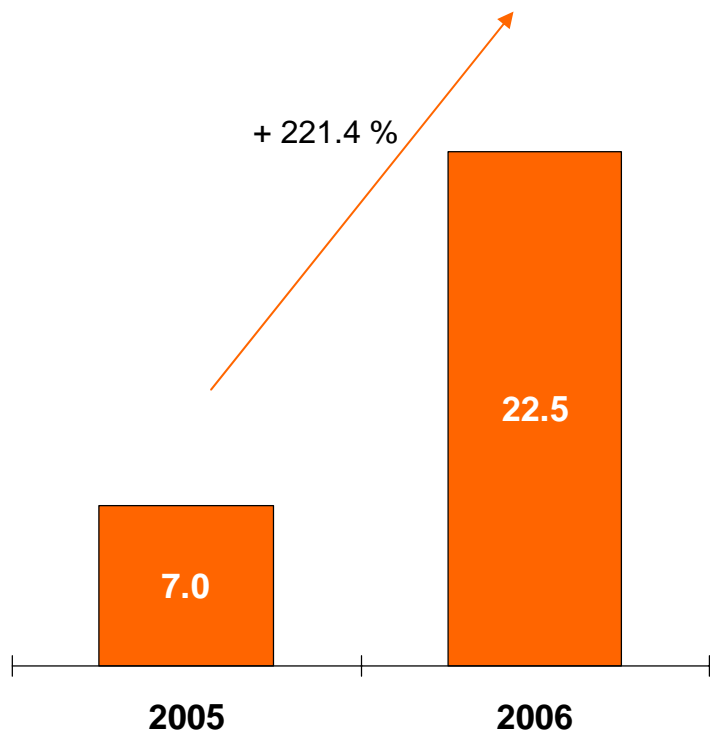
- Performance sales 2005: € 83.6 m.
- Performance sales 2006: € 124.0 m.  
= + 48 %

\* Consolidation of affilinet and Sedo since April 2005.  
Consolidation of CibleClick since January 2006.

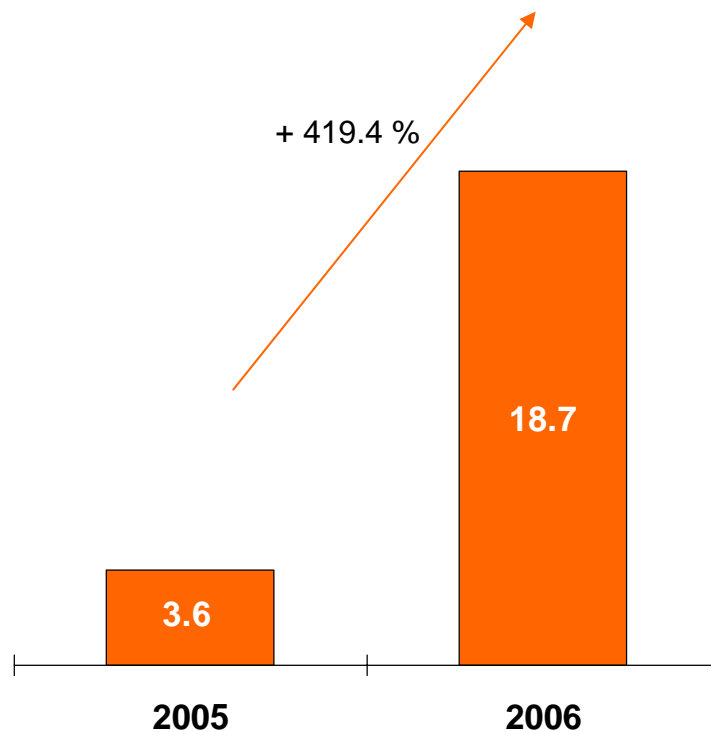
# Consolidated EBITDA and EBT (in €million)



**EBITDA**  
(acc. to IFRS in €million)



**EBT**  
(acc. to IFRS in €million)





- In our Display Marketing segment we operate in 8 European countries.
- We greatly expanded business in 2006.

