

Buy (old: Buy)

Price target: EUR 4.30 (old: EUR 4.30)

Price: EUR 2.11 **Next result:** FY 2011 31.03.12
Bloomberg: ERMK GR **Market cap:** EUR 26.0 m
Reuters: ERMGk.DE **Enterprise Value:** EUR 19.9 m

29-November-11

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Solid Q3 earnings; chg. top-line est.

On Friday, DEAG reported preliminary results for Q3 2011. A full set of figures will be published on 30 November. A conference call is not scheduled.

In the traditionally weakest quarter of the year, **sales remained flat at € 29.2m** thus shy of our previous estimates of € 35m on the back of a lower revenues in the weak-margin and highly competitive domestic Rock&Pop business.

EUR	Q3 11	Q3 11 est	Q3 10	yoy	Q2 11	qoq
Sales	29.2	35.1	29.1	0.3%	40.7	-28.3%
EBIT	0.2	0.3	0.8	-82.3%	4.0	-96.3%
EBIT margin	0.5%	0.9%	2.9%	- 2.4 pp	9.8%	- 9.3 pp
Net profit	0.2	0.2	-0.3	n.a.	1.5	-86.3%
Net margin	0.7%	0.6%	-1.2%	+ 1.9 pp	3.6%	- 2.9 pp
EPS	0.02	0.02	-0.03	57.7%	0.11	-81.8%

As a result of a seasonally weaker UK business (leading classics producer Raymond Gubbay) with the majority of the events being organised in Q4 and Q1, EBIT decreased by some 82% to € 0.2m. However, due to expected lower tax payments and a lower minority interest **net profit and EPS were fully in-line**.

While the top-line estimates for 2011 et. seq. have been adjusted to reflect the above mentioned lower volume in the field of Rock&Pop, the **expectation of solid bottom-line growth remains unchanged as DEAG is increasingly benefitting from:**

- A very healthy pipeline for Q4 2011 especially in the high-margin Classics segment.
- An increasing utilisation of the preferred ticketing partner Ticketmaster which has a beneficial impact on the profitability of the events.

Theme thus looks set to remain favourable. While DEAG reiterated its guidance to improve the operating profitability in 2011 compared to last year, the outlooks for 2012 also appears to be attractive with highly sought-after concerts of Peter Maffay, David Garrett, Anna Netrebko as well as the "Seefestspiele Berlin".

Overall, **DEAG remains a Buy with a PT of € 4.30 based on FCFY 2012E** supported by a sum-of-the-parts valuation of the individual subsidiaries Good News, DEAG Classics, Manfred Hertlein and DEAG Music.

Y/E 31.12 (EUR m)	2007	2008	2009	2010	2011E	2012E	2013E
Sales	78.7	109.5	116.7	125.8	140.3	155.1	163.6
Sales growth	-5 %	39 %	7 %	8 %	12 %	11 %	6 %
EBITDA	6.7	3.7	6.4	10.0	10.4	12.1	13.2
EBIT	5.6	-3.1	4.8	8.2	9.3	11.0	12.1
Net income	1.1	-11.1	0.5	1.3	2.9	3.7	4.2
Net debt	4.7	11.3	4.2	0.3	-6.2	-12.3	-20.7
Net gearing	-8.5 %	-16.5 %	-41.7 %	-83.4 %	-87.0 %	-96.0 %	-99.3 %
Net Debt/EBITDA	0.7	3.0	0.7	0.0	0.0	0.0	0.0
EPS fully diluted	0.05	-0.37	0.07	0.16	0.23	0.30	0.34
CPS	-0.15	0.22	-0.02	0.75	0.43	0.58	0.65
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	26.9 %	24.2 %	22.7 %	24.9 %	24.6 %	24.7 %	24.7 %
EBITDA margin	8.5 %	3.4 %	5.5 %	8.0 %	7.4 %	7.8 %	8.1 %
EBIT margin	7.1 %	-2.9 %	4.1 %	6.5 %	6.6 %	7.1 %	7.4 %
ROCE	11.1 %	-6.2 %	9.8 %	17.0 %	18.2 %	19.7 %	19.5 %
EV/sales	0.7	0.6	0.3	0.2	0.1	0.1	0.0
EV/EBITDA	8.0	16.6	4.7	2.6	1.9	1.1	0.4
EV/EBIT	9.5	-19.7	6.3	3.2	2.1	1.2	0.4
PER	23.3	-8.4	20.6	19.3	9.0	7.0	6.2
Adjusted Free Cash Flow	8.6 %	2.8 %	13.8 %	14.6 %	18.0 %	31.7 %	96.3 %

