

Press and Analysts Conference Half-year results 2011

Frankfurt, August 16, 2011

Agenda

Tim Schumacher

1. Market and Strategy

Axel Hamann

2. Half-year results 2011
3. Outlook

Appendices

1. Market and Strategy



Axel Hamann

CFO since July 2011

Over 10 years as a member of the board or CEO of companies in the IT and consumer goods industries.

Axel Hamann began his professional career with the management consultants Accenture.



Alexander Röhlinger

CTO

Since 2005 Chief Technical Officer for the area of technology and development of affilinet.

Over 10 years experience in the development field for digital sales promotion.



Tim Schumacher

CEO

Founder and Chief Executive Officer of Sedo.

Has led Sedo since 2001 to global market leadership for Domain Trading and Domain Marketing.



Dr. Dorothea von Wichert-Nick

Director of Marketing and Sales since July 2011

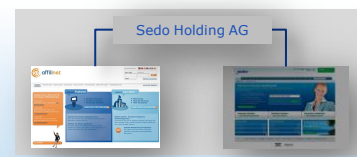
Previously CEO at Solon Management Consulting, an international strategy consulting company for leading European media and telecommunications companies.

Activities of Sedo Holding AG



- Sedo Holding AG manages the two leading Internet marketplaces for Performance Advertising (affilinet) and domains (Sedo) with branches in 5 EU countries* & the USA
- In recent months, with external support, new strategies have been developed for both subsidiaries; these are currently being implemented

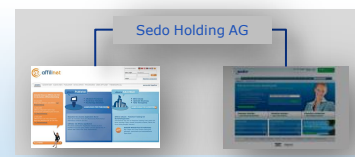
* D, ESP, F, NL, GB



Key facts about affilinet

- A leading Affiliate network in Europe
- The German No. 1 in Affiliate Marketing since 1997
 - High coverage with 514,784 publisher websites (Q2/10: 482,666)
 - Over 2,300 partner programs
- Highly-qualified team with over 160 employees
- Active in 7 European countries with its own branches in D, GB, F, NL, ESP

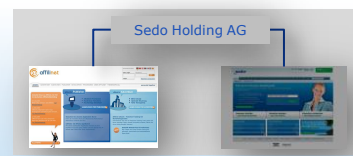




Affiliate Marketing profits from changes in the marketing budget

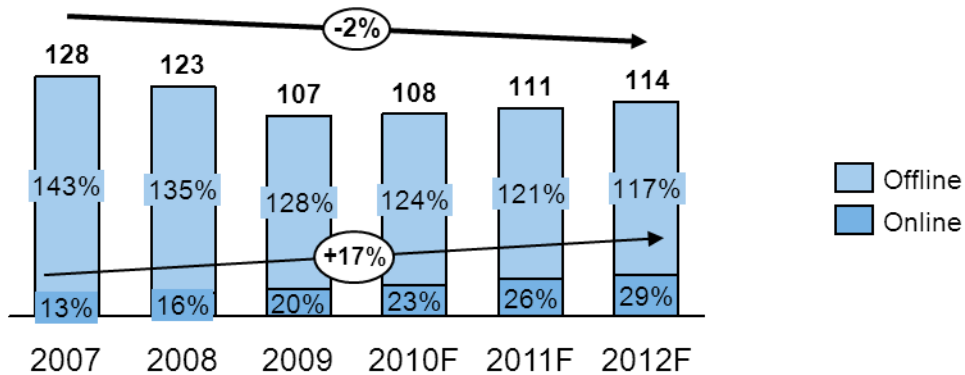


* Forecast budget shift (US total market in %, change 2011 v. 2010). Comparable data is not available for Europe, however, the same trend is indicated. The main difference is the continuing growth in advertising budgets for newspapers in (~3%) in Europe. Source: ZenithOptimedia July 2010, SEMPRO, Experian Marketing Services, Booz & Company

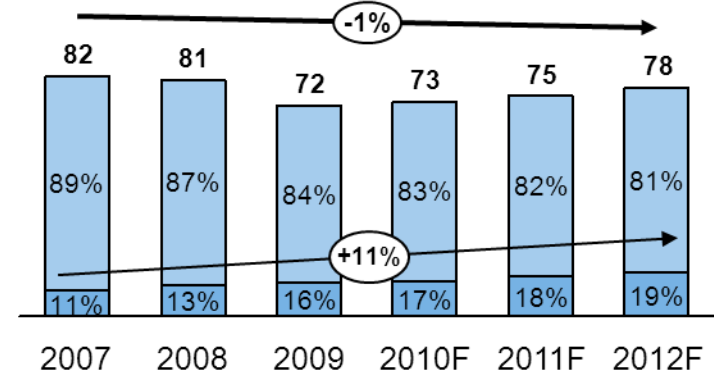


Market will continue to grow strongly

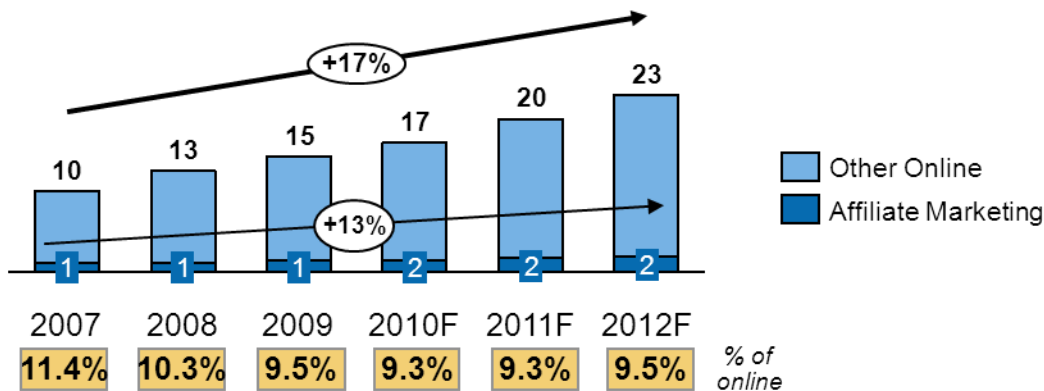
Total vs. Online Ad Spend - US (in € Bn)



