

A blue-tinted background image of a person holding a smartphone. The person is wearing a light-colored t-shirt and a necklace. The phone is held in both hands, and the person's fingers are visible on the screen.

COMPANY OVERVIEW

August 2015

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We are an operating company with
MULTIPLE BRANDS

eHow

LIVESTRONG.COM

CRACKED

studioD

society6

SAATCHI ART

We're in Good Company

amazon.com®

Disney

HEARST

scrippsnetworks
interactive

IAC

CONDÉ NAST

ib Internet
Brands®

viacom



xo group/

BERKSHIRE
HATHAWAY
HomeServices

LVMH
MOËT HENNESSY • LOUIS VUITTON



COMCAST



We build platforms
for communities
of creators to reach
passionate audiences
in large and growing
lifestyle categories



Demand Media by the Numbers

CREATORS ACROSS PLATFORMS (1) *Approximately*

220,000



PAID TO CREATORS IN 2014 (2) *Approximately*

\$20M



TOTAL UNIQUE MONTHLY VISITORS (3) *Approximately*

50M



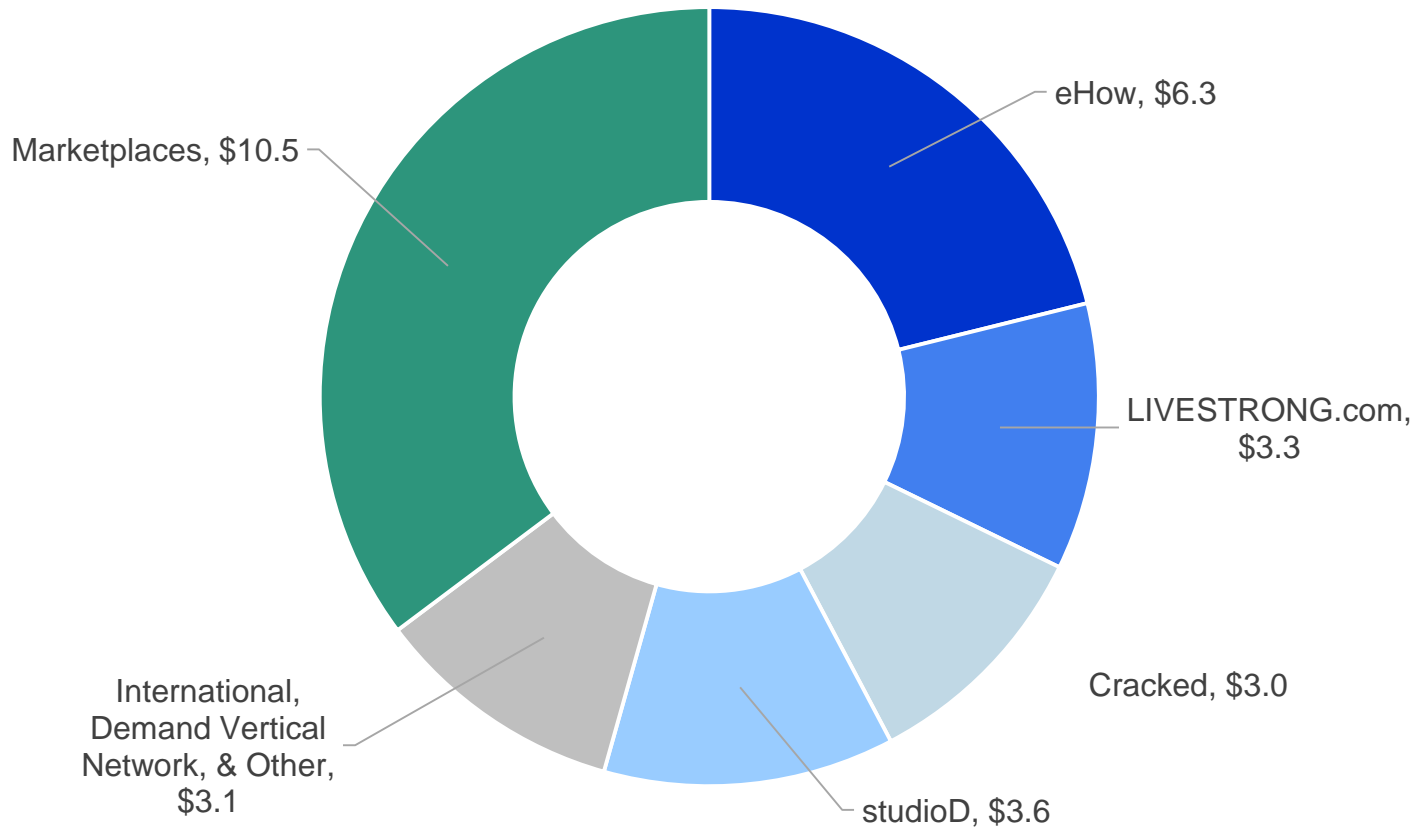
NUMBER OF EMPLOYEES *Approximately*

400

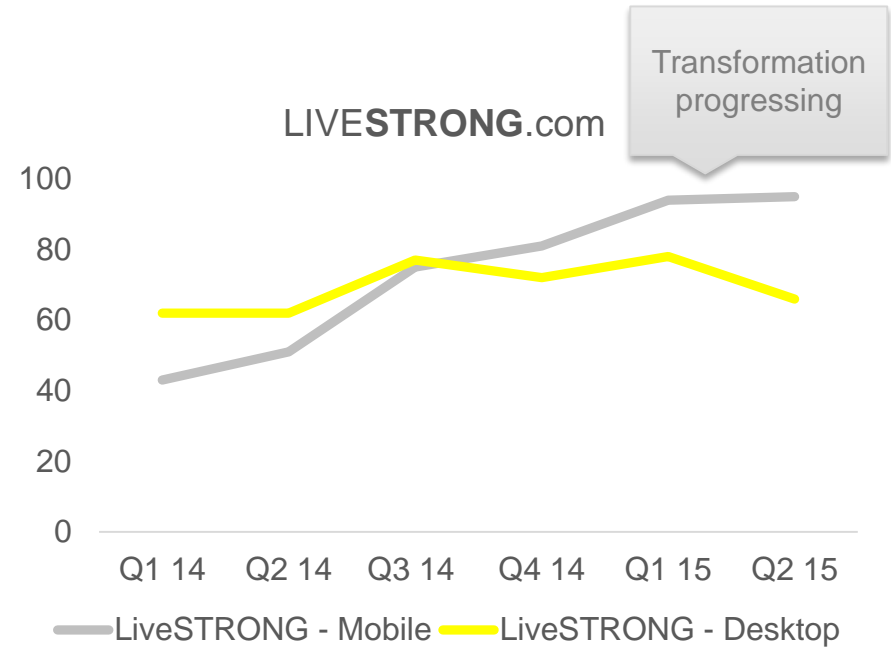
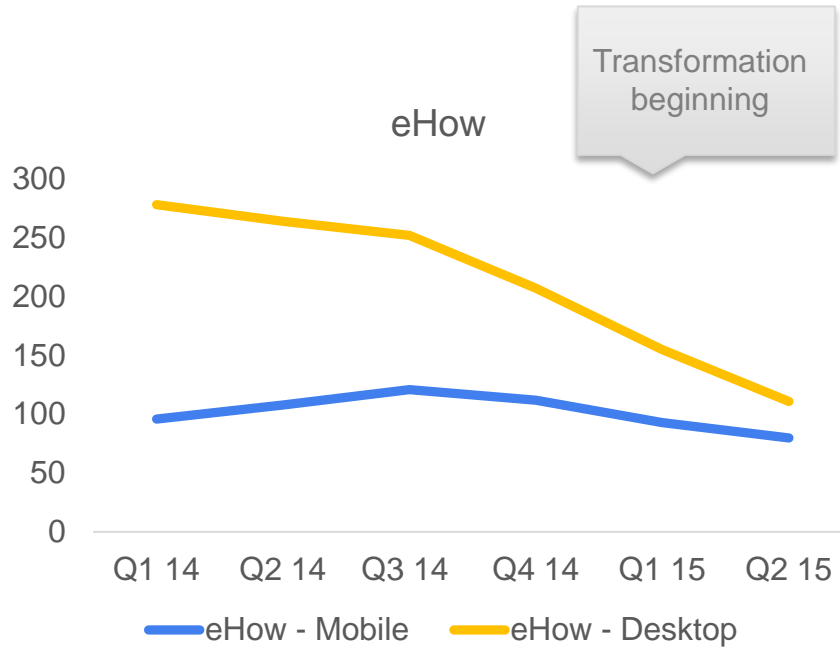


