

Press and Analyst Conference Annual Results 2010

Frankfurt, March 24, 2011

Agenda

1. Market and Strategy
2. Annual Results 2010
3. Outlook 2011

1. Market and Strategy

Highlights

- Sales trend largely in line with expectations
- Decline in the sales revenues as a result of the readjustment of a contract with a major customer of Affiliate Marketing
- Adjusted to allow for the sales revenues of this major customer of EUR 26.1 million in 2009, the sales revenues increased by EUR 6.9 million (+6.3%)
- Consolidated result of EUR 2.6 million (2009: EUR 35.2 million, adjusted)
- Company name changed to Sedo Holding AG and registered office relocated in Cologne

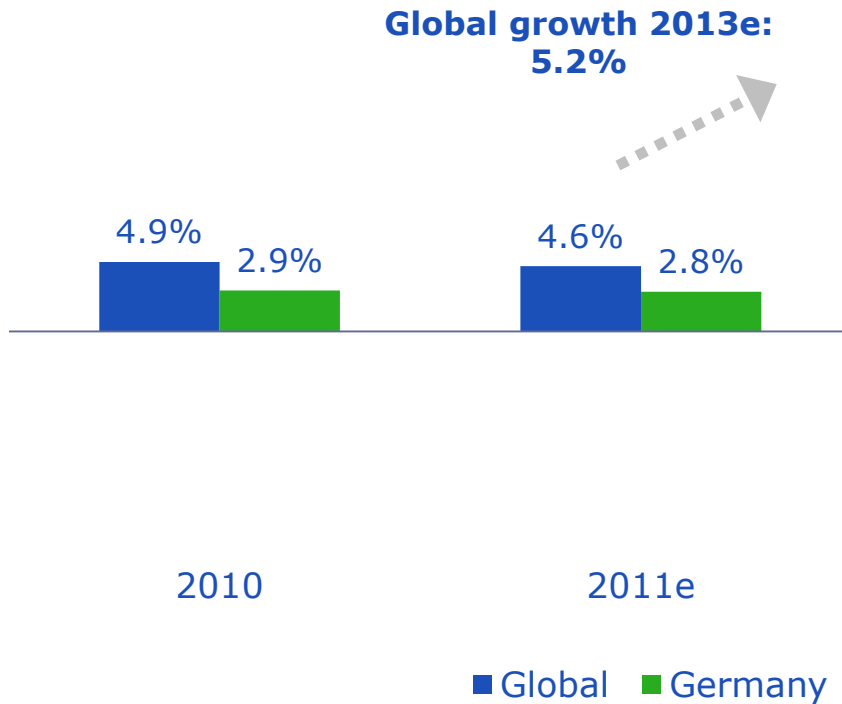
Sedo Holding AG

- Sedo Holding AG unites the two leading marketplaces for Performance Advertising and Domains on the Internet
- Affiliate Marketing by affilinet and Domain Marketing by Sedo
- Branch offices in 5 European countries* and the USA



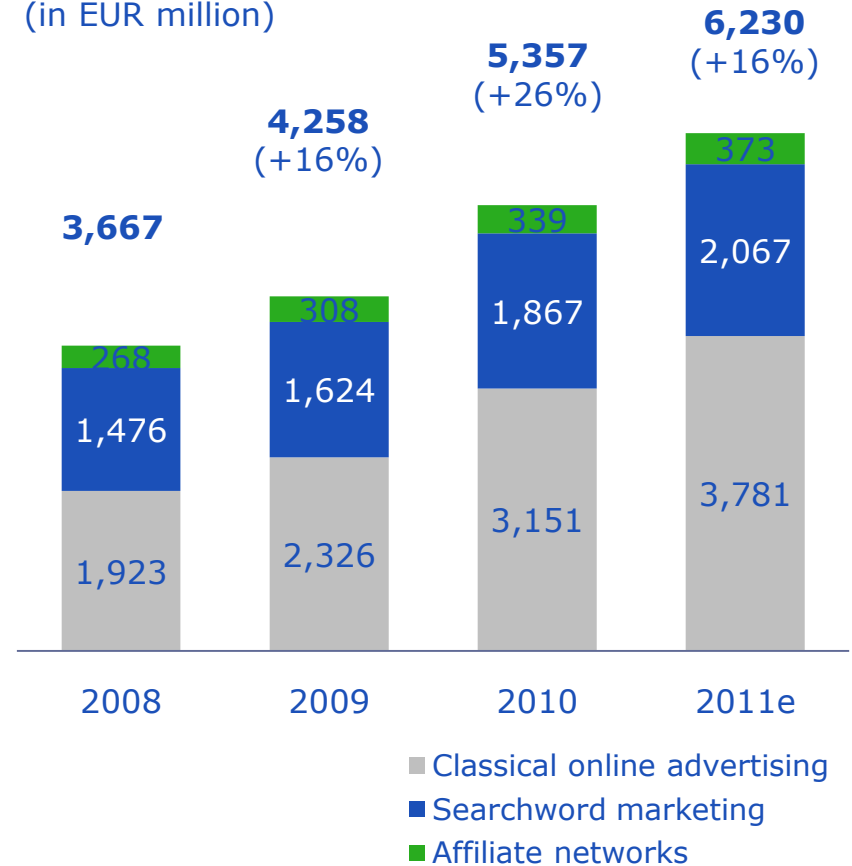
* D, ESP, F, NL, UK

Trend in global advertising expenditure



Source: ZenithOptimedia December 2010

Trend in German online advertising market (in EUR million)



