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DEAG Deutsche Entertainment Aktiengesellschaft

Berlin

WKN: A0Z23G / ISIN: DE000A0Z23G6

**Invitation to the Annual General Meeting 2021
(virtual Annual General Meeting)**

On

Thursday, 10.06.2021, at 2 p.m. (CEST)*,

in the offices of DEAG Deutsche Entertainment Aktiengesellschaft, Potsdamer
Straße 58, 10785 Berlin,

the Annual General Meeting of DEAG Deutsche Entertainment Aktiengesellschaft
will be held as a virtual Annual General Meeting without the physical presence of the
shareholders or their proxies.

We cordially invite our shareholders to attend.

The entire Annual General Meeting will be broadcasted live on the internet in sound and vision for duly registered shareholders.

Kindly note that shareholders or their proxies will not be able to attend the Annual General Meeting on site in the offices of DEAG Deutsche Entertainment Aktiengesellschaft.

The Annual General Meeting will take place in the form of a virtual Annual General Meeting within the meaning of Sec. 1 para. (2) of the Act on measures in the law of companies, cooperatives, associations, foundations and condominiums to combat the effects of the COVID-19 Pandemic, published as Art. 2 of the Act to mitigate the consequences of the COVID-19 Pandemic in civil, insolvency and criminal procedure law of 27 March 2020 in the Federal Law Gazette Part I of 27 March 2020, p. 569, in the version of the Act to further shorten the residual debt discharge procedure and to adapt pandemic-related regulations in company, cooperative, association and foundation law as well as in tenancy and lease law from 22 December 2020, published in the Federal Law Gazette Part I of 30 December 2020, p. 3328, (in this amended version hereinafter referred to as "COVID-19 Act") and thus without the physical presence of the shareholders and their proxies (see below for details). The place of the Annual General Meeting within the meaning of the Stock Corporation Act ("AktG") is Potsdamer Straße 58, 10785 Berlin.

*) Unless expressly stated otherwise, all times in this invitation are times in Central European Summer Time that is applicable in Germany (CEST). Coordinated Universal Time (UTC) corresponds to Central European Time minus two hours, i.e. 14:00 CEST corresponds to 12:00 UTC.

I. Agenda

- 1. Presentation of the adopted annual financial statements of the Company and the consolidated financial statements approved by the Supervisory Board, of the combined management report and group management report for the Company and the group, the report of the Supervisory Board and the explanatory report of the Management Board concerning disclosures pursuant to Sec. 289a para. (1) and Sec. 315a para. (1) Commercial Code (“HGB“) for fiscal year 2020 in each case**

The documents relating to agenda item 1 can be viewed from the date of convocation of the Annual General Meeting on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

The documents will be explained verbally at the Annual General Meeting. A resolution will not be adopted on this agenda item in accordance with the statutory provisions, since the Supervisory Board has already approved the annual and consolidated financial statements prepared by the Management Board in accordance with Sec. 172 AktG and the annual financial statements are hence adopted.

- 2. Resolution on the formal approval of the actions of the Management Board for fiscal year 2020**

The Management Board and the Supervisory Board propose for fiscal year 2020 to formally approve the actions of the acting members of the Management Board during fiscal year 2020.

- 3. Resolution on the formal approval of the actions of the Supervisory Board for fiscal year 2020**

The Management Board and the Supervisory Board propose for fiscal year 2020 to formally approve the actions of the acting members of the Supervisory Board during fiscal year 2020.

4. Resolution on the election of the external auditor for the financial statements of the Company and the group for fiscal year 2021 as well as the auditor for the possible audit reviews of interim reports and other financial information up to the next Annual General Meeting

The Supervisory Board proposes to elect Mazars GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft, Hamburg, as auditor and group auditor for fiscal year 2021 and as auditor for the possible review of interim reports and other financial information within the meaning of Sec. 115 para. (7) of the German Securities Trading Act ("WpHG") during the fiscal year which are prepared prior to the Annual General Meeting in 2022 and to the extent that the review is commissioned.

5. Resolution on the cancellation of the authorized capital in Sec. 4 para. (4) of the Articles of Association and on the creation of a new Authorized Capital 2021/I with the possibility of excluding shareholders' subscription rights and the corresponding amendment to the Articles of Association

The Annual General Meeting on 27 June 2019 resolved on the creation of authorized capital in the amount of EUR 9,527,278.00 in Sec. 4 para. (4) of the Articles of Association (Authorized Capital 2019/I). The authorization of the Management Board has not yet been utilized.

In order to provide the Management Board with the greatest possible flexibility regarding the further development of the Company, a new authorized capital (Authorized Capital 2021/I) shall be created in Sec. 4 para. (4) of the Articles of Association for a term of five years while canceling the currently existing Authorized Capital 2019/I in Sec. 4 para. (4) of the Articles of Association. This can on the one hand be EUR 285,710.00 higher than previously existing Authorized Capital 2019/I. Above all, however, the Authorized Capital 2021/I is also to be used for capital increases against contributions in kind, such as the acquisition of companies.

