

Buy (old: Buy)

Price target: EUR 3.10 (old: EUR 3.10)

Price:	EUR 2.04	Next result:	FY 09: 31.03.09
Bloomberg:	ERMK GR	Market cap:	EUR 25.3 m
Reuters:	ERMGk.DE	Enterprise Value:	EUR 13.6 m

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Another JV with Sony for German Schlager

Yesterday, DEAG and Sony Music Entertainment Germany announced to have set up a joint venture in the field of German Schlager and folk music.

The new entity GOLD Entertainment will promote live events in Germany, Austria and Switzerland. While both partners each hold 50% of the shares (consolidated by DEAG), DEAG will contribute its long-standing experience in the organisation of concerts. Sony, however, looks set to provide access to artists through its subsidiary Ariola, the most successful record label for German-speaking music.

Acquisitions to gain some momentum and with it a significant market share are part of the strategy. Further, GOLD Entertainment will pursue a 360 degree approach and offer the full value chain to artists, i.e. concert promotion, music label, etc.

While DEAG and Sony are already successfully cooperating in the segment for classical music - which was DEAG's fastest growing segment over the last years - the main rationale for the market entry are this genre's continuous growth (8.6% market share in 2009 vs. 6.6% in 2008) on the back of an increasing potential customer base, the stability of this segment vis-à-vis the more volatile rock/pop business as well as the moderate competitive situation.

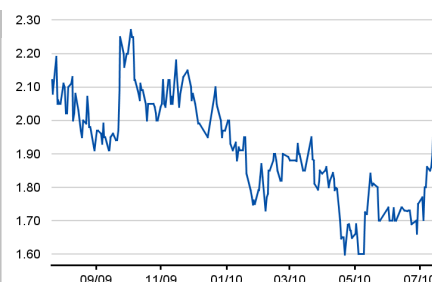
In our view, GOLD should be able to quickly steal market share from the current market leader Semmelconcerts as a result of the well-established relationships with the artists. The 3% stake one of DEAG's (commercially) most important artists David Garret took only recently demonstrates how important relationships are in this people-driven industry.

Theme will most likely be driven by anticipated acquisitions in the new Schlager segment. Numbers will be adjusted afterwards.

DEAG remains a BUY with a PT of € 3.10 based on a DCF-model.

Y/E 31.12 (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	82.8	78.7	109.5	116.0	121.8	129.1	138.0
Sales growth	32 %	-5 %	39 %	6 %	5 %	6 %	7 %
EBITDA	4.3	6.7	3.7	6.4	7.1	8.6	9.7
EBIT	3.1	5.6	-3.1	4.8	6.4	7.9	9.0
Net income	-0.4	1.1	-11.1	0.3	2.0	2.7	3.2
Net debt	7.0	4.7	11.3	1.1	-4.0	-10.2	-17.4
Net gearing	-10.1 %	-8.5 %	-16.5 %	-30.2 %	-38.9 %	-47.5 %	-54.3 %
Net Debt/EBITDA	1.6	0.7	3.0	0.2	0.0	0.0	0.0
EPS fully diluted	0.00	0.05	-0.37	0.03	0.16	0.22	0.26
CPS	-0.43	-0.15	0.22	-0.45	0.32	0.44	0.50
DPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Gross profit margin	21.0 %	26.9 %	24.2 %	21.6 %	23.3 %	24.0 %	24.3 %
EBITDA margin	5.2 %	8.5 %	3.4 %	5.5 %	5.9 %	6.7 %	7.0 %
EBIT margin	3.7 %	7.1 %	-2.9 %	4.1 %	5.3 %	6.1 %	6.5 %
ROCE	5.2 %	11.1 %	-6.2 %	9.3 %	11.7 %	13.1 %	13.4 %
EV/sales	0.4	0.6	0.4	0.2	0.1	0.1	0.0
EV/EBITDA	8.3	6.7	12.2	2.8	1.9	0.9	0.2
EV/EBIT	11.7	8.0	-14.5	3.7	2.1	1.0	0.2
PER	221.6	22.6	-8.2	30.8	12.6	9.5	7.8
Adjusted FCF yield	6.8 %	8.8 %	2.8 %	12.1 %	13.8 %	24.4 %	56.0 %

