

## DEAG Deutsche Entertainment Aktiengesellschaft QUARTERLY REPORT AS OF 30/09/2016

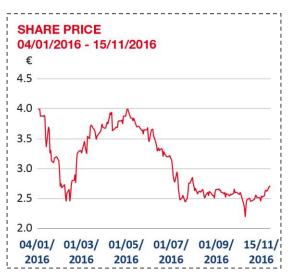
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## // DEAG ON THE CAPITAL MARKET

#### **DEAG – THE SHARE**

The DEAG share has been characterized by volatility in the reporting period 2016. The share started the year at EUR 4.00 on January 4, 2016. The price development in the first quarter was affected by the ad hoc announcement on February 4, 2016, about the expected one-off effects from the festival business in the previous year. Closing at EUR 2.44, the share reached its lowest level since the start of the year on February 11, 2016, but made significant gains in the subsequent period. The share traded at EUR 4.00 on May 4, 2016, trading once again at the same level as at the beginning of 2016. The share was unable to escape the general downward trend following the Brexit vote in June 2016 and closed at EUR 2.44 on July 22, 2016. After moving sideways, the share reached its lowest level of the current year on October 12, 2016, trading at EUR 2.19, but was able to recover in the subsequent period and was trading at EUR 2.71 on November 15, 2016. This corresponded to a market capitalization of EUR 44.2 million.



#### **CAPITAL MEASURES AND INVESTOR RELATIONS**

DEAG announced the successful placement of a convertible bond issue on June 27, 2016. The placement allowed the company to raise EUR 5.7 million in additional capital. The funds are for the expansion of operating activities and open up scope to finance further growth.

Research experts at DZ Bank and Hauck & Aufhäuser currently follow the DEAG share. The average target price is EUR 4.90. The analyst studies are available on the website of DEAG Entertainment AG under Investor Relations/Research Comments.

We attach the greatest importance to the need for information on the capital market and meet the highest transparency requirements with our listing on the Prime Standard of the Frankfurt Stock Exchange. In addition to our legal obligations, we also undertook numerous other IR activities in the reporting period 2016:

- Participation in five capital market conferences
- Numerous one-on-one meetings with investors in Germany and abroad
- Publication of 10 corporate news items and press releases

In order to meet our objectives and satisfy our shareholders and stakeholders, the Executive Board at DEAG plans to further intensify its investor relations activities on an ongoing basis. Among other aspects, we plan to become more visible on the capital market in the UK – in line with the positive operational development in that country. The Executive Board therefore plans to secure a secondary listing on the alternative investment market of the London Stock Exchange in the near future. DEAG will also increasingly enter into dialogue with international investors at roadshows and capital market conferences. The private bank Hauck & Aufhäuser has also been appointed as an additional designated sponsor in order to further increase the liquidity of the DEAG share.

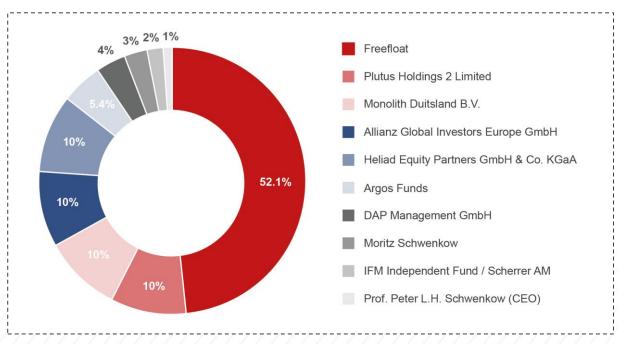
### **FINANCIAL CALENDAR**

07/12/2016	MKK – Münchner Kapitalmarkt Konferenz (München)
28/04/2017	Annual report as of 31/12/2016
31/05/2017	Quarterly report (3M – 2017)
27/06/2017	Annual General Meeting
31/08/2017	Half-year report (6M – 2017)
30/11/2017	Quarterly report (9M – 2017)

#### **BASIC DATA**

ISIN	DE000A0Z23G6
WKN	A0Z23G
Number of outstanding shares	16,353,334
Year-end price (31/12/2015)*	EUR 4.00
High (01/01 - 30/09/2016)*	EUR 4.00
Low (01/01 - 30/09/2016)*	EUR 2.43
Market capitalisation 15/11/2016	EUR 44.2 million
Designated sponsors	Dero Bank AG
	Hauck und Aufhäuser (since 19/07/2016)