The Management Board and Supervisory Board therefore propose that the following resolution be adopted:

a) Cancellation of the existing Authorized Capital 2019/I in Sec. 4 para. (4) of the Articles of Association

The authorization of the Management Board in Sec. 4 para. (4) of the Articles of Association to increase the Company's share capital until 26 June 2024 with the approval of the Supervisory Board by issuing up to 9,527,278 new no-par-value shares against cash contributions once or several times by up to EUR 9,527,278.00 (Authorized Capital 2019/I) shall be canceled with effect from the registration of the Authorized Capital 2021/I, provided that the Authorized Capital 2019/I has not yet been utilized at the time of the registration of such cancellation.

b) Creation of a new Authorized Capital 2021/I in Sec. 4 para. (4) of the Articles of Association

The Management Board is authorized, with the approval of the Supervisory Board, to increase the Company's share capital once or several times by a total of up to EUR 9,812,988.00 by issuing up to 9,812,988 new no-par-value shares against cash and/or non-cash contributions until 9 June 2026 (Authorized Capital 2021/I).

Shareholders must in principle be granted subscription rights. The subscription rights may also be granted to the shareholders indirectly in accordance with Sec. 186 para. (5) AktG. The Management Board is also authorized, with the approval of the Supervisory Board, to exclude shareholders' subscription rights in the following cases:

- to exclude fractional amounts from the shareholders' subscription rights;
- in the event of capital increases against contributions in kind for the (also indirect) acquisition of companies, parts of companies or interests in companies, other essential operating resources or other assets, including claims against the Company or its group companies;
- in the case of capital increases against cash contributions, if the issue price of the new shares is not significantly lower than the stock market price at the time the issue price is determined and the shares issued under exclusion of the subscription rights in accordance with Sec. 203 para. (1) and (2), 186

para. (3) sentence 4 AktG may not exceed the limit of 10% of the share capital either at the time the authorization becomes effective or – if this value is lower – at the time the authorization is exercised. Shares that were issued or are to be issued to service option bonds or convertible bonds during the term of this authorization up to the point in time at which they were used are to be counted towards the maximum limit, if the bonds were issued under exclusion of the subscription rights pursuant to Sec. 186 para. (3) sentence 4 AktG, as well as treasury shares that were acquired on the basis of an authorization in accordance with Sec. 71 para. (1) no. 8 AktG and sold under exclusion of the shareholders' subscription rights pursuant to Sec. 186 para. (3) sentence 4 AktG;

- insofar as this is necessary to grant holders of conversion and/or option rights outstanding at the time of utilization of the Authorized Capital 2021/I or of a conversion obligation arising from convertible and/or option bonds already issued or to be issued in the future by the Company or its group companies a subscription right to new shares to the extent to which they would be entitled as shareholders after exercising the conversion and/or option rights or after fulfillment of a conversion obligation;
- to carry out a scrip dividend in which the shareholders are offered the option of paying their dividend entitlement (in whole or part) as a contribution in kind against the granting of new shares from the Authorized Capital 2021/I.

The Management Board is authorized, with the approval of the Supervisory Board, to determine the further content of the share rights and the conditions of the share issue as well as the further details of the capital increase and its implementation. The dividend entitlement of the new shares may also be structured in deviation from Sec. 60 para. (2) AktG; in particular, the new shares may also carry dividend rights from the beginning of the financial year preceding their issue if, at the time of issue of the new shares, a resolution by the Annual General Meeting on the appropriation of profits for that financial year has not yet been passed.

The Supervisory Board is authorized to adapt the wording of the Articles of Association after the increase in the share capital has been carried out in full or in part in accordance with the respective utilization of the authorized capital and, if the

authorized capital has not been or not fully used by 9 June 2026, after the expiry of the authorization period.

c) Sec. 4 para. (4) of the Articles of Association is amended and restated as follows:

“(4) The Management Board is authorized, with the approval of the Supervisory Board, to increase the Company's share capital once or several times by a total of up to EUR 9,812,988.00 (in words: Euro nine million eight hundred and twelve thousand nine hundred and eighty eight) by issuing up to 9,812,988 new no-par-value shares against cash and/or non-cash contributions until 9 June 2026 (Authorized Capital 2021/I).