Source: OVK Online-Report 2011/01

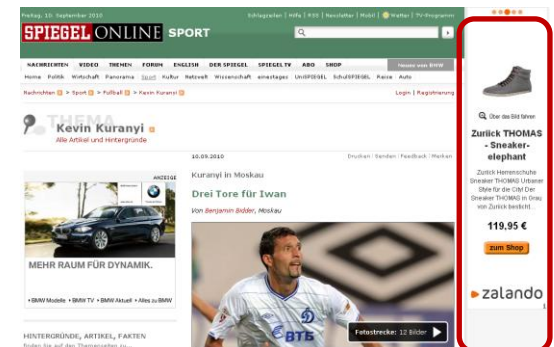
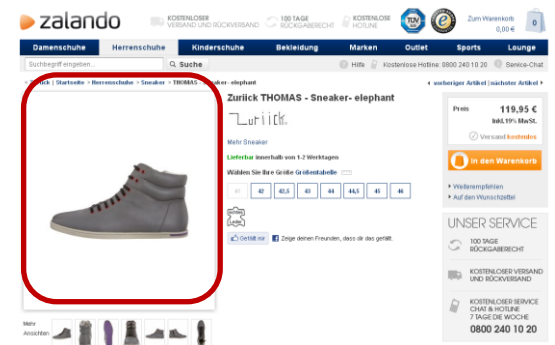
Affiliate Marketing via affilinet

- One of Europe's leading affiliate networks
- The German No. 1 in Affiliate Marketing since 1997
 - High coverage with 499,000 publisher websites (previous year: 495,000)
 - Over 2,000 partner programs
- Highly-qualified team with over 150 employees
- Active in 7 European countries with own branch offices in D, UK, F, NL, ESP



Opening up of new sales potential through development & expansion of innovative solutions:

- Retargeting on Pay-per-View & Pay-per-Click basis



Integration of the affilinet Container Tag

Implementation of a standard tag into your shop (into category, product, search and order confirmation sites).

Selection of Creative

Identification or creation of retargeting creative (i.e. combination with product data or discount offer).

Application of Retargeting Creative

Display of customized ad on the websites of your retargeting publishers.

Increase of Sales

Higher conversion via relevant ads for the customer.

Couponing Solution – Increasing the conversion rates through Voucher Codes

Vouchers / Offers

In this area you can find information relating to our latest client offers and voucher codes. If there is a code available you will find it in the "Voucher code" column. Logo

This RSS feed will enable you to keep up-to-date on the latest client voucher codes and offers.
<https://www.sedo.com/RSS/VoucherCodes.aspx?id=2367288&view=Full&mv=Shop&v=html&MVOR&day=7>

Search vouchers

Find:

Validity period
 no restriction
 from until

Show only vouchers without code

Filter criteria: Find: no restriction, Show only vouchers without code: No, Validity period no restriction

Logo	Program name	Voucher description	valid from	valid until	exclusive	Voucher code	Action
	Barcelo Hotels UK	10% off two featured spa breaks in January, February and March 2011, the discounted rates are all loaded already so there are no special codes. Here is the deeplink to the 1 night spa break (SPA1)	10/11/2010 00:00	29/03/2011 00:00		10% off spa breaks	
	Contacts Universe	Get a £15* discount from ContactsUniverse if you buy 2x 90 Dailies AquaComfort Plus (valid until 29th of March 2011) Please visit the deeplink page for more instructions on how it works.	09/03/2011 00:00	29/03/2011 00:00		CUU-AQAF2343	
	Barcelo Hotels UK	10% off two featured spa breaks in January, February and March 2011, the discounted rates are all loaded already so there are no special codes. Here is the deeplink to 2 night spa break (SPA2)	10/11/2010 00:00	30/03/2011 00:00			
	Out Of This World Gifts	Get 10% off all Mothers Day gifts, until 30th March.	21/03/2011 13:30	30/03/2011 23:59		10%4mum	
	Netlighting - Lights and Lightings	3% Off	08/03/2011 00:00	31/03/2011 23:59		SPC LOYALTY	
	Shortbreakmarket	Special Spring Offer - visitors to your site can take any one of our short breaks between Feb 1- April 30, 2011 and they'll get a £10 discount when they book - they just need to enter the voucher code when booking - it's that simple!	01/02/2011 00:01	30/04/2011 23:59		SBMSPRING10	
	Contacts Universe	FREE DELIVERY is available on all orders from Contacts Universe. Coupled with great value and a wide range of contact lenses, it represents unbeatable value!	26/01/2011 00:00	31/07/2011 00:00		FREE DELIVERY	
	Matalan	3 for £5 Knickers	07/02/2011 00:00	31/10/2011 00:00			

Example: Voucher Publisher



- HOME
- TOP 20 CODES
- ALL STORES
- VOUCHERS BY CATEGORY
- PRINTABLE VOUCHERS
- RESTAURANT VOUCHERS

Search VoucherCodes.co.uk for 1,000s of Free Voucher Codes and Exclusive Discounts

Type in a store e.g. Tesco, Pizza Hut

Search

FAVOURITE STORES

FEATURED VOUCHER

FASHION FOCUS

IN THE PRESS

JOIN FREE

3 MILLION MEMBERS

Our FREE weekly 20 Best Voucher Codes Newsletter is packed with exclusive discount codes for big name stores and restaurants.

Enter your email address

Top 20 Voucher Codes

- 1 Debenhams
Exclusive Extra 10% off Fashion...
- 2 Odeon Cinemas
40% off Ticket Bookings at Odeon...
- 3 Interflora
Exclusive 12% off UK Orders Over...