\*Closing price XETRA



### SHAREHOLDER STRUCTURE

As of Nov. 15, 2016

## // GROUP MANAGEMENT REPORT

### **KEY OPERATIONAL DEVELOPMENTS**

Besides the five festivals in Germany, Austria and Switzerland many other successful events were held in the first nine months of the financial year. Especially worth mentioning in the Rock/Pop segment are Limp Bizkit, Megadeth, Chris de Burgh, Jamie Cullum, Andreas Gabalier, Böhse Onkelz and Katie Melua. Moreover, DEAG again offered top events in the Classical/Jazz segment, featuring performers such as David Garrett, Anna Netrebko, Yusif Eyvazov and Rolando Villazón. DEAG also offered attractive content in the Family Entertainment segment, including Disney on Ice, Riverdance, Anton & Erin, Swan Lake, Circus Roncalli and the Nitro Circus, but also Bibi Blocksberg and Conni the Musical. DEAG will also be holding more top events in the fourth quarter of 2016 and in 2017, such as Jean-Michel Jarre, Nena, the Red Hot Chili Peppers, Aerosmith, the Christmas Garden Berlin, TINI (Violetta), Vollbeat, Bullet for my Valentine and 3 Doors down, David Garrett, Andrea Bocelli, Bastille, Catfish and the Bottlemen, The 1975 and Simply Red. This event pipeline should make a significant contribution to ticket sales.

The company believes there are above-average growth opportunities for the future in the Family Entertainment segment in particular due to the attractive content and newly established formats. In this segment, DEAG can benefit from a wide and dependable target audience, internationalization due to license models and increasing ticket sales – in particular those that are sold exclusively on the ticketing platform.

The online sales platforms myticket.co.uk in the UK and myticket.de in Germany were joined by myticket.at in Austria in the third quarter of 2016. DEAG is already one of the leading entertainment providers in Austria. With myticket.at, the company is expanding its presence in this attractive growth market and creating an additional sales channel to market its exclusive content. Moreover, the ticketing platform is also strengthening its position as an alternative for third-party content producers. The ticketing business developed even more positively in the first nine months than the Executive Board expected. The company plans to gradually increase the share of tickets sold for its own events on myticket. The sustainable integration of high-margin ticket sales into the business model should therefore further boost profitability at group level. The aim is to sell some 40% of DEAG content on myticket over the course of financial year 2017.

The development in the volumes of the DEAG subsidiaries Kilimanjaro and Raymond Gubbay in the UK was pleasing. Highlights of the past season include Space spectacular, Swan Lake and Anton & Erin. In the fourth quarter of 2016, there will be other top events, such as Katherine Jenkins, Zimmer vs. Williams, Spectacular Classics, Christmas at Royal Albert Hall, Christmas at Royal Festival Hall, Christmas at Kew and Christmas at Blenheim. The UK market offers very attractive growth prospects, which DEAG would like to continue to use in the future with a sustained strengthening of its business in the UK.

As was the case in the first half of the year, business development in the third quarter reflected the seasonality typical for DEAG. In the previous year, concerts and tours, such as those held by Peter Maffay, Ed Sheeran and Böhse Onkelz, made high contributions to sales and profits, resulting in significant volumes in the first three quarters. In the case of the Böhse Onkelz indoor tour, sales and profit contributions are made in the fourth quarter. The many artists' and their management's plans to focus on the fourth quarter of 2016 in particular due to the European Soccer Championship and the Olympics Games resulted in fewer events being held than in the previous year. In light of this focus on the end of the year and the very busy event schedule, the Executive Board is expecting the fourth quarter to be extraordinarily strong in terms of sales of between EUR 90 and 100 million. The company is expecting to sell between 500,000 and 550,000 tickets alone for the Christmas-related family events, such as Christmas at Kew, Christmas at Blenheim and Christmas Garden Berlin, as well as the Christmas markets and Christmas circuses in Kiel, Regensburg, Aachen and Hanover.