Source: Company data, Hauck & Aufhäuser Close price as of: 04.08.2010



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks: 2.27 / 1.60

Price/Book Ratio: 0.8

Relative performance (SDAX):

3 months 13.9 %

6 months -5.2 %

12 months -

Changes in estimates

		Sales	EBIT	EPS
2010	old:	121.8	6.4	0.16
	Δ	0.0%	-	-
2011	old:	129.1	7.9	0.22
	Δ	0.0%	-	-
2012	old:	138.0	9.0	0.26
	Δ	-	-	-

Key share data:

Number of shares: (in m pcs) 12.4

Authorised capital: (in € m) 0.0

Book value per share: (in €) 2.4

Ø trading volume: (12 months) 38,000

Major shareholders:

Free Float	50.0 %
Heliad Equity Partners	25.1 %
Peter Schwenkow	24.9 %
David Garrett	3.0 %

Company description:

DEAG is one of the leading live entertainment providers in Europe. While it is the dominant market leader in the organisation of Rock/Pop tours in Switzerland, it is the second biggest player in Germany and the biggest European concert promoter in the classical music business.

Financials

Profit and loss (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	82.8	78.7	109.5	116.0	121.8	129.1	138.0
<i>Sales growth</i>	32.2 %	-4.9 %	39.0 %	6.0 %	5.0 %	6.0 %	6.9 %
Cost of sales	65.4	57.6	82.9	90.9	93.5	98.2	104.5
Gross profit	17.4	21.2	26.5	25.1	28.3	30.9	33.5
Sales and marketing	9.5	8.7	13.8	10.6	11.4	12.1	12.8
General and administration	9.6	8.7	10.2	10.9	12.2	12.8	13.8
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	6.7	3.5	2.1	2.8	2.4	2.6	2.8
Other operating expenses	0.5	0.6	1.0	0.0	0.0	0.0	0.0
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	4.3	6.7	3.7	6.4	7.1	8.6	9.7
Depreciation	0.2	0.2	0.3	0.6	0.4	0.4	0.4
EBITA	4.1	6.5	3.4	5.7	6.7	8.2	9.3
Amortisation of goodwill	0.3	0.0	2.3	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.8	0.9	4.2	1.0	0.3	0.3	0.3
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	3.1	5.6	-3.1	4.8	6.4	7.9	9.0
Interest income	0.0	0.0	0.0	0.0	0.1	0.2	0.2
Interest expenses	1.7	0.2	1.1	1.2	0.8	0.8	0.8
Other financial result	-0.1	-1.1	-0.2	-0.1	0.0	0.0	0.0
Financial result	-2.2	-1.5	-1.4	-1.3	-0.7	-0.7	-0.6
Recurring pretax income from continuing operations	0.9	4.1	-4.6	3.5	5.7	7.2	8.3
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	0.9	4.1	-4.6	3.5	5.7	7.2	8.3
Taxes	0.4	0.6	0.4	0.9	0.9	1.1	1.2
Net income from continuing operations	0.5	3.5	-5.0	2.6	4.9	6.1	7.1
Result from discontinued operations (net of tax)	0.6	1.0	5.2	0.5	0.0	0.0	0.0
Net income	-0.1	2.5	-10.1	2.1	4.9	6.1	7.1
Minority interest	0.3	1.4	1.0	1.8	2.9	3.5	3.8
Net income (net of minority interest)	-0.4	1.1	-11.1	0.3	2.0	2.7	3.2
Average number of shares	19.0	23.1	24.0	12.4	12.4	12.4	12.4
EPS reported	-0.02	0.05	-0.46	0.03	0.16	0.22	0.26