	31.12.2005	31.12.2006	Growth
Sales	€ 52.9 m.	€ 68.6 m.	+ 29.7 %
Employees	168	202	+ 20.2 %
Advertisers	3,971	4,297	+ 8.2 %
PageImpressions/month	5.6 bn.	6.8 bn.	+ 21.4 %

- In our Affiliate Marketing segment we operate in Germany, UK and France.
- We greatly expanded business in 2006.

	31.12.2005	31.12.2006	Growth
Sales*	€ 48.7 m.	€ 67.0 m.	+ 37.6 %
Employees	70	78	+ 11.4 %
Websites	350,000	400,000	+ 14.3 %
AdImpressions/month	4.2 bn.	4.9 bn.	+ 16.7 %
Advertisers	1,124	1,244	+ 10.7 %

\* Sales 2005: Pro-Forma  
 Consolidation of affilinet since April 2005,  
 CibleClick since January 2006

- In our Domain Marketing segment we operate in Germany and USA. We serve customers in more than 200 countries.
- We greatly expanded business in 2006.

	31.12.2005	31.12.2006	Growth
Sales*	€ 20.8 m.	€ 41.8 m.	+ 101.0 %
Employees	77	120	+ 55.8 %
Domains	3,000,000	6,600,000	+ 120.0 %
Marketable Domains	780,000	2,660,000	+ 241.0 %
Registered members	350,000	440,000	+ 25.7 %

\* Sales 2005: Pro-Forma  
Consolidation of Sedo since April 2005



# Consolidated income statement acc. to IFRS

	Jan. – Dec. 2005 (in €k)		Jan. – Dec. 2006 (in €k)	
Sales	98,258	100.0%	177,472	100.0%
Cost of sales	-74,945	-76.3%	-131,984	-74.4%
<b>Gross Profit</b>	<b>23,313</b>	<b>23.7%</b>	<b>45,488</b>	<b>25.6%</b>
Selling expenses	-8,599	-8.8%	-12,895	-7.3%
General and administrative expenses	-8,657	-8.8%	-11,439	-6.4%
Asset Impairment charges	-1,679	-1.7%	0	0.0%
Other operating (income) expenses	-209	-0.2%	266	0.1%
Depreciation of capitalised assets in the scope of acquisitions (IFRS 3)	-828	-0.8%	-1,776	-1.0%
<b>Operating Result</b>	<b>3,341</b>	<b>3.4%</b>	<b>19,644</b>	<b>11.1%</b>
Interest and similar expenses	-388	-0.4%	-1,474	-0.8%
Interest and similar income	134	0.1%	341	0.2%
Expenses resulting from guaranteed dividend payment to minority shareholders	0	0.0%	-1,082	-0.6%
Result from associated companies	543	0.6%	1,256	0.7%
<b>Pre-tax result</b>	<b>3,630</b>	<b>3.7%</b>	<b>18,684</b>	<b>10.5%</b>
Income taxes	-1,003	-1.0%	-2,342	-1.3%
<b>Net income</b>	<b>2,628</b>	<b>2.7%</b>	<b>16,342</b>	<b>9.2%</b>
Minority interest	1,599	1.6%	4,302	2.4%
<b>Net income attributable to shareholders of AdLINK Internet Media AG</b>	<b>1,028</b>	<b>1.0%</b>	<b>12,040</b>	<b>6.8%</b>