Shareholders must in principle be granted subscription rights. The subscription rights may also be granted to the shareholders indirectly in accordance with Sec. 186 para. (5) AktG. The Management Board is also authorized, with the approval of the Supervisory Board, to exclude shareholders' subscription rights in the following cases:

- to exclude fractional amounts from the shareholders' subscription rights;*
- in the event of capital increases against contributions in kind for the (also indirect) acquisition of companies, parts of companies or interests in companies, other essential operating resources or other assets, including claims against the Company or its group companies;*
- in the case of capital increases against cash contributions, if the issue price of the new shares is not significantly lower than the stock market price at the time the issue price is determined and the shares issued under exclusion of the subscription rights in accordance with Sec. 203 para. (1) and (2), 186 para. (3) sentence 4 AktG may not exceed the limit of 10% of the share capital either at the time the authorization becomes effective or – if this value is lower – at the time the authorization is exercised. Shares that were issued or are to be issued to service option bonds or convertible bonds during the term of this authorization up to the point in time at which they were used are to be counted towards the maximum limit, if the bonds were issued under exclusion of the subscription rights pursuant to Sec. 186 para. (3) sentence 4*

AktG, as well as treasury shares that were acquired on the basis of an authorization in accordance with Sec. 71 para. (1) no. 8 AktG and sold under exclusion of the shareholders' subscription rights pursuant to Sec. 186 para. (3) sentence 4 AktG;

- *insofar as this is necessary to grant holders of conversion and/or option rights outstanding at the time of utilization of the Authorized Capital 2021/I or of a conversion obligation arising from convertible and/or option bonds already issued or to be issued in the future by the Company or its group companies a subscription right to new shares to the extent to which they would be entitled as shareholders after exercising the conversion and/or option rights or after fulfillment of a conversion obligation;*
- *to carry out a scrip dividend in which the shareholders are offered the option of paying their dividend entitlement (in whole or part) as a contribution in kind against the granting of new shares from the Authorized Capital 2021/I.*

The Management Board is authorized, with the approval of the Supervisory Board, to determine the further content of the share rights and the conditions of the share issue as well as the further details of the capital increase and its implementation. The dividend entitlement of the new shares may also be structured in deviation from Sec. 60 para. (2) AktG; in particular, the new shares may also carry dividend rights from the beginning of the financial year preceding their issue if, at the time of issue of the new shares, a resolution by the Annual General Meeting on the appropriation of profits for that financial year has not yet been passed.

The Supervisory Board is authorized to adapt the wording of the Articles of Association after the increase in the share capital has been carried out in full or in part in accordance with the respective utilization of the authorized capital and, if the authorized capital has not been or not fully used by 9 June 2026, after the expiry of the authorization period.”

6. Resolution on the cancellation of the Contingent Capital 2019/I

Sec. 4 para. (5) of the Articles of Association currently provides for a Contingent Capital in the amount of EUR 1,905,455.00 (Contingent Capital 2019/I), which shall be

used exclusively to fulfill subscription rights granted on the basis of an authorization by the Annual General Meeting on 27 June 2019 in accordance with agenda item 6. The Annual General Meeting on 27 June 2019 approved the possibility of granting subscription rights to executives of the DEAG-Group within the framework of a Stock Option Plan 2019. None of the subscription rights currently issued under the Stock Option Plan 2019 can be exercised currently due to the conditions of the Stock Option Plan 2019.

Due to the delisting, the Stock Option Plan 2019 is no longer a suitable instrument for employee incentives. The conditions of the stock option plan therefore provide for the option of terminating the subscription rights agreements for the Company in the event of a delisting. In accordance with these regulations, the Stock Option Plan 2019 is to be terminated before the date of the Annual General Meeting and the subscription right agreements are to be terminated without the subscription rights being able to be exercised until then. As no subscription rights will exist on the day of the Annual General Meeting, the Contingent Capital 2019/I will no longer be required to fulfill subscription rights.

The Management Board and the Supervisory Board therefore propose that the following resolution be adopted:

The Contingent Capital 2019/I in Sec. 4 para. (5) of the Articles of Association is canceled. Sec. 4 para. (5) of the Articles of Association will be deleted without replacement.

7. Resolution on the amendment to the Articles of Association in Sec. 15 para. (4)

Sec. 15 para. (4) of the Articles of Association currently has the following wording:

“(4) The general meeting resolving on the approval of the acts of the members of the management board and of the supervisory board, on the appropriation of profits and, if required, on the approval of the net profit (ordinary general meeting), shall take place within the first eight months of each fiscal year.”

This provision only repeats the already fundamentally applicable statutory provision in Sec. 175 para. (1) sentence 2 AktG, according to which the Annual General Meeting must take place in the first eight months of the fiscal year, and is therefore not required in the Articles of Association.

The Management Board and the Supervisory Board therefore propose that the Annual General Meeting should resolve to delete Sec. 15 para. (4) of the Articles of Association in its entirety and to number the current Sec. 15 para. (5) of the Articles of Association as Sec. 15 para. (4).