Revenue Q2 2015: \$29.8M

(in millions)



Core Media Traffic Trends



Recent Corporate News

People

- CEO appointment: Sean Moriarty (August 2014)
- CTO appointment: Brian Pike (November 2014)
- CFO appointment: Rachel Glaser (April 2015)

Transactions

- Divestitures of Creativebug & CoveritLive (July 2014)
- Spin-off of domain services business, Rightside Group (August 2014)
- Acquisition of Saatchi Art (August 2014)
- Repaid and terminated credit agreement (November 2014)
- Divestiture of Pluck (February 2015)

society6

Marketplace platform
empowering artists to
make their designs
available for sale on
a variety of products

Over 2M original designs

24 products (iPhone/Galaxy
cases, t-shirts, leggings, wall
tapestries, and others)

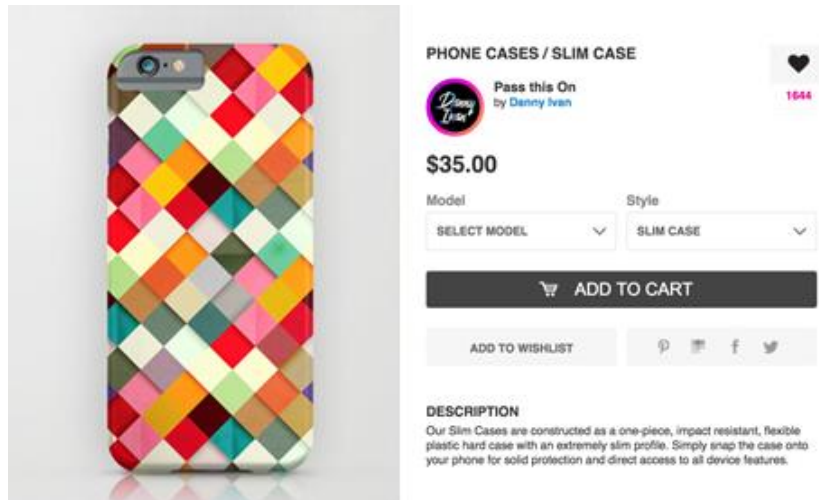
Shipped to customers in over
100 countries



Society6 at a Glance

For Customers:

- Caliber of artists
- Quality & variety of products
- Over 2 million unique designs to choose from
- Best-in-class customer service
- Service reliability - products shipped within 3 business days



For Artists:

- Global reach
- Quality & variety of products
- Premium product previews that can be used as marketing assets
- Opportunity of exposure through collaborations
- Active collaborative community
- Respected brand with history in the print-on-demand space



Society6 – Q2 2015 Update

- Marketplaces Revenue* (Q2 2015): \$10.5M (35% of total)
- Launched leggings, wall tapestries and all-over print t-shirts, for 24 total products currently available
- >2 million unique designs available from creators around the world

*Marketplaces revenue includes Society6 & Saatchi Art

SAATCHI ART



A global online marketplace with more than 50,000 emerging artists from nearly 100 countries selling original art.

“Supporting artists from around the world” “Brilliant innovation... delightfully subversive”