# Consolidated balance sheet acc. to IFRS



<b>ASSETS</b>	<b>31.12.05</b> (in €k)	<b>31.12.06</b> (in €k)	<b>LIABILITIES AND EQUITY</b>	<b>31.12.05</b> (in €k)	<b>31.12.06</b> (in €k)
Cash and cash equivalents	10,845	5,925	<b>Liabilities</b>		
Accounts receivable	25,421	36,212	Accounts payable due to associated companies	26,464	35,087
Accounts receivable from associated companies	59	92	Accounts payable due to affiliated companies	74	74
Accounts receivable from affiliated companies	868	1,643	Accounts payable due to affiliated companies	412	48,277
Other current assets	1,840	1,978	Accrued taxes	4,570	4,574
Inventories	0	2,000	Other liabilities	12,242	6,142
Other current financial assets	3,084	0	Provisions	317	0
Prepaid expenses	428	587	Deferred income	922	467
<b>Current assets</b>	<b>42,544</b>	<b>48,438</b>	Convertible bonds	98	101
Equity investments	2,207	3,012	Liabilities to banks (short-term)	0	15,003
Other financial assets	30	0	<b>Current liabilities</b>	<b>45,099</b>	<b>109,725</b>
Property, plant and equipment	1,111	1,559	Deferred tax liabilities	2,876	2,205
Intangible assets (w/o goodwill)	8,606	7,197	Convertible bonds	178	99
Goodwill	48,709	83,011	Long-term liabilities due to affiliated companies	32,587	0
Deferred tax assets	3,356	8,045	Long-term equity from companies	434	0
<b>Non-current assets</b>	<b>64,020</b>	<b>102,824</b>	Long-term liabilities due to minority shareholders	0	1,082
			<b>Non-current liabilities</b>	<b>36,075</b>	<b>3,387</b>
			<b>Total liabilities</b>	<b>81,173</b>	<b>113,112</b>
			<b>Equity</b>		
			Capital Stock	25,852	25,915
			Additional paid-in capital	62,047	62,750
			Accumulated deficit	-66,853	-54,813
			Currency translation adjustments	228	-7
			<b>Total equity w/o minority interest</b>	<b>21,274</b>	<b>33,844</b>
			Minority interest	4,117	4,306
			<b>Total equity</b>	<b>25,391</b>	<b>38,150</b>
<b>Total assets</b>	<b>106,564</b>	<b>151,262</b>	<b>Liabilities and equity, total</b>	<b>106,564</b>	<b>151,262</b>

# Consolidated cash flow



## Cash flow from operating activities

### Net Income

### Adjustment to reconcile net income to net cash provided by operating activities

Depreciation

Asset Impairment charges

Disposals of assets

Cash effect from trade tax compensation

Change in deferred taxes

Compensation expenses from employee stock option plans

Result from associated companies

Distributed profit of associated companies

Changes in currency translation adjustments (on cash)

Liability for guaranteed dividend to minority shareholders

### Operative cash flow

### Changes in assets and liabilities

Change in receivables and other assets

Change in other financial assets

Change in inventories

Change in receivables from associated companies

Change in receivables from affiliated companies

Change in prepaid expenses

Change in accounts payable, trade

Change in accounts payable due to associated companies

Change in accounts payable due to affiliated companies

Change in accrued taxes

Change in other liabilities

Change in provisions

Change in deferred income

### Changes in assets and liabilities, total

### Cash flow from operating activities

Jan. – Dec. 2005  
(in €k)

2,628

1,453

1,679

1

2,100

-2,278

355

-543

281

-66

0

5,611

-5,595

0

0

68

-746

-50

3,229

-76

384

1,736

668

10

661

287

5,898

Jan. – Dec. 2006  
(in €k)

16,342

2,652

0

-18

0

-5,573

303

-1,256

449

-196

1,082

13,784

-10,948

3,084

-2,000

-33

-193

-160

8,690

0

519

60

-317

867

-450

-880

12,905

# Consolidated cash flow (continued)



	Jan. – Dec. 2005 (in €k)	Jan. – Dec. 2006 (in €k)
<b>Cash flow from investment activities</b>		
Capital expenditure for intangible assets	-158	-600
Capital expenditure for property, plant and equipment	-913	-1,175
Investments	0	-5
Cash inflow through disposal of assets	13	56
Acquisition costs, net of acquired cash	-32,237	-45,815
<b>Cash flow from investment activities</b>	<b>-33,294</b>	<b>-47,540</b>
<b>Cash flow from financing activities</b>		
Change of utilized credit line from affiliated companies	32,587	14,759
Borrowing/Repayment of short-term bank loans	0	15,003
Payments for the exercise/conversion of convertible bonds	66	61
Payment/Repayment of convertible bonds	27	-12
<b>Cash flow from financing activities</b>	<b>32,680</b>	<b>29,812</b>
Net increase/Net decrease in cash	5,284	-4,823
Cash and cash equivalents at the beginning of the fiscal year	5,545	10,845
Effect of exchange rate differences on cash	16	-97
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>10,845</b>	<b>5,925</b>