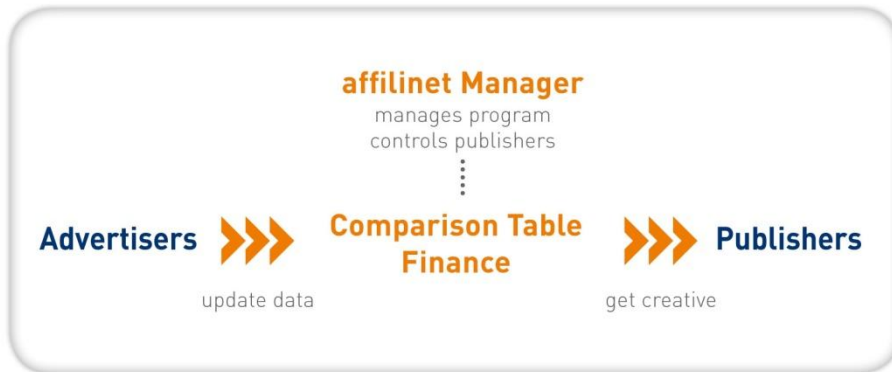
The Best Printable Vouchers

- 1 ASK
Exclusive 2 Courses for £10 from...
- 2 Chiquito
Exclusive 25% off Food at Chiquito
- 3 Pizza Hut Restaurant
50% off Food at Pizza Hut Restaurant

Popular Vouchers by Category

- Restaurant Vouchers
- Fashion Vouchers
- Electronics Vouchers

- Comparison Tables for target group and sales-out-oriented advertising on comparison portals



Example: Comparison Table Finance

Tagesgeld-Anbieter	Zinssatz p.a.	Gutschrift der Zinsen	Zinslaufzeit Einlagensicherung Sicherungsland	Min. Einlage Max. Einlage	Besonderheiten zum Angebot	Kontoantrag
BANK OF SCOTLAND <small>Vertrauen seit 1835</small>	2.20%	jährlich	28.02.2011 85.000 BPD England	Keine Unbeschränkt	Bis 28.02.2011: 30 Euro Startguthaben bei der Eröffnung Ihres ersten Tagesgeldkontos.	Zur Bank
DAB bank	2.10%	quartalsw.	31.03.2012 177,60 Mio Deutschland	1,00 € 20.000,00 €	kostenloses Depot + 2.1% Tagesgeldzinsen mit 12 Monaten Zinsgarantie, Echtes Gold bei Depotübertrag	Zur Bank
TARGO BANK	2.10%	jährlich	6 Monate 690 Mio Deutschland	keine keine	Inklusive dem kostenlosen Girokonto Best-Konto als Verrechnungskonto	Zur Bank
CORTAL CONSORS BNP PARIBAS	2.10%	quartalsw.	bis Aktionsende Einl.sicherungsfonds Deutschland	keine 25.000€	2.1% p.a. aufs Tagesgeld für Beträge bis zu 25.000€ Zinssatz für 12 Monate fest, nur für Neukunden.	Zur Bank
1&2direkt	2.00%	jährlich	05.07.2011 unbegrenzt Deutschland	keine 50.000€	Zinssatz bis 05.07.2011 garantiert!	Zur Bank
ING DiBa <small>Die Bank und Du</small>	2.00%	jährlich	/ Ja Deutschland	Keine Keine	20 € Gutschrift bis zum 30.04.2011!	Zur Bank
.comdirect	1.75%	quartalsw.	bis auf Weiteres 109.451.000€ Deutschland	keine keine	Zinssatz gilt für die ersten 5.000€ Einlage; darüber hinaus gelten weitere Zinsstaffeln	Zur Bank
DKB Deutsche Kreditbank AG	1.65%	quartalsw.	50.000.- € Deutschland	1.- € unbegrenzt	Guthabenverzinsung ab dem 1. Euro jederzeit, weltweit und kostenlos verfügbar	Zur Bank
wüstenrot <small>Partner der Wüstenbergischen</small>	1.33%	quartalsw.	28.02.2011 unbegrenzt Deutschland	1€ unbegrenzt	Bis 31.03.2011: 25€ Bonus für Ihren Kunden bei Konto-Neuabschluss! ¹⁾	Zur Bank
Mercedes-Benz Bank	1.30%	täglich	31.12.2011 290.000.000€ Deutschland	1€ 5.000.000€	Tagesgeldkonto mit Kontoführung Online	Zur Bank

- Expansion of Web Services & of Application Stores for development of innovative tools via external developers



affilinet for Developers

web services

affilinet web services are a toolkit helping you to automate your interaction with the affilinet platform. Why manage your account manually when you can automate it? Check out our web services and test them with our demo database. We have created sample code to get you started. And if you get stuck, you can find help in our forum.

demo database

You don't need to be an affilinet publisher to write applications – we have set up a demo database to which you have full access. Test your applications against that database to make sure it not only fits your own needs, but also works for other publishers.

NEW: Creative Web Service

Check out the latest addition to our API: with our creative web service you can now search through the banners, HTML- and text links on our platform, using various search criteria. We deliver matching creative with their ready-to-use integration code, so you can use the result in a fully automated way.

[Sign up as a developer](#)


Featured Applications

stormforaffiliates **DC Storm for affiliates**

Author: DC Storm
Release: 2009-11-26

If you spend money on PPC then you most likely spend much of your working day importing sales data from the affiliate...

[DETAILS](#)



iaffiliate

Author: Axel Evers
Release: 2009-03-03

iAffiliate enables you to monitor as many affilinet publisher accounts as you like on your iPhone or iPod Touch. You c...

[DETAILS](#)



Affinator affilinet XML Edition

Author: Frank Wolff
Release: 2008-09-16

Affinator is a fully automatic PHP Script to display all available product lists and product data of affilinet XML ...

