



Deutsches Eigenkapitalforum 2011

Christian Mooser, COO – 118000 AG

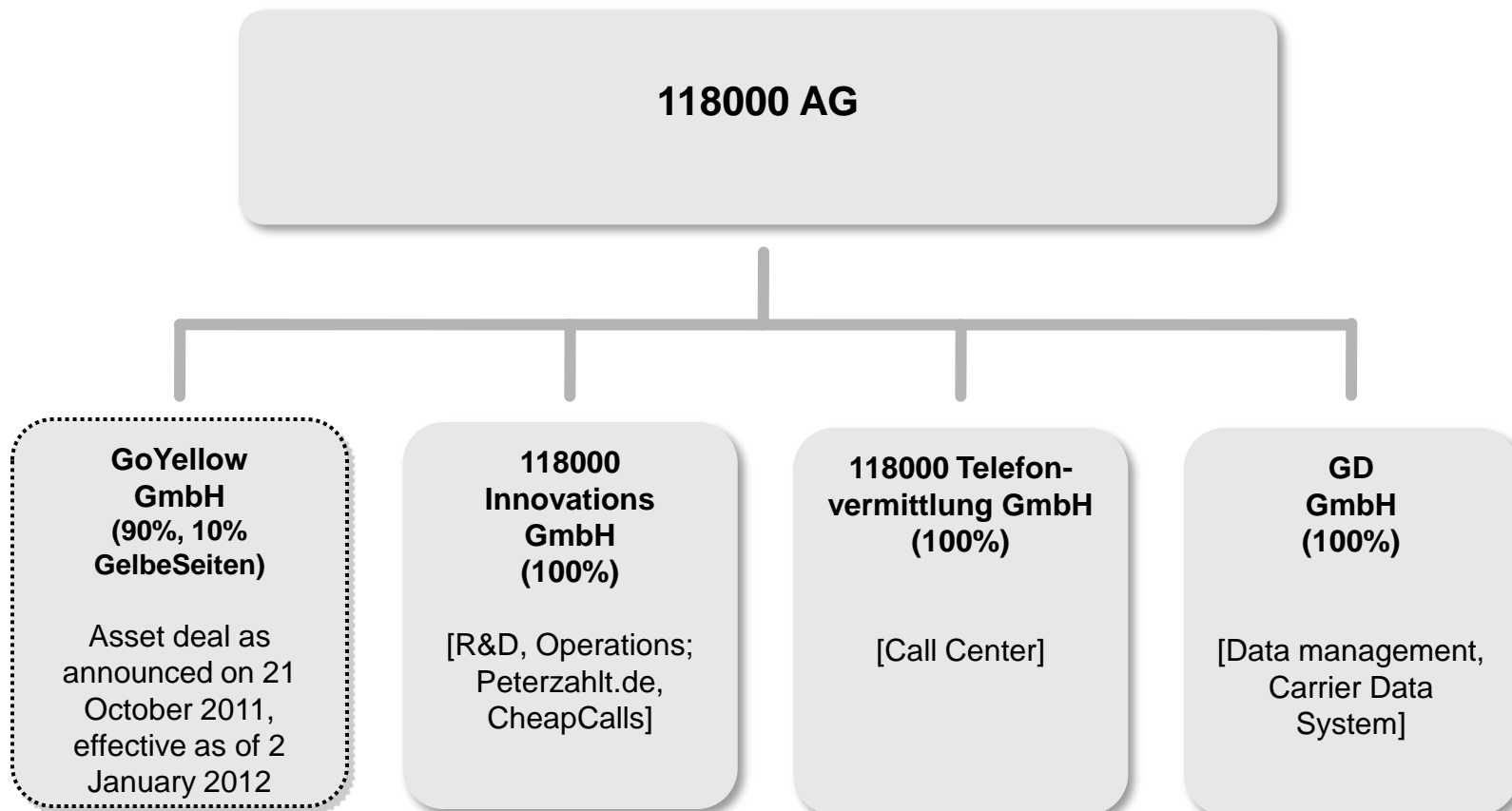
Angelika Balthasar, Head of Finance – 118000 AG

Frankfurt am Main, 23 November 2011

Agenda

- 118000 AG – the company
- 118000 AG in the German market
- Business units and strategy
- Financial key figures
- Financial calendar 2012