Source: Company data, Hauck & Aufhäuser Close price as of: 29.11.2011



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks: 3.58 / 2.03

Price/Book Ratio: 0.9

Relative performance (SDAX):

3 months -11.7 %

6 months -14.2 %

12 months 5.7 %

Changes in estimates

		Sales	EBIT	EPS
2011	old:	151.5	9.3	0.23
	Δ	-7.4%	0.2%	0.2%
2012	old:	164.8	11.0	0.30
	Δ	-5.9%	0.5%	0.6%
2013	old:	173.9	12.1	0.34
	Δ	-5.9%	0.2%	0.2%

Key share data:

Number of shares: (in m pcs) 12.4

Authorised capital: (in € m) 0.0

Book value per share: (in €) 2.3

Ø trading volume: (12 months) 38,000

Major shareholders:

Free Float 50.0 %

Heliad Equity Partners 25.1 %

Peter Schwenkow 24.9 %

David Garrett (incl. in free float) 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)	2007	2008	2009	2010	2011E	2012E	2013E
Sales	78.7	109.5	116.7	125.8	140.3	155.1	163.6
<i>Sales growth</i>	-4.9 %	39.0 %	6.6 %	7.8 %	11.5 %	10.6 %	5.5 %
Cost of sales	57.6	82.9	90.2	94.5	105.8	116.9	123.2
Gross profit	21.2	26.5	26.5	31.3	34.5	38.2	40.4
Sales and marketing	8.7	13.8	14.7	13.2	14.7	16.0	16.6
General and administration	8.7	10.2	11.0	11.4	12.3	13.3	13.9
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	3.5	2.1	5.2	3.2	3.2	3.6	3.8
Other operating expenses	0.6	1.0	1.1	1.7	1.4	1.5	1.6
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	6.7	3.7	6.4	10.0	10.4	12.1	13.2
Depreciation	0.2	0.3	0.2	0.2	0.6	0.6	0.6
EBITA	6.5	3.4	6.2	9.8	9.8	11.5	12.6
Amortisation of goodwill	0.0	2.3	0.4	0.7	0.0	0.0	0.0
Amortisation of intangible assets	0.9	4.2	1.0	0.9	0.5	0.5	0.5
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	5.6	-3.1	4.8	8.2	9.3	11.0	12.1
Interest income	0.0	0.0	0.1	0.1	0.1	0.1	0.3
Interest expenses	0.2	1.1	1.4	1.2	0.6	0.5	0.4
Other financial result	-1.1	-0.2	-0.3	-0.2	0.0	0.0	0.0
Financial result	-1.5	-1.4	-1.6	-1.3	-0.5	-0.4	-0.1
Recurring pretax income from continuing operations	4.1	-4.6	3.3	6.9	8.8	10.6	12.0
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	4.1	-4.6	3.3	6.9	8.8	10.6	12.0
Taxes	0.6	0.4	0.4	2.5	1.8	2.2	2.5
Net income from continuing operations	3.5	-5.0	2.9	4.4	7.0	8.4	9.5
Result from discontinued operations (net of tax)	1.0	5.2	0.8	0.0	0.0	0.0	0.0
Net income	2.5	-10.1	2.1	4.4	7.0	8.4	9.5
Minority interest	1.4	1.0	1.6	3.0	4.0	4.7	5.3
Net income (net of minority interest)	1.1	-11.1	0.5	1.3	2.9	3.7	4.2
Average number of shares	23.1	24.0	12.4	12.4	12.4	12.4	12.4
EPS reported	0.05	-0.46	0.04	0.11	0.23	0.30	0.34