2015 Webby Award



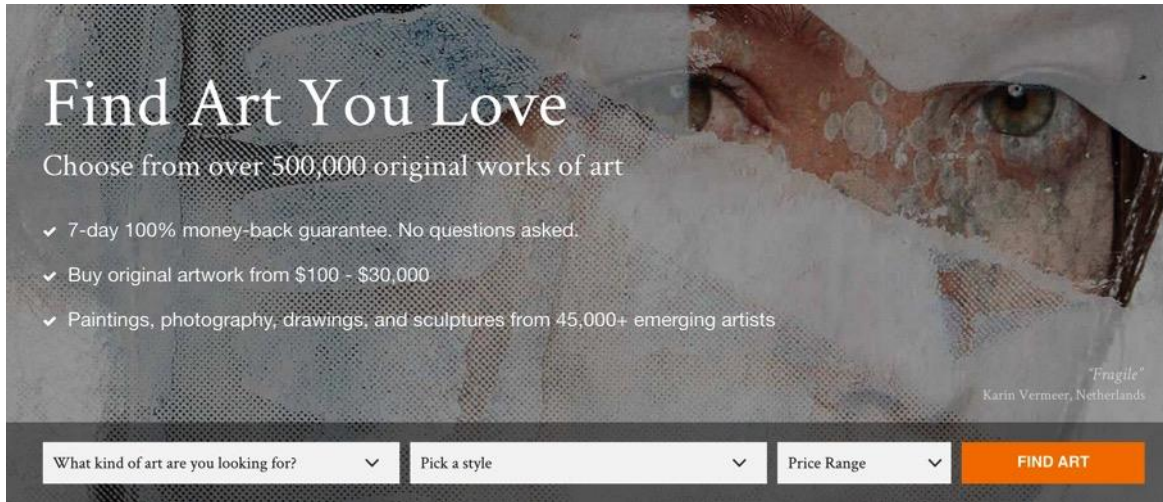
Saatchi Art at a Glance

For Buyers:

- Global selection
- Discovery & decision support
- Expert curation
- Direct connection with artists

For Artists:

- Global reach
- Self service selling platform
- Curated exhibits and contests
- Emerging artist community



Find Art You Love

Choose from over 500,000 original works of art

- ✓ 7-day 100% money-back guarantee. No questions asked.
- ✓ Buy original artwork from \$100 - \$30,000
- ✓ Paintings, photography, drawings, and sculptures from 45,000+ emerging artists

What kind of art are you looking for? ▼ Pick a style ▼ Price Range ▼ **FIND ART**

"Fragile"
Karin Vermeer, Netherlands



Just for Tonight
Painting

David Fredrik Moussallem
Canada



\$3,300

Saatchi Art – Q2 2015 Update

- >500k works of original art for sale on the site ⁽¹⁾
- Connected artists and collectors in person in NYC with a solo show for Bradley Wood and a group show for Brooklyn-based artists



LIVESTRONGSM.COM

Leading health and fitness website with diet, nutrition and fitness tips for a healthier lifestyle

Over 25M Monthly Visitors⁽¹⁾

Over 8M Registered Users⁽²⁾

Over 135 Expert Bloggers

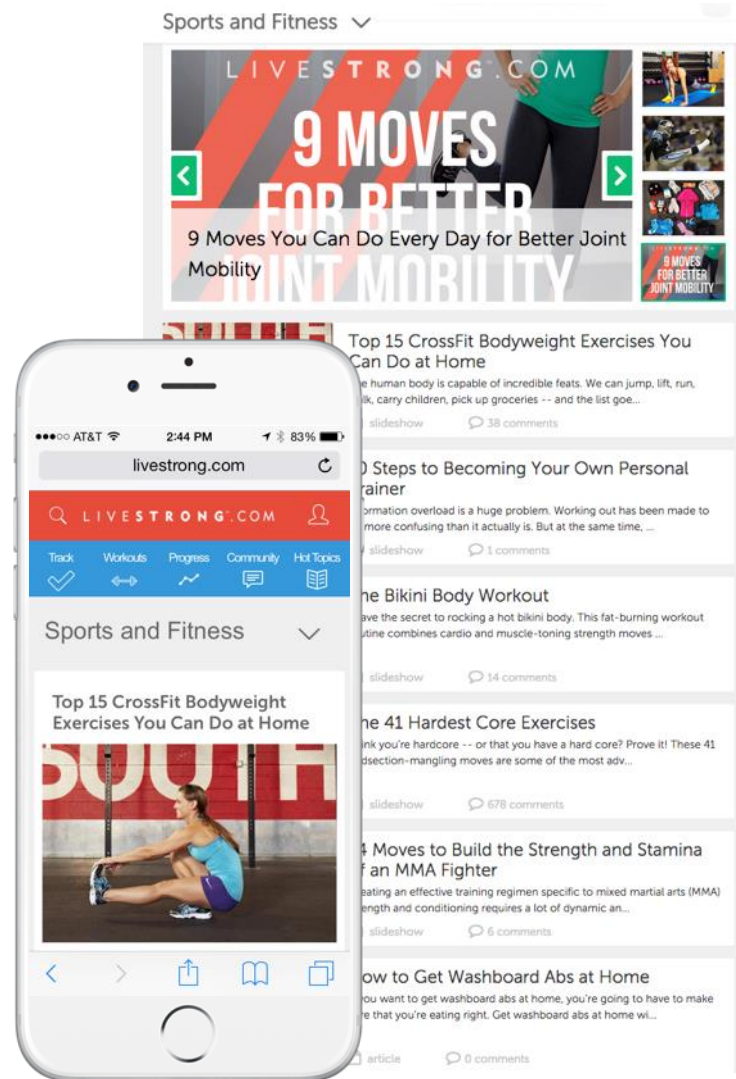
(Including Jillian Michaels, Kayla Itsines and Gabby Reece)