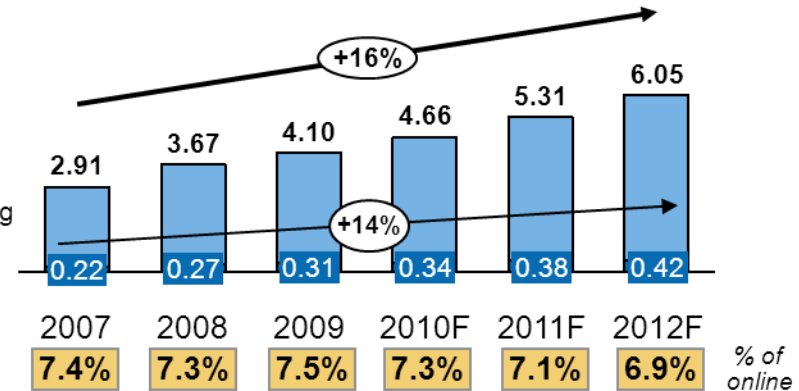
Total vs. Online Ad Spend - W. Europe (in € Bn)



Online vs. Affiliate Ad Spend - US (in € Bn)



Online vs. Affiliate Ad Spend - Germany (in € Bn)



Source: ZenithOptimedia Forecast 2010, Forrester Research 2009, OVK Online Report 2010, Interviews, Analyse Booz & Company

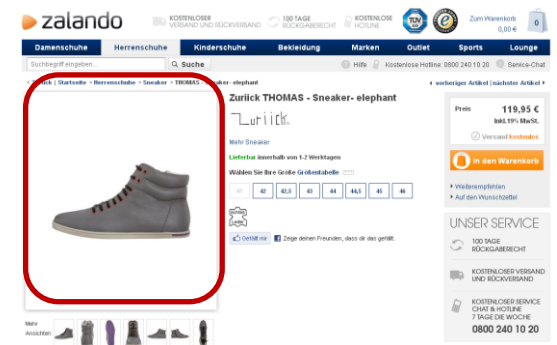


affilinet: examples of success 2010/11

- affilinet DE was chosen in 2010 for the third time in succession as “Most Innovative Network” and for “Best Support Affiliates”
- UK – Honoured at the A4U Awards
 - 2010: “Revolution Best Use of Affiliate Marketing Award 2010” and “Highly commended in the vote for Publishers Choice of Network”
 - 2011: among other: “Best Publisher Support Team” and “Best use of Affiliate Marketing”
- Winner in the Internet World Business Service Survey 2010 among German online agencies
- Development and pan-European standardization of Customer Service



Launch of innovative products: Retargeting on Pay-per-View & Pay-per-Click basis



Integration of the affinet Container Tag

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

Selection of Creative

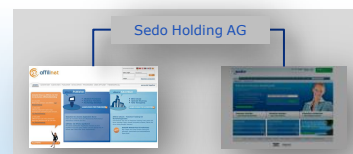
Identification or creation of retargeting creative (i.e. combination with product data or discount offer).

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.



Launch of innovative products: Couponsing solution aimed at increasing the conversion rates through Voucher Codes

affinlet Voucher Tool

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.affinlet.com/RSS/VoucherCodes.aspx?id=2367258&view=Full&month=5&year=2011&MVO&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-AQUA2343	
	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		5PC 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		SBMSRING10	
	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			

Exampler of use: 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

- [Debenhams](#)
Exclusive Extra 10% off Fashion...
- [Odeon Cinemas](#)
40% off Ticket Bookings at Odeon...
- [Interflora](#)
Exclusive 12% off UK Orders Over...

The Best Printable Vouchers

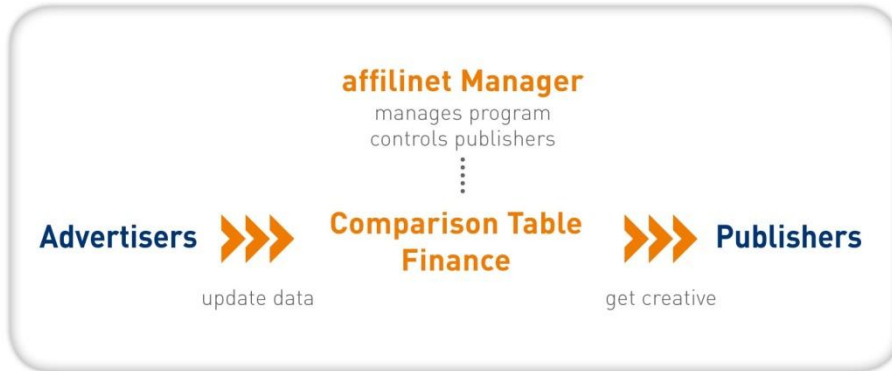
- [ASK](#)
Exclusive 2 Courses for £10 from...
- [Chiquito](#)
Exclusive 25% off Food at Chiquito
- [Pizza Hut Restaurant](#)
50% off Food at Pizza Hut Restaurant

Popular Vouchers by Category

- [Restaurant Vouchers](#)
- [Fashion Vouchers](#)
- [Electronics Vouchers](#)

Launch of innovative products: Comparison Tables – for target group and sales promotion-oriented advertising on comparison portals

Operation: Comparison Tables



Example: Comparison Table Finance

Tagesgeld-Anbieter	Zinssatz p.a.	Gutschrift der Zinsen	Zinslaufzeit Einlagensicherung Sicherungsland	Min. Einlage Max. Einlage	Besonderheiten zum Angebot	Konto-antrag
BANK OF SCOTLAND <small>Partnership with BNP</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 Ein.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
1B22direkt	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 Württembergischen</small>	1.33%	quartalsw.	28.02.2011 unbegrenzt Deutschland	1€ unbegrenzt	Bis 31.03.2011: 25€ Bonus für Ihren Kunden bei Konto-Neuabschluss!*	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

Launch of innovative products: Extension of Webservices & Application-Stores for the 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...

