



society6 **ACQUISITION**



6.24.2013

FORWARD LOOKING STATEMENTS

DISCLAIMER: THE MATERIAL SET FORTH IN THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS

This presentation contains certain forward-looking statements. All statements other than statements of historical facts contained in this presentation, including statements regarding Demand Media, Inc.'s ("Demand Media" or the "Company") future results of operations and financial position, business strategy, plans and objectives for future operations, are forward-looking statements. The Company has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, short term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in the Company's periodic reports filed with the Securities and Exchange Commission (the "SEC"), which are incorporated herein by reference. Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

You should not rely upon forward-looking statements as predictions of future events or results. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, the Company cannot guarantee that the future results, execution of its business strategy, including its proposed business separation, as well as short term and long-term business operations, plans and objectives, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither the Company nor any other person assumes responsibility for the accuracy and completeness of such forward-looking statements. Except as required by law, the Company undertakes no obligation to update publicly any forward-looking statements for any reason after the date of this presentation, to conform these statements to actual results or to changes in the Company's expectations.

The Company is publicly traded on the New York Stock Exchange under the ticker symbol "DMD" and is a registrant under the rules and regulations promulgated by the SEC. Before evaluating whether you should consider an investment in the Company's securities, you should read the Company's annual, quarterly and period reports filed with the SEC, including all of the disclosures set forth therein, including under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations." The Company's SEC filings can be found at www.sec.gov and ir.demandmedia.com.