(1) Total unique visitors in the U.S. reached by Livestrong.com/eHow Health in June 2015 Source: June 2015 U.S. comScore

(2) Source: Internal data

LIVESTRONG.com – Q2 2015 Highlights

- Revenue (Q2 2015):
\$3.3M (11% of total)
- Unique Visitors (June 2015): 25M ⁽¹⁾
- 42% traffic growth year-over-year ⁽²⁾
- >10% growth in app downloads and engagement metrics year-over-year ⁽³⁾
- 30% growth year-over-year in monthly average users on MyPlate, MyQuit and MyWater apps ⁽³⁾





Learn how to do
almost anything
from expert
advice, articles
and videos

#6 in Home & Garden⁽¹⁾

#9 in Education⁽¹⁾

27M Monthly Visitors⁽²⁾

(1) Source: June 2015 U.S. comScore

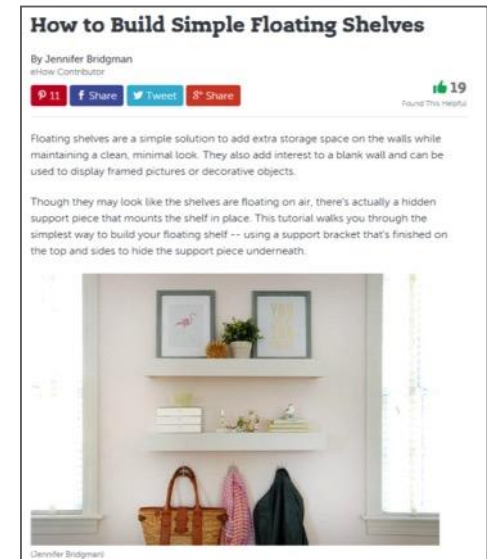
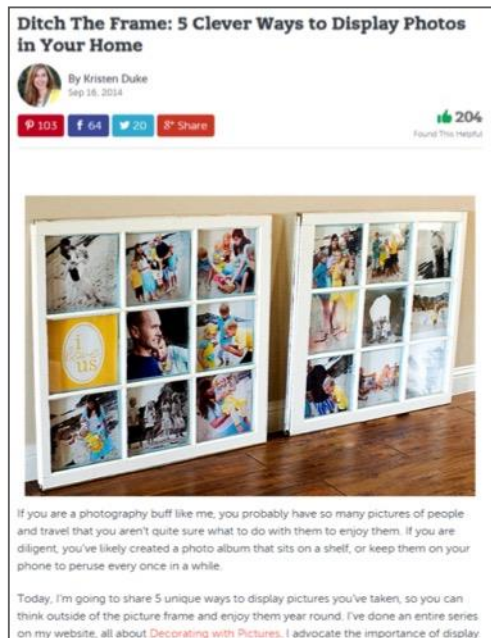
(2) Total unique visitors in the U.S. reached by eHow in June 2015 Source:
June 2015 U.S. comScore



eHow at a Glance

A market leader in the how-to category which represents a large market opportunity

- Content geared toward the DIY and Home Improvement market, which was estimated to be \$700 billion by 2015 (2012 Global Industry Analysts)
- ~98 million unique visitors to all properties in the Lifestyles/Home category ⁽¹⁾



eHow – Q2 2015 Update

- Revenue (Q2 2015): \$6.3M (21% of total)
- Unique Visitors (June 2015): 27M ⁽¹⁾
- Mitchell Pavaio joins as SVP & GM
- Removed 2.4M articles and 4 desktop ad units since November 2014
- Traffic from social channels (primarily Pinterest) growing in both absolute visits and as a percentage of total traffic

CRACKED

Entertainment for people who like to think, laugh and learn while they're supposed to be working, waiting in line, commuting... you get the picture.

#1 in Humor ⁽¹⁾

(CollegeHumor/Cracked Network)

2015 Webby Award



"Addictive... hauntingly funny...
terrifyingly well-informed."

