



The Preferred Alternative for global eCommerce

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Company Overview

- asknet is a leading provider of global eCommerce outsourcing solutions to software publishers, retailers and other suppliers of digital media
- The company offers a wide range of electronic software distribution (ESD) products and services, which enable digital product delivery to online users primarily in North America, Europe and Asia-Pacific
- asknet operates in a fast growing market. Although electronic software distribution accounted for only 1.2% of the overall software market in 2005, this percentage is forecasted to almost triple to 3.3% until 2009 (market volume USD 8.7bn)
- Besides Digital River, asknet is the only global and independent company that can offer fully integrated solutions for electronic software distribution
- The company is based in Karlsruhe, Germany and has a US-subsiidiary located in San Francisco (CA) and together with SoftBank operates a Joint Venture in Tokyo, Japan
- With 101 highly skilled employees, asknet generated gross revenues of €35.1m and service revenues of €5.1m in 2005. asknet continued its growth path in H1 2006 by increasing gross revenues by 40% compared to H1 2005

#2 independent and global electronic software distribution company



Advantages of Outsourced ESD

What is ESD?



What is the advantage of outsourced ESD?

Higher margins

- Benefit from higher margins compared to traditional physical distribution

Enhanced customer relationship

- ESD provides detailed information on customers through registration process

Reduced time-to-market

- Shortening the time-to-market compared to in-house development
- Benefit from a complete eCommerce solution within weeks

Accelerated revenue growth

- Benefit from the technology, service, and best practice in the area of marketing

Increased international reach

- Shifting from physical to digital distribution means shifting from local to global
- asknet offers the technology and services to support international sales

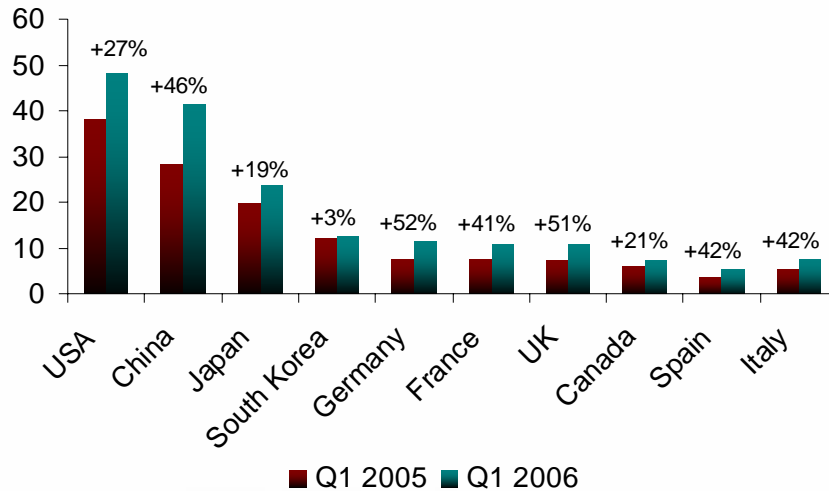
Reduced cost and risk

- Avoid large upfront and ongoing investments
- Establish and maintain eCommerce solutions at a lower total cost and reduce financial risk



Broadband and eCommerce Usage

Number of worldwide broadband lines (in m) (growth in %, quarter-on-quarter)



Source: Point Topic, World Broadband Statistics Q1 2006, 2006

Growth of online retail categories (growth in % in the US, year-on-year)



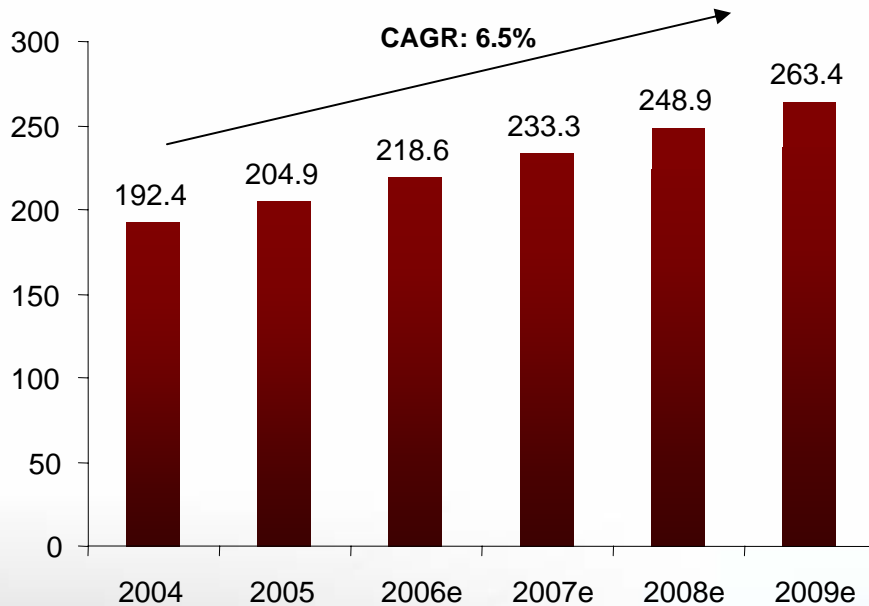
Source: eMarketer, November 1 – December 25, 2005