#### **EARNINGS POSITION**

DEAG recorded sales revenues of EUR 98.0 million in the first three quarters 2016 after EUR 146.2 million in the prior-year period. The expected decline in sales resulted in part from major events such as the European Soccer Championship in France and the Olympic Games in Brazil, which led to a shift in business in the current fourth quarter. Accordingly, deferred sales increased by 79.2% to EUR 48.3 million compared to September 30 of the previous year. In addition, in the prior-year period, there were a number of particularly high-volume concerts such as Ed Sheeran's three sold out performances at Wembley Stadium in London.

EBIT amounted to EUR -6.8 million and improved significantly compared to the previous year. The comparatively low event density and non-definable lead costs for future tours and shows had a negative impact on profitability. As a result of the British pound development, the first nine months are burdened by a negative effect from exchange rate conversions. Overall, DEAG's operating result in the first nine months of 2016 was burdened by around EUR 1.65 million from the currency effect, a one-time consulting fee in connection with two major active legal cases and the development of the Austrian business. Adjusted Group EBIT in the first nine months of 2016 amounted to EUR -5.1 million.

The financial result declined compared to the same period of the previous year as a result of higher interest expenses. These mainly concern working capital loans and project financing.

After taking taxes on income and earnings into account (EUR 0.4 million), earnings from continuing operations after taxes amounted to EUR -7.3 million compared to EUR -12.4 million in the previous year. Earnings per share from continuing operations amounted to -21 euro cents in the third quarter.

The result from discontinued operations essentially comprises the result of the discontinued Music Publisher / Label business segment. The previous year's figures were adjusted accordingly in the consolidated income statement.

#### **DEVELOPMENT OF THE SEGMENTS**

DEAG's operations are structured in two segments: Live Touring and Entertainment Services.

The **Live Touring segment** is comprised of the tour business. This includes the activities of the companies DEAG Classics (Berlin), DEAG Concerts (Berlin), KBK Konzert- und Künstleragentur (Berlin), Manfred Hertlein Veranstaltungs GmbH (Würzburg), Wizard Promotions Konzertagentur (Frankfurt/Main), Grünland Family Entertainment, Raymond Gubbay (London, UK), the sub-group Kilimanjaro (London, UK) and The Classical Company (Zurich, Switzerland).

The **Entertainment Services segment** ("stationary business") covers the regional business as well as the entire service business. This includes the activities of the AIO Group (Glattpark, Switzerland), Global Concerts (Munich), Concert Concept (Berlin), Grandezza Entertainment (Berlin), River Concerts (Berlin), Elbklassik (Hamburg), handwerker promotion e. gmbh (Unna), Blue Moon Entertainment GmbH (Vienna, Austria), as well as mytic myticket (Berlin).

#### Live Touring:

With sales revenues of EUR 63.9 million, the EBIT performance is now balanced after EUR -8.6 million the previous year. The highlights in the first nine months of the year included the tours and shows with Hansi Hinterseer, Musikantenstadl, Andreas Gabalier, Anton & Erin, Madam Butterfly as well as the Family Entertainment formats Disney on Ice, Nitro Circus, Night of the Jumps. Anton & Erin, and Madam Butterfly.

#### **Entertainment Services:**

With sales revenues of EUR 43.6 million, EBIT amounted to EUR -3.3 million. The earnings contribution from the operation of the Jahrhunderthalle in Frankfurt/Main is no longer included in the result of this segment. This figure was EUR 1.6 million in the prior-year period.

In the period under review, the local organizers essentially participated in the company's tour business.

In the further course of the financial year, both segments will benefit from the strongly positive development expected for both sales and EBIT. Rock / Pop arena concerts by Andrea Bocelli, Simply Red, Böhse Onkelz and the Red Hot Chili Peppers among other artists will be a few of the highlights at the end of the year. Furthermore, the Family Entertainment segment is also characterized by continued growth. The Christmas-related family events in November and December, such as Christmas at Kew, Christmas at Blenheim and Christmas Garden Berlin, and the Christmas markets and Christmas circuses in Kiel, Regensburg, Aachen and Hanover, are expected to draw between 500,000 and 550,000 paying visitors in December.