WIRED INSIDER

(1) Source: June 2015 U.S. comScore



Cracked at a Glance

Site Redesign

- Focus on building the best user experience for desktop and mobile users
- Improved viewability
- Responsive design in progress

Social

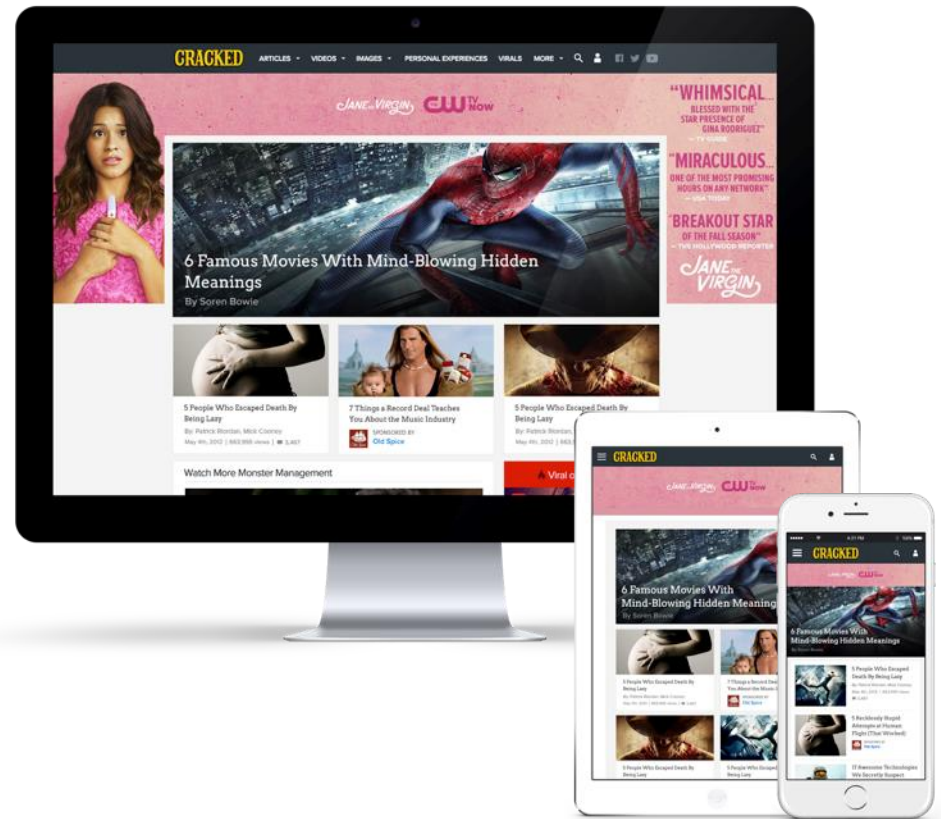
- Focus on four main social platforms: Facebook, Twitter, StumbleUpon and Tumblr

Video

- Focus on unscripted series and viral hit-driven model

Content

- Multiple content formats including timely, image-based content



Cracked – Q2 2015 Update

- Revenue (Q2 2015): \$3.0M (10% of total)
- Unique Visitors (June 2015): 9.7M ⁽¹⁾
- CollegeHumor/Cracked Network ranked as the #1 Humor Property in the US in June 2015 ⁽¹⁾
- Video views across YouTube, Facebook & site up >75% Y/Y ⁽²⁾
- >10M streams on YouTube exiting the quarter ⁽³⁾

(1) Source: June 2015 U.S. comScore for Cracked.com

(2) Source: internal data,

(3) Streams represent monthly average streams exiting June 30, 2015



STUDIO D

studioD

Creative studio
and branded
content division
creating content
across 20 different
formats



eHow

LIVESTRONG.COM

studioD at a Glance

Data Driven Approach:

- Search & social trends
- Consumption patterns
- Behavioral signals

Comprehensive Services:

- Publishing platform
- Best-in-class editorial, SEO and social strategists

Talented Freelance Community:

- Thousands of highly qualified creators, specializing in a wide range of lifestyle categories

studioD – Q2 2015 Update

- Revenue (Q2 2015): \$3.6M (12% of total)
- Signed several new customers
- Increased number of active projects
- Choice Hotels said: “We’re excited to bring Demand Media on as true content partners... Not only are they a reliable, productive organization, but their focus on data-driven strategy ensures that our investment in them is also an investment in our corporate goals.”