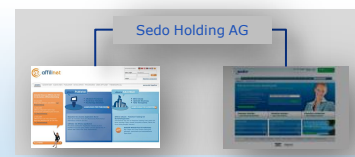
[DETAILS](#)

Affinator affilinet XML Edition

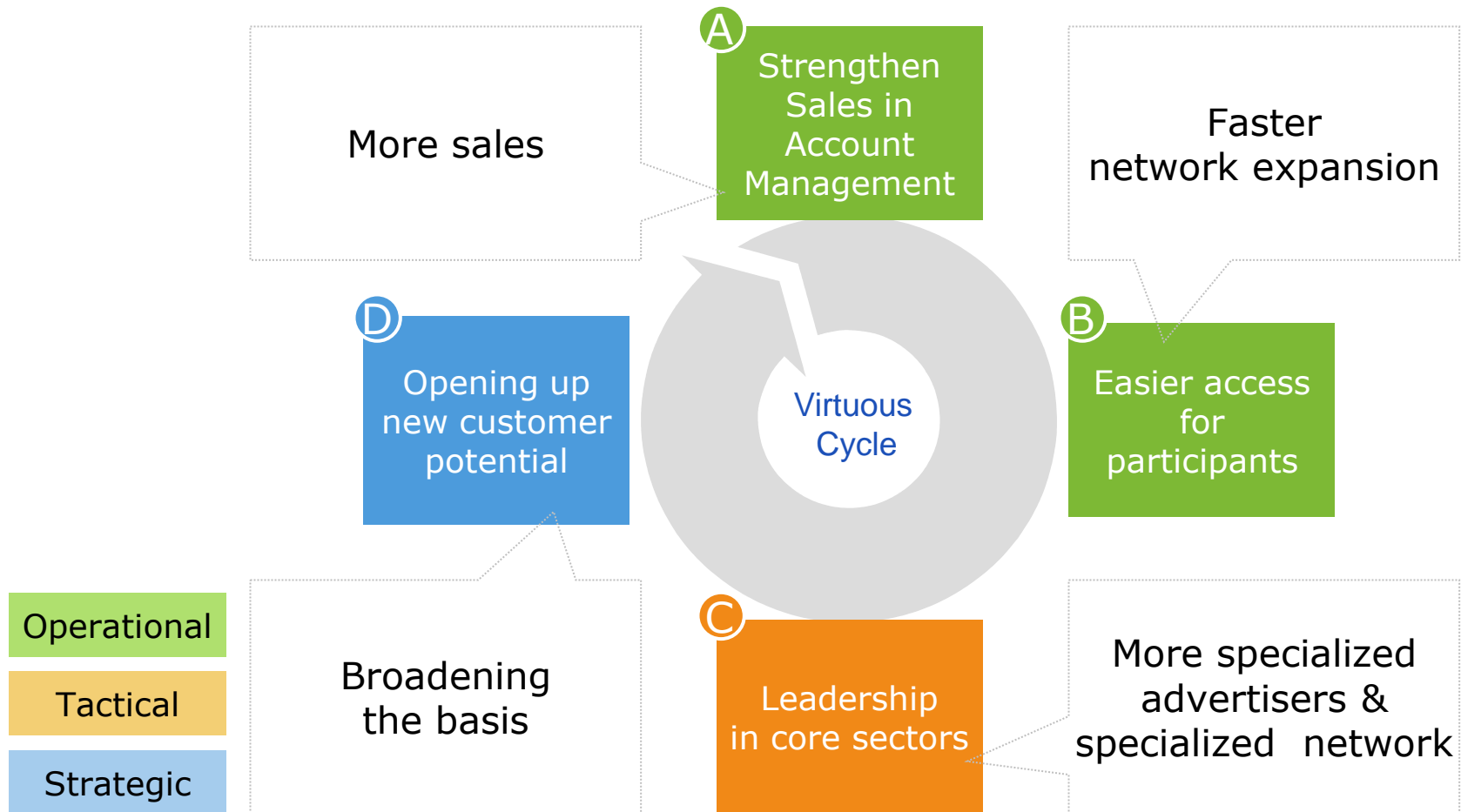
Author: Frank Wolff
Release: 2008-09-16

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

[DETAILS](#)



Implementation of strategic measures for stronger growth path





Domain Marketing via Sedo

- World's largest Domain marketplace
 - 14.7 mill. Domains* (prev. year: 16.7 mill.) in trading portfolio
 - Volumes 2010: 76.0 mill. EUR (2009: 53.7 mill. EUR)
- Leading Domain Parking provider
 - 5.4 mill. Domains* (prev. year: 7.3 mill.) are available for marketing
- Branches in D, GB, USA
- Customers in over 200 countries

Showcase	Aktuelle Gebote
struckluck.com 1,000 USD	6414.com 6T 12S 100 USD
ebiking.de Gebot	3943.com 6T 11S 100 USD
wingapoker.com Gebot	oxe.eu 6T 22S 70 EUR
coupons.info Gebot	motor-car.com 5S 9M 70 EUR
squeezeboxradio.com 549 USD	mngm.com 4S 54M 360 EUR
chinese.tv Gebot	sozialarbeit.info 6T 4S 150 EUR
irrenhaus.de Gebot	xds.co.uk 6T 21S 145 GBP
urlaub-zuchen.info Gebot	movie.eu 1T 4S 1,650 EUR
x-bx.com Gebot	spardose.net 6T 20S 350 EUR
ebookflatrate.com 5,000 EUR	audiofirst.co.uk 6T 12S 64 GBP
Domain hinzufügen mehr	alle Auktionen

