

AOL.

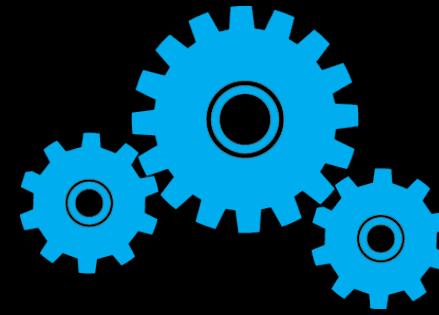
Investor Day [June 16, 2011](#)

Technology

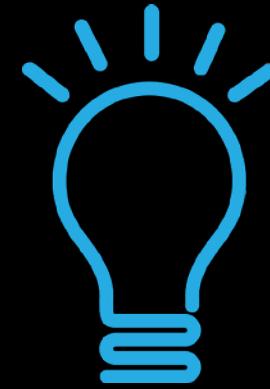
Focused on 3 things



Setting the company
up to scale



Taking
advantage of
new technology
innovations



Empowering our
engineers to be
smarter, faster,
more efficient

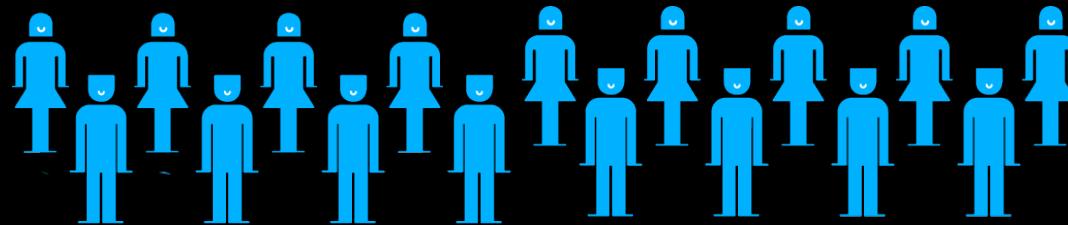
AOL Technology at-a-glance

1 Global engineering team

2 AOL has a complete
technology stack

3 By the numbers

Over 1400 Engineers In 8 countries



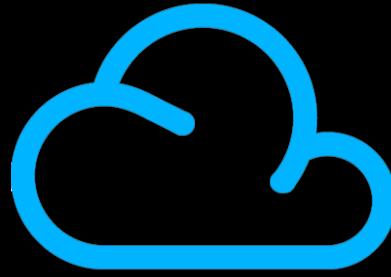
State of the art technologies
and engineering processes
Kanban, Ruby on Rails, PHP,
Erlang, MongoDB, Hadoop, etc.

AOL Technology at-a-glance

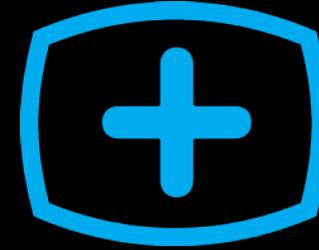
1 Global engineering team

2 AOL has a complete
technology stack

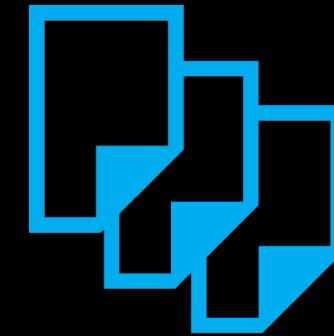
3 By the numbers



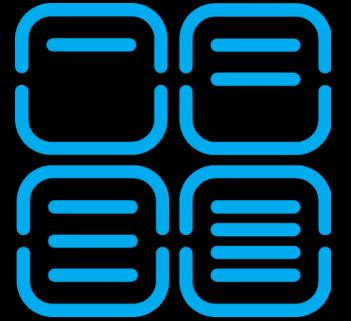
Cloud architected
data centers



Big data
storage and
analytics



Common
infrastructure
pieces like
billing, identity,
data, etc.



State of the
art application
stacks in media,
advertising,
communications,
commerce.