Profit and loss (common size)	2007	2008	2009	2010	2011E	2012E	2013E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	73.1 %	75.8 %	77.3 %	75.1 %	75.4 %	75.4 %	75.3 %
Gross profit	26.9 %	24.2 %	22.7 %	24.9 %	24.6 %	24.7 %	24.7 %
Sales and marketing	11.0 %	12.6 %	12.6 %	10.5 %	10.5 %	10.3 %	10.2 %
General and administration	11.0 %	9.3 %	9.5 %	9.1 %	8.8 %	8.6 %	8.5 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	4.4 %	1.9 %	4.5 %	2.5 %	2.3 %	2.3 %	2.3 %
Other operating expenses	0.8 %	0.9 %	0.9 %	1.3 %	1.0 %	1.0 %	1.0 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	8.5 %	3.4 %	5.5 %	8.0 %	7.4 %	7.8 %	8.1 %
Depreciation	0.3 %	0.3 %	0.2 %	0.2 %	0.4 %	0.4 %	0.4 %
EBITA	8.2 %	3.1 %	5.3 %	7.8 %	7.0 %	7.4 %	7.7 %
Amortisation of goodwill	0.0 %	2.1 %	0.3 %	0.6 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	1.1 %	3.8 %	0.8 %	0.7 %	0.4 %	0.3 %	0.3 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	7.1 %	-2.9 %	4.1 %	6.5 %	6.6 %	7.1 %	7.4 %
Interest income	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %	0.1 %	0.2 %
Interest expenses	0.3 %	1.0 %	1.2 %	0.9 %	0.4 %	0.3 %	0.2 %
Other financial result	-1.4 %	-0.2 %	-0.2 %	-0.2 %	0.0 %	0.0 %	0.0 %
Financial result	-1.8 %	-1.3 %	-1.3 %	-1.0 %	-0.4 %	-0.3 %	-0.1 %
Recurring pretax income from continuing operations	5.2 %	-4.2 %	2.8 %	5.5 %	6.3 %	6.9 %	7.3 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	5.2 %	-4.2 %	2.8 %	5.5 %	6.3 %	6.9 %	7.3 %
Tax rate	15.4 %	-8.6 %	11.9 %	36.6 %	21.0 %	21.0 %	21.0 %
Net income from continuing operations	4.4 %	-4.5 %	2.5 %	3.5 %	5.0 %	5.4 %	5.8 %
Result from discontinued operations (net of tax)	1.2 %	4.7 %	0.7 %	0.0 %	0.0 %	0.0 %	0.0 %
Net income	3.2 %	-9.2 %	1.8 %	3.5 %	5.0 %	5.4 %	5.8 %
Minority interest	1.8 %	0.9 %	1.4 %	2.4 %	2.9 %	3.0 %	3.2 %
Net income (net of minority interest)	1.4 %	-10.2 %	0.4 %	1.1 %	2.1 %	2.4 %	2.6 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2007	2008	2009	2010	2011E	2012E	2013E
Intangible assets	31.5	31.0	25.4	24.2	23.9	23.6	23.3
Property, plant and equipment	9.1	9.1	9.1	9.0	8.8	8.6	8.4
Financial assets	1.0	1.0	1.6	1.0	1.0	1.0	1.0
FIXED ASSETS	41.5	41.1	36.1	34.2	33.7	33.2	32.7
Inventories	3.7	6.5	6.5	7.7	9.5	10.3	11.3
Accounts receivable	6.5	6.6	8.9	7.5	8.5	9.3	9.9
Other current assets	4.1	5.6	3.0	3.8	3.8	3.8	3.8
Liquid assets	14.3	22.2	23.5	31.8	36.7	44.0	52.3
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	28.6	40.9	41.8	50.9	58.4	67.4	77.2
TOTAL ASSETS	70.1	82.0	77.9	85.1	92.1	100.6	109.9
SHAREHOLDERS EQUITY	30.7	20.4	21.8	22.4	28.2	33.7	41.5
MINORITY INTEREST	3.3	3.6	4.2	4.8	4.8	4.8	4.8
Long-term debt	8.9	14.7	12.0	10.6	9.5	9.0	8.5
Provisions for pensions and similar obligations	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other provisions	5.4	7.5	7.7	8.2	8.3	8.4	8.6
Non-current liabilities	14.3	22.2	19.7	18.7	17.8	17.4	17.1
short-term liabilities to banks	2.7	4.1	2.4	2.6	2.6	2.6	2.6
Accounts payable	4.2	7.5	10.2	9.4	10.5	11.2	11.5
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	1.8	0.0	0.0	0.0	0.0	0.0
Deferred taxes	1.6	2.0	1.0	2.3	2.3	2.3	2.3
Deferred income	13.3	20.4	18.5	24.8	25.8	28.5	30.1
Current liabilities	21.8	35.8	32.2	39.1	41.3	44.7	46.5
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	70.1	82.0	77.9	85.1	92.1	100.6	109.9

