



Die Telefonzentrale für Deutschl



Financial Results Nine Months 2010 of 118000 AG

Dr. Klaus Harisch, CEO

22 October 2010



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Financial results Q3 2010

- ⇒ **Negative result due to marketing costs**
- ⇒ **EBIT less launch marketing costs for 118000:
EUR 0.1 million**
- ⇒ **GoYellow continues to operate with stable revenues and high profitability**

→ Financial key figures 30.09.2010

	30.09.2010	Q3 2010	30.09.2009
	in €'000	in €'000	in €'000
Revenues	9,689	3,222	13,232
Earnings before interest and taxes (EBIT)	- 1,581	-924	4,260
Consolidated net loss	- 2,093	- 1.112	3,296
Earnings per share	- 0.31	- 0.17	0.50
Cash and cash equivalents	8,927		10,619



Key balance sheet figures

in €'000

30.09.2010

30.09.2009

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Total assets

11.543

11.925

Bank debt

0

0

Equity

6.509

7.410



118000

118000 – Switchboard service for Germany

Status:

- 118000 is a completely new service.
- There is no comparable product in the German market.
- Major task to have the consumer understand 118000 and its advantages

⇒ A testimonial

- who can easily explain the service,
- who is not yet linked to a brand,
- who is authentic
- who is the talk of the town
- who polarizes:



118000 – Status

118000 – Switchboard service for Germany

The marketing campaign with Daniela Katzenberger just started:





118000 – Status

118000 – Switchboard service for Germany

Initial results after ten campaign days:

- ⇒ **Consumers are aware of the new number.**
- ⇒ **Many people try out the service and want to know more about the product.**
- ⇒ **118000 includes two products in one:
1) registration online and 2) call by telephone.**
- ⇒ **Consumers need time to understand all product features and advantages.**



118000 – Status

118000 – Switchboard service for Germany

- We closed the deal with Daniela Katzenberger at exactly the right time.
 - Her presence in the media has increased significantly during recent weeks.
 - The PR effect of the cooperation with Daniela Katzenberger as of today is equivalent to an advertising budget of more than EUR 1 million.*
- ⇒ We are pleased with the results of the campaign so far.
- ⇒ The number of calls has been increasing continuously.

* Source: Universal McCann



GoYellow

GoYellow – one of the leading yellow page online directories

- We register a high acceptance of „Hallo Heimat“, GoYellow’s new service, and an increasing number of businesses which market their offers for free.
- Traffic at GoYellow increased in the third quarter of 2010.
- SAP now starts to market its new software for medium-sized companies. GoYellow has been included as content partner.
 - ⇒ Further increase in traffic and awareness
- Trial of a highly promising cooperation with a corporate customer to start in Q4 2010



118000 AG

Operational focus of the company:

Build-up and establishment of

the 118000 switchboard service in the market



Shareholder structure:

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%
.....	
Freefloat:	43.5%



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