Top-Domains	Domain-Angebote
messe.com Gebot	dasdomainmagazin.de 300 EUR
steuererklärung.de Gebot	diekleins-diamanten.de 350 EUR
einrichtungen.de Gebot	agent-model.de 193 EUR
webhosting.de 300,000 EUR	gastronomietipp.de 250 EUR
grafik.de Gebot	shop-n-show.de 143 EUR
blackjack.de Gebot	mitbestimmer.de 300 EUR
hochzeitskleider.de Gebot	rössl.de 300 EUR
parfums.de Gebot	china-binder-import.de 139 EUR
ägypten.com Gebot	naujoks-kanzlei-fuer-ar 350 EUR
anzüge.de Gebot	medien-service-bayern.d 190 EUR
Domain hinzufügen mehr	mehr

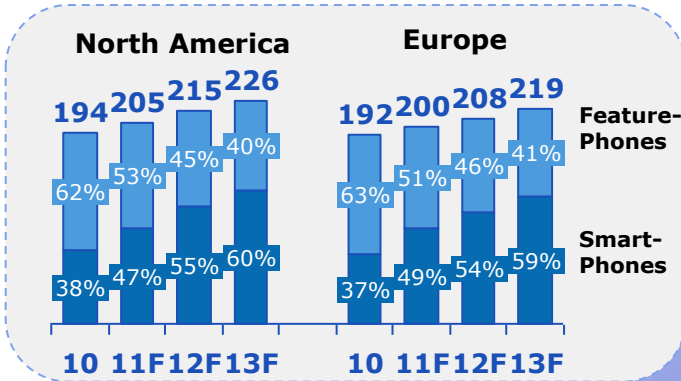
Domain-Angebote	Domain-Angebote
europa-platz.de 300 EUR	weqieu-welice-paleu-q 730 EUR
europa-platz.de 300 EUR	uethjokz-kauzjei-lnei-ai 320 EUR
europa-platz.de 300 EUR	qruie-pluqei-uwboiq-qi 733 EUR
europa-platz.de 300 EUR	iqzxi-qi 300 EUR
europa-platz.de 300 EUR	wuprezwawee-qi 300 EUR
europa-platz.de 300 EUR	qyob-wzqoe-qi 743 EUR
europa-platz.de 300 EUR	dasdomainmagazin.de 300 EUR
europa-platz.de 300 EUR	qkuz-uaqei-qi 733 EUR

* After database adjustment to allow for not connected domains in Q2/2011

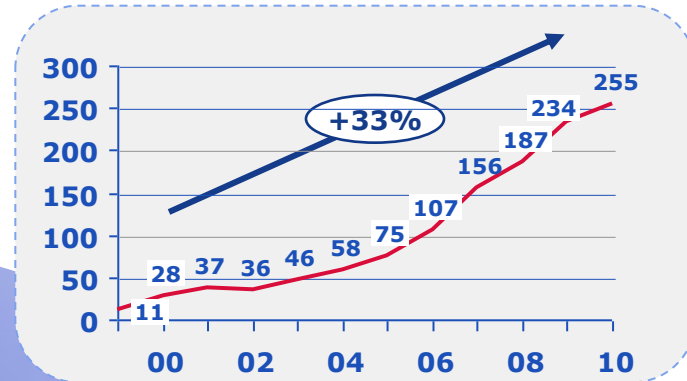


All signs point to growth

Connected Devices (in mill.)

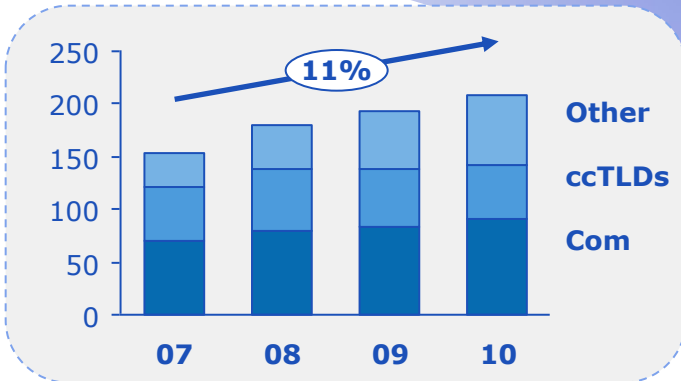


Web Sites Developed (in mill.)



Key Ecosystem Structural Trends

Domain Registrations (in mill.)



Aftermarket Sales Volume (in EUR mill.)



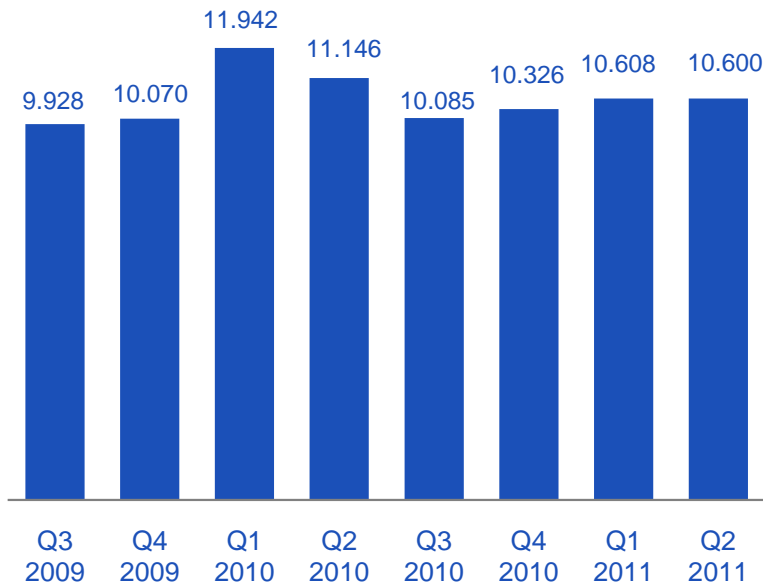
Source: industry reports; Analysis Booz & Company



