



INVESTOR FACT SHEET

As of August 2010

OVERVIEW

InterShop Communications AG (founded in Germany 1992; Prime Standard: ISH2) is a leading provider of comprehensive state-of-the-art e-commerce solutions. InterShop's Enfinity Suite 6 is high-performance packaged software for internet sales, complemented by all necessary services as well as comprehensive online marketing consulting. InterShop also acts as a business process outsourcing provider, covering all aspects of online retailing, including fulfillment. Around the globe more than 300 enterprise customers, including HP, BMW, Deutsche Telekom, and Mexx run InterShop solutions. InterShop is headquartered in Jena, Germany, and has offices in the United States, Europe, and Australia.

COMPANY DATA

■ Headquarters

InterShop Communications AG
InterShop Tower
07740 Jena
Germany

Telephone: +49 (36 41) 50-0
Fax: +49 (36 41) 50-10 10
E-Mail: info@intershop.com
Web: <http://www.intershop.com>

■ Founded

1992 in Jena

■ Executive Management Board

Heinrich Göttler, Dr. Ludger Vogt,
Peter Mark Droste

■ Offices

Jena, Hamburg, Stuttgart, Frankfurt/Main,
Nuremberg, Berlin, San Francisco

■ Supervisory Board

Bernhard Wöbker (Chairman)
Peter Georg Baron von der Howen (Vice
Chairman)
James W. MacIntyre

■ Employees

318

PRODUCT INFORMATION

■ Sector

E-Commerce software and services

■ Business activities

- Development and sale of standardized e-commerce software that enables companies to manage business processes electronically on the Internet
- Services and business process outsourcing for end-to-end e-commerce business processes

■ E-Commerce software

Intershop is a provider of e-commerce standard software for high-end middle-market businesses and large companies. The Company's software – Enfinity Suite 6 – is a product suite that combines extensive e-commerce functionality with maximum performance and an integrated content management system. Enfinity Suite 6 supports numerous e-commerce business models, such as direct business-to-consumer (B2C) and business-to-business (B2B) sales, indirect Internet sales via business partners, the integration of suppliers, and electronic procurement. Intershop's software can be integrated seamlessly into a company's existing infrastructure to enable smooth business processes between suppliers, partners, and customers.

Enfinity Suite 6 helps companies to bring all their e-commerce activities together on a single platform and to manage them centrally. This allows the optimal alignment and management of dealings with suppliers, business customers, partners, and end customers.

Competitive advantages with Enfinity Suite 6:

- Ease pressure on traditional cost-intensive sales channels with self-service portals
- Increase the reach of offerings by rapidly and cost-effectively developing new online sales channels
- Develop successful sales partnerships by automating business relationships
- Fine-tune relationships with business customers through customer-friendly online portals
- Reduce costs by optimizing internal purchasing processes

The Company offers an extensive service offering to support customers when they use its software.

■ E-Commerce services

- Intershop supports customers – from planning to operation – in the implementation of e-commerce projects and specific customer requirements.
- Intershop supports customers in the planning and execution of online marketing measures.
- Intershop offers customers global round-the-clock support.
- Intershop offers customers a wide range of training modules for its e-commerce solutions.

■ Full-service e-Commerce

With its full-service e-commerce offering, Intershop delivers end-to-end e-commerce business processes in the form of business process outsourcing. Intershop assumes the customer's entire online business – online marketing, e-commerce, and fulfillment – and works together with the customer to implement its business goals

■ Online Marketing

Any company that wants to hold its own on the market must now offer its products and services online. An efficient, integrated online marketing strategy is a critical factor for a company's online success.

Implementing this strategy presents companies with the challenge of using sales-oriented online marketing concepts so that the acquisition costs of new customers and interested parties can be transparently, predictably, and affordably measured and optimized for all instruments. The integrated approach covering all measures is a critical success factor.

From search engine marketing through e-mail marketing to search engine optimization, affiliate marketing, and online cooperation, Intershop offers the full range of performance-oriented online marketing from a single source.

KEY FINANCIALS

■ Fiscal year:

December 31

■ Accounting standard:

IFRS (since 2005)