- For Electronic Software Distribution the penetration of broadband is a key success factor
- The worldwide number of broadband lines increased by 36% over the last 12 months totalling 229m in Q1 2006. The total number of broadband lines thus added between Q1 2005 and Q1 2006 was 60.4m
- Computer software is one of the key online retail categories



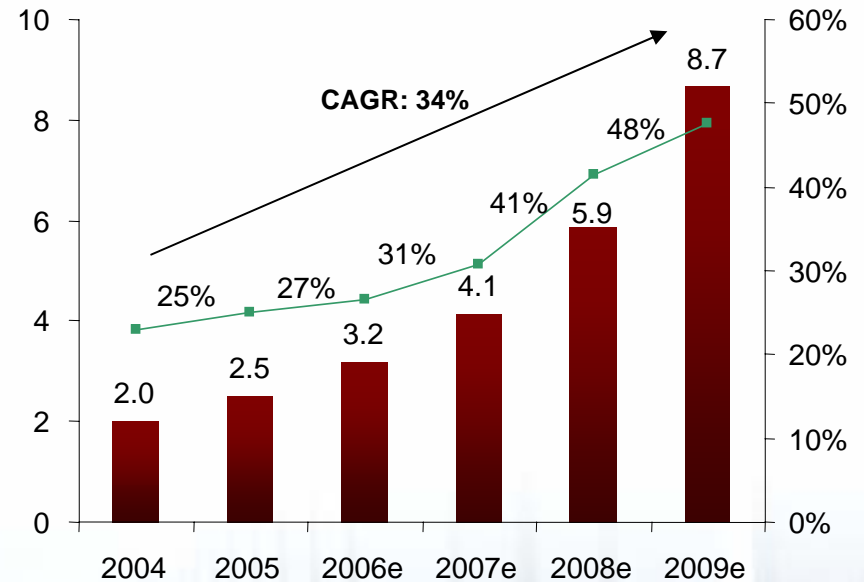
Worldwide Software Market

Worldwide software market (in USD bn)



Source: IDC, Worldwide ESD Distribution 2005–2009, May 2005

Worldwide ESD market (in USD bn)

