

Financial Results 2010 of 118000 AG

Dr. Klaus Harisch, CEO

24 March 2011

Agenda

1. Financial Results	3
2. 118000 AG	6
3. 118000	8
4. GoYellow	11
5. HalloHeimat	12

Results Financial Year 2010

- **EBIT: - 2.7 million euros**
Net revenues: 13.5 million euros
- **Marketing expenses of 4.7 million euros for 118000 have negative impact on earnings**
- **GoYellow with solid revenues and high profitability**

Financial Key Figures 31.12.2010

	31.12.2010	31.12.2009
	in k€	in k€
Net revenues	13,468	17,634
Earnings before interest and taxes (EBIT)	-2,706	5,363
Net loss / profit	-3,578	4,133
Earnings per share	-0.63	0.62
Total assets	7,896	13,108

Key Figures Segments

	in k€	<u>Media portals</u>	<u>Telephony services</u>
<u>31.12.2010</u>	Net revenues	12,864	604
	EBIT	7,447	-10,153
<u>31.12.2009</u>	Net revenues	17,634	—
	EBIT	5,363	—

118000 AG

Focus for Financial Year 2011:

- **Further build-up of the next generation directory service**
- **Access to mobile numbers**
- **Marketing of 118000 Lost&Found Set**
- **Acquisition of new customers together with Unternehmerkarte Handwerk**
- **Establishment of HalloHeimat - first digital weekly paper for all German regions**

118000 AG

Outlook for Financial Year 2011:

- Year 2011: Negative EBIT due to marketing costs for 118000
- Target: 118000 to be profitable in the fourth quarter 2011
- Target: Stabilization of GoYellow's net revenues

118000

118000 – The next generation of directory services

Status:

- Unsupported brand awareness already at 12 per cent.
- Press and public are talking a lot about the marketing campaign.
- 118000 is a very catchy number.
- The number of calls is continuously increasing.

118000

118000 – The next generation of directory services

Lost & Found Set:

- Urbas | Kehrberg is the exclusive license sales partner targeting corporate customers
- The set can also be ordered at www.118000.de
- ⇒ Consumers expressed a big interest in the set even before it was launched.



118000

118000 – The next generation of directory services

Targets 2011:

- Increase the number of calls and brand awareness
- Increase acceptance and usage of the new and next generation directory assistance service
 - More numbers
 - Protection of privacy
 - Personal contact with the requested person before the call gets put through
 - Transmission of personalized news
 - Fair price

GoYellow

GoYellow – Online Yellow Pages

- **Increase / stabilization of customer numbers in a difficult market**
- **Swiftly expand cooperation with Unternehmerkarte Handwerk**
- **Cost-conscious enhancement of the service by adding innovative features in order to stay one step ahead of the market**

HalloHeimat

HalloHeimat – First digital weekly paper for your region

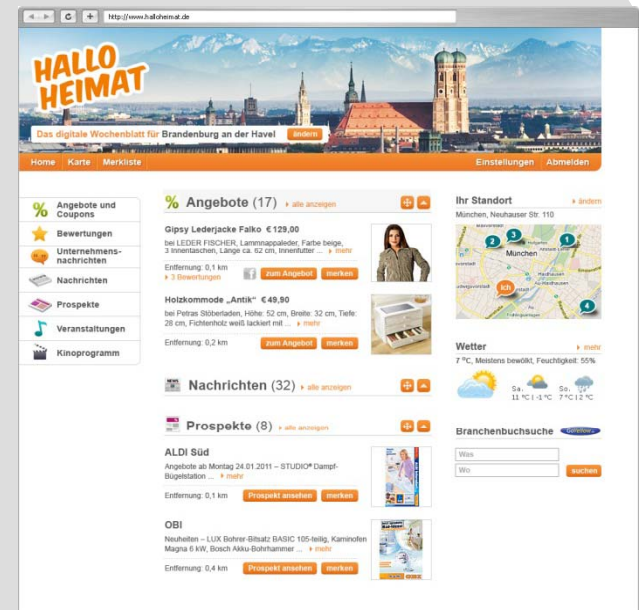
Start of www.halloheimat.de end of March

Offer:

Local business news (since mid-2010 at GoYellow.de) plus

- Events
- Movie schedules
- Offers & coupons
- Advertising folders
- Service numbers
- Ratings

⇒ Next step: App for iPhone und Android to produce personalized shopping lists



Shareholder Structure

Lupus Alpha: 3.0%

BW Invest: 4.8%

Union Investment: 4.9%

Universal Investment: 5.1%

Günther Baierl: 5.3%

albiservice GmbH: 9.9%

Peter Wunsch: 11.9%

Dr. Klaus Harisch: 14.6%

Free float: 40.5%

Contact

118000 AG

Public & Investor Relations

Anja Meyer

Landsberger Straße 110

D-80339 München

Tel: +49 (89) 510 895-186

anja.meyer@118000.com