Development in Domain Marketing

Domain price in Q2 2011 at Ø 1.613 EUR (Q2/2010: 1,506 EUR) – Sale of gambling.com for 2.5 mill. USD

Sales per Quarter



Average price in EUR


	Q3 2010	Q4 2010	Q1 2011	Q2 2011
.de	1,132	1,112	930	995
.com	1,967	4,228*	1,909	2,165
.net	1,303	1,372	1,164	1,119
.org	2,171	1,148	1,039	963

* incl. sex.com for \$13M



Innovations in the product area

Expansion of the SedoMLS Reseller Programme


Check Availability » Products » Customer Details » Payment » Confirm

DOMAIN AVAILABLE ⓘ

The name you have searched for is a **Premium Domain**

Premium Domains are high-value names that have already been registered by other parties, but are put back into the market by their current owners.

w **bestool.com**

Registration period 1 year
Price 405 €

Shopping Cart

✕
 bestool.COM


Premium Domains

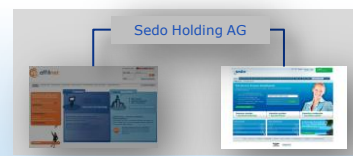
ALTERNATIVE
RECOMMENDED
INTERNATIONAL

bestool.IT	1 Year ▼	ORDER +
bestool.EU	1 Year ▼	ORDER +
bestool.ORG	1 Year ▼	ORDER +
bestool.INFO	1 Year ▼	ORDER +
bestool.MOBI	1 Year ▼	ORDER +

Proceed

Double your online presence





Innovations in the product area

WhoIs Check Service

Amount to be paid: 190 EUR

Confirm Ownership

Please confirm that you have the rights to sell this domain.

Whois Details for z-9.com

```

Registrant: Velvet 12A York House York House Place London, W8 4EY GB Domain name: Z-9.COM
Administrative Contact: Arnold, Tom info@V8.com 12A York House York House Place London, W8 4EY GB
+44 (0) 20 7937 5262 Fax: +44 (0) 20 7937 2751 Technical Contact: Arnold, Tom info@V8.com 12A York House York House Place London, W8 4EY GB
+44 (0) 20 7937 5262 Fax: +44 (0) 20 7937 2751 Registrar of Record: TUCOWS, INC. Record last updated on 21-Nov-2010. Record expires on 20-Nov-2011. Record created on 20-Nov-1999. Registrar Domain Name Help Center: http://tucowsdomains.com Domain servers in listed order: NS0.STREAMIC.COM NS1.STREAMIC.COM Domain status: clientDeleteProhibited clientTransferProhibited clientUpdateProhibited
The Data in the Tucows Registrar WHOIS
        
```

I confirm I am authorized to transfer this domain in the event of a sale.

If you are no longer the owner of this domain please follow the link below to cancel negotiations and remove the domain from your Sedo account.

[»Cancel Negotiations](#)

Confirm your Address

If an agreement is reached the following address will be used in the Purchase and Sales Agreement. Please ensure the information is accurate as it cannot be altered at a later date.



Innovations in the product area

Simplified bid submission for Domain buyers

A progress bar is indicating which step of the offer submission is currently active and how many (and which) steps still need to be completed.

Amount	Domain Name	Your Offer
1	Offer to purchase the domain car-tuning.de for 3,900 EUR	5235.00 \$US
1	Secure Escrow service and assistance with domain transfer	0.00 \$US
Total Sum		5235.00 \$US
<small>(according to the current exchange rate of 1.45410) There are no additional charges.</small>		

Personal Data > Account Activation > Account Certification > **Offer Confirmation**

✔ Thank you, your account was successfully certified!

Offer Confirmation

This offer is binding for 7 days. If the seller accepts your offer within these 7 days, this acceptance will automatically result in a contractually binding sale. The purchase of this domain name includes Sedo's escrow service and our personal assistance with the secure transfer of the domain name.

Your comment to the seller (optional):

[Comment guidelines](#)

Invoice Details

The Payment Request will appear in this currency if an agreement is reached. The exchange rate of the agreement date will be used.

Currency of invoice: **USD**

Confirm your Address

If an agreement is reached the following address will be used in the Purchase and Sales Agreement. Please ensure the information is accurate as it cannot be altered at a later date.

Ulrich Essmann
22 Rutland Street
Boston, MA 02116
United States

[Edit your Address](#)

Select this box if you would also like to use the above address as the billing address. Otherwise you will have an opportunity to add a separate billing address later.