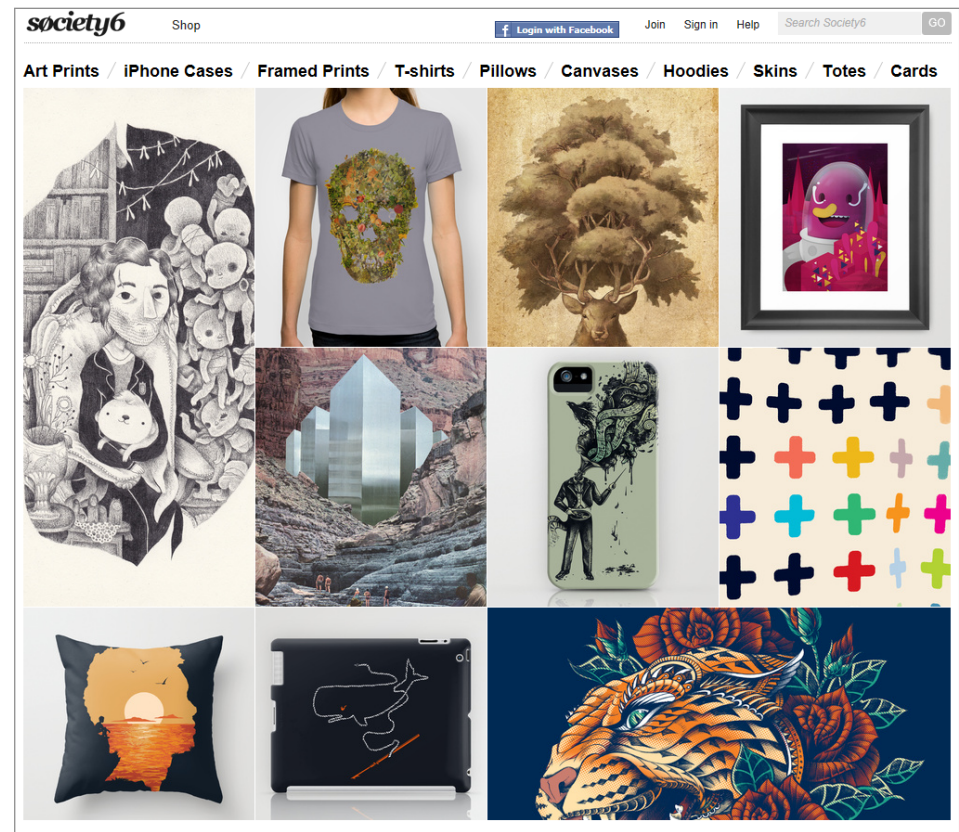


ABOUT society6

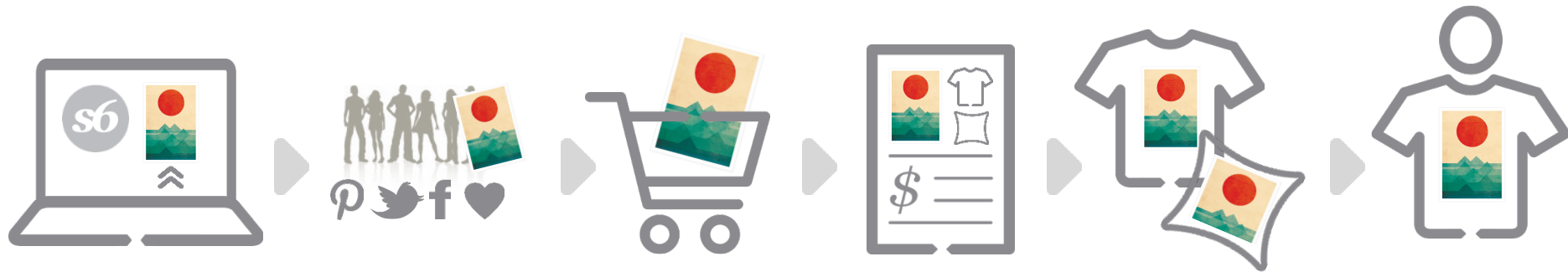
SNAPSHOT

A unique and fast growing e-commerce marketplace powered by artists.

- Fast growing e-commerce marketplace
- Expanding, talented artist base
- Highly engaged, growing user community
- Diversified sources of traffic
- Expanding product mix
- Profitable business model
- Founded in 2009 in Los Angeles, CA



society6 BUSINESS MODEL



Artists upload
digital images

Socialized and
promoted on
S6 platform

Customer
purchases
a product

S6 sends the
order to external
manufacturers
through an
electronic
API feed

The product is
manufactured and
shipped to the customer,
typically within 5 business
days

society6 BUSINESS MODEL

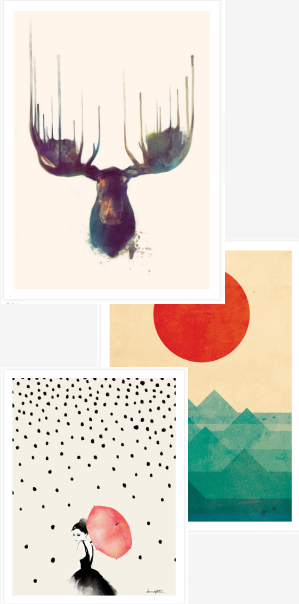
SOCIAL COMMERCE

ARTIST UPLOADS WORK

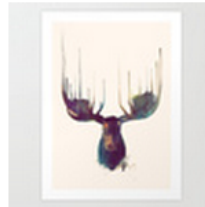
ARTIST USES SOCIAL MEDIA CHANNELS

COMMUNITY PROMOTES WORK

SOCIETY6 FEATURES WORK



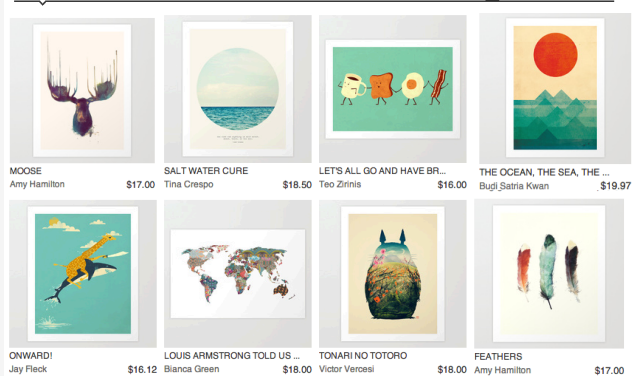
♥ Promote 1382



ART PRINTS

POPULAR / RANDOM / NEW

PREV 1 2 3 4 ... 100 NEXT



society6 **COMPETITIVE ADVANTAGES**

Authentic artist community

Society6's artistic roots continue to attract a large community of true artists.