Profit and loss (common size)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	79.0 %	73.1 %	75.8 %	78.4 %	76.8 %	76.1 %	75.7 %
Gross profit	21.0 %	26.9 %	24.2 %	21.6 %	23.3 %	24.0 %	24.3 %
Sales and marketing	11.5 %	11.0 %	12.6 %	9.1 %	9.4 %	9.4 %	9.3 %
General and administration	11.6 %	11.0 %	9.3 %	9.4 %	10.0 %	9.9 %	10.0 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	8.0 %	4.4 %	1.9 %	2.4 %	2.0 %	2.0 %	2.0 %
Other operating expenses	0.6 %	0.8 %	0.9 %	0.0 %	0.0 %	0.0 %	0.0 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	5.2 %	8.5 %	3.4 %	5.5 %	5.9 %	6.7 %	7.0 %
Depreciation	0.3 %	0.3 %	0.3 %	0.6 %	0.3 %	0.3 %	0.3 %
EBITA	4.9 %	8.2 %	3.1 %	4.9 %	5.5 %	6.3 %	6.7 %
Amortisation of goodwill	0.3 %	0.0 %	2.1 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.9 %	1.1 %	3.8 %	0.8 %	0.2 %	0.2 %	0.2 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	3.7 %	7.1 %	-2.9 %	4.1 %	5.3 %	6.1 %	6.5 %
Interest income	0.0 %	0.0 %	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %
Interest expenses	2.0 %	0.3 %	1.0 %	1.0 %	0.7 %	0.6 %	0.6 %
Other financial result	-0.1 %	-1.4 %	-0.2 %	-0.1 %	0.0 %	0.0 %	0.0 %
Financial result	-2.6 %	-1.8 %	-1.3 %	-1.1 %	-0.6 %	-0.5 %	-0.5 %
Recurring pretax income from continuing operations	1.1 %	5.2 %	-4.2 %	3.0 %	4.7 %	5.6 %	6.0 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	1.1 %	5.2 %	-4.2 %	3.0 %	4.7 %	5.6 %	6.0 %
Tax rate	48.6 %	15.4 %	-8.6 %	25.0 %	15.0 %	15.0 %	15.0 %
Net income from continuing operations	0.6 %	4.4 %	-4.5 %	2.3 %	4.0 %	4.7 %	5.1 %
Result from discontinued operations (net of tax)	0.7 %	1.2 %	4.7 %	0.4 %	0.0 %	0.0 %	0.0 %
Net income	-0.1 %	3.2 %	-9.2 %	1.8 %	4.0 %	4.7 %	5.1 %
Minority interest	0.3 %	1.8 %	0.9 %	1.6 %	2.3 %	2.7 %	2.8 %
Net income (net of minority interest)	-0.4 %	1.4 %	-10.2 %	0.3 %	1.6 %	2.1 %	2.3 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Intangible assets	27.4	31.5	31.0	25.6	25.5	25.4	25.3
Property, plant and equipment	8.5	9.1	9.1	9.0	8.9	8.9	8.9
Financial assets	1.5	1.0	1.0	1.0	1.0	1.0	1.0
FIXED ASSETS	37.4	41.5	41.1	35.5	35.3	35.2	35.1
Inventories	5.5	3.7	6.5	8.3	8.7	9.2	9.9
Accounts receivable	2.9	6.5	6.6	8.3	9.0	9.6	10.2
Other current assets	9.4	4.1	5.6	6.0	6.0	6.0	6.0
Liquid assets	14.4	14.3	22.2	21.4	25.5	31.0	37.3
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CURRENT ASSETS	32.2	28.6	40.9	44.0	49.2	55.8	63.4
TOTAL ASSETS	69.7	70.1	82.0	79.5	84.5	91.0	98.5
SHAREHOLDERS EQUITY	29.9	30.7	20.4	25.1	30.0	36.1	43.1
MINORITY INTEREST	2.0	3.3	3.6	6.5	6.5	6.5	6.5
Long-term debt	10.5	8.9	14.7	10.6	10.6	10.6	10.6
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	6.1	5.4	7.5	6.9	6.9	6.9	6.9
Non-current liabilities	16.7	14.3	22.2	17.5	17.5	17.5	17.5
short-term liabilities to banks	0.9	2.7	4.1	3.3	3.3	3.3	3.3
Accounts payable	3.4	4.2	7.5	6.2	6.4	6.7	7.2
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Deferred taxes	1.9	1.6	2.0	1.9	1.9	1.9	1.9
Deferred income	14.9	13.3	20.4	19.0	19.0	19.0	19.0
Current liabilities	21.1	21.8	35.8	30.4	30.6	30.9	31.4
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	69.7	70.1	82.0	79.5	84.5	91.0	98.5