8. Resolution on the conversion of bearer shares to registered shares and corresponding amendments to the Articles of Association

Under the German Stock Corporation Act, the shares of a stock corporation are issued either as bearer shares or as shares that are registered in the names of their holders. The shares of the Company are currently issued as bearer shares. They shall be converted to registered shares. The registered share is in widespread use internationally. Registered shares allow better contact between the Company and its shareholders. The conversion to registered shares requires to set up a share register. In relation to the Company, only those parties are deemed to be shareholders who are entered as such in the share register. The transfer of shares does not require the consent of the Company and can also be validly effected without being entered in the share register.

The Management Board and the Supervisory Board therefore propose that the following resolution be adopted:

a) Resolution on the conversion of bearer shares to registered shares

The no-par-value bearer shares of the Company hitherto issued will be converted to registered shares while maintaining the current denomination. The Management Board is authorized to take all measures necessary for the conversion of the bearer shares to registered shares.

b) Amendments to the Articles of Association

(i) In Sec. 4 para. (1) sentence 2 of the Articles of Association, the word "bearer shares" is replaced by the words "registered shares in the names of their holders".

(ii) Sec. 4 para. (1) of the Articles of Association is amended by the addition of the following sentence 3:

"If, in the event of a capital increase, the resolution on the capital increase does not stipulate whether the new shares are to be issued as bearer shares or as shares registered in the names of their holders, they are to be registered in the names of their holders."

(iii) Sec. 4 para. (3) of the Articles of Association, which has been temporarily left blank, is amended as follows:

"(3) For entry in the share register, shareholders must provide the Company, in the case of natural persons, with their name, address and date of birth, and in the case of legal persons, with their business name, business address and registered office, and in all cases with the number of shares held by them. Electronic postal addresses and any changes thereto shall be included to facilitate communication. Furthermore, it must be stated to what extent the shares belong to the party who is to be entered as the holder in the share register. The entry in the share register in the holder's own name for shares belonging to another party is permissible under the following prerequisites:

a) in the case of an entry of up to 0.5% of the Company's share capital as set out in its Articles of Association per entered party without further requirements;

b) in the case of an entry of more than 0.5% of the Company's share capital as set out in its Articles of Association up to and including

3% of the Company's share capital as set out in its Articles of Association per entered party, the entry for the part of the shares exceeding 0.5% of the Company's share capital as set out in its Articles of Association is permissible insofar as the data pursuant to Sec. 67 para. (1) sentence 1 AktG are disclosed to the Company for the party for whom the entered party respectively holds more than 0.5% of the Company's share capital as set out in its Articles of Association;

c) an entry is permissible up to a maximum threshold of 3% of the Company's share capital as set out in its Articles of Association per entered party."

(iv) Sec. 15 para. (1) of the Articles of Association is restated as follows:

"(1) The general meeting shall take place at the registered office of the company, or at the registered office of a German stock exchange."

(v) Sec. 16 para. (1) of the Articles of Association is restated as follows:

"(1) Only those shareholders shall be entitled to attend the general meeting and to exercise their voting rights, who have registered in due time in text form (Sec. 126b German Civil Code [Bürgerliches Gesetzbuch – BGB]) in the German or English language and for whom the shares are entered in the share register. Such notification of attendance must be received by the company at the address specified for this purpose in the invitation convening the general meeting no less than six days before the general meeting. The invitation convening the general meeting may stipulate a shorter period for registration, to be measured in days. The day of the general meeting and the day of receipt shall not be taken into account. The Management Board is authorized to stipulate in the invitation convening the general meeting that no transfers will be effected in the share register from the last date on which registration for the general meeting can be made up to and including the date of the general meeting (so-called transfer stop). The details shall be announced in the notice of

the annual general meeting."

- (vii) Sec.16 para. (2) of the Articles of Association will be deleted and temporarily left blank.

c) Implementation of the above resolutions

- (i) The Management Board is directed to apply for entry of the resolutions pursuant to lit. b) in the Commercial Register only if and when the legal and organizational requirements for maintaining a share register have been met.
- (ii) The Supervisory Board is authorized, subject to the entry in the Commercial Register of the amendments to the Articles of Association adopted under this agenda item 8 under b), to adopt further amendments to the wording of the Articles of Association, which may be required as a direct result of the conversion of the Company's shares to registered shares.

II. Reports and notifications to the Annual General Meeting

Report of the Management Board to the Annual General Meeting on the authorizations to exclude subscription rights pursuant to Sec. 203 para. (1) and (2) sentence 2 in conjunction with Sec. 186 para. (4) sentence 2 AktG mentioned under item 5 of the Agenda

Under agenda item 5, the Management Board and the Supervisory Board propose the cancellation of the Authorized Capital 2019/I and the creation of a new Authorized Capital 2021/I in the amount of EUR 9,812,988.00 for the statutory maximum period of five years.