Innovative outsourced manufacturing and fulfillment platform

Society6 does not hold inventory, rather, products are manufactured and shipped on demand through API connections with its manufacturing partners.

Socially driven e-commerce marketplace

Artists promote their designs through dedicated artist pages as well as Society6's social media tools, fostering community and increasing visibility for their work.

Diverse, organic traffic sources

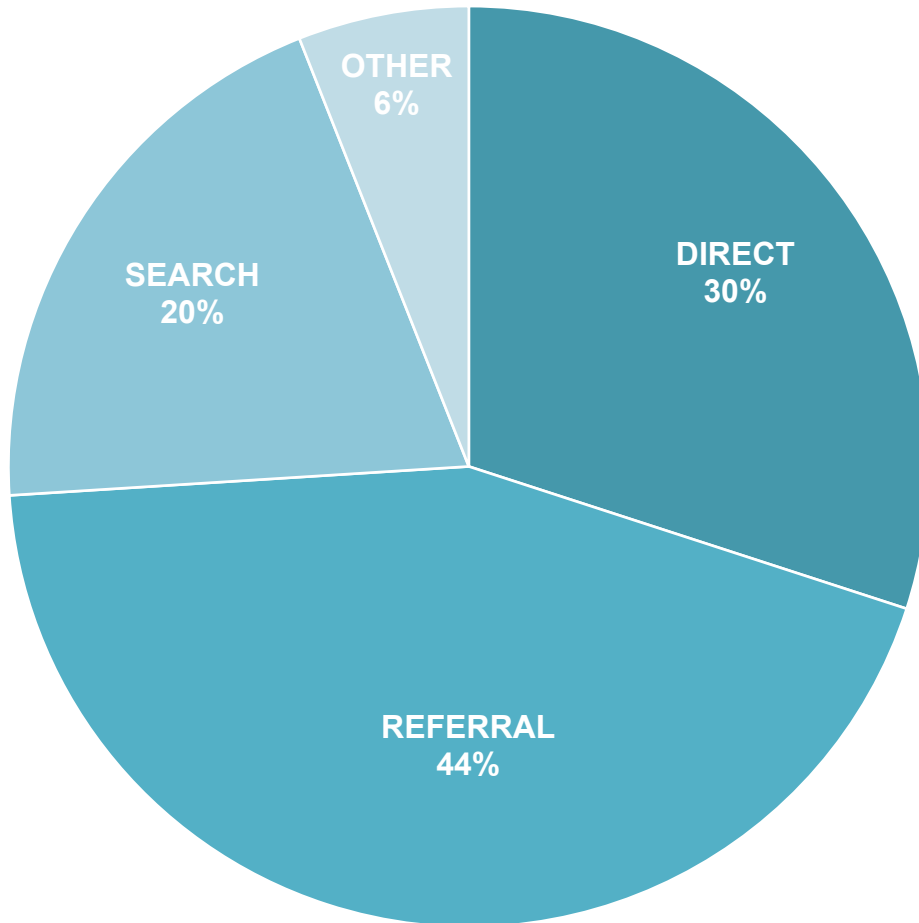
Largest traffic source is referral, followed by direct and search.