[DETAILS](#)

Domain Marketing via Sedo

- World's largest domain marketplace
 - 18.0 million domains (previous year: 15.1 million,) in trade portfolio
 - Volumes 2010: EUR 76.0 million (previous year: EUR 53.7 million)
- Leading domain parking supplier
 - 6.5 million domains (previous year: 6.9 million) are available for marketing
- Branches in D, UK, USA
- Clients in over 200 countries

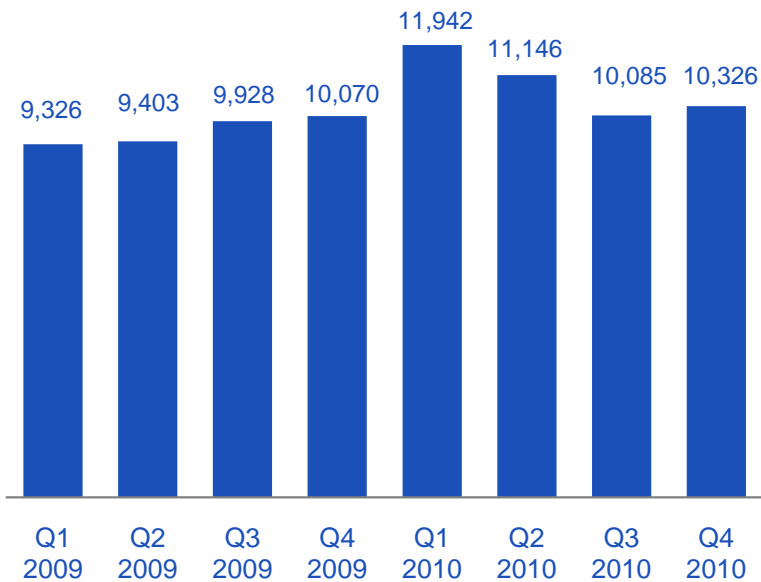
The screenshot displays several sections of the Sedo website:

- Showcase:** A list of featured domains with their prices, such as *struckluck.com* (1,000 USD), *wingapoker.com* (Gebot), and *ebookflatrate.com* (5,000 EUR).
- Aktuelle Gebote:** A table of current bids for various domains, including *6414.com* (6T 12S, 100 USD), *3943.com* (6T 11S, 100 USD), and *movie.eu* (1T 4S, 1,650 EUR).
- Top-Domains:** A list of top-selling domains, such as *messe.com* (Gebot), *webhosting.de* (300,000 EUR), and *anzüge.de* (Gebot).
- Domain-Angebote:** A list of domain offers for sale, including *dasdomainmagazin.de* (300 EUR), *diekleins-diamanten.de* (350 EUR), and *medien-service-bayern.d* (190 EUR).
- Additional Listings:** A bottom section showing more domain offers with prices in EUR, such as *weqieu-welice-pelieu-q* (730 EUR) and *uethokz-kauzjei-lnel-ai* (320 EUR).

Domain Marketing via Sedo

- Average domain price in 2010 increased to EUR 1,750 (2009: EUR 1,390)

Sales per quarter

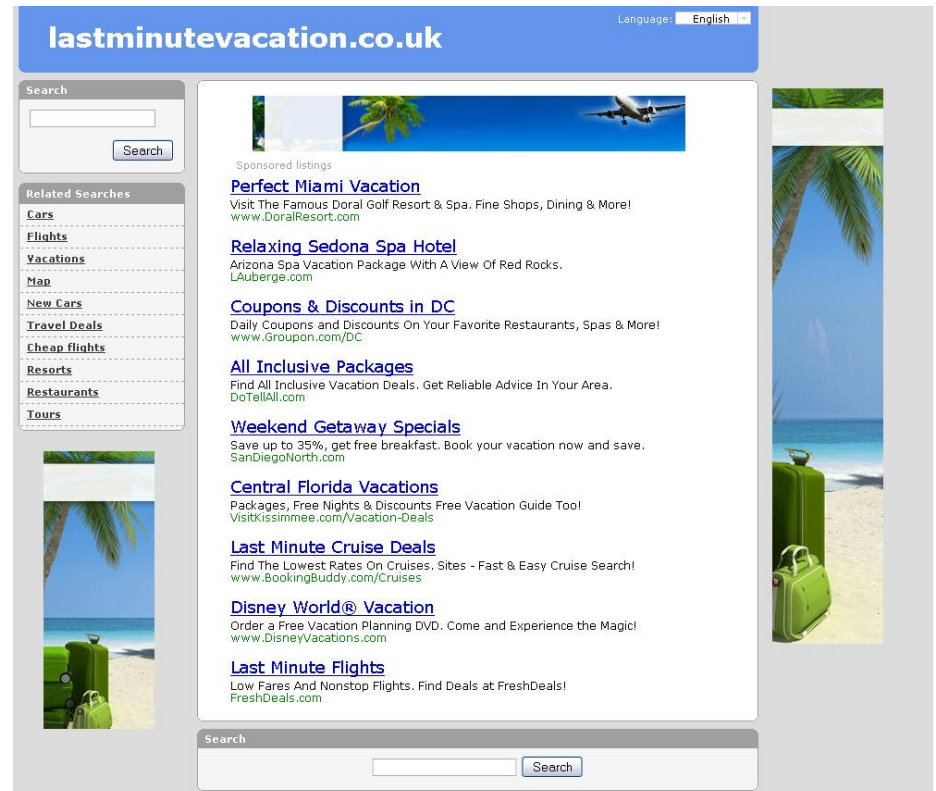


Average price in EUR

	Q1 2010	Q2 2010	Q3 2010	Q4 2010
.de	1,215	1,074	1,132	1,112
.com	1,700	1,878	1,967	4,228
.net	843	1,317	1,303	1,372
.org	2,314	883	2,171	1,148