Balance sheet (common size)	2007	2008	2009	2010	2011E	2012E	2013E
Intangible assets	44.9 %	37.8 %	32.6 %	28.4 %	25.9 %	23.4 %	21.2 %
Property, plant and equipment	13.0 %	11.1 %	11.6 %	10.6 %	9.6 %	8.6 %	7.7 %
Financial assets	1.4 %	1.2 %	2.0 %	1.2 %	1.1 %	1.0 %	0.9 %
FIXED ASSETS	59.3 %	50.1 %	46.3 %	40.2 %	36.6 %	33.0 %	29.8 %
Inventories	5.3 %	7.9 %	8.3 %	9.1 %	10.3 %	10.3 %	10.3 %
Accounts receivable	9.3 %	8.1 %	11.4 %	8.9 %	9.2 %	9.3 %	9.0 %
Other current assets	5.8 %	6.8 %	3.8 %	4.4 %	4.1 %	3.7 %	3.4 %
Liquid assets	20.4 %	27.0 %	30.2 %	37.4 %	39.8 %	43.7 %	47.6 %
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	40.7 %	49.9 %	53.7 %	59.8 %	63.4 %	67.0 %	70.2 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
SHAREHOLDERS EQUITY	43.8 %	24.9 %	28.0 %	26.3 %	30.6 %	33.5 %	37.7 %
MINORITY INTEREST	4.7 %	4.3 %	5.4 %	5.7 %	5.2 %	4.8 %	4.4 %
Long-term debt	12.7 %	17.9 %	15.4 %	12.4 %	10.3 %	8.9 %	7.7 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.1 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	7.7 %	9.1 %	9.8 %	9.6 %	9.0 %	8.4 %	7.8 %
Non-current liabilities	20.4 %	27.0 %	25.3 %	22.0 %	19.3 %	17.3 %	15.6 %
short-term liabilities to banks	3.9 %	5.0 %	3.1 %	3.1 %	2.8 %	2.6 %	2.4 %
Accounts payable	6.0 %	9.1 %	13.1 %	11.1 %	11.4 %	11.1 %	10.4 %
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 %	2.2 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.2 %	2.5 %	1.3 %	2.7 %	2.5 %	2.3 %	2.1 %
Deferred income	18.9 %	24.9 %	23.7 %	29.1 %	28.0 %	28.3 %	27.4 %
Current liabilities	31.1 %	43.7 %	41.3 %	46.0 %	44.8 %	44.4 %	42.3 %
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)	2007	2008	2009	2010	2011E	2012E	2013E
Net profit/loss	2.5	-10.1	2.1	4.4	7.0	8.4	9.5
Depreciation of fixed assets (incl. leases)	0.2	0.3	0.2	0.2	0.6	0.6	0.6
Amortisation of goodwill	0.0	2.3	0.4	0.7	0.0	0.0	0.0
Amortisation of intangible assets	0.9	4.2	1.0	0.9	0.5	0.5	0.5
Others	0.0	4.3	-0.3	3.3	0.0	0.0	0.0
Cash flow from operations before changes in w/c	3.6	1.0	3.4	9.5	8.1	9.5	10.6
Increase/decrease in inventory	1.8	-2.8	-3.0	0.8	-1.8	-0.8	-0.9
Increase/decrease in accounts receivable	-3.6	-0.1	0.0	0.0	-0.9	-0.9	-0.5
Increase/decrease in accounts payable	0.8	3.3	0.0	0.0	1.1	0.7	0.3
Increase/decrease in other working capital positions	-5.9	4.6	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	-6.9	4.9	-3.0	0.8	-1.6	-1.1	-1.2
Cash flow from operating activities	-3.3	5.9	0.4	10.3	6.5	8.4	9.4
CAPEX	0.5	0.5	0.3	0.3	0.6	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial investments	0.5	0.5	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	1.4	-2.5	-0.1	1.0	0.0	0.0	0.0
Cash flow from investing activities	1.4	-2.6	-0.4	0.7	-0.6	-0.6	-0.6
Cash flow before financing	-2.8	2.4	0.0	11.0	5.9	0.0	0.0
Increase/decrease in debt position	3.6	7.1	3.6	-0.8	-1.1	-0.5	-0.5
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	1.3	-1.0	1.2	1.5	0.0	0.0	0.0
Others	-1.0	0.0	-1.4	-3.1	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	0.0	0.1	2.8	0.0	0.0	0.0
Cash flow from financing activities	1.2	8.1	1.1	-5.5	-1.1	-0.5	-0.5
Increase/decrease in liquid assets	-1.6	10.5	1.2	8.3	4.8	n/a	n/a
Liquid assets at end of period	14.1	25.6	23.5	31.8	36.7	44.0	52.3