Younger, “hipper” customer demographic

71% of unique users were in the 15-34 demographic.
(comScore WW May 2013)

society6 DIVERSE TRAFFIC MIX

TRAFFIC MIX



MONTHLY STATS*

1,230,000

Unique Visitors**

~900,000

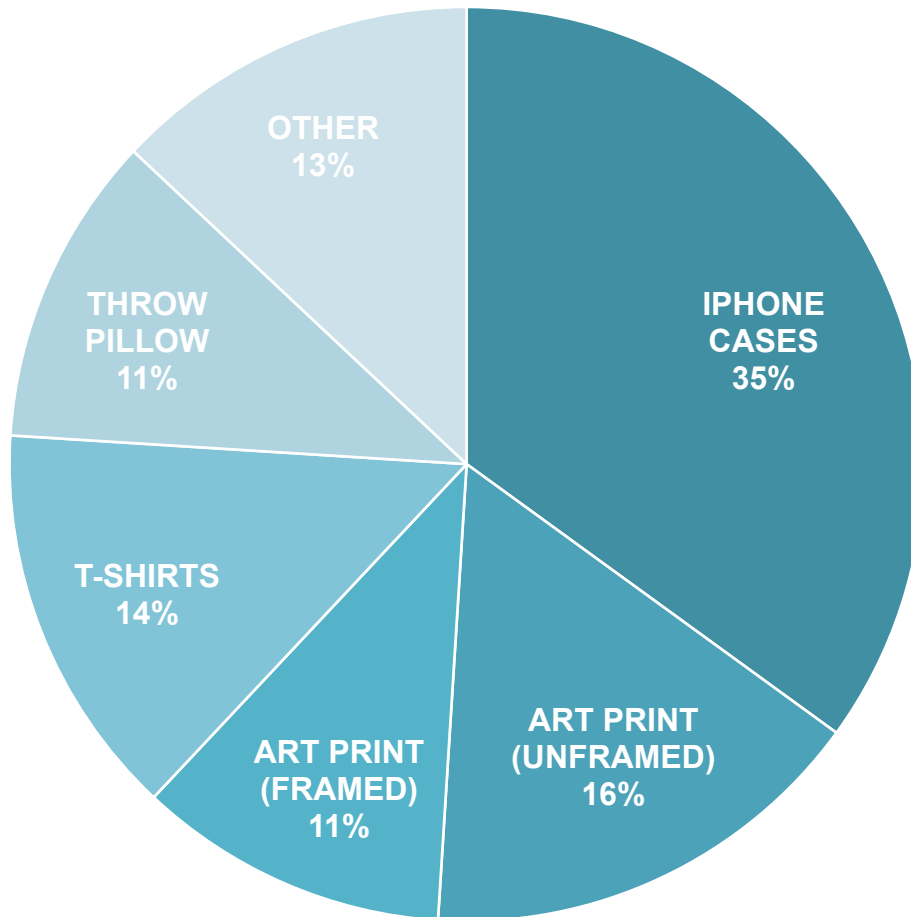
Promotes  Promote **78**

* May 2013

** comScore WW

society6 EXPANDING PRODUCT MIX

PRODUCT MIX

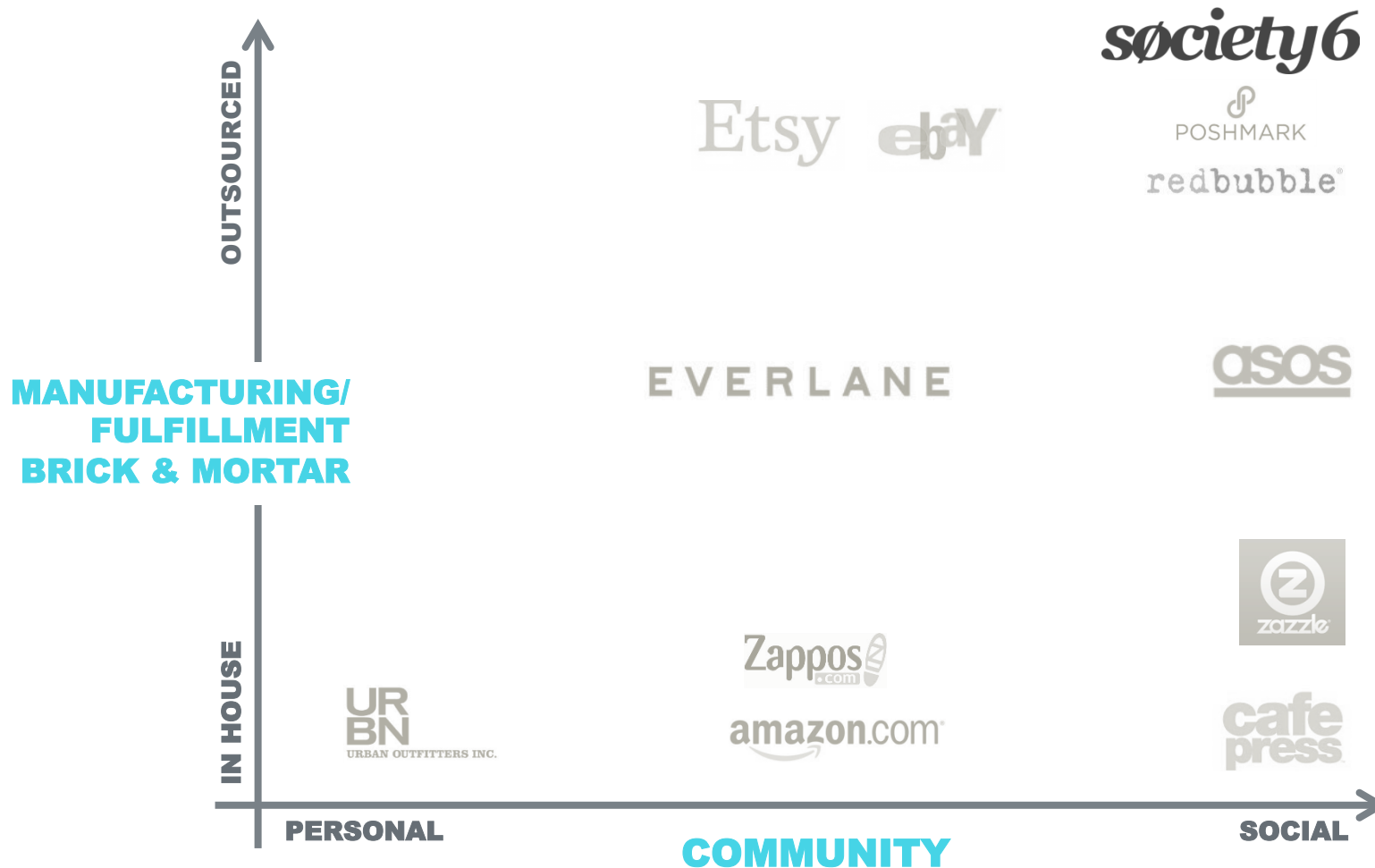


MONTHLY STATS*