Confirm Offer

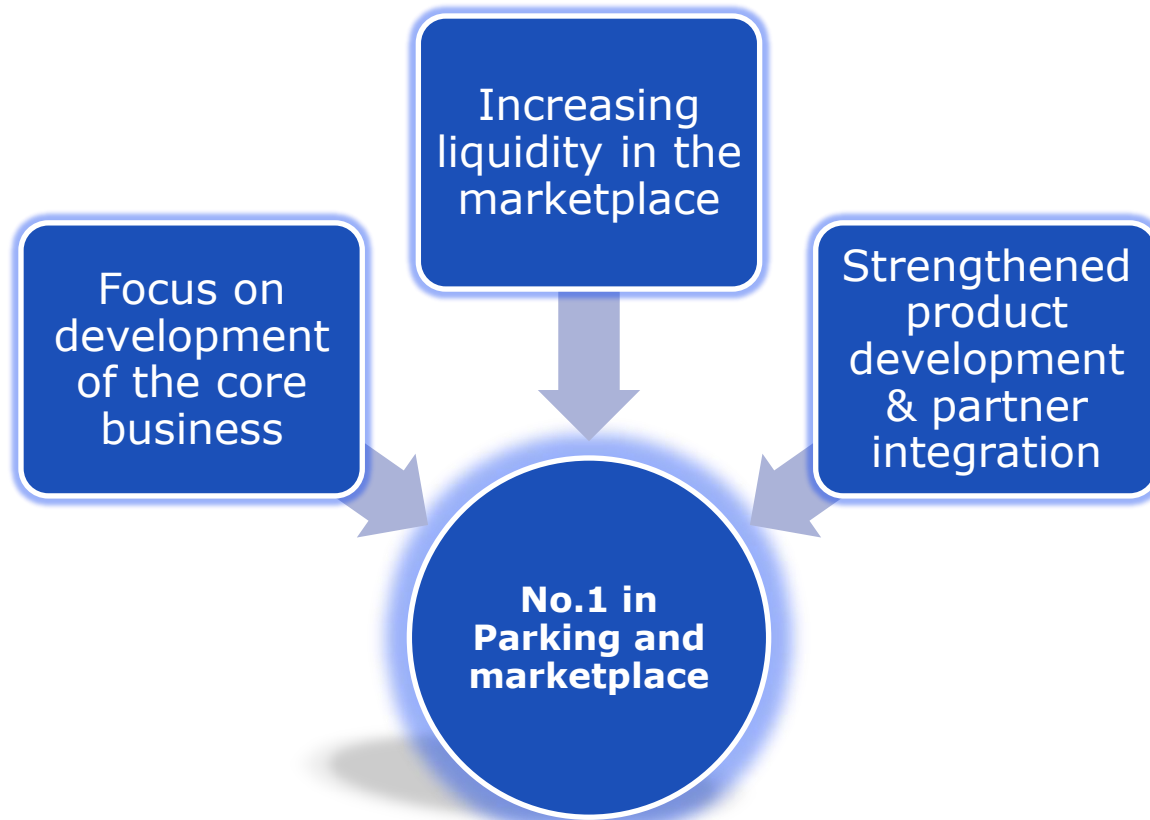
Sedo

ACCREDITED BUSINESS
 TRUSTe
 5 Year Buyer Protection
 Safe & Secure

We Accept

VISA MasterCard
 PayPal

Consolidation of 1st position in the core business is the clear, strategic target



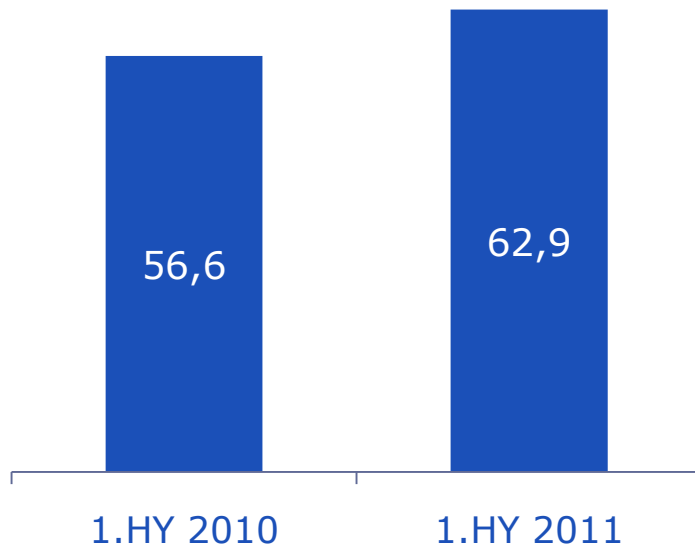
2. Half-year Result 2011

Highlights of first half-year 2011

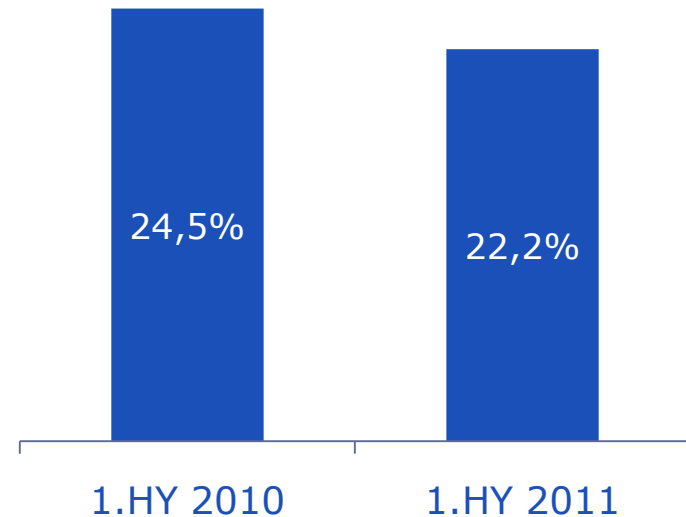
- Stable first half-year after a difficult year in 2010
- Increase in sales revenues by 11.1 % compared to previous year
- Good sales growth in the Affiliate Marketing segment
- Weaker sales trend in Domain Parking, the revenues from sales of domains, in contrast, remained stable
- EBT of 2.8 mill. EUR in previous year increased to 3.7 mill. EUR

Consolidated sales and gross margin

Sales
(acc. To IFRS in mill. EUR)