This Authorized Capital 2021/I shall provide a flexible option for raising additional equity if this is in the Company's interests according to the Management Board and with

the approval of the Supervisory Board. The new authorized capital is intended to expand the scope for action in the interests of the shareholders and to enable the Company to respond at short notice to financing requirements that may arise. The requested authorization replaces the previously existing authorization, in particular with the addition of the possibility of capital increases in kind from the authorized capital and with the expansion of the cases in which the Management Board can exclude subscription rights with the approval of the Supervisory Board. This ensures the most flexible handling of the use of the authorized capital by the Management Board with the approval of the Supervisory board.

In the event of a capital increase, the shareholders generally have a statutory subscription right. However, the Management Board is to be authorized, with the approval of the Supervisory Board, to exclude this subscription right in certain cases. The report submitted by the Management Board in this regard is published as follows:

1. Exclusion of subscription rights for fractional amounts

The Management Board is to be authorized, with the approval of the supervisory board, to exclude fractional amounts that arise as a result of the subscription ratio from the shareholders' subscription rights to facilitate processing. This should result in a practicable subscription ratio with regard to the amount of the respective capital increase. Without the exclusion of subscription rights with regard to the fractional amount, the technical implementation of the capital increase and the exercise of subscription rights would be considerably more difficult. The new shares excluded from the shareholders' subscription rights as free fractions will be used for the Company.

2. Exclusion of subscription rights in the event of a capital increase against contribution in kind

The authorization to exclude subscription rights in the case of capital increases against contributions in kind for the purposes mentioned is intended to enable the Company to have treasury shares available in order to offer them as consideration when acquiring (also indirectly) companies, parts of companies or a stake in a company or other essential operating resources or assets, including claims against the Company or group companies. The authorization to issue shares as part of a capital increase is

intended to give the Company greater scope for financing the acquisition of companies, parts of companies or an interest in a company or other significant operating resources or assets. This form of acquisition financing is frequently required and used in international competition and as the globalization of the economy progresses, especially in times when it is more difficult to obtain outside capital. The proposed authorization is intended to give the Company the necessary room for maneuver to be able to flexibly and quickly take advantage of opportunities that may arise to acquire companies, parts of companies or a stake in a company or other significant operating resources or assets, including claims against the Company or group companies. A capital increase by resolution of the Annual General Meeting will usually not be possible in the short-term if acquisition opportunities become apparent. This is taken into account by the proposed creation of the authorized capital excluding subscription rights in the case of contributions in kind for the acquisition of companies, parts of companies or a stake in a company or other essential operating resources or assets, including claims against the Company or group companies. When shares are issued without the exclusion of subscription rights, the exercise of subscription rights does not lead to a reduction in the relative participation quota and the relative proportion of voting rights of the existing shareholders. In the case of an exclusion of subscription rights, on the other hand, the relative participation quota and the relative voting rights share of the existing shareholders will be reduced. If subscription rights were granted, however, the acquisition of companies, parts of companies or a stake in a company or other essential operating resources or assets, including claims against the Company or group companies, against the granting of shares would not be possible and thus for the Company and the shareholder these benefits would not be achievable. Whether this authorization should be exercised with the exclusion of subscription rights will be checked on a case-by-case basis. There are currently no specific acquisition projects for which this option is to be used. The Management Board will only use the authorized capital, should an acquisition opportunity become concrete, and the Supervisory Board will only give its approval, if such an acquisition is in the best interest of the Company.

3. Exclusion of subscription rights for cash capital increases in accordance with Sec. 186 para. (3) sentence 4 AktG

Pursuant to Sec. 186 para. (3) sentence 4 AktG, subscription rights may be excluded in particular if the capital increase against cash contributions does not exceed 10% of the capital stock and the issue price is not significantly lower than the stock market price. This authorization to exclude subscription rights enables the management to take advantage of opportunities that may arise quickly and flexibly as well as cost-effectively due to the respective stock market situation. This enables the management to raise new equity at short notice and close to the stock market price, thus strengthening the equity base. Furthermore, capital requirements arising from the short-term exploitation of market opportunities can also be covered quickly and flexibly. It is thus in the well-understood interests of the Company and the shareholders. Such cash capital increases are also capped at 10% of the share capital, which takes into account the need of shareholders to be protected against excessive dilution of their shareholdings. This 10% limit pursuant to Art. 186 para. (3) sentence 4 AktG shall include shares that were issued or are to be issued to service option bonds or convertible bonds during the term of this authorization up to the point in time at which they were used are to be counted towards the maximum limit, if the bonds were issued under exclusion of the subscription rights in accordance with Sec. 186 para. (3) sentence 4 AktG, as well as treasury shares that were acquired on the basis of an authorization in accordance with Sec. 71 para. (1) no. 8 AktG and sold under exclusion of the shareholders' subscription rights in accordance with Sec. 186 para. (3) sentence 4 AktG.