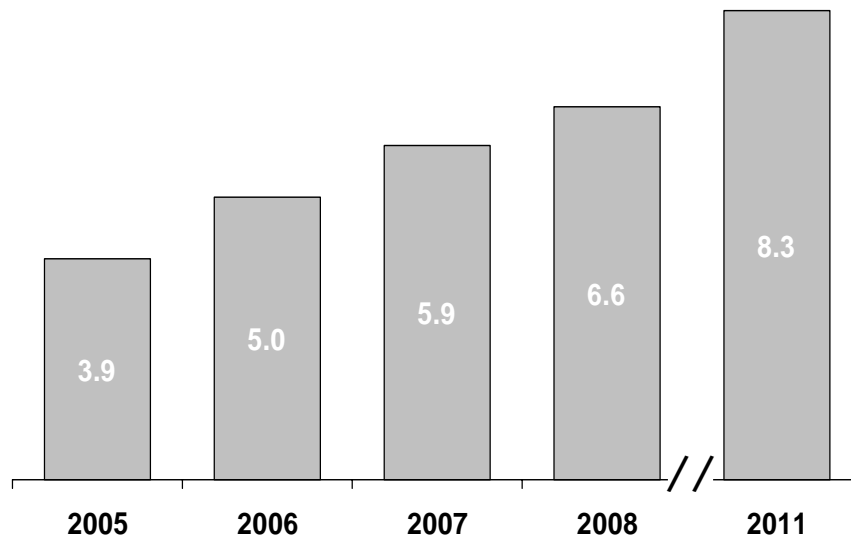
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# 3. Market and positioning of AdLINK Group



# The online advertising market is growing fast!

European online advertising market  
(in € billion)\*



## Growth drivers

- Further household penetration of the internet – both demographic and in the intensity of its usage.
- Boom in broadband enables increasingly innovative and effective advertising formats.
- Tools for planning, tracking, optimising and reporting campaigns constantly improving.
- Growing acceptance among advertisers: Online share of advertising market will grow from 4.5 % to 8.3 % by 2011\*.
- E-commerce volume (only B-to-C) in Western Europe will increase 40 % annually\*\*.

\* Source: Jupiterresearch 2006

\*\* Source: Monitoring Informationswirtschaft, 5. Trendbericht 2006

# AdLINK Group: The Network of Specialists



## In-house marketing

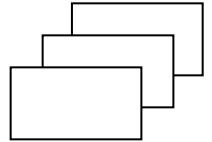
## 3rd party marketing

Portals

T-Online, MSN,  
AOL, Yahoo!,  
WEB.DE, GMX

AdLINK GROUP  
**AdLINK MEDIA**  
ValueClick, 24/7  
Real Media, ad pepper

Premium  
websites

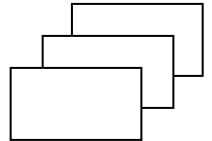


Media producers

Tomorrow Focus,  
RTL Newmedia,  
QualityChannel

AdLINK GROUP  
**affilinet**  
Comission Junction,  
TradeDoubler, zanox

Online sales  
partners

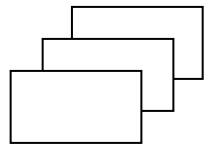


Search engines

Google, MSN,  
Yahoo

AdLINK GROUP  
**sedo**  
Domainsponsor,  
DomainSpa.com

Domains





# Benefits of specialization

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## For advertisers

- Independent advice
- Efficient campaign execution
- Tailored and combinable technology
- Broad product range
- High reach and quality
- Booking, controlling and monitoring via a single interface – national and international (content aggregation)

## For AdLINK Group

- Independent portfolio composition
- Network of Specialists instead of generalist
- Scalability
- Automatisation
- Critical mass and expertise create entry barriers
- Good exportability of business model via cooperation – no in-house content development



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# 4. Business model

# Three specialised brands in three business fields



## AdLINK GROUP





## AdLINK GROUP



- Revenue sharing between AdLINK Media / affilinet / Sedo and publisher.
- Price models:
  - CPM (cost per thousand contacts)
  - CPL (cost per lead)
  - CPC (cost per click)
  - CPO/CPS (cost per order/sale)



- AdLINK operates a network of high-quality websites which it markets to advertisers.
- Example:

After winning the Formula 1 World Championship, Renault aimed to utilize the title in its advertising and transfer its positive F1 attributes to the Renault brands in general.

