

Edgar Filing: Limelight Networks, Inc. - Form 425

Limelight Networks, Inc.
Form 425
February 10, 2010

Filed by Limelight Networks, Inc. Pursuant to Rule 425

Under the Securities Act of 1933

And Deemed Filed Pursuant to Rule 14a-12

Under the Securities Exchange Act of 1934

Subject Company: Limelight Networks, Inc.

Commission File Number of Subject Company: 001-33508

The following slides were presented by Jeffrey W. Lunsford, President, Chief Executive Officer and Chairman of Limelight Networks, Inc., on February 10, 2010 at the Thomas Weisel Partners 2010 Technology & Telecom Conference in San Francisco, California.

Additional Information and Where to Find It

Limelight Networks plans to file with the SEC a Registration Statement on Form S-4 in connection with the transaction and plans to file with the SEC and mail to its stockholders a Proxy Statement/Prospectus in connection with the transaction. The Registration Statement and the Proxy Statement/Prospectus will contain important information about Limelight Networks, EyeWonder, the transaction and related matters. Investors and security holders are urged to read the Registration Statement and the Proxy Statement/Prospectus carefully when they are available. Investors and security holders will be able to obtain free copies of the Registration Statement and the Proxy Statement/Prospectus and other documents filed with the SEC by Limelight through the web site maintained by the SEC at www.sec.gov and by contacting Limelight Networks Investor Relations at 917-297-4241. In addition, investors and security holders will be able to obtain free copies of the documents filed with the SEC on Limelight Networks website at www.limelightnetworks.com.

Participants in the Acquisition of EyeWonder

Limelight Networks, EyeWonder and their respective directors, executive officers and certain other members of management and employees may be deemed to be participants in the solicitation of proxies in respect of the proposed transaction. Information regarding these persons who may, under the rules of the SEC, be considered participants in the solicitation of Limelight Networks stockholders in connection with the proposed transaction will be set forth in the Proxy Statement/Prospectus described above when it is filed with the SEC. Additional information regarding Limelight Networks executive officers and directors is included in Limelight Networks definitive proxy statement, which was filed with the SEC on April 27, 2009. You can obtain free copies of these documents from Limelight Networks using the contact information above.

Jeff Lunsford, Chief Executive Officer
Investor Presentation
Copyright ©
2010 Limelight Networks. All rights reserved.

Certain
statements
in
this
presentation
relate
to

future
results
that
are
forward-looking statements as defined in the Private Securities Litigation
Reform
Act
of
1995.
This
presentation
contains
statements
involving
risks
and
uncertainties,
including
statements
relating
to
Limelight
Network s
market
opportunity
and
future
business
prospects.
Actual
results may
differ
materially
and
reported
results
should
not
be
considered
as
an
indication
of
future
performance.
Factors
that
could
cause

actual
results
to
differ
are
included
in
Limelight
Network s
Annual
Report on Form 10K and Forms 10Q.

Our Vision
Transforming the digital experience
Our Vision
Transforming the digital experience
to advance the way we live, work and play

Evolution of the CDN
As
the
Internet
Has
Evolved,
the
Standard

for
CDNs
Has
Evolved
Better Than Web
to
Looks Like Media to
Flawless Performance
First Evolution
Second Evolution
Third Evolution
Always On
Brand New
Everyday

Control of entire
delivery path

Intelligent software layer

Open APIs/platform
Technical
advantages

3.0Tbps
egress capacity

3+ Nielsen ratings points

of aggregate audience

Dedicated 10 Gbps
connections

Global footprint
Private
fiber-optic network

900+ access networks:

85% of all traffic requests
directly to access network

Settlement-free
interconnections
Directly
connected

25 regional centers
comprised of 70+
physical locations

9PB+ storage

Logically close
Massively equipped
delivery centers
Scale Business

Total CDN Revenues, 2007-2011 (\$000)
CDN Market Growth Projections

The Market Has Welcomed our Differentiated Solution

Consistent Traffic Growth
Gbps
Sold

Enabling Global Online Businesses
Video and Entertainment
Software Delivery
Games and Rich Media Apps
Enterprise and Government
Digital Music and Social Media
Mobility and Monetization

LLNW Revenue Base

Today:
Approximately
11%
Share
of
the
CDN
market

Approximately 20% Share of Large Object segment

Large Object Delivery

Video ·

Music ·

Games ·

Software

Small Object Delivery

Whole Site ·

Small Images ·

Dynamic or Personalized Content ·

E-Commerce Transactions ·

Application Acceleration

9 yrs.