4. Exclusion of subscription rights for option bonds and convertible bonds

In addition, the subscription rights should be excluded with the approval of the Supervisory Board, insofar as it is necessary in order to also be able to give the holders of existing and future option bonds and/or convertible bonds a subscription right to new shares if the terms and conditions of the respective bond provide for this. In order to facilitate placement on the capital market, such bonds are generally equipped with an anti-dilution mechanism, which provides that, in the event of subsequent share issues with shareholder subscription rights, the holders may be granted subscription rights to new shares instead of a reduction in the option or conversion price, as is also the case with shareholders. They are thus placed in the same position as if they had already

exercised their option or conversion rights or if a conversion obligation had been fulfilled. This has the advantage that the Company – in contrast to protection against dilution by reducing the option or conversion price – can achieve a higher issue price for the shares to be issued upon conversion or exercise of the option.

5. Exclusion of subscription rights for the purpose of implementing a scrip dividend

The Management Board shall also be authorized, with the approval of the Supervisory Board, to exclude the statutory subscription rights of shareholders in order to be able to implement a dividend under optimum conditions. In the case of the scrip dividend, the shareholders are offered the option of paying out the dividend as a contribution in kind to the Company in order to purchase new shares in the Company.

A scrip dividend can be carried out as a real subscription rights' issue, in particular in compliance with the provisions of Sec. 186 para. (1) AktG (minimum subscription period of two weeks) and Sec. 186 para. (2) AktG (notification of the issue amount no later than three days before the subscription period expires). Shareholders are only offered whole shares for subscription; with regard to the portion of the dividend entitlement that does not reach (or exceeds) the subscription price for a whole share, the shareholders are referred to the cash dividend and cannot subscribe to any shares in this respect; an offer of partial rights is just as little intended as the establishment of trading in subscription rights or fractions thereof. Because the shareholders receive a cash dividend instead of subscribing to new shares, this appears to be justified and appropriate.

In individual cases, it may be preferable to offer and prepare the granting of a scrip dividend without complying with the restrictions of Sec. 186 para. (1) AktG (minimum subscription period of two weeks) and Sec. 186 para. (2) AktG (notification of the issue amount no later than three days before the subscription period expires). The Management Board shall therefore also be authorized to offer all shareholders entitled to dividends new shares for subscription against contribution of their dividend in compliance with the general principle of equal treatment (Sec. 53a AktG), but to formally exclude the shareholders' subscription rights altogether with the approval of the Supervisory Board. Carrying out the scrip dividend with the formal exclusion of subscription rights

enables the Company to perform the capital increase on terms that are more flexible. In view of the fact that all shareholders will be offered the new shares and excess dividend partial amounts will be settled by paying the cash dividend, the exclusion of subscription rights also appears to be justified and appropriate in this respect.

6. Summary

Taking into account all circumstances, the respective authorization to exclude subscription rights within the described limits is necessary and in the interest of the Company and thus of its shareholders. The Management Board will exercise the authorization with the approval of the Supervisory Board. The conditions will be determined in due course in such a way that the interests of the shareholders and the interests of the Company are adequately safeguarded, taking into account the respective circumstances. The Management Board will report to the Annual General Meeting on each utilization of the authorization.

The written report of the Management Board pursuant to Sec. 203 para. (2) sentence 2 in conjunction with Sec. 186 para. (4) sentence 2 AktG on the authorization of the Management Board to exclude shareholders' subscription rights in connection with the resolution on agenda item 5 will be made available to shareholders from the date of convocation of the Annual General Meeting on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

III. Total number of shares and voting rights

On the day of convocation of this Annual General Meeting the share capital of the Company amounts to EUR 19,625,976.00, subdivided into 19,625,976 no-par value bearer shares. Each no-par value share entitles the holder to one vote. Therefore, the total number of voting rights amounts to 19,625,976 voting rights.

The Company does not have any voting rights based on its treasury shares. At the time of convocation of the Annual General Meeting, the Company holds 615 treasury shares. Therefore, the total number of eligible shares to participate and vote amounts to 19,625,361 shares at the time of convocation.

IV. Further information and notices

1. Conduct of the Annual General Meeting without the physical presence of the shareholders or their proxies (virtual Annual General Meeting)

Based on Sec. 1 para. (2), para. (6) of the COVID-19 Act, the Company's Management Board has decided, with the approval of the Supervisory Board, to hold the Annual General Meeting without the physical presence of the shareholders or their proxies (virtual Annual General Meeting).

The Annual General Meeting shall take place in the business offices of DEAG Deutsche Entertainment Aktiengesellschaft in the physical presence of the Chairman of the meeting, members of the Management Board and the notary public commissioned to take the minutes as well as the voting representatives of the Company. Physical participation of the shareholders or their proxies at the venue of the meeting is excluded. The conduct of the Annual General Meeting 2021 as a virtual Annual General Meeting in accordance with the COVID-19 Act leads to modifications in the procedures of the Annual General Meeting as well as in the rights of the shareholders. For duly registered shareholders, the Annual General Meeting will be transmitted in its entirety live in video and audio via an internet-based online portal (AGM portal) and will offer the opportunity to exercise their voting rights, grant proxies, submit questions or declare objections for the minutes.