151,000 New Image Uploads
55,000 Products Sold
~\$50 Average Order Size

* May 2013

society6 COMPETITIVE POSITIONING



EXPANDED CONTENT & MEDIA PLATFORM



Writers, Filmmakers, Photographers

COMMUNITY



Artists



100M+ Unique Visitors

DISTRIBUTION

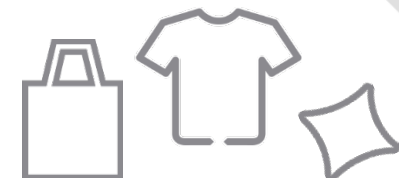


Direct Traffic, Social Referrals



Advertising, Subscription

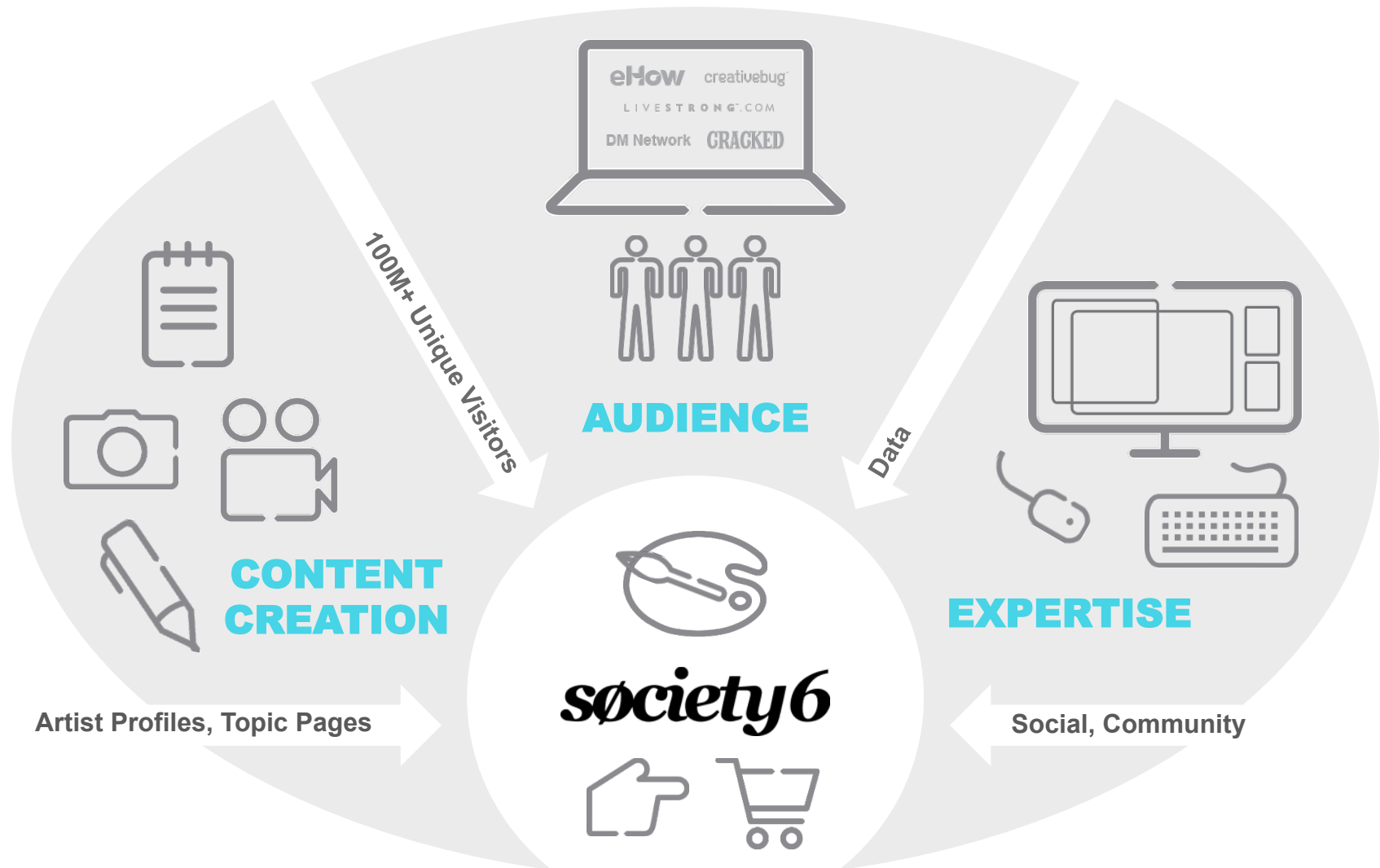
MONETIZATION



Commerce

society6 SYNERGIES

HOW DEMAND CAN APPLY ITS SCALE AND EXPERTISE





TRANSACTION DETAILS

CONSIDERATION

\$94 million:

- \$75 million cash
- \$19 million stock

S6 FINANCIALS*

- FY2012 Revenue: \$ 15 million
- FY2012 Operating Income: \$ 4 million

**Twelve months ended December 31, 2012 (unaudited)*

CLOSED

June 20, 2013





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