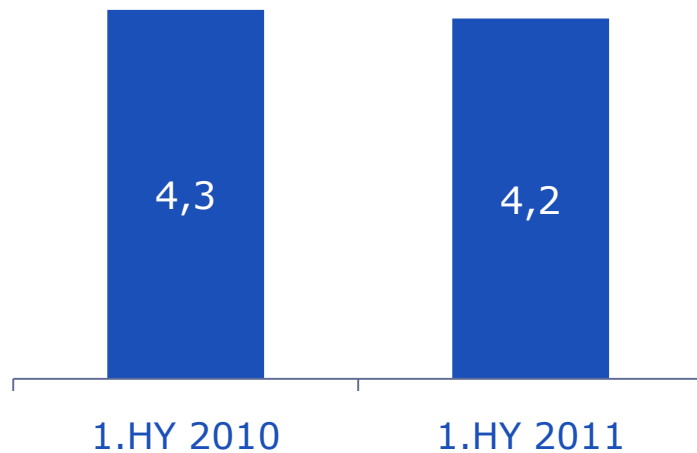


Gross margin
(in %)

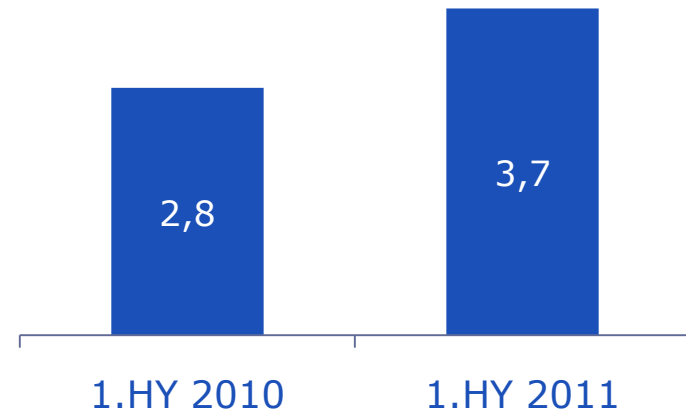


Consolidated EBITDA and EBT

EBITDA*
(acc. to IFRS in mill. EUR)



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

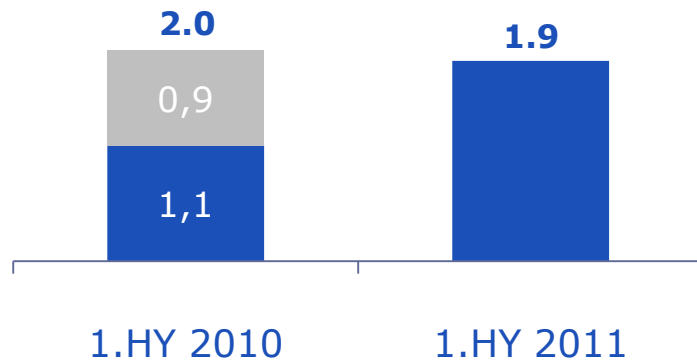


* Result before interest, taxes, depreciation and amortization and writedowns on domains

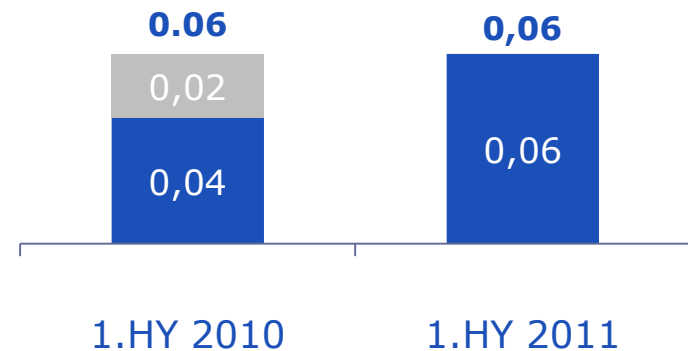
** Pre-tax result

Consolidated Net Income and EPS

Net Income
(acc. to IFRS in mill. EUR)



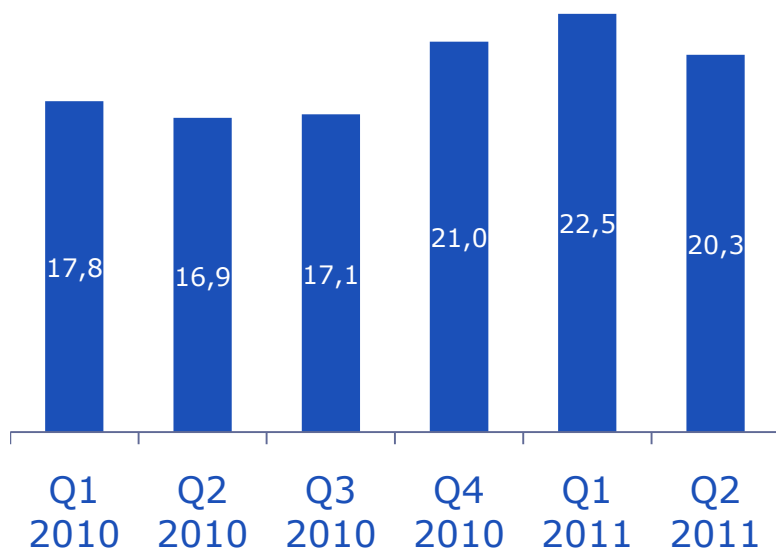
EPS
(acc. to IFRS in EUR)



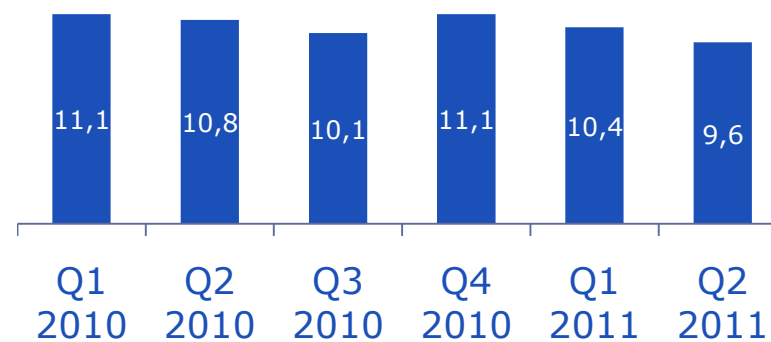
■ continued ■ discontinued

Sales trend in the segments

affilinet sales
(acc. to IFRS in mill. EUR)