AOL Technology at-a-glance

1 Global engineering team

2 AOL has a complete
technology stack

3 By the numbers

12B+

Page views
served monthly

54

Mobile specific
applications

6.5B+

Ad impressions
each day

38PB+

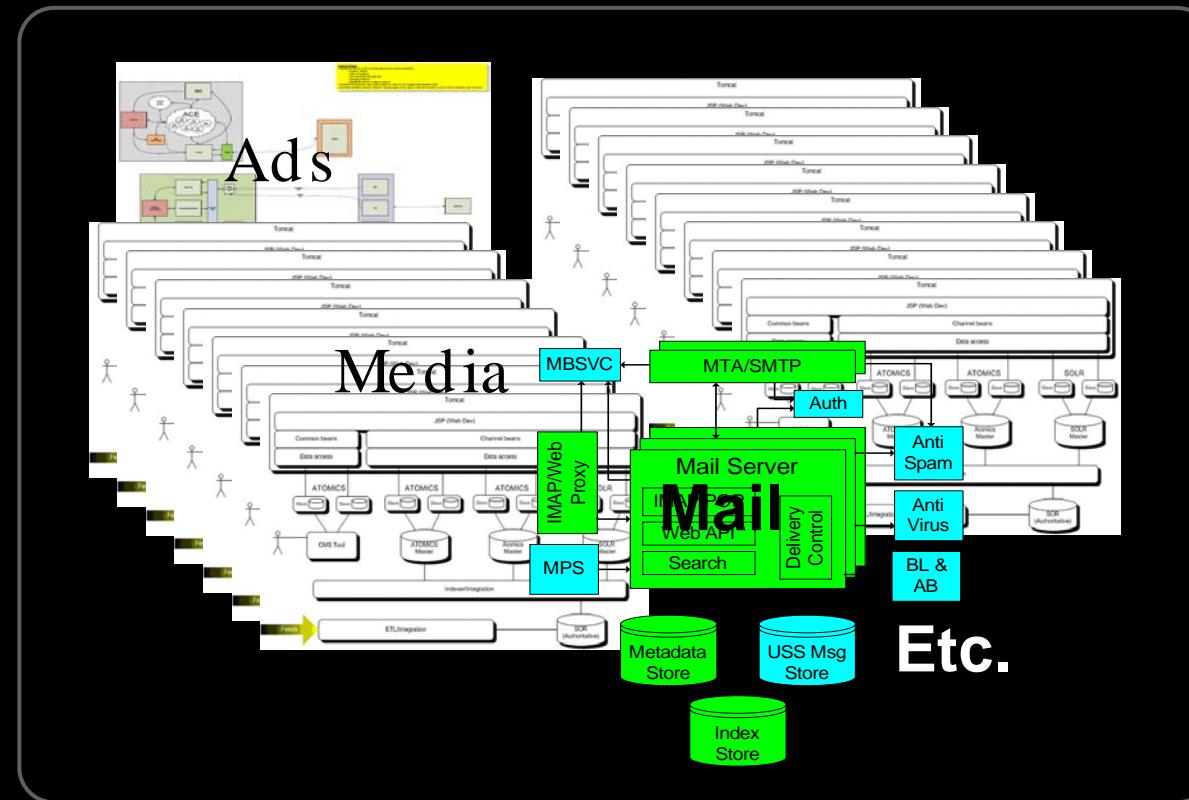
Data storage

50k+

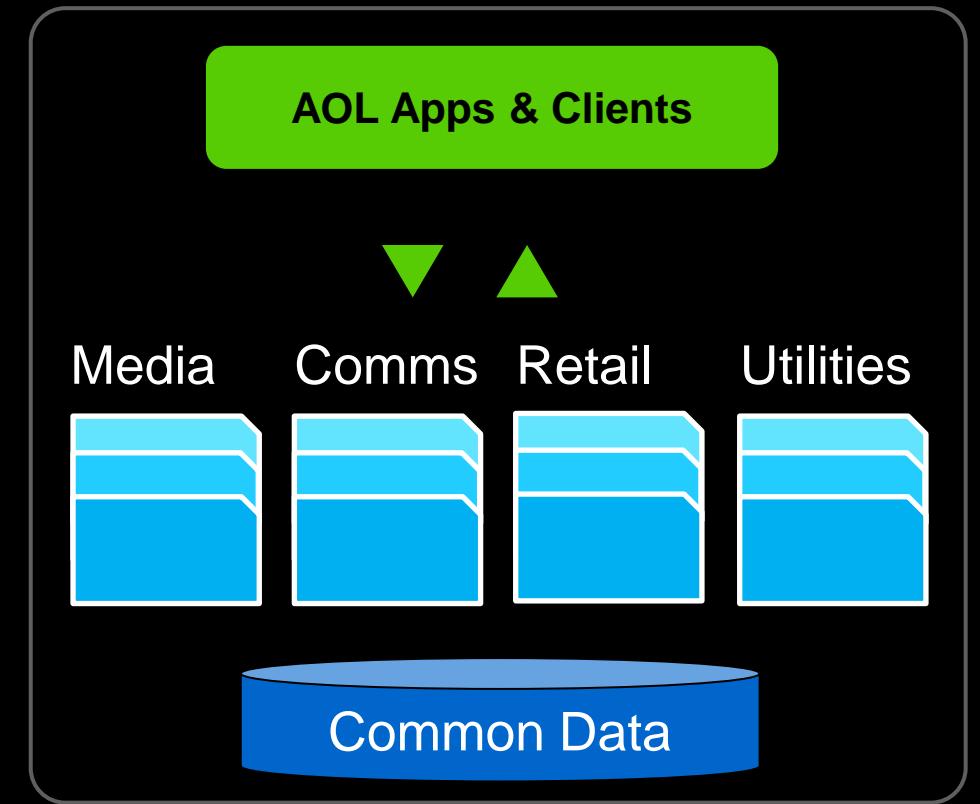
Assets in
our data center

Building scalable platforms

2009: a disaggregated set of technical assets



2011+: flexible platform with