AdLINK Media's recommended strategy was to use a selection of websites combining auto affinity and high reach.

The campaign was run using the advertising formats leaderboard, overlayer and MPU on selected auto websites of the AdLINK Media network.

This guaranteed high awareness, high efficiency and maximum reach.

The campaign ran for 9 weeks in the UK, France, Spain, Italy and Germany. A total of 48 million PageImpressions were booked.



# Affiliate Marketing via



- affilinet operates a market place (www.affili.net) for affiliate program suppliers (advertisers) and website owners.
- Affiliate programs act as a virtual dealer network for the marketing of products and service providers.
- Website owners can select their affiliate programs (depending on attractiveness or affinity with own website).
- affilinet provides advertisers with the required advertising material, which is then implemented by the website owners.
- When a visitor (e.g. of Radio FFH) clicks on the advertising (e.g. musicload) he is immediately directed to the advertiser.
- affilinet tracks and reports the generated clicks and resulting purchases.
- The website owners receive an agreed upon commission – on a purely success-oriented basis. On this affilinet calculates a percentage payment.





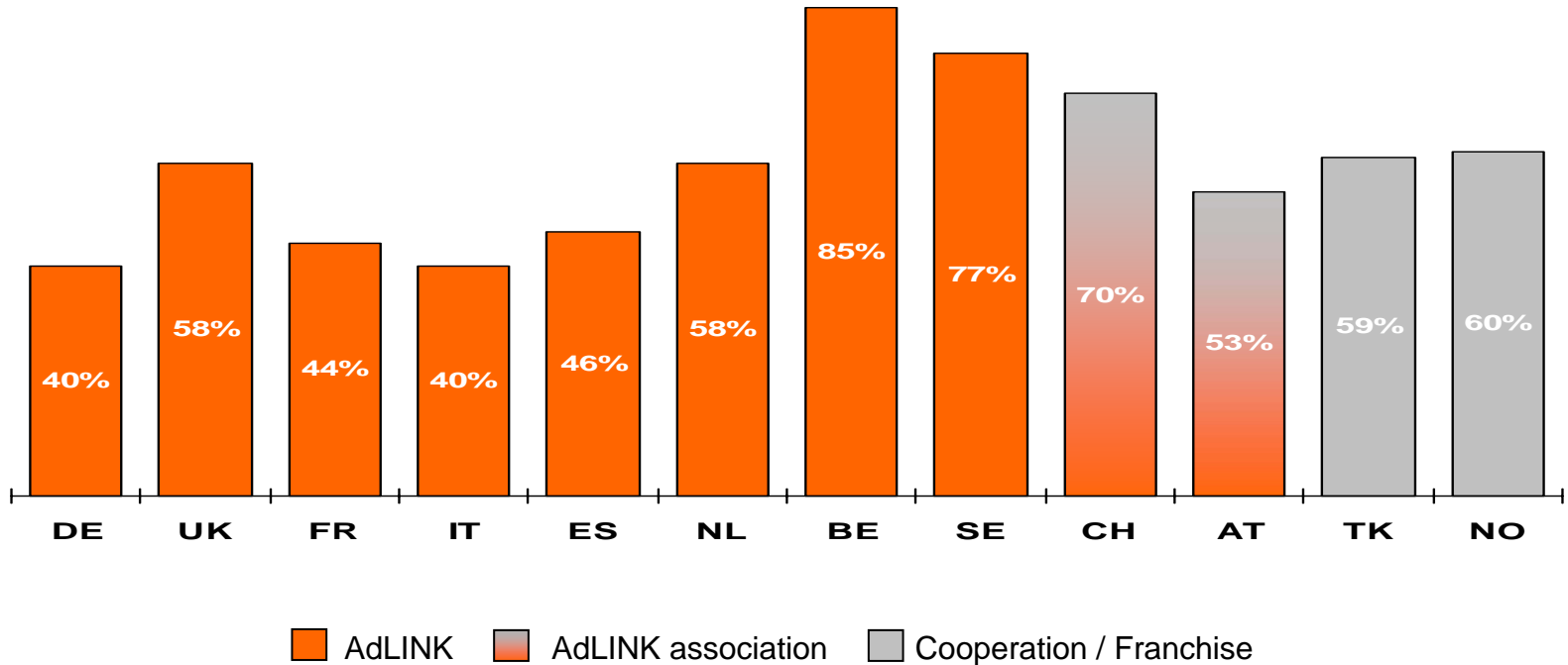
- Sedo administers a portfolio of approx. 3 million parked domains provided by their owners for marketing purposes.
- Advertising partners place ads according to specific topics via search engines like Google Adwords.
- Sedo's AdServer automatically allocates suitable domains to the advertising orders and displays topic-related links on the domains.
- For example, the domain [golfurlaub.de](http://golfurlaub.de) displays links to numerous major-name (golf) tour operators.
- If the [golfurlaub.de](http://golfurlaub.de) visitor clicks on one of these sponsored links, he is directed to the advertising partners' homepage (e.g. Hayes Golfreisen).
- Sedo and the domain owner receive a share of the pay-per-click revenues.