118000 AG – Company structure



118000 AG in the German market

1. **118000 – First German telephone switchboard service especially for mobile numbers**
2. **PeterZahlt/CheapCalls – Cost-saving online/mobile telephony service, three million telephony minutes per month**
3. **CDS – “Carrier Data System”, i.e. a database for telephone carriers; data management department for editing and maintaining huge databases.**

Business units - 118000

- **Telephone switchboard service protecting privacy**
 - Telephone numbers are not announced to users.
 - Caller will be connected only when the requested person agrees.
- **Operational target:** Get access to mobile and fixed-line numbers which are not listed on the Internet / white pages.
 - Mobile numbers: 110 million SIM cards in Germany → only 2.4 million numbers are public.
 - Fixed-line numbers: More and more people keep their home numbers secret → 40 million households but only 22.6 million numbers are public

Business units - 118000

- **Concept**

- Connection of people via phone, transmit personal messages
- Users are always reachable but can decide on taking a call or not.
- Lost & Found: tag with number for personal things which can be lost (keys, suitcases etc.)

- **Performance**

- Unsupported brand awareness of this number is at 15%; supported it is at >50%

- **Finland - Market where business model is successful:**

- 42 million calls per year / 5.2 million people
- 85% of requests regard mobile numbers / 7.3 million SIM cards / 5 million public

Business units - PeterZahlt / CheapCalls

- **Concept**

- Cheap / free international telephone calls
- Stationary PC: PeterZahlt
- Mobile Internet: CheapCalls - App (iPhone, Android)

- **Business model**

- Video ads (Cooperation with Google/AdSense, online marketers)
- Users with telephone flat rate: € 0.01 / minute revenue for 118000 AG
- International pre-paid calls mobile and fixed-line (40 countries)

Business units - PeterZahlt / CheapCalls

- **Performance**

- 3 million telephone minutes per month (limited) \approx on average 400,000 calls
- 400,000 registered users (verified contact details)
- High brand awareness in Germany / popular product

- **Comparable offers in Germany**

- Skype (Skype out)

Business units – CDS (Carrier Data System)

- **Concept**

- Build-up of a managed database to provide huge data volumes for carriers / guarantee high quality data for carriers' consumer offers
- Collection of fixed-line and mobile data
- Maintenance of data (reference data / internal data editor team)
- Reliable delivery of data to carriers and their customers

- **Database**

- Public data of directory services / white and yellow pages (competitor to Deutsche Telekom)
- Mobile numbers acc. to Section 95 of the German Telecommunications Act (TKG)
(not yet)

Business units – CDS (Carrier Data System)

- Database
 - Build-up of mobile number database for United Internet, freenet Group, e-plus, vodafone and others (*not yet*)
- **Potential customers**
 - Directory service providers
 - Google for Maps
 - Other telephone switchboard service providers

Business units – GoYellow / HalloHeimat

- **Transaction 118000 AG / GelbeSeiten publishers**
 - Brand and operational business are sold via asset deal for € 4.4 million.
 - Effective on 02.01.2012
 - The whole transaction has a value of € 5.6 million (incl. a long-term service maintenance contract).
 - The purchase price will be paid in several instalments until the end of 2012.

- Secured a safe future for GoYellow in a difficult market which is more and more dominated by Google

Financial key figures (30.09.2011)

	30.09.2011	Q3 2011	30.09.2010
Revenues	6,523	1.847	9,689
EBIT	-4,224	413	-1,566
Net profit / loss	-4,458	263	-2,078
Earnings per share	-0,70	0,02	-0,38
Net cash flow	-4,755	-	-2,228
Cash and cash equivalents	699	-	8,927

Financial key figures (30.09.2011)

	30.09.2011	Q3 2011	30.09.2010
Total assets	2,532	-	11,543
Bank debt	0	0	0
Equity	961	-	6,863

Shareholder structure

BW Invest	4.8%
Günther Baierl	5.3%
Albiservice GmbH	9.9%
Peter Wunsch	9.9%
Nicolas Mathys	10.5%
Dr. Klaus Harisch	14.6%
Freefloat	45.0%

Financial calendar 2012

Financial year 2011 / first quarter results	26 April 2012
Annual Shareholders' meeting	28 June 2012
Half-year results	26 July 2012
Nine-month results	25 October 2012

118000 AG

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