common architecture



New tech
innovations
New application
models

Web



Big Data



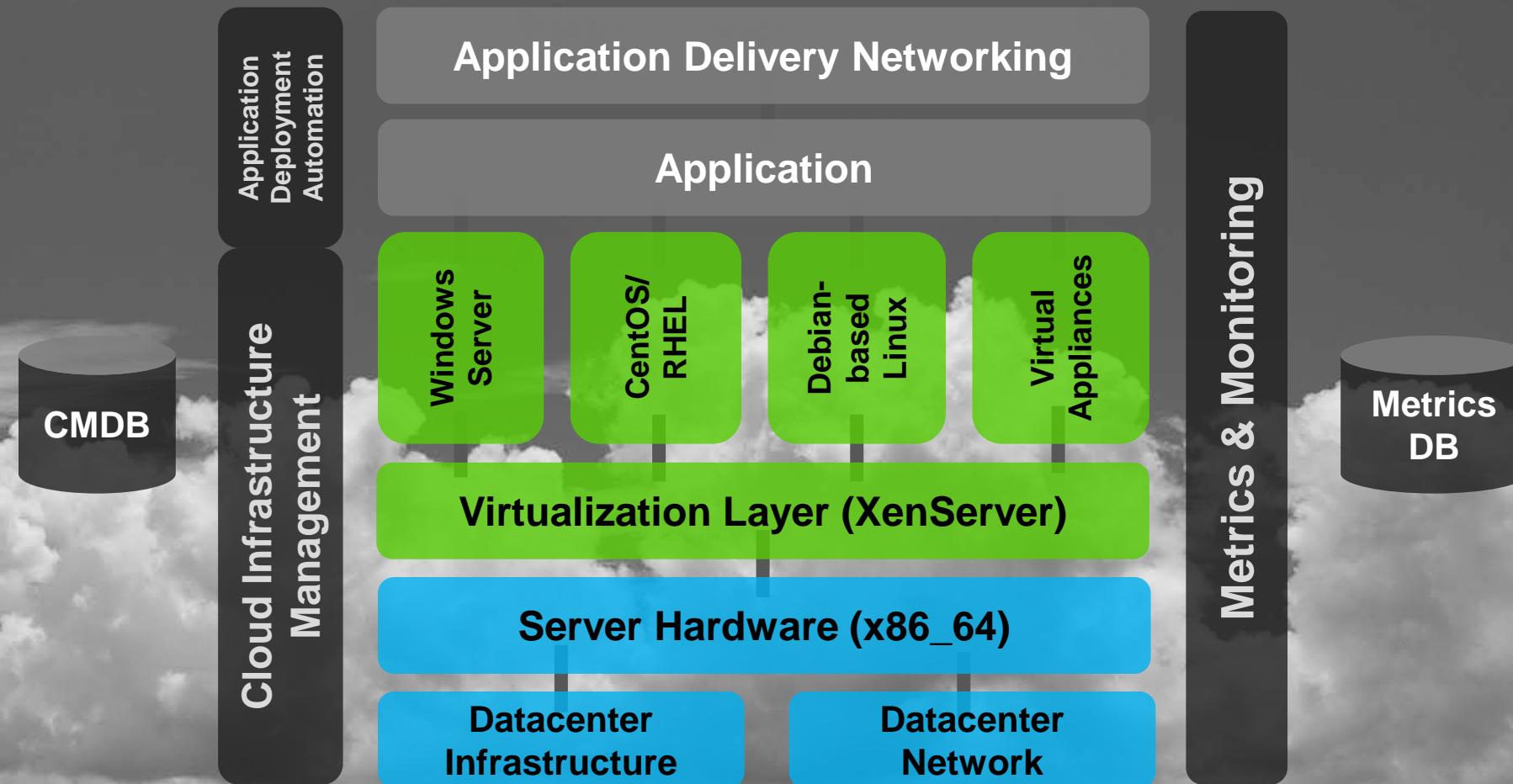
Mobile



Social



New tech innovations: Internally managed Cloud Data Center



New tech
innovations
Internally managed
Cloud Data Center

Results from June 2010 – April 2011

Time to procure, assign, provision, and boot a machine
was reduced from 8 weeks to 10 seconds

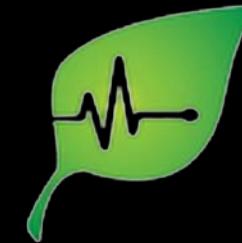
Utility Cost Saving Net Real Cost Savings – \$705,000

Utility Cost Avoidance – \$1,152,000

Net Tons CO2equivalents Saved – 8,440

Carbon (CO2e) Avoidance Metric Tons – 14,080

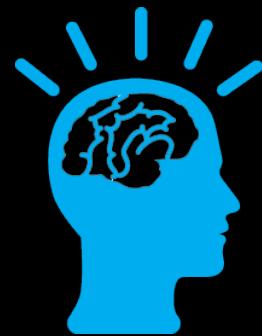
Won the 2011 Uptime Institute Award for IT Innovation



Uptime Institute
GREEN ENTERPRISE
IT AWARD 2011

Empowering our
engineers to be
smarter, faster,
more efficient

Optimization of task allocation



Agile engineering/
Kanban, oDesk
“brain extension”