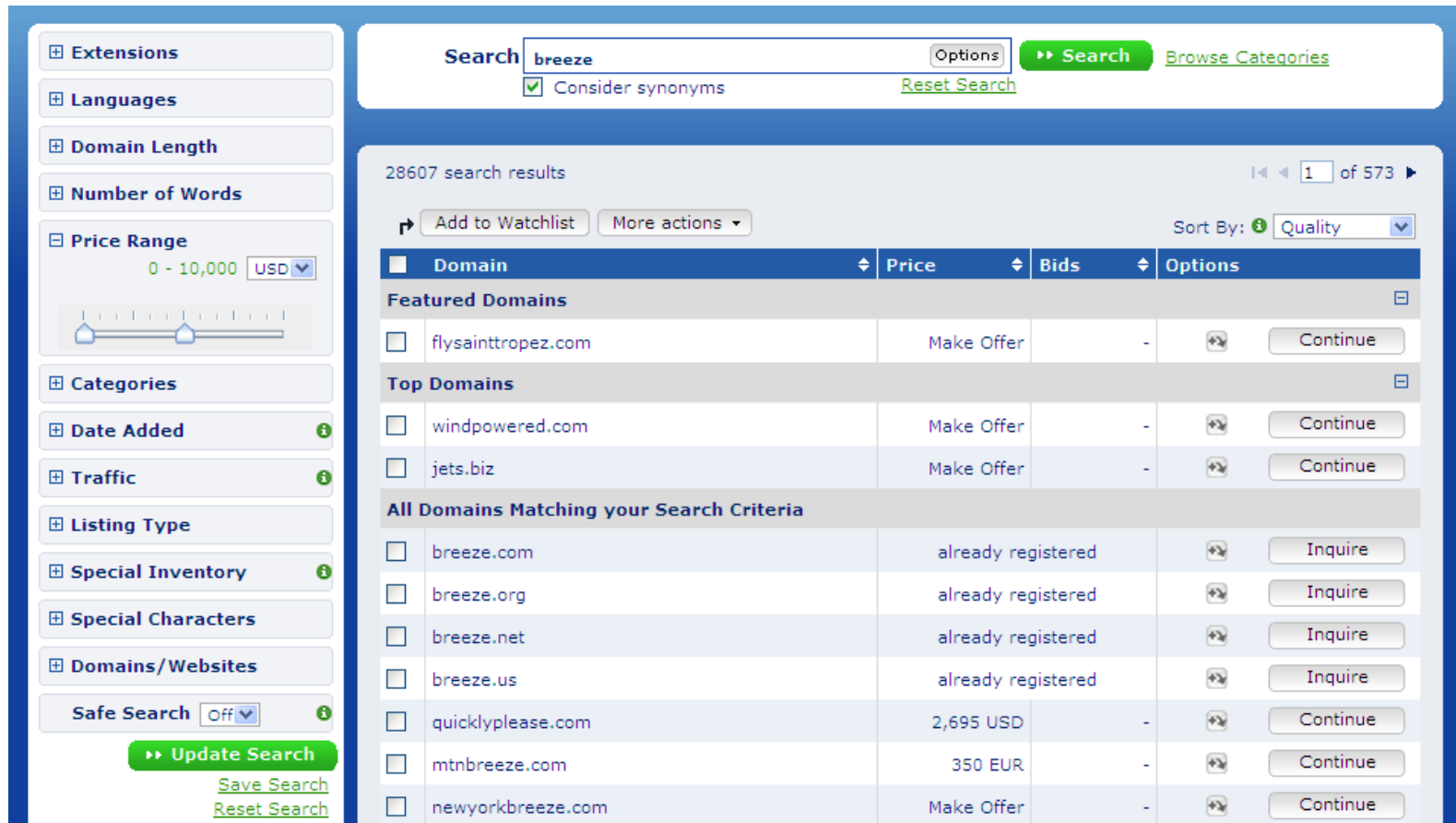
Domain Marketing via Sedo

- Good success in the domain marketplace with “Sector strategy”, Q1: Travel; Q2: Retail, Q3: Adult (“sex.com” exclusive contract); Q4: Games (“gambling.com”)
- Start of Sedo Domain Name Advertising (SedoDNA) – performance-based domain traffic-direct marketing



Domain Marketing via Sedo

- Redesign of domain search launched (with DomainsBot)



The screenshot displays the Sedo domain search interface. On the left, there is a sidebar with various filters: Extensions, Languages, Domain Length, Number of Words, Price Range (0 - 10,000 USD), Categories, Date Added, Traffic, Listing Type, Special Inventory, Special Characters, and Domains/Websites. The main search area shows a search for 'breeze' with options to consider synonyms and a search button. Below the search bar, it indicates 28607 search results and shows a table of domain listings.

Domain	Price	Bids	Options
Featured Domains			
<input type="checkbox"/> flysainttropez.com	Make Offer	-	<input type="button" value="Continue"/>
Top Domains			
<input type="checkbox"/> windpowered.com	Make Offer	-	<input type="button" value="Continue"/>
<input type="checkbox"/> jets.biz	Make Offer	-	<input type="button" value="Continue"/>
All Domains Matching your Search Criteria			
<input type="checkbox"/> breeze.com	already registered		<input type="button" value="Inquire"/>
<input type="checkbox"/> breeze.org	already registered		<input type="button" value="Inquire"/>
<input type="checkbox"/> breeze.net	already registered		<input type="button" value="Inquire"/>
<input type="checkbox"/> breeze.us	already registered		<input type="button" value="Inquire"/>
<input type="checkbox"/> quicklyplease.com	2,695 USD	-	<input type="button" value="Continue"/>
<input type="checkbox"/> mtnbreeze.com	350 EUR	-	<input type="button" value="Continue"/>
<input type="checkbox"/> newyorkbreeze.com	Make Offer	-	<input type="button" value="Continue"/>