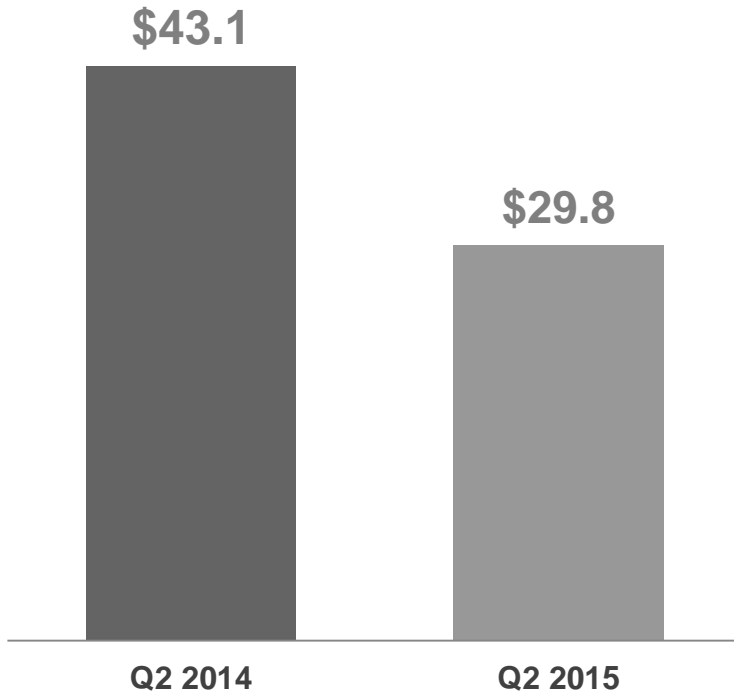
A background image consisting of several US dollar bills, including \$100 and \$50 bills, scattered and overlapping. The image has a light blue tint. The word "FINANCIALS" is centered over the bills in a large, white, bold, sans-serif font.

FINANCIALS

Revenue Summary

(in millions)

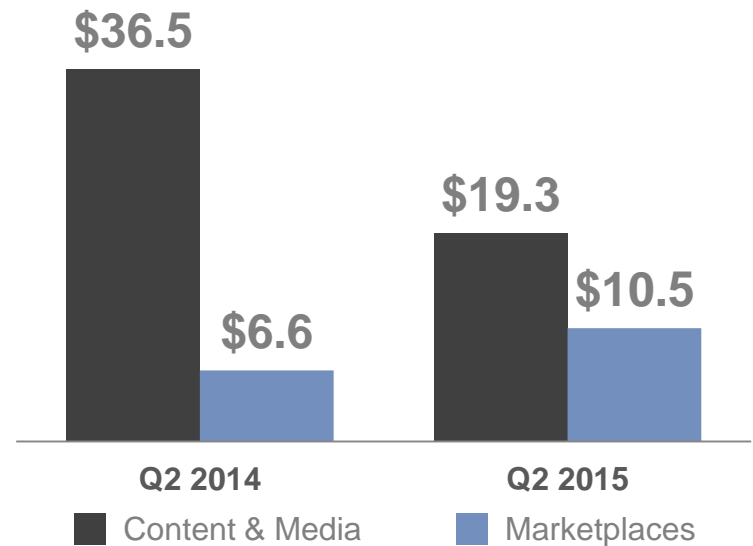
Q2 2014 vs. Q2 2015



YoY Comparison -31%

Trailing 12 Months Revenue: \$147.3M
(71% Content & Media, 29% Marketplaces)

Q2 Revenue by Service Offering



YoY Comparison

Content & Media -47%

Marketplaces +59%

Balance Sheet Summary

(in millions)

As of June 30, 2015

Assets

Cash & Cash Equivalents	\$ 42.3
Other Current Assets	18.4
Property and Equipment, Net	18.8
Other Long Term Assets ⁽¹⁾	44.8

Total Assets **\$ 124.3**

Liabilities

Accounts Payable, Accrued Expenses, and Other Current Liabilities	\$ 21.5
Deferred Revenue	2.8
Non-current Liabilities	2.1
Stockholders' Equity	97.9

**Total Liabilities and
Stockholders' Equity** **\$ 124.3**

Executive Leadership



Sean Moriarty
Chief Executive Officer

Sean serves as Chief Executive Officer and a member of the board of directors of Demand Media. Sean was previously the CEO of Saatchi Art, which Demand Media acquired in August 2014, and the President and CEO of Ticketmaster, where he also served on the board of directors. Sean held positions of increasing responsibility during his tenure at Ticketmaster, including EVP, Technology and Chief Operating Officer. Sean has also served as an Entrepreneur in Residence at Mayfield Fund and he began his executive experience as EVP, Technology at Citysearch.