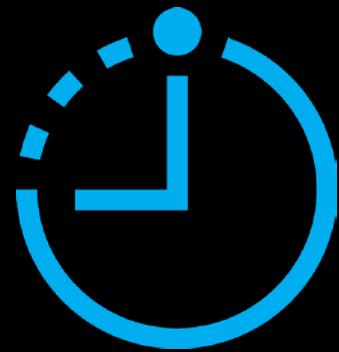
Improvement Potential

~4x

Cost savings on
commodity tasks

Empowering our
engineers to be
smarter, faster,
more efficient

Number of hours worked



24/7 engineering,
oDesk

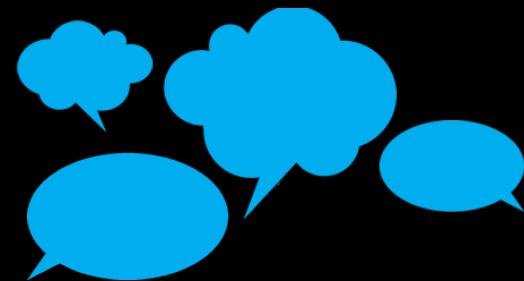
Improvement Potential

2x

Number of hours
per day

Empowering our
engineers to be
smarter, faster,
more efficient

Efficiency of an hour



Better tools, platform
reuse, dynamic
languages

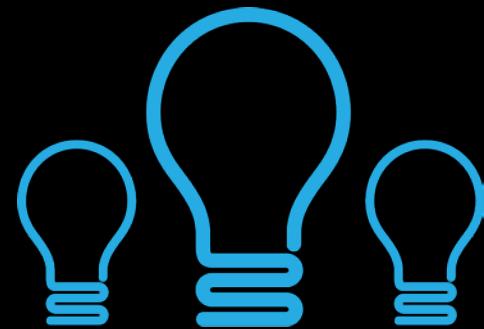
Improvement Potential

40%

Faster build
times

Empowering our
engineers to be
smarter, faster,
more efficient

Quality of the work (better ideas)



Internal and external
open source, AOL
UnUniversity

Improvement Potential

Great Idea >>
Bad Idea

Key metrics

Business unit specific metrics

Overall uptime

Engineering efficiency

Key takeaways

1

We are building
scalable platforms

2

We are at the
forefront of
technology
innovations

3

We are focused on
smarter, faster, more
efficient engineering

Cautionary statement concerning forward- looking statements

This presentation contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 regarding business strategies, market potential, future financial and operational performance and other matters. Words such as “anticipates,” “estimates,” “expects,” “projects,” “forecasts,” “intends,” “plans,” “will,” “believes” and words and terms of similar substance used in connection with any discussion of future operating or financial performance identify forward-looking statements. These forward-looking statements are based on management’s current expectations and beliefs about future events. As with any projection or forecast, they are inherently susceptible to uncertainty and changes in circumstances. Except as required by law, we are not under any obligation to, and expressly disclaim any obligation to, update or alter any forward-looking statements whether as a result of such changes, new information, subsequent events or otherwise. Various factors could adversely affect our operations, business or financial results in the future and cause our actual results to differ materially from those contained in the forward-looking statements, including those factors discussed in detail in “Item 1A-Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2010 (“Annual Report”). In addition, we operate a web services company in a highly competitive, rapidly changing and consumer and technology-driven industry. This industry is affected by government regulation, economic, strategic, political and social conditions, consumer response to new and existing products and services, technological developments and, particularly in view of new technologies, the continued ability to protect intellectual property rights. Our actual results could differ materially from management’s expectations because of changes in such factors. Further, lower than expected market valuations associated with our cash flows and revenues may result in our inability to realize the value of recorded intangibles and goodwill. In addition, achieving our business and financial objectives, including growth in operations and maintenance of a strong balance sheet and liquidity position, could be adversely affected by the factors discussed or referenced under “Item 1A-Risk Factors” in our Annual Report as well as, among other things: changes in our plans, strategies and intentions; the impact of significant acquisitions, dispositions and other similar transactions; our ability to attract and retain key employees; the success of any cost reductions, restructuring actions or similar efforts, including with respect to any associated savings, charges or other amounts; market adoption of new products and services; the failure to meet earnings expectations; asset impairments; decreased liquidity in the capital markets; our ability to access capital markets for debt securities or bank financings and the impact of “cyber warfare” or terrorist acts and hostilities.

This presentation is not an offer to sell, or a solicitation of an offer to buy, any securities.

Non-GAAP Financial Measures: This presentation includes information regarding the historical financial performance of AOL through March 31, 2011 reflected in certain non-GAAP financial measures such as Adjusted operating income before depreciation and amortization (OIBDA) and Free Cash Flow. Reconciliations of these non-GAAP financial measures to the GAAP financial measures the Company considers most comparable are set forth on our corporate website at <http://ir.aol.com>.