Domain Marketing via Sedo

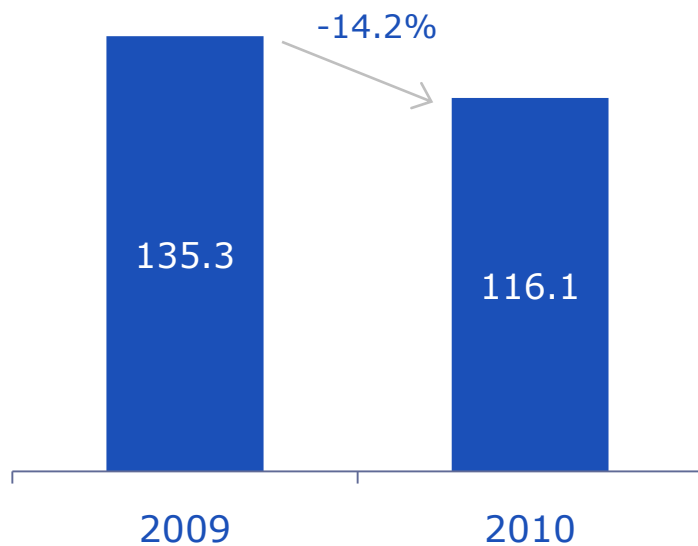
- Expansion of the SedoMLS Reseller offer

The screenshot displays the Register.it website interface. At the top, there is a navigation bar with links: "Check Availability", "Products", "Customer Details", "Payment", and "Confirm". The main content area features a green callout box stating "DOMAIN AVAILABLE" and explaining that the searched name is a Premium Domain. Below this, a search bar shows "www." and a search icon. A domain card for "bestool.com" is displayed, indicating a registration period of 1 year and a price of 405 €. To the right, a pink "Shopping Cart" box shows "bestool.COM" and "Premium Domains" with a "Proceed" button. At the bottom, a table lists alternative domain extensions: bestool.IT, bestool.EU, bestool.ORG, bestool.INFO, and bestool.MOBI, each with a "1 Year" dropdown and an "ORDER +" button. A promotional banner at the bottom right features the text "Double your online presence" and an image of two blue-skinned figures.

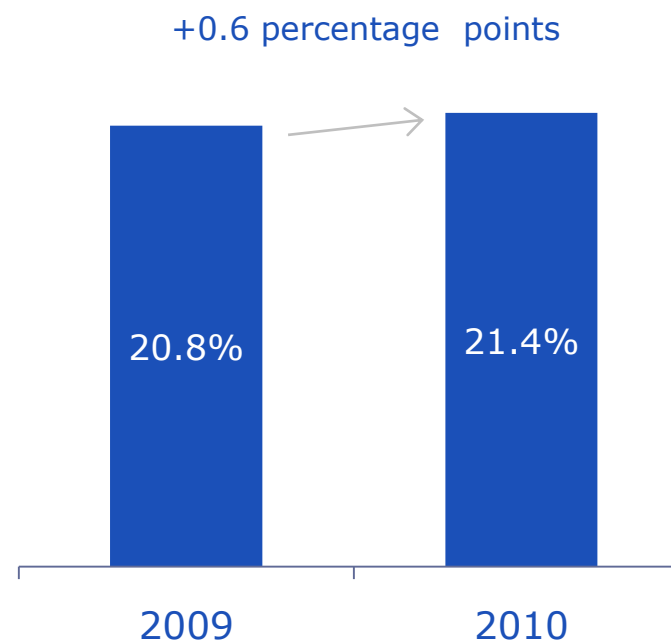
2. Annual Results 2010

Sales and Gross Margin in the Group

Sales
(acc. to IFRS in EUR million)

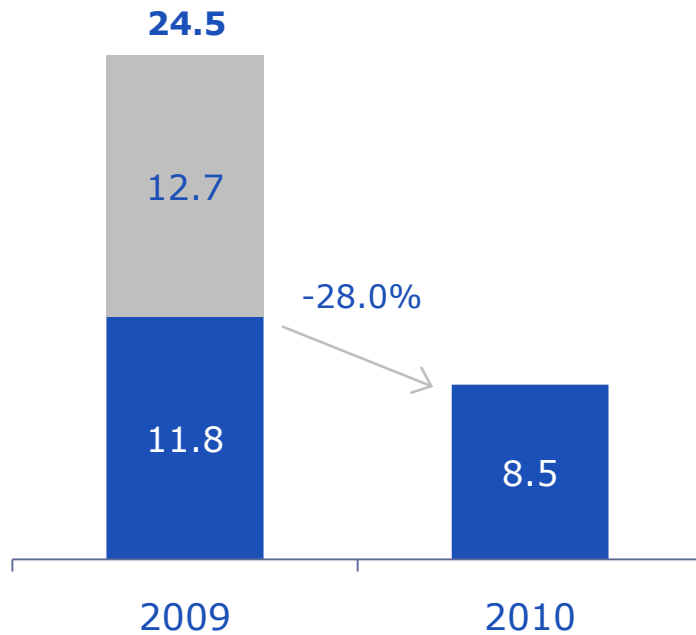


Gross Margin
(in %)