Sean sits on several private company boards of directors, including Eventbrite and TuneIn. Sean is also actively involved in non-profit work with CoachArt and the Pat Tillman Foundation.

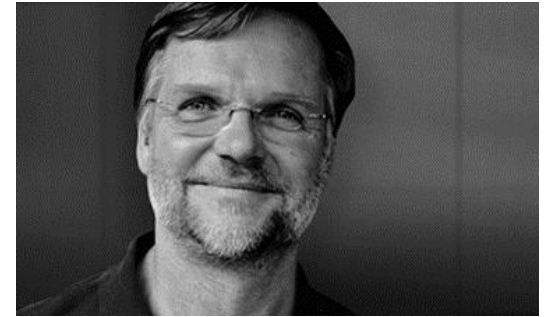
Sean received his bachelor's degree from the University of South Carolina and attended graduate school at Boston University and the University of South Carolina.



Rachel Glaser
Chief Financial Officer

Rachel Glaser joined Demand Media as the Chief Financial Officer. With nearly three decades of senior operations and financial experience, she most recently served as CFO at Move, Inc, parent of Realtor.com, where she helped lead the company through its successful transformation and sale to News Corporation. Prior to Move, she was Chief Operating and Financial Officer at MyLife.com. Before joining MyLife, Glaser was Senior Vice President, Finance at Yahoo! and spent many years at The Walt Disney Company in various finance, operations and technology roles.

Rachel received her undergraduate degree from University of California, Berkeley and earned her MBA at University of Southern California – Marshall School of Business.



Brian Pike
Chief Operating Officer &
Chief Technology Officer

Brian Pike joined Demand Media in 2014 and he currently serves as its Chief Operating Officer and Chief Technology Officer. Prior to Demand Media, Brian was CTO at Rubicon Project, where he led the engineering organization through rapid growth and a successful IPO. Prior to joining Rubicon, Brian was CTO at Ticketmaster where he led efforts to transform an established retailer and service company into a modern ecommerce retailer. Brian has an undergraduate degree from Stanford University and an MBA from the Anderson School at UCLA.

Executive Leadership



Daniel Weinrot
EVP, Legal & General Counsel

Daniel Weinrot is the EVP, Legal & General Counsel. He joined Demand Media in 2010 and has held several positions within Demand's legal department before being elevated to General Counsel. Daniel was integral in managing our initial public offering in January 2011, and the tax-free spin-off of our domain name services business in August 2014. In his current role, Daniel oversees and manages Demand Media's legal and risk management functions, which includes public company compliance, mergers & acquisitions, litigation and insurance, among others.

Prior to joining Demand Media, Daniel was most recently VP & Deputy General Counsel at Las Vegas Sands Corp., the leading owner and developer of integrated casino resort properties located in the United States and Asia. Prior to that, Daniel was a corporate associate at Latham & Watkins LLP, one of the leading international law firms based in Los Angeles. Daniel holds a JD from UCLA and a bachelor's degree from U.C. Berkeley.



Tawn Albright
EVP, Corporate Development

Tawn Albright is the Executive Vice President of Corporate Development for Demand Media. He joined the company in 2015. Prior to Demand Media, Albright was CEO and founding partner of the award-winning digital marketing agency, Rockhouse Partners. Following the sale of Rockhouse to Etix, Albright served as Executive Vice President for Etix, leading the integration of the two companies. Albright has more than twenty years of experience managing growth initiatives for companies that include Ticketmaster/IAC, The Coca-Cola Company and Cox Communications. He is trilingual (English, Spanish, French), enjoys backpacking, ultimate frisbee, big skies and music.

He's a graduate from the University of Arizona with a double degree in Finance and Entrepreneurship and earned his MBA from Thunderbird School of Global Management.