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2007	2008	2009	2010	2011E	2012E	2013E
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)	2007	2008	2009	2010	2011E	2012E	2013E
P&L growth analysis							
Sales growth	-4.9 %	39.0 %	6.6 %	7.8 %	11.5 %	10.6 %	5.5 %
EBITDA growth	53.8 %	-44.1 %	72.5 %	56.1 %	3.9 %	16.6 %	9.1 %
EBIT growth	82.0 %	-156.2 %	-254.1 %	69.9 %	13.4 %	18.6 %	10.0 %
EPS growth	-355.2 %	-1047.0 %	-108.3 %	184.0 %	115.2 %	28.1 %	12.8 %
Efficiency							
Total operating costs / sales	18.4 %	20.8 %	18.5 %	18.3 %	18.0 %	17.5 %	17.3 %
Sales per employee	554.5	632.7	634.6	638.0	648.3	645.8	631.4
EBITDA per employee	46.9	21.5	34.9	50.8	48.1	50.5	51.0
Balance sheet analysis							
Avg. working capital / sales	7.0 %	5.3 %	4.6 %	4.4 %	4.7 %	5.1 %	5.5 %
Inventory turnover (sales/inventory)	21.3	16.8	18.0	16.3	14.8	15.0	14.5
Trade debtors in days of sales	30.2	22.2	27.8	21.9	22.0	22.0	22.0
A/P turnover [(A/P*365)/sales]	26.7	32.9	41.4	36.4	36.4	35.0	34.0
Cash conversion cycle (days)	26.9	17.9	12.6	15.3	18.4	n/a	n/a
Cash flow analysis							
Free cash flow	-3.8	5.4	0.1	10.0	5.9	7.8	8.8
Free cash flow/sales	-4.8 %	4.9 %	0.1 %	8.0 %	4.2 %	5.0 %	5.4 %
FCF / net profit	-334.5 %	-48.5 %	20.2 %	744.4 %	202.2 %	210.4 %	209.3 %
FCF yield	-7.8 %	10.7 %	0.4 %	38.6 %	22.6 %	30.1 %	33.8 %
Capex / depn	91.2 %	14.3 %	18.7 %	15.3 %	54.5 %	54.5 %	54.5 %
Capex / maintenance capex	0.0 %	0.0 %	49.0 %	16.0 %	36.4 %	33.3 %	30.8 %
Capex / sales	1.2 %	0.9 %	0.3 %	0.2 %	0.4 %	0.4 %	0.4 %
Security							
Net debt	4.7	11.3	4.2	0.3	-6.2	-12.3	-20.7
Net Debt/EBITDA	0.7	3.0	0.7	0.0	0.0	0.0	0.0
Net debt / equity	0.2	0.6	0.2	0.0	-0.2	-0.4	-0.5
Interest cover	23.1	0.0	3.4	6.9	15.5	22.1	30.3
Dividend payout ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Asset utilisation							
Capital employed turnover	1.5	2.2	2.4	2.6	2.6	2.6	2.5
Operating assets turnover	5.2	7.4	8.2	8.5	8.6	9.1	9.0
Plant turnover	8.7	12.0	12.9	13.9	15.9	17.9	19.4
Inventory turnover (sales/inventory)	21.3	16.8	18.0	16.3	14.8	15.0	14.5
Returns							
ROCE	11.1 %	-6.2 %	9.8 %	17.0 %	18.2 %	19.7 %	19.5 %
ROE	3.7 %	-54.5 %	2.2 %	6.0 %	10.3 %	11.0 %	10.1 %
Other							
Interest paid / avg. debt	2.1 %	6.9 %	8.7 %	8.6 %	4.7 %	4.2 %	3.5 %
No. employees (average)	142	173	184	197	216	240	259
Number of shares	23.1	24.0	12.4	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	0.05	-0.46	0.04	0.11	0.23	0.30	0.34
Valuation ratios							
P/BV	1.6	2.5	1.2	1.2	0.9	0.8	0.6
EV/sales	0.7	0.6	0.3	0.2	0.1	0.1	0.0
EV/EBITDA	8.0	16.6	4.7	2.6	1.9	1.1	0.4
EV/EBITA	8.2	18.1	4.9	2.7	2.0	1.2	0.4
EV/EBIT	9.5	-19.7	6.3	3.2	2.1	1.2	0.4
EV/FCF	-14.0	11.4	315.1	2.6	3.4	1.7	0.6
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