#### **DEVELOPMENT IN THE AREA OF TICKETING**

In the third quarter, the Ticketing division, in particular, was able to exceed the Executive Board's expectations. Without any account being taken of expenses related to the market entry in Austria in September 2016, this company is already profitable in only its second financial year. The Management Board expects that in the course of financial year 2017 around 40% of all of DEAG's tickets to be sold via myticket and that the ticketing business will thus contribute a growing share to DEAG's consolidated earnings.

### **NET ASSETS**

The balance sheet total is unchanged compared to the previous balance sheet date and amounts to EUR 112.7 million (December 31, 2015: EUR 112.7 million).

On the assets side, current assets increased by EUR 0.5 million to EUR 66.9 million. On the one hand these changes pertain to the disposal of the investment in JHH GmbH & Co. KG (EUR -7.0 million) and a decrease in cash and cash equivalents (EUR -4.4 million). On the other hand, trade receivables (+ EUR 4.9 million) and payments made (+ EUR 2.1 million) increased.

On the liabilities side, equity decreased by EUR -9.9 million to EUR 14.5 million. In contrast, short-term liabilities increased by EUR 8.1 million. This increase is primiarily due to higher sales deferrals totaling EUR 48.3 million and therefore 79.2% above the previous year's reporting date.

On June 27, 2016, DEAG announced the successful placement of a convertible bond. The company succeeded in raising additional capital totaling EUR 5.7 million with this placement. These funds can now be used to expand business operations and provide scope for action to finance further growth.

The convertible bond was issued at nominal value exclusively to institutional and private investors with shareholders' subscription rights excluded. The term of the convertible bond began on June 30, 2016, and runs for two years until June 30, 2018, with an extension option for another year until June 30, 2019, under the same terms.

The bondholders are entitled to convert the bonds into ordinary shares during the conversion period at a conversion price of EUR 3.50. Depending on whether the target price of EUR 4.20 is reached, there is a conversion obligation at the end of the maturity at a conversion price of also EUR 3.50.

If the conversion right is not exercised and the conditions for compulsory conversion are not met, the bonds must be paid back at nominal value on the maturity date. Interest is paid annually and is 6% per year.

As of September 30, 2016, incoming payments on the convertible bond amounting to EUR 4.7 million were accounted for. In the meanwhile, the convertible bond is fully paid by the bond holders. The borrowed capital component (long-term financial liabilities) is shown in the separate item "Convertible Bond," the equity component is included under equity in the "Capital Reserve" item. The effective interest rate of the liability, taking into account the option component recognized in equity and the deferred borrowed capital procurement costs, is expected to be 8.9% per year.

Equity after minority interest amounted to EUR 14.5 million at the end of the quarter that just ended (EUR 24.4 million as of December 30, 2015).

### **FINANCIAL POSITION**

Despite negative exchange rate effects (EUR 1.0 million) cash and cash equivalents increased by EUR 4.7 million to EUR 21.4 million compared to the comparative period. While the change in operating activities in the continuing business area amounted to EUR -10.0 million, financing activities generated cash inflows of EUR 6.8 million. The convertible bond accounted for EUR 4.7 million on the balance sheet date.

Working capital of around EUR 1.0 million changed significantly more positive, after reporting a strongly negative working capital of EUR -26.6 million in the previous year's period. This is due to the significantly increased sales deferrals.

#### **EVENTS AFTER THE REPORTING PERIOD**

Significant events that could have a significant effect on DEAG's results of operations, net assets and financial position, have, from the Executive Board's perspective, not occurred after the end of the reporting period on September 30, 2016.

#### **RISKS AND OPPORTUNITIES**

With its subsidiaries, Kilimanjaro and Raymond Gubbay, DEAG is a well-established successful company in the UK. Britain's vote to leave the European Union ("Brexit") was a surprise to many participants in the market and led to a significant drop of the British pound (GBP) compared to the Euro. In the first nine months of 2016 results were burdened by a negative effect from exchange rate conversions due to this currency drop. Depending on the further developments in 2016, losses resulting from currency fluctuations cannot be ruled out.

Unfortunately, terror attacks are more frequent at large events such as football games or concerts. If such attacks happen more often in the future, it cannot be ruled out that this will have a negative effect on the demand for event tickets. As part of a fully established safety concept, DEAG will take all reasonable measures to minimize such risks at its own events. In addition, there is also insurance cover for such events.