# Media reach in Europe

## Media network reach by country\*



\* Incl. cooperationen and joint ventures  
Source: Nielsen Netratings „Active User“ (January 2006) and own calculations without affilinet and Sedo



# AdLINK-Group market standing

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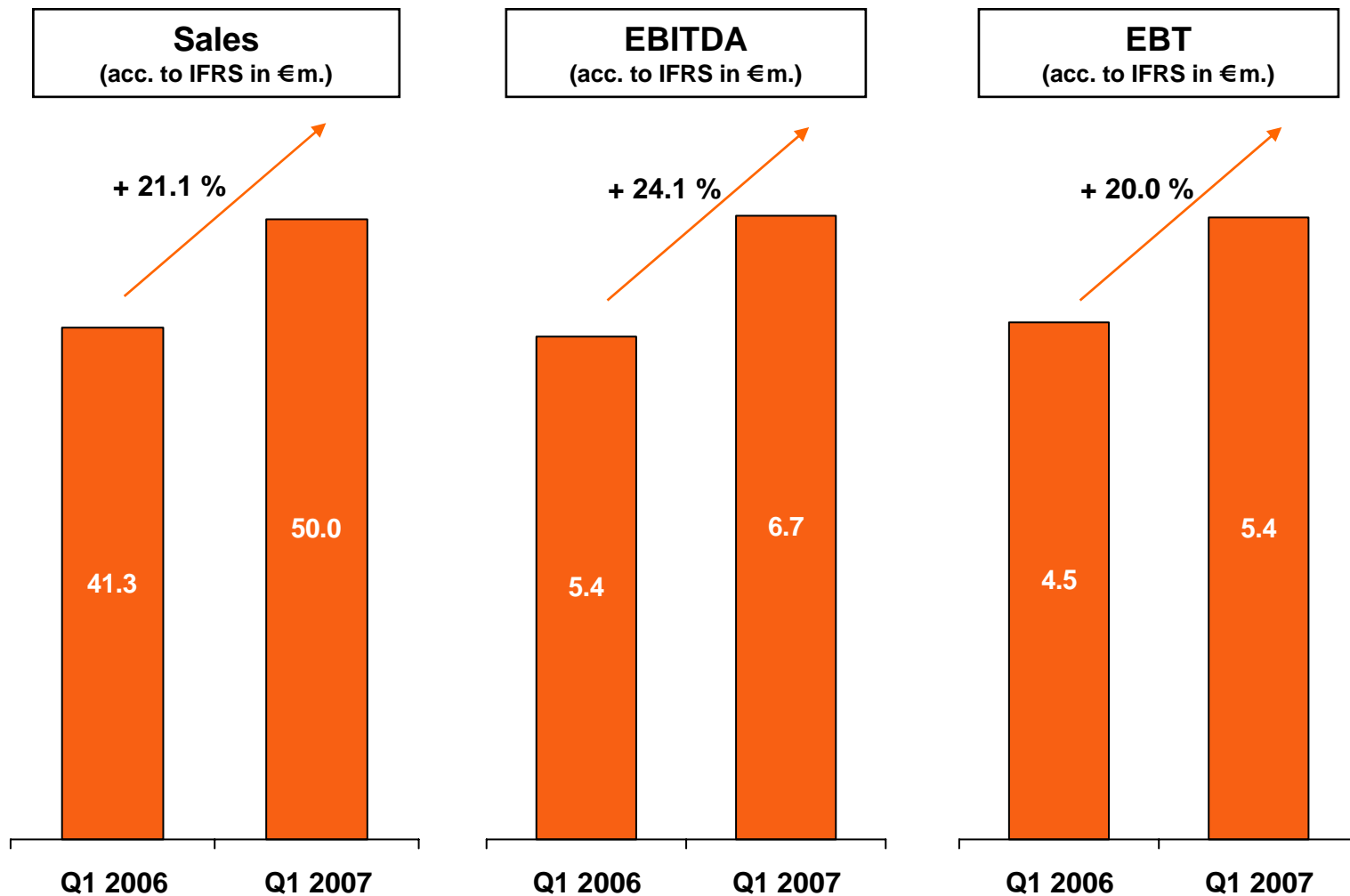
- In the **Display Marketing** segment, AdLINK is one of Europe's leading independent networks. According to our own calculations, we are market leader in the UK, Germany, Spain, the Netherlands, Belgium and Switzerland.
- In the **Affiliate Marketing** segment, affilinet is No. 1 in German-speaking countries. With the acquisition of leading French network CibleClick (late 2005) affilinet has also established a lead in France. The UK market was launched in early 2006.
- In the **Domain Marketing** segment, Sedo is the global leader with 2.66 million „parked“ and 6.6 million domains for sale. The main product „Domain Parking“ is used in more than 200 countries.