Balance sheet (common size)	2006	2007	2008	2009	2010E	2011E	2012E
Intangible assets	39.3 %	44.9 %	37.8 %	32.2 %	30.2 %	27.9 %	25.7 %
Property, plant and equipment	12.3 %	13.0 %	11.1 %	11.3 %	10.5 %	9.7 %	9.0 %
Financial assets	2.2 %	1.4 %	1.2 %	1.2 %	1.2 %	1.1 %	1.0 %
FIXED ASSETS	53.7 %	59.3 %	50.1 %	44.7 %	41.8 %	38.7 %	35.7 %
Inventories	7.9 %	5.3 %	7.9 %	10.4 %	10.3 %	10.1 %	10.0 %
Accounts receivable	4.1 %	9.3 %	8.1 %	10.4 %	10.7 %	10.5 %	10.4 %
Other current assets	13.6 %	5.8 %	6.8 %	7.5 %	7.1 %	6.6 %	6.1 %
Liquid assets	20.7 %	20.4 %	27.0 %	27.0 %	30.2 %	34.1 %	37.9 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
CURRENT ASSETS	46.3 %	40.7 %	49.9 %	55.3 %	58.2 %	61.3 %	64.3 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
SHAREHOLDERS EQUITY	42.9 %	43.8 %	24.9 %	31.6 %	35.4 %	39.6 %	43.8 %
MINORITY INTEREST	2.9 %	4.7 %	4.3 %	8.2 %	7.7 %	7.1 %	6.6 %
Long-term debt	15.1 %	12.7 %	17.9 %	13.3 %	12.5 %	11.6 %	10.7 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	8.8 %	7.7 %	9.1 %	8.7 %	8.2 %	7.6 %	7.1 %
Non-current liabilities	23.9 %	20.4 %	27.0 %	22.0 %	20.7 %	19.2 %	17.8 %
short-term liabilities to banks	1.2 %	3.9 %	5.0 %	4.2 %	3.9 %	3.6 %	3.4 %
Accounts payable	4.9 %	6.0 %	9.1 %	7.8 %	7.6 %	7.4 %	7.3 %
Advance payments received on orders	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other liabilities (incl. from lease and rental contracts)	0.0 %	0.0 %	2.2 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.7 %	2.2 %	2.5 %	2.4 %	2.2 %	2.1 %	1.9 %
Deferred income	21.5 %	18.9 %	24.9 %	23.9 %	22.5 %	20.9 %	19.3 %
Current liabilities	30.3 %	31.1 %	43.7 %	38.3 %	36.2 %	34.0 %	31.8 %
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Source: Company data, Hauck & Aufhäuser