■ Financial information

in million EURO	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	6M 2010
Net Revenues	17.9	46.3	123.0	68.7	45.1	23.2	17.6	17.8	18.8	26.9	28.1	31.8	17,2
Gross profit	12.4	33.0	74.3	24.9	26.0	11.1	8.6	8.8	8.0	12.0	11.4	14.9	7,3
Operating profit	(19.0)	(20.1)	(40.7)	(133.5)	(28.7)	(21.8)	(8.8)	(2.2)	(5.9)	(1.9)	1.9	2.0	0,4
Net loss/profit	(17.3)	(18.4)	(38.9)	(131.8)	(27.6)	(20.4)	(8.9)	(3.4)	(6.4)	(2.0)	1.5	1.7	0,4
Free Liquidity	34.2	12.1	84.1	9.1	11.3	2.6	1.6	7.3	3.6	5.9	8.1	6.3	16,0
Total Liquidity	34.2	12.1	111.6	36.3	22.5	8.8	8.4	13.5	11.2	9.9	9.3	7.2	16,9
Shareholders equity	34.2	22.9	174.0	43.9	26.4	6.3	2.7	8.3	6.9	12.2	16.3	18.4	22,6
Total assets	47.2	53.8	209.5	79.6	52.1	19.7	17.3	23.0	23.2	23.4	24.9	28.7	35,0
Employees	353	544	1,218	733	479	278	222	222	247	233	264	303	318

SHARE AND CAPITAL INFORMATION

■ IPO on Neuer Markt, Frankfurt, Germany

- IPO volume: 1,800,000 shares (1,000,000 capital increase)
- First day of trading: July 16, 1998
- Offering price: 51.13 €
- First quote: 132.93 €
- Syndicate: Bank J. Vontobel & Co AG, Commerzbank AG, Hambrecht & Quist Euromarkets S.A., Sal. Oppenheim jr. & Cie KgaA

■ ADR Listing on Nasdaq, New York / USA

- IPO volume: 3,350,000 American Depositary Receipt (ADR) or 3,350,000 ordinary shares (ORD), respectively)
- First day of trading: September 29, 2000; last day of trading: February 17, 2004
- Offering price: \$32.09 per ADR (equals €73 per ordinary share)
- Ratio of 1 ADR : 1 ORD, i.e., one ADR represent one bearer ordinary share
- First quote: \$32.125
- Syndicate: Credit Suisse First Boston, Chase H&Q, U.S. Bancorp Piper Jaffray
- Nasdaq market segment: Nasdaq National Market
- ADR ratio change from 1 ADR : 5 ORD to 1 ADR : 1 ORD on February 6, 2003.
- Delisting From Nasdaq and Termination of ADR Facility on February 17, 2004

■ Shareholder structure

- 63.28% Free Float
- 27.24% GSI Commerce Solutions, Inc.
- 9.48% Pyramus S.á.r.l.

■ Number of shares

Outstanding: 28,951,966

■ Share type

Common bearer shares of no par value (with a calculated value of 1 €)

■ Stock split

- August 23, 1999: 3-for-1 stock split
- August 16, 2000: 5-for-1 stock split
- January 17, 2003: 1-for-5 reverse stock split
- July 08, 2005: 1-for-3 reverse stock split

■ Latest Corporate Actions

- March 30, 2004: Cash capital increase, public rights issue
- September 27, 2004: Cash capital increase, excluding shareholders' subscription rights
- October 19, 2005: Cash capital increase, public rights issue
- August 14, 2007: Cash capital increase, excluding shareholders' subscription rights
- May 7, 2010: Cash capital increase, excluding shareholders' subscription rights
- June 3, 2010: Cash capital increase, public rights issue

■ Stock exchanges

Germany: Frankfurt/Main (Prime Standard), XETRA, Berlin, Bremen, Düsseldorf, Hamburg, Hanover, Munich, Stuttgart

■ Indices

CDAX, PRIMEALL, TECHALLSHARE

■ Security identification number (WKN)

A0EPUH

■ ISIN Code

DE000A0EPUH1

■ SE-Code

(Frankfurter-WP) ISH2

■ Market segment

Prime Standard

■ Capital (as of June 30, 2010)

- | | |
|-----------------------------|--------------|
| 1. Common stock: | € 28,951,966 |
| 2. Conditional capital I: | € 92,917 |
| 3. Conditional capital II: | € 0 |
| 4. Conditional capital III: | € 0 |
| 5. Authorized capital I: | € 4,553,103 |
| 6. Authorized capital II: | € 1,076,822 |

FURTHER INFORMATION

■ Visit us www.intershop.com to learn more about Intershop Communications AG, e. g.:

- Annual and quarterly reports
- Financial calendar
- Corporate news
- Financial press releases
- For specific information on **investor relations and financial information**, please use the following link: <http://www.intershop.com/investor-relations.html>
- For the latest **corporate news**, please visit us at: <http://www.intershop.com/press-releases.html>
- For information on our **customers**, please refer to this site: <http://www.intershop.com/customers.html>

■ **Financial Calendar**

- November 10, 2010: Release of Q3 / 2010 and 9-month financials
- November 23, 2010: Analyst conference

■ **Intershop Investor Relations**

Intershop Communications AG
Intershop Tower
07740 Jena
Germany

Telephone: +49 (36 41) 50-13 71
Fax: +49 (36 41) 50-13 09
E-Mail: ir@intershop.com
Web: <http://www.intershop.com>