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# 5. Outlook 2007

# We started in the fiscal year as expected...





## ... and invested in the Goldbach Media group.

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- In April 2007 AdLINK transferred its 50 % shareholding in AdLINK Internet Media AG Schweiz and its 30 % stake in AdLINK Internet Media GmbH Austria as a non cash contribution to Goldbach Media AG.
- In exchange AdLINK received 19.4 % of shares in Goldbach Media AG.
- The share contribution will result in extraordinary income of around € 10 million in fiscal year 2007.
- With sales of approx. CHF 200 million and EBIT of more than CHF 12 million Goldbach Media is a leading media distributor in Switzerland and Austria.
- In addition to their close legal ties, the two companies are also planning to extend their cooperation. This will focus on the development and marketing of common cross-media solutions for advertisers and the joint penetration of East European markets.



# Growth strategy 2007

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- The online advertising market will continue to grow strongly in the coming years and account for an ever larger share of the advertising mix.
- With our core business fields we are well positioned in this market.
- Our growth strategy in 2007:
  - Display Marketing
    - Expansion of country-spanning business
    - Expansion of the website network
    - Launch of a new ad technologie
  - Affiliate Marketing
    - Further internationalisation
    - Roll out of affilimatch
    - Platform development
  - Domain Marketing
    - Further internationalisation
    - Expand trading of own asset
    - Further co-operation with ISPs
  - Start of net:dialogs, a full service provider for direct and dialog online marketing
  - Evaluation of the Search Marketing business



## Summary and Outlook 2007

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- All in all 1st quarter 2007 was successful but not all business segments developed as expected.
- 2nd quarter 2007 runs under our expectations.
- In face of high development cost for new and old business segments – at home and abroad – we are confident to achieve our forecast for fiscal year 2007 (30 % growth in sales and result).



# AdLINK GROUP

## The Network of Specialists

AdLINK GROUP  
**AdLINK MEDIA**

AdLINK GROUP  
 **affilinet**

AdLINK GROUP  
 **sedo**