Cash flow statement (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Net profit/loss	0.5	2.5	-10.1	2.1	4.9	6.1	7.1
Depreciation of fixed assets (incl. leases)	0.2	0.2	0.3	0.6	0.4	0.4	0.4
Amortisation of goodwill	0.3	0.0	2.3	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.8	0.9	4.2	1.0	0.3	0.3	0.3
Others	-3.1	0.0	4.3	0.0	0.0	0.0	0.0
Cash flow from operations before changes in w/c	-1.4	3.6	1.0	3.7	5.6	6.8	7.8
Increase/decrease in inventory	-2.0	1.8	-2.8	-1.8	-0.4	-0.5	-0.6
Increase/decrease in accounts receivable	0.2	-3.6	-0.1	-1.6	-0.7	-0.5	-0.7
Increase/decrease in accounts payable	-0.8	0.8	3.3	-1.2	0.2	0.3	0.4
Increase/decrease in other working capital positions	-3.5	-5.9	4.6	-4.0	0.0	0.0	0.0
Increase/decrease in working capital	-6.1	-6.9	4.9	-8.6	-1.0	-0.7	-0.9
Cash flow from operating activities	-7.6	-3.3	5.9	-4.9	4.6	6.1	6.9
CAPEX	1.0	0.5	0.5	0.8	0.5	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial investments	-0.4	0.5	0.5	0.0	0.0	0.0	0.0
Income from asset disposals	0.1	1.4	-2.5	6.5	0.0	0.0	0.0
Cash flow from investing activities	-0.5	1.4	-2.6	5.7	-0.5	-0.6	-0.6
Cash flow before financing	-8.0	-2.8	2.4	0.8	4.1	5.5	0.0
Increase/decrease in debt position	-2.9	3.6	7.1	-4.9	0.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	0.0	1.3	-1.0	0.0	0.0	0.0	0.0
Others	-1.1	-1.0	0.0	0.0	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from financing activities	-4.0	1.2	8.1	-4.9	0.0	0.0	0.0
Increase/decrease in liquid assets	-12.1	-1.6	10.5	-4.1	4.1	5.5	n/a
Liquid assets at end of period	14.8	14.1	25.6	21.4	25.5	31.0	37.3

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TTL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck & Aufhäuser

Key ratios (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
P&L growth analysis							
Sales growth	32.2 %	-4.9 %	39.0 %	6.0 %	5.0 %	6.0 %	6.9 %
EBITDA growth	78.8 %	53.8 %	-44.1 %	71.0 %	12.1 %	20.5 %	12.5 %
EBIT growth	43.5 %	82.0 %	-156.2 %	-251.9 %	35.1 %	22.7 %	13.6 %
EPS growth	-94.8 %	-355.2 %	-1047.0 %	-105.6 %	523.3 %	33.2 %	21.6 %
Efficiency							
Total operating costs / sales	15.8 %	18.4 %	20.8 %	16.1 %	17.4 %	17.3 %	17.3 %
Sales per employee	862.7	554.5	632.7	632.8	629.9	632.8	635.4
EBITDA per employee	45.1	46.9	21.5	34.7	36.8	42.1	44.5
Balance sheet analysis							
Avg. working capital / sales	4.4 %	7.0 %	5.3 %	6.9 %	8.9 %	9.0 %	9.0 %
Inventory turnover (sales/inventory)	15.0	21.3	16.8	14.0	14.0	14.0	14.0
Trade debtors in days of sales	12.7	30.2	22.2	26.0	27.0	27.0	27.0
A/P turnover [(A/P*365)/sales]	19.2	26.7	32.9	25.0	25.0	25.0	25.0
Cash conversion cycle (days)	24.4	26.9	17.9	34.3	36.0	36.3	n/a
Cash flow analysis							
Free cash flow	-8.5	-3.8	5.4	-5.7	4.1	5.5	6.3
Free cash flow/sales	-10.3 %	-4.8 %	4.9 %	-4.9 %	3.3 %	4.3 %	4.6 %
FCF / net profit	2337.8 %	-334.5 %	-48.5 %	-1778.8 %	203.5 %	205.7 %	194.4 %
FCF yield	-22.0 %	-8.0 %	11.0 %	-22.6 %	16.1 %	21.7 %	24.9 %
Capex / deprec	49.5 %	91.2 %	14.3 %	50.0 %	71.4 %	85.7 %	85.7 %
Capex / maintenance capex	0.0 %	0.0 %	0.0 %	83.3 %	50.0 %	66.7 %	57.1 %
Capex / sales	0.8 %	1.2 %	0.9 %	0.7 %	0.4 %	0.5 %	0.4 %
Security							
Net debt	7.0	4.7	11.3	1.1	-4.0	-10.2	-17.4
Net Debt/EBITDA	1.6	0.7	3.0	0.2	0.0	0.0	0.0
Net debt / equity	0.2	0.2	0.6	0.0	-0.1	-0.3	-0.4
Interest cover	1.8	23.1	0.0	4.0	7.7	9.5	10.8
Dividend payout ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Asset utilisation							
Capital employed turnover	1.7	1.5	2.2	2.2	2.1	2.0	2.0
Operating assets turnover	6.1	5.2	7.4	6.0	6.0	6.2	6.3
Plant turnover	9.7	8.7	12.0	13.0	13.8	14.6	15.6
Inventory turnover (sales/inventory)	15.0	21.3	16.8	14.0	14.0	14.0	14.0
Returns							
ROCE	5.2 %	11.1 %	-6.2 %	9.3 %	11.7 %	13.1 %	13.4 %
ROE	-1.2 %	3.7 %	-54.5 %	1.3 %	6.7 %	7.4 %	7.5 %
Other							
Interest paid / avg. debt	7.1 %	2.1 %	6.9 %	7.4 %	6.0 %	6.0 %	6.0 %
No. employees (average)	96	142	173	183	193	204	217
Number of shares	19.0	23.1	24.0	12.4	12.4	12.4	12.4
DPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	-0.02	0.05	-0.46	0.03	0.16	0.22	0.26
Valuation ratios							
P/BV	1.6	1.5	2.4	1.0	0.8	0.7	0.6
EV/sales	0.4	0.6	0.4	0.2	0.1	0.1	0.0
EV/EBITDA	8.3	6.7	12.2	2.8	1.9	0.9	0.2
EV/EBITA	8.7	6.9	13.3	3.1	2.0	1.0	0.2
EV/EBIT	11.7	8.0	-14.5	3.7	2.1	1.0	0.2
EV/FCF	-4.2	-11.7	8.4	-3.1	3.3	1.5	0.3
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