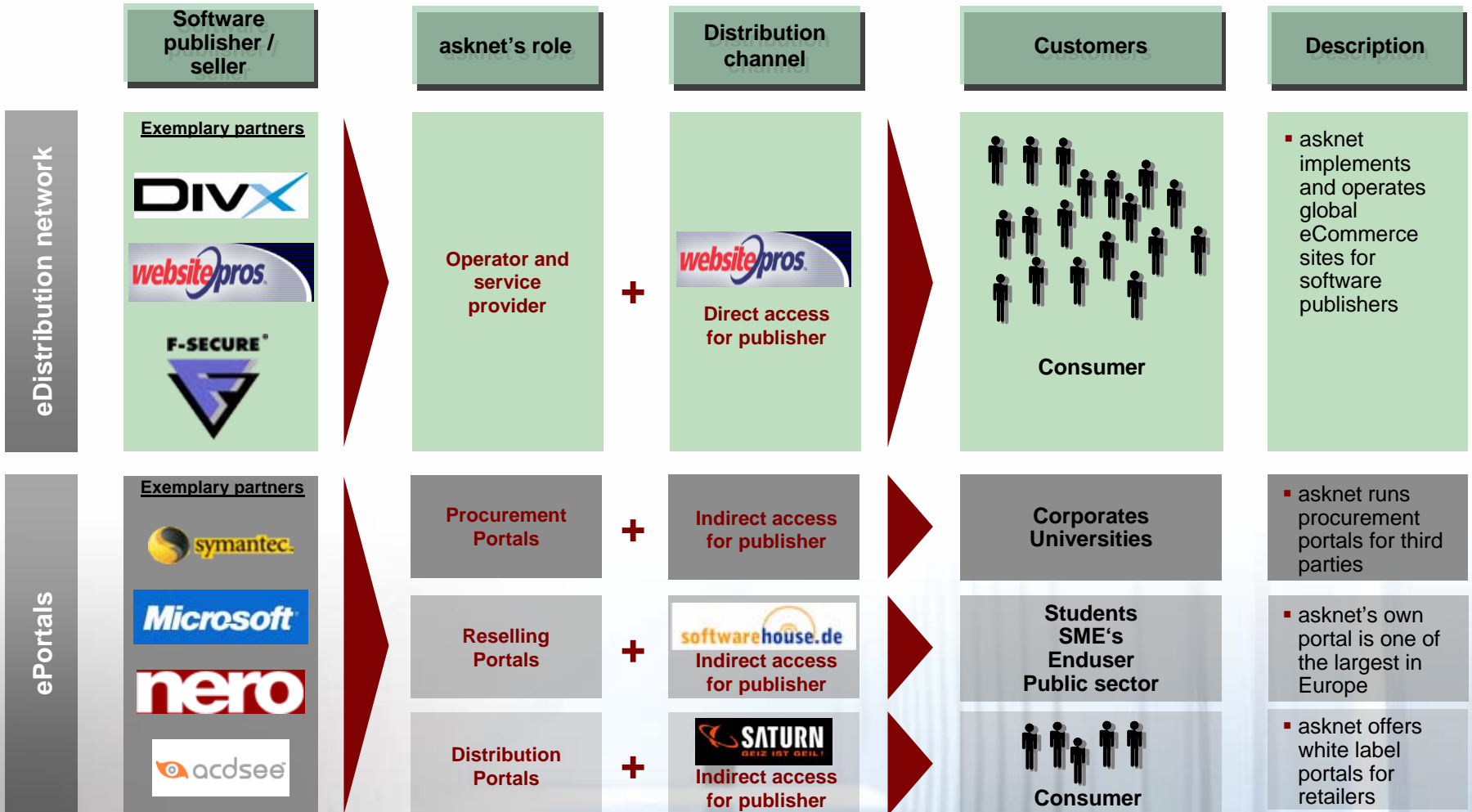


- Total worldwide software market is expected to grow by 6.5% p.a. until 2009

- However, the global Electronic Software Distribution (ESD) market is expected to grow by approx. 34% p.a. until 2009, reaching a total volume of USD 8.7bn