This year, we ask shareholders to pay particular attention to the following explanations regarding registration for the Annual General Meeting, the possibility of following the Annual General Meeting in video and audio, the exercise of voting rights and the right to ask questions, as well as other shareholder rights.

2. Video and audio broadcast of the Annual General Meeting: online AGM portal

At the Internet address

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

the Company will maintain an AGM portal from Thursday, 20 May 2021. Via this portal, duly registered shareholders (and, if applicable, their proxies) can follow the video and audio broadcast of the virtual Annual General Meeting on 10 June 2021, exercise their voting rights, grant proxies, submit questions or declare their objections to be recorded in the minutes. The AGM portal and the video and audio broadcast of the virtual Annual General Meeting do not allow participation within the meaning of Sec. 118 para. (1) sentence 2 AktG (electronic or online participation). In order to use the AGM portal, shareholders must log in using the access data they receive with their voting card. The various options for exercising shareholder rights will then appear in the form of buttons and menus on the user interface of the AGM portal.

Shareholders will receive further details of the AGM portal and the registration and usage conditions along with their voting card.

3. Requirements for the electronic connection to follow the video and audio broadcast of the Annual General Meeting and the exercise of voting rights

Only those shareholders who have registered in due time are entitled to exercise shareholders' rights, in particular voting rights, and to follow the live broadcast via the AGM portal. The registration must be received by the Company no later than Thursday, **3 June 2021, 12 a.m. (midnight), i.e. 24:00 hours (CEST)** at the latest at the following address:

DEAG Deutsche Entertainment Aktiengesellschaft
c/o Link Market Services GmbH

Landshuter Allee 10
80637 Munich
e-mail: inhaberaktien@linkmarketservices.de

and the shareholders must have provided the Company with special proof of their shareholding, stating that they were shareholders of the Company at the beginning of **20 May 2021, 0:00 hours, CEST (record date)**. It is pointed out that in the notification of the Company pursuant to Sec. 125 AktG, which is to be prepared in form and content in accordance with EU Implementing Provision 2018/1212 (“EU-DVO”), in field C5 of Table 3 of the EU-DVO, the 22nd day prior to the Annual General Meeting is indicated as the recording date. In this respect, the Company follows the recommendation of the implementation guide of the Association of German Banks on the Shareholder Rights Directive II/ARUG II for the German market. The record date specified in the notification pursuant to Sec. 125 AktG (in the present case: 19 May 2021) is therefore not identical with the statutory record date within the meaning of Sec. 123 para. (4) AktG. According to this provision of stock corporation law, proof of shareholding refers to the beginning of the 21st day before the Annual General Meeting (in the present case: 20 May 2021, 0:00 hours (CEST)).

Proof of shareholding in text form from the last intermediary pursuant to Sec. 67c para. (3) AktG is sufficient.

As with the registration, the proof of shareholding must be received by the Company at the above address no later than Thursday, 3 June 2021, 12 a.m. (midnight), i.e. 24:00 hours (CEST). Registration and proof of shareholding must be in text form (Sec. 126b of the German Civil Code (“BGB”)) and must be in German or English.

After receipt of the registration and proof of shareholding by the Company, voting cards for exercising the rights relating to the Annual General Meeting, including the access data for the AGM portal, will be sent to the shareholders for the purpose of electronic connection to the Annual General Meeting.

Significance of the record date:

In relation to the Company, only those who have provided proof of shareholding are considered shareholders in accordance with Sec. 123 para. (4) sentence 5 AktG. The scope of voting rights is determined exclusively by the shareholder's proven shareholding on the record date. Although the record date is not associated with a block on the sale or acquisition of shares, a sale or acquisition of shares after the record date no longer has any effect on the entitlement to follow the broadcast of the Annual General Meeting and the scope of voting rights. The record date has no significance for the dividend entitlement. Even if all or part of the shares are sold after the record date, the entitlement to attend the Annual General Meeting and the scope of voting rights is determined exclusively by the shareholding on the record date. Anyone who only becomes a shareholder after the record date and has not previously held any shares is not entitled to follow the Annual General Meeting and exercise a voting right, unless he or she has authorized a proxy or has been authorized to exercise shareholder rights.

4. Procedure for voting by absentee vote (electronic)

Duly registered shareholders may cast their votes by absentee voting electronically. Prior to and also during the Annual General Meeting, the Company's AGM portal, which can be assessed at the following internet address

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

is also available to you for exercising your voting rights by means of (electronic) absentee voting. Electronic absentee voting via the AGM portal will be available from Thursday, 20 May 2021 until the beginning of voting on the day of the Annual General Meeting. For this purpose, the "Absentee Vote" button on the AGM portal has been provided. Duly registered shareholders can also use the AGM portal to change or revoke any votes previously cast by absentee vote during the Annual General Meeting until the beginning of voting. Further information on absentee voting is provided in the voting card sent to shareholders who have duly registered.