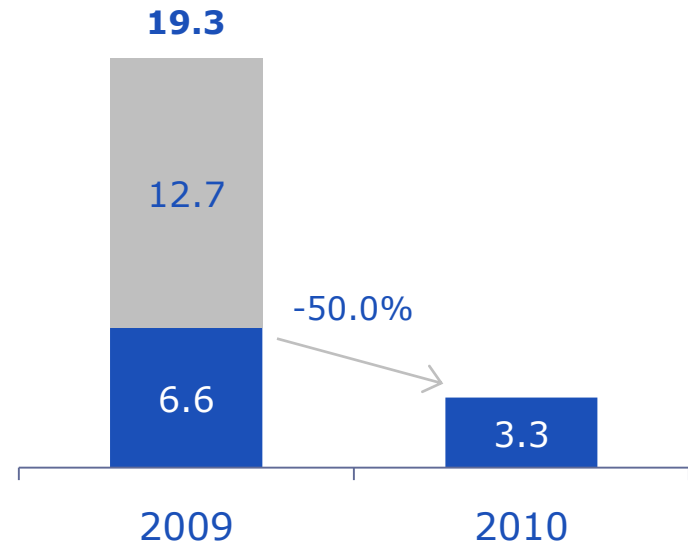


EBITDA and EBT in the Group

EBITDA*
(acc. to IFRS in EUR million)



EBT**
(acc. to IFRS in EUR million)



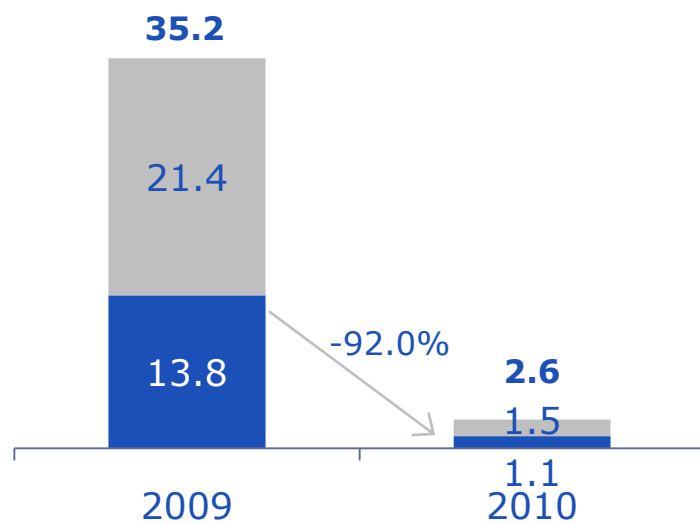
■ Excl. special items ■ Special items

* Earnings before interest, taxes, depreciation and amortization and depreciation of inventories

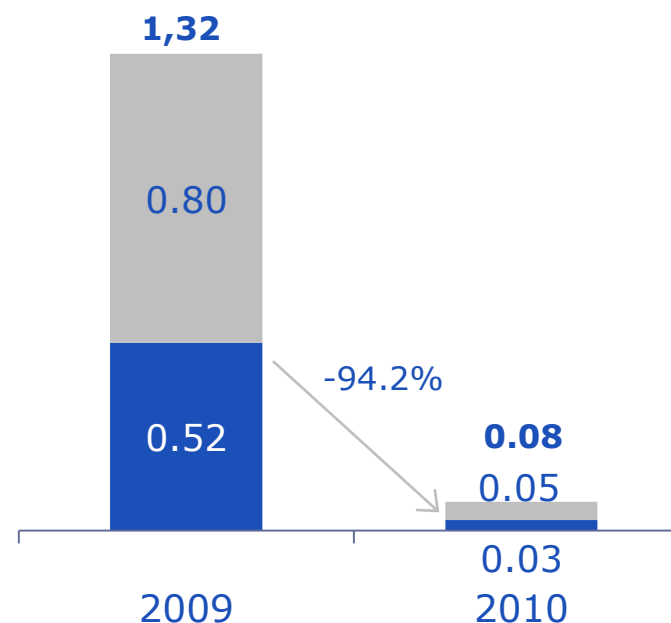
** Earnings before taxes

Net income and EPS in the Group

Net income
(acc. to IFRS in EUR million)



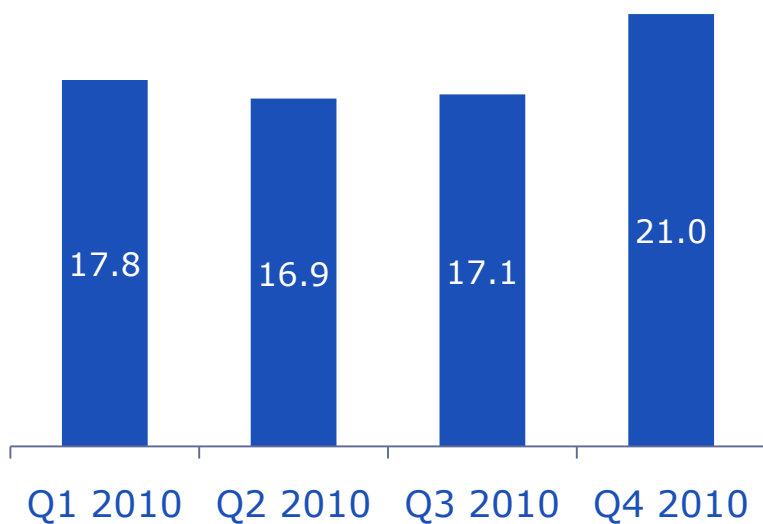
EPS
(acc. to IFRS in EUR)



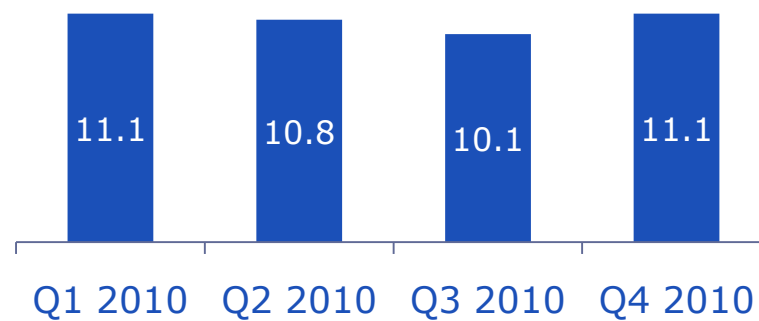
■ continued ■ discontinued

Sales trends of the segments

Sales affilinet
(acc. to IFRS in EUR million)