Strategy:
Grow
equivalent
share
in
Small
Object

space
and launch Value-Added Services
Large Object Delivery
Video ·
Music ·
Games ·
Software
Small Object Delivery
Whole Site ·
Small Images ·
Dynamic or Personalized Content ·
E-Commerce Transactions ·
Application Acceleration
20%+ share
3+ yrs.

LimelightSITE
Small Object Delivery

Enterprise and Government Momentum

The Limelight XD Platform

XD Platform Momentum

In our initial tests of LimelightDELIVER XD, we saw high-performance, consistent delivery across a variety of content types and geographies. We re excited about the positive impact this will have on page loads, site responsiveness, our customers buying experience, and the overall

benefits that it will bring to our
online business,
Carter Lee, Vice President, Technology
Operations, Overstock.com

Mobility and Monetization Solutions
Dynamic Ad Insertion

Mobile, iPhone, connected devices, podcast/downloads

No change to advertising operations process
integration with DoubleClick or Microsoft Atlas

Target by date range, demographics, geographic data,
content topic and tags
Device-Optimized Delivery

Delivers optimized video to iPhone, DROID, and other
connected devices

Carrier Independent

Publish one URL everywhere, regardless of content format

Supports dynamic advertising

EyeWonder

:: Overview

A decade of Interactive Digital Advertising innovation:

Company founded in Atlanta in 1999

Pioneered/developed an Instant Play Video Ad technology in
2000

Now one of the world's top rich media ad providers

Clients include numerous Fortune 500 advertisers

1,000+ agencies use EyeWonder's
platforms, products
and services for their clients
interactive ad campaigns

Closely aligned with online publishing community

Partners with Adobe, Microsoft Silverlight

Top Advertisers, Agencies & Publishers

EyeWonder s
Digital Ad Offerings

Supports today s most
innovative and popular
Interactive Digital Ad (IDA)
formats

Create once, play anywhere

Allows agencies to extend
buys and creative executions
across digital media outlets

Supports Rich Media Channels
In-Page Rich Media
In-Stream
Custom Publisher
Mobile

Award-Winning Ad Campaigns
2009 OMMA Award for Online Advertising
Creativity, Banner: Standard, Flash or Rich Media
2008 MIXX Awards, Best in Show
2007 OMMA Award (plus
2008 ad:tech
Award, 2008
AMY Award, 2008 Addy

Award, 2008 IAC Award,
2008 AiMA
Award)

EyeWonder s

Global Market Coverage

US:

Atlanta (HQ), Chicago, Dallas, New York,

Los Angeles, San Francisco

EMEA:

Dublin, Milan, Paris, Hamburg, Koln,

Dusseldorf, Munich, St. Petersburg, Stockholm,

Amsterdam, London, Madrid

APAC:

Sydney

Limelight Target Model

0%

-8%

Op. Margin

18%

13%

4%

21%
38%
56%
\$32.5
12%
Adj. EBITDA Margin
18%
G&A (w/o litigation)
4%
R&D
23%
S&M
37%
57%
Gross Margin
Cash Gross Margin
\$129.5
Revenue (\$MM)
Year
Ended
Dec. 31, 2008
Quarter
Ended
Sept 30, 2009
Target
Model
25-30%
10+%
9%
6%
20%
45 +%
NOTE: Costs are represented without stock-based
compensation and without litigation expenses
\$300.0

Path To Target Model

Leverage in G&A, Sales & Marketing

Payment for services already providing

Expand customer base to fill more valleys
and run

network at higher level of utilization

Enter higher margin market segments

Build/partner/launch value-added services in adjacent service areas

Barriers to Entry

Deliver brilliance.