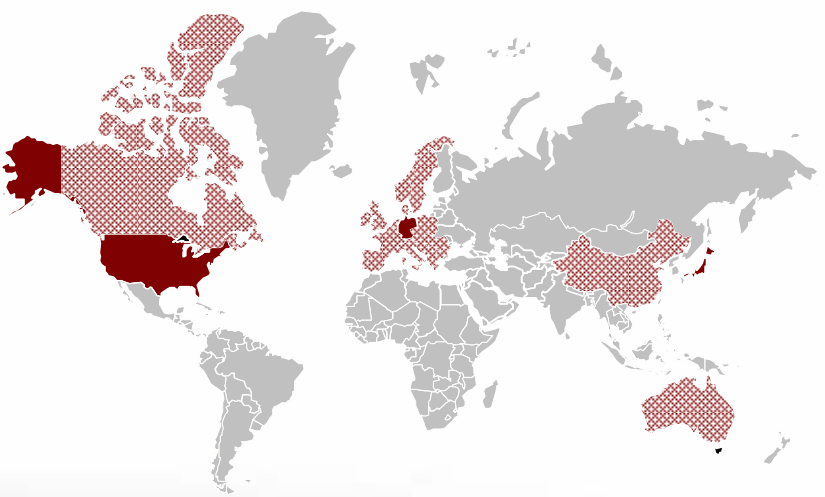
Key Elements of asknet's Business Model





Geographical Presence

asknet's markets

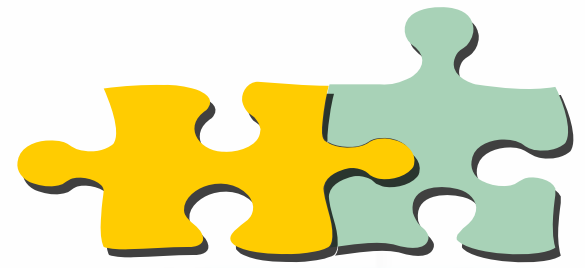


- Regions covered by own office
- Regions with indirect sales presence

Joint venture with Japanese "tech giant" SoftBank



The Preferred Alternative for Global eCommerce



asknet is now entering the fast growing Asia Pacific market

Creating the leading ESD company in the Asia Pacific market

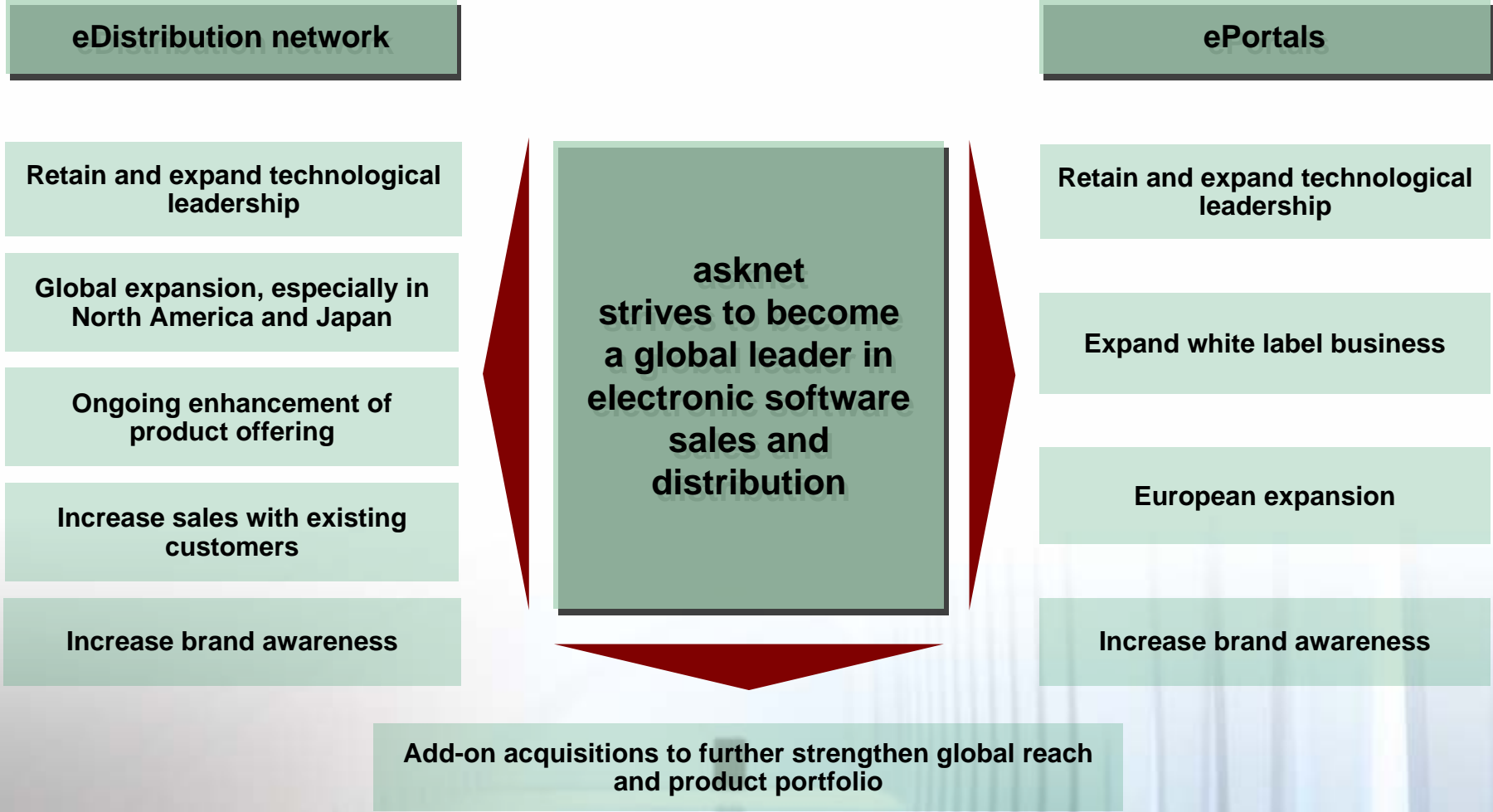


Key Customers in eDistribution network





Strategy





Investment Highlights

Highly scalable business model

Very flexible eCommerce platform to satisfy specific customer needs

Technology platform suitable for all digital products

Market leading technology

Highly attractive market offering strong growth potentials

Number two independent global player

Superior revenues growth

Best-of-breed eMarketing partner network

Strong partner in Asia

Very entrepreneurial management with strong industry background