Source: Company data, Hauck & Aufhäuser

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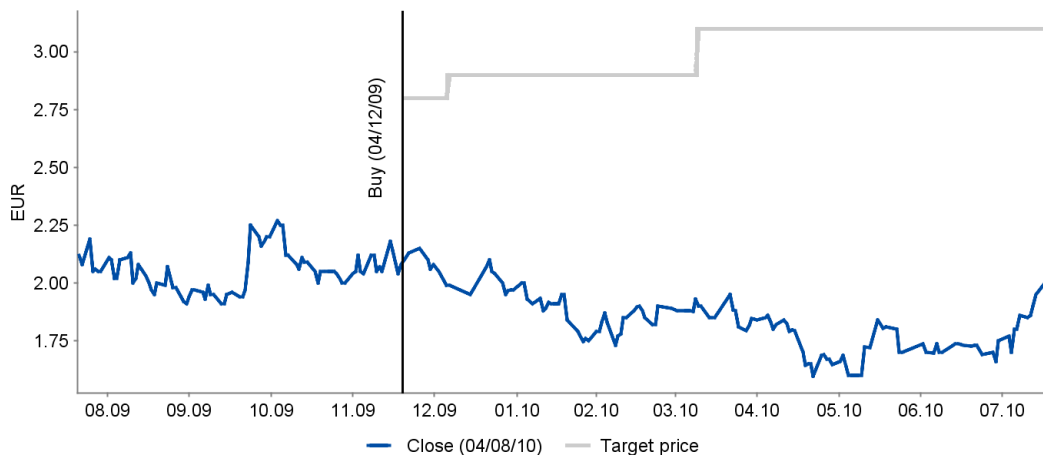
Company	Disclosure
DEAG Deutsche Entertainment AG	2

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Historical target price and rating changes for DEAG Deutsche Entertainment AG in the last 12 months

Price and Rating History
DEAG Deutsche Entertainment AG as of 05/08/10

Initiation coverage
04-December-09



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