We also refer to the risk report of the management report and Group management report in the Annual Report as at December 31, 2015 (p. 17 et seq.)

#### FORECAST

During the first nine months of 2016, DEAG's operating business performed well overall. In view of a very well-filled event pipeline and the very strong fourth quarter with sales of between EUR 90 million and EUR 100 million, the Executive Board expects total sales in 2016 almost at the previous year's level. The company expects to see between 500,000 and 550,000 tickets sold in the final guarter of 2016 only for the Christmas-related family events Christmas at Kew, Christmas at Blenheim, the Christmas Garden Berlin and the Christmas markets and circuses in Kiel, Regensburg, Aachen and Hanover. Disney on Ice and Marvel Universe are among the many highlights, besides the great tours of the Red Hot Chili Peppers, Böhse Onkelz and David Garrett, in the fourth quarter. The positive outlook is also supported by disproportionate organic growth in the UK, thanks to sold out events, such as at the Royal Albert Hall. As a result of how the British pound has developed and a negative effect from currency conversion, a one-time consulting fee in connection with two major active legal cases and the development of the Austrian business, the operating result was burdend by around EUR 1.65 million in the first nine months of 2016. The Executive Board of DEAG expects the financial year 2016 to end with a clearly positive adjusted operating result after depreciation and amortization. By focusing on the efficient development of its own sales company, consistently expanding the ticket volume and concentrating on profitable festivals the Executive Board sees the company excellently positioned for continual profitable growth and to strengthen its position in the European entertainment business.

For 2017, the company expects EBIT in the medium to upper single-digit million euro range due to the continued growth it expects in the area of classical music and family entertainment and the investments that have been made in the festival segment with sustained high sales.

#### FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements that are based on current assumptions and forecasts made by the DEAG management. Such statements are subject to risks and uncertainties. These and other factors could lead to material differences between the results, financial position, development and performance of the company and the estimates made here. The company does not assume any obligation to update these forward-looking statements or adapt them to future events and developments.

## // CONSOLIDATED BALANCE SHEET

## **TOTAL ASSETS**

	2016	2015	2015
	as at	as at	as at
in EUR '000	30/09/2016	31/12/2015	30/09/2015
Liquid Funds	21,437	25,805	16,730
Trade receivables	17,969	13,035	8,858
Down Payments	21,068	14,364	12,467
Income tax receivables	1,430	2,411	1,682
Inventories	125	125	141
Other current financial assets	3,060	2,299	9,162
Other current non-financial assets	1,761	2,289	4,407
Assets held for sale	-	7,016	-
Current assets	66,850	67,344	53,477
Goodwill	23,625	23,625	22,957
Other intangible assets	8,137	9,559	9,996
Tangible fixed assets	822	863	893
Investment properties	7,940	7,940	7,940
Investments	431	71	160
Financial assets accounted for using the equity method	2,552	2,930	9,772
Down Payments	-	-	227
Other long-term financial assets	1,968	188	210
Deferred tax assets	399	189	80
Long-term assets	45,874	45,365	52,235
Total Assets	112,724	112,709	105,682

## TOTAL LIABILITIES AND EQUITY

	2016	2015	2015
	as at	as at	as at
in EUR '000	30/09/2016	31/12/2015	30/09/2015
Bank loans payable	18,042	9,847	21,424
Trade receivables	10,795	11,136	10,495
Accruals	4,231	8,561	5,043
Sales accruals and deferrals	48,316	41,669	26,967
Income tax liabilities	192	917	472
Other current financial liabilities	5,927	6,144	2,632
Other current non-financial liabilities	2,861	3,987	1,852
Current liabilities	90,364	82,261	68,885
Accruals	279	416	354
Convertible bond	4,510	-	-
Bank loans payable	588	2,424	2,872
Other long-term financial liabilities	607	1,015	1,000
Deferred taxes	1,878	2,163	2,203
Long-term liabilities	7,862	6,018	6,429
Share capital	16,352	16,352	16,352
Capital reserve	40,061	39,944	39,646
Accumulated deficit	-47,367	-39,862	-31,422
Accumulated other income	1,307	2,075	691
Equity attributable to DEAG shareholders	10,353	18,509	25,267
Equity attributable to non-controlling interest	4,145	5,921	5,101
Equity	14,498	24,430	30,368
Total liabilities and equity	112,724	112,709	105,682

## // CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

### CONSOLIDATED PROFIT AND LOSS STATEMENT

in EUR '000	01/07/2016- 30/09/2016	01/07/2015- 30/09/2015	01/01/2016- 30/09/2016	01/01/2015- 30/09/2015
Sales	19,118	27,563	97,986	146,249
Cost of Sales	-16,970	-23,601	-83,484	-139,632
Gross profit	2,148	3,962	14,502	6,617
Distribution costs	-1,592	-4,273	-12,473	-14,749
Administration costs	-3,471	-3,419	-10,082	-11,718
Other operating income / expenses	-97	22	1,264	8,230
Operating result (EBIT)	-3,012	-3,708	-6,789	-11,620
Interest income and expenses	-256	-296	-618	-482
Result from investments and participations	17	22	-183	23
Earnings from affiliated companies	-327	-209	-80	-11
Financial result	-566	-483	-881	-470
Result before taxes	-3,578	-4,191	-7,670	-12,090
Income taxes	29	187	350	-331
Group result after taxes				
from continued operations	-3,549	-4,004	-7,320	-12,421
Group result after taxes				
from discontinued operations	-90	-467	-506	-1,073
Group result after taxes	-3,639	-4,471	-7,826	-13,494
thereof attributable to non-controlling interest	-107	-574	-321	-322
thereof attributable to DEAG				
shareholders (Group result)	-3,532	-3,897	-7,505	-13,172
Earnings per share in EUR (undiluted/diluted)				
from continued operations	-0.21	-0.21	-0.43	-0.82
from continued and discontinued operations	-0.22	-0.24	-0.46	-0.89
Average no. of shares outstanding (undiluted/diluted)	16 252 740	16 252 710	46 252 740	14 020 570
(ununuted/diluted)	16,352,719	16,352,719	16,352,719	14,838,578

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME FROM 01/01/2016 - 30/06/2016

in EUR '000	III/2016	III/2015	01/01/2016- 30/06/2016	01/01/2015- 30/06/2015
Group result after taxes	-3,639	-4,471	-7,826	-13,494
Other result (+/-) Differences from exchange rates (independent foreign units)	-326	-232	-1,568	742
Amounts as may be reclassified in future periods in the profit and loss account	-326	-232	-1,568	742
Total result	-3,965	-4,703	-9,394	-12,752
Thereof attributable to Non-controlling interest	-266	-719	-124	-125
DEAG shareholders	-3,698	-3,984	-8,302	-12,627

## // ABBREVIATED CONSOLIDATED STATEMENT OF CASH FLOW

in EUR '000	01/01/2016 - 30/09/2016	01/01/2015- 30/09/2015
Group result after taxes from continued operations	-7,320	-12,421
Depreciation and amortisation	1,091	1,356
Change in accruals	-4,467	434
Changes not affecting payments	-50	-13,592
Deferred taxes	-495	-11
Earnings from affiliated companies	80	11
Cash flow before changes in net current assets	-11,161	-24,223
Net interest income	618	482
Change in working capital	971	-26,569
Net cash from operating activities from continued operations	-9,572	-50,310
Cash outflow from operating activities from discontinued operations	-506	-1,073
Net cash from operating activities (total)	-10,078	-51,383
Net cash from investment activities (total)	-153	-1,374
Net cash from financial activities (total)	6,836	14,763
Change in liquidity	-3,295	-37,994
Effects of exchange rates	-973	660
Cash and cash equivalents at beginning of period	25,805	54,064
Cash and cash equivalents at end of period	21,437	16,730

## // CHANGES IN CONSOLIDATED EQUITY

		Change	
	As of	01/01/2015-	As of
in EUR '000	30/09/2015	30/09/2015	31/12/2014
Share capital	16,352	-	16,352
Capital reserve	39,646	-	39,646
Revaluation reserve	-	-298	298
Accumulated deficit	-31,422	-12,979	-18,443
Accumulated other income	691	100	591
Equity attributable to DEAG shareholders	25,267	-13,176	38,444
Equity attributable to non-controlling interest	5,101	-737	5,838
Equity	30,368	-13,913	44,282