Source: Company data, Hauck & Aufhäuser

Disclosure in respect of section 34b of the German Securities Trading Act (Wertpapierhandelsgesetz – WpHG)

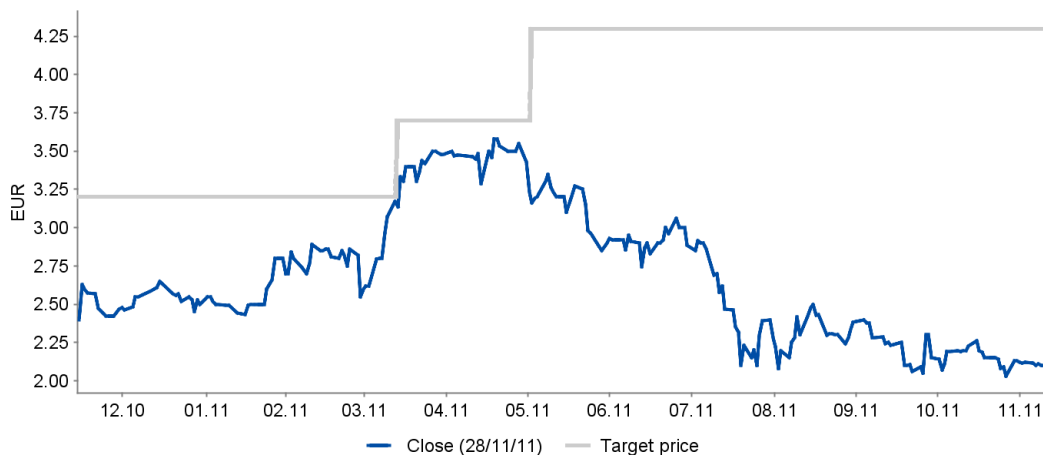
Company	Disclosure
DEAG Deutsche Entertainment AG	2

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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 29/11/11

Initiation coverage
04-December-09



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