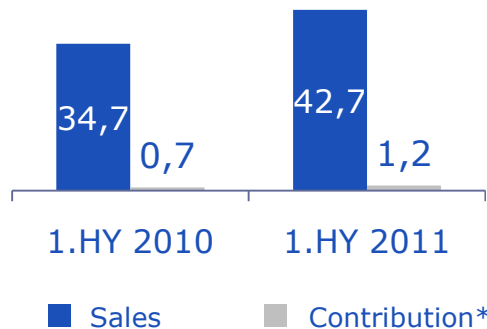


Sedo sales
(acc. to IFRS in mill. EUR)



Highlights affilinet

Sales and Contribution
(acc. to IFRS in mill. EUR)



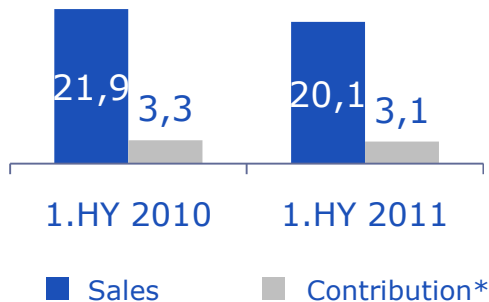
	30.06.2010	30.06.2011	
Partner programmes	2,051	2,322	+13.2%
Websites	482,666	514,784	+6.7%
Employees	153	166	+8.5%

- Sales growth of 23.1% to 42.7 mill. EUR.
- Higher payments to affiliates (Gross margin of 15.5%, after 16.5% in 1st HY 2010)
- Expansion of the marketplace through the development of new and existing customers

* EBIT-like indicator

Highlights Sedo

Sales and Contribution
(acc. to IFRS in mill. EUR)

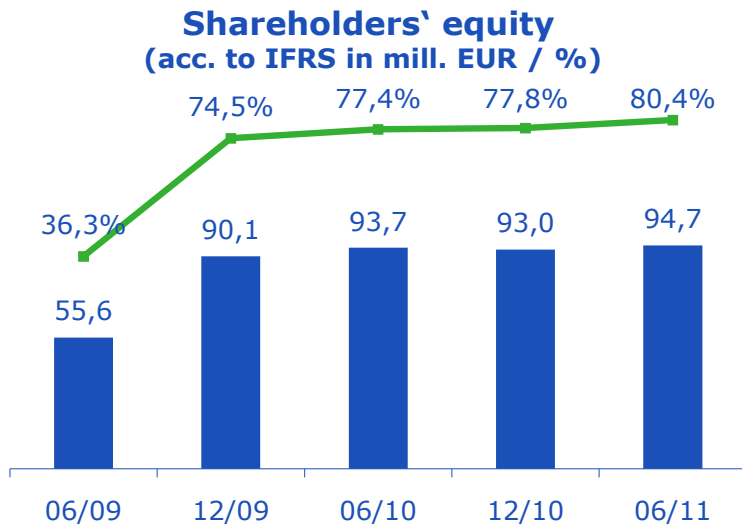


	30.06.2010	30.06.2011	
Tradable domains	16.7	14.7	-12.0%
Marketable domains	7.3	5.4	-26.0%
Registered members	1.1 mill.	1.3 mill.	+18.2%
Employees	157	168	+7.0%

- Sales declined to 20.1 mill. EUR in 1st HY 2011 (-8.2%)
- Weaker Domain Parking business, Domain Trading on a stable level
- Slight decline in the Contribution to 3.1 mill. EUR (-6.1%)
- Adjustment of tradable and marketable domains to remove non-connected domains made in Q2/2011

* EBIT-like indicator

Balance sheet indicators



In EURk	31.12.2010	30.06.2011
Liquid funds	6,316	19,118
Trade accounts receivable	14,571	13,154
Other financial assets	14,321	1,875
Goodwill	75,650	75,643
Trade accounts payable	17,888	15,680
Capital stock	30,456	30,456

- Repayment of the vendor loan by Hi-media S.A.
- Increase in liquid funds to 19.1 mill. EUR
- Equity quota increased to 80.4%

Consolidated Cash-Flow

in EURk	1.HY 2010	1.HY 2011
Operative cash-flow	2,480	2,469
Net income from continued operations	-1,652	13,077
Cash-flow from investment activities	-185	-258
Cash-flow from financing activities	-1,404	-1
Cash at the end of the reporting period	3,276	19,118

- 1st HY 2011: Scheduled repayment of the vendor loan by Hi-media S.A., which was granted in connection with the sale of the Display-Marketing business in 2009
- 1st HY 2010: Repayment of short-term bank loans

3. Outlook

Strategic Outlook

affilinet

- Further development of foreign markets – expansion of sales activities outside Germany
- Development of the large customer business
- Increased investment in automation of sales processes, improvement in the user-friendliness of the platform, sector-specific functions, bundling of smaller network participants
- Development the Datamining capabilities
- Development of campaign management
- Clear growth in sales

Strategic outlook

Sedo

- Market on a solid basis in 2011
- Development of the marketplace
- Development of the SedoMLS network
- Concentration on domains which 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

- Further declining sales in the higher-margin Domain Marketing and investments aimed at stronger growth in the foreign operations of Affiliate Marketing
- Increase the sales revenues by 10%
- Doubling of the pre-tax profit (EBT)

Press and Analysts Conference Half-year results 2011

Frankfurt, August 16, 2011