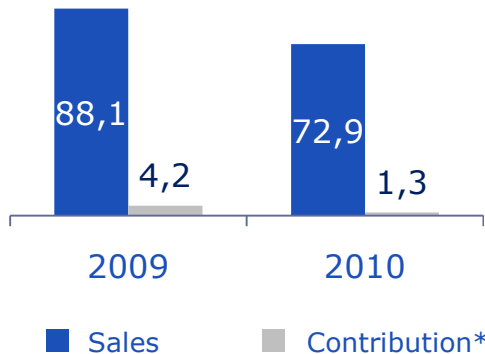


Sales Sedo
(acc. to IFRS in EUR million)



Highlights affilinet

Sales and contribution to result
(acc. to IFRS in EUR million)



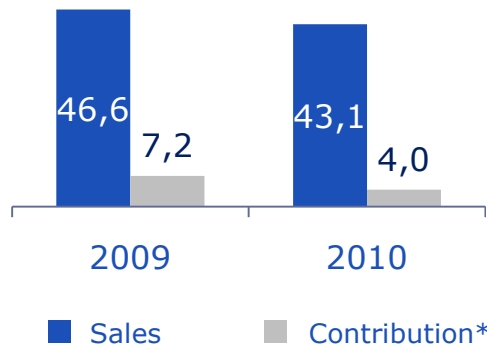
	31.12.2009	31.12.2010	
Partner programs	1,840	2,160	+17.4%
Websites	495,000	499,000	+0.8%
Employees	133	157	+18.0%

- Decline in sales as a result of adjustment of a contract with a major customer – as of Q4 2009 only invoicing of services
- Without this effect, sales increased by 17.6%
- Decline of contribution: sales efforts abroad and, in particular, lower sales put pressure on the segment result

* EBIT-like indicator

Highlights Sedo

Sales and contribution to result
(acc. to IFRS in EUR million)

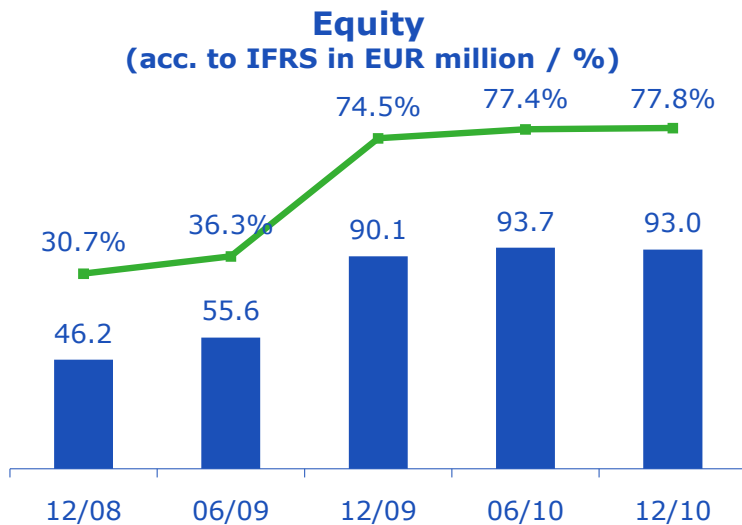


	31.12.2009	31.12.2010	
Tradable domains	15.1	18.0	+19.2%
Marketable domains	6.9	6.5	-5.8%
Registered members	1.0 mn.	1.2 mn.	+20.0%
Employees	155	168	+8.4%

- Slight sales decline to EUR 43.1 million in 2010
- Increase in the number of tradable domains to 18 million
- Slight decline in the number of marketable domains as a result of rearrangement of of the parking statistics within the framework of migration of the platform to JavaScript

* EBIT-like indicator

Balance Sheet in the Group



In EURk	31.12.2009	31.12.2010
Cash and cash equivalents	6,548	6,316
Accounts receivable	11,672	14,571
Inventories	5,591	2,438
Goodwill	75,643	75,650
Accounts payable	17,091	17,888
Liabilities to banks	1,400	0
Equity capital	30,456	30,456

- Equity quota increased to 77.8%
- Disencumberment of the Company

Consolidated Cash-flow

in EURk	2009	2010
Operative cash flow	503	5,546
Net cash flow from operating activities	2,971	1,534
Cash flow from investment activities	+36,566	-646
Cash flow from financing activities	-43,797	-1,404
Cash and cash equivalents at end of the period	6,548	6,316

- 2009: EUR 45.1 million disposal of Hi-media and Goldbach Media, in contrast acquisition of the remaining Sedo shares worth EUR 5.5 million
- 2009 / 2010: Reduction of financial liabilities from above disposal revenues

3. Outlook 2011

Strategic Outlook

affilinet

- Further development of foreign markets – extension of sales activities outside Germany
- Increased investments in automation of the sales processes, improvement of user-friendliness of the platform, sector-specific functions, bundling of smaller network participants
- Significant growth in 2011 in sales and contribution

Strategic Outlook

Sedo

- Market in 2011 on a solid level
- Expansion of the marketplace and use of the market position with transactions to a price increase of 50%
- Concentration on domains that are marketable in the short term in own domain trading – disposal of loss-making domains in order to reduce the registration costs

Outlook 2011

Sedo Holding

- Increase in sales revenues by 10%
- At least doubling of the result before taxes
- Sales growth primarily from Affiliate Marketing
- Improvement in the result, above all, from declining costs in Domain Marketing