		Change	
	As of	01/01/2016-	As of
in EUR '000	30/09/2016	30/09/2016	31/12/2015
Share capital	16,352	-	16,352
Capital reserve	40,061	117	39,944
Accumulated deficit	-47,367	-7,505	-39,862
Accumulated other income	1,307	-768	2,075
Equity attributable to DEAG shareholders	10,353	-8,156	18,509
Equity attributable to non-controlling interest	4,145	-1,776	5,921
Equity	14,498	-9,932	24,430

## // CONDENSED NOTES

#### **EXPLANATORY NOTES PURSUANT TO IAS 34**

This quarterly Consolidated Financial Statement, consisting of Consolidated Balance Sheet, Consolidated Statement of Comprehensive Income, Consolidated Statement of Cash Flow, Changes in Consolidated Equity, and selected explanatory details has been prepared in accordance with IAS 34 and applicable provisions of the German Securities Trading Act (WpHG).

The consolidated interim financial statement as to September 30, 2016 does not contain all the disclosures and information presented in a complete set of annual financial statements. The interim financial statement should be read in conjunction with the consolidated financial statements for the period ending on 31 December 2015.

The accounting, consolidation and currency conversion principles applied in the consolidated financial statements as to December 31, 2015 and the balancing and assessment have, with the exception of below principles on reporting a convertible bond, not been changed. Please consult the 2015 consolidated notes to the Annual Report (pp. 29-43).

The components of the emitted convertible bond (cf. explanations on Net Assets and Financial Position) are logged as a composite financial instrument and, in accordance with the definitions set forth in IAS 32, logged separately as a financial liability and equity. A convertible bond only fulfilled by the exchange of a fixed amount of liquid funds or other financial assets against a fixed number of own equity instruments is an equity instrument.

At the time of issuance, the fair value of the external capital component is determined by using a market rate for equivalent non convertible instruments. This amount is carried as a financial liability on the basis of the amortised cost of purchase using the effective interest method up until the time of fulfilment, i.e. when the instrument is converted or becomes due.

The convertible bond recognised as equity is determined by subtracting the value of the external capital component from the fair value of the entire instrument. The resulting value is included in the Capital Reserve, less the income tax effects, and is then not subject to valuation. Exercising the convertible bond, or its maturity, does not result in a profit or loss.

Transaction costs connected with the convertible bond are distributed to the equity and external capital component in relation to the distribution of net proceeds. The transaction costs to be allotted to the equity component are directly included in the equity. The transaction costs to be allotted to the external capital component are included in the book value of the liability and are amortised over the convertible bond term by applying the effective interest method.

Changes in the underlying parameters relate to exchange rates. Based on materiality considerations, the parameters required for calculating pension obligations were maintained without any changes.

Other notes disclosures pursuant to IAS 34.15 et seq. are not relevant, of secondary importance, or there have been no significant changes since December 31, 2015.

#### **OTHER DISCLOSURES**

DEAG's Ordinary Annual General Meeting was held on June 23, 2016. The company's shareholders elected management consultant Michael Busch a member of the Supervisory Board. Also, the shareholders approved of the actions of the Executive Board and Supervisory Board for the previous financial year, elected the auditor for the current financial year and revised the remuneration of the Supervisory Board. All decisions were made by a large majority of consistently over 96.6 %. Detailed information on the Annual General Meeting is available at the company's website under Investor Relations.

The report has not been audited nor has it been subjected to an audit review.

Berlin, November 30, 2016

DEAG Deutsche Entertainment Aktiengesellschaft

**Executive Board** 

Prof. Peter L. H. Schwenkow

Detlef Kornett

Une. Mulman

Christian Diekmann

Quellmah

Ralph Quellmalz

## // LEGAL NOTICE

### // EDITING AND COORDINATION

DEAG Deutsche Entertainment AG cometis AG

#### // FURTHER INFORMATION

For analysts and investors Investor Relations: deag@cometis.de The interim report and other current information on DEAG is also available on the Internet at www.deag.de/ir

### // PICTURES

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