In the case of multiple declarations received, the last vote received shall take precedence. If declarations that differ from one another are received via different transmission channels and it is not possible to identify which declaration was last submitted, the declarations submitted by e-mail will be taken into account, unless a vote is cast on the day of the Annual General Meeting via the AGM portal.

The casting of votes by absentee vote is limited to voting on the proposals for resolutions of the Management Board and/or the Supervisory Board announced in the invitation to the Annual General Meeting and proposals for resolutions of shareholders announced with a possible addition to the agenda in accordance with Sec. 122 para. (2) AktG. If no express or unambiguous vote is cast on an agenda item in the absentee vote, this will be counted as an abstention for this item on the agenda.

No other means of communication for absentee voting are available, in particular no sending of the absentee ballot by mail.

5. Authorization of a third party to exercise voting rights

Shareholders may also have their voting rights exercised at the Annual General Meeting by a proxy, for example an intermediary (e.g. a bank or other, also foreign, financial services institution), a shareholders' association or any other third party, after granting the appropriate power of attorney. Even in the case of representation by an authorized third party, the timely registration of the shareholder and, in addition, the timely submission of proof of shareholding are required as described above.

The granting of the power of attorney, its revocation and the proof of authorization vis-à-vis the Company require text form (Sec. 126b BGB) if neither an intermediary (e.g. a bank or other, also foreign, financial services institution) nor a shareholders' association or a person, institute, company or association treated as such pursuant to Sec. 135 para. (8) of the AktG is authorized to exercise voting rights.

If a power of attorney to exercise voting rights is issued to an intermediary, a shareholders' association or a person, institute, company or association treated as such in accordance with Sec. 135 para. (8) AktG, there is no text form requirement, but the

declaration of power of attorney must be verifiably recorded by the proxy. It must also be complete and may only contain declarations associated with the exercise of voting rights. We therefore ask shareholders who wish to authorize an intermediary, a shareholders' association or a person, institute, company or association of the same kind pursuant to Sec. 135 para. (8) AktG to exercise their voting rights to agree on the form of the proxy with the person to be authorized.

If the shareholder authorizes more than one person, the Company may reject one or more of them.

Shareholders who wish to authorize a proxy are requested to use the form provided by the Company for this purpose. However, it is also possible for shareholders to issue a separate power of attorney. A corresponding proxy form will be provided by the Company after registration together with the voting right card. In addition, a respective form is available for the granting of a power of attorney can on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

The respective proof of duly authorization of a proxy (e.g. a copy of the power of attorney) must be received no later than **Wednesday 9 June, 2021, 12 a.m. (midnight), 24:00 hours (CEST)**; such proof requires text form and must be sent by mail or electronically (via e-mail) to the following address:

DEAG Deutsche Entertainment AG
c/o Link Market Services GmbH
Landshuter Allee 10
80637 Munich
e-mail: inhaberaktien@linkmarketservices.de

In case a power of attorney is granted by means of a declaration vis-à-vis to the Company, an additional proof of the issued power of attorney is not required. The revocation of a power of attorney already granted may also be declared directly vis-à-vis to the Company using the aforementioned means of transmission, notwithstanding any

other means of transmission permitted by law. On the day of the virtual Annual General Meeting, powers of attorney may only be issued, amended or revoked using the AGM portal until the beginning of voting.

Proxies cannot physically participate in the Annual General Meeting, but are limited to exercising voting rights as described in Section IV.4 of this invitation to the Annual General Meeting. They must therefore cast their votes as described above with respect to the shareholders themselves by absentee vote or by proxy and instructions to the proxies of the Company. The possibility of exercising shareholders' rights by an authorized third party by way of electronic connection via the AGM portal requires the authorized party to receive the access code sent together with the voting right card from the person granting the power of attorney. With regard to the exercise of the right to ask questions and to declare an objection, Section IV.7 and Section IV.8 of this invitation to the Annual General Meeting apply accordingly to authorized representatives of shareholders.

Further information on granting power of attorney to third parties can be found on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

6. Procedure for voting by proxies of the Company

In addition, the Company again offers its shareholders the option of authorizing proxies appointed by the Company who are bound by instructions. The proxies are obliged to vote as instructed; they cannot exercise the voting rights at their own discretion. Please note that the proxies can only exercise their voting rights on those items on the agenda for which shareholders have given clear instructions, and that the proxies cannot accept instructions on procedural motions either before or during the Annual General Meeting. If there is no explicit and unambiguous instruction, the proxy will abstain from voting on the respective item to be voted on. If an individual vote is to be held on an item on the agenda, an instruction issued for this purpose shall apply to each individual

sub-item. The proxy will not accept requests to speak, to ask questions, to make motions or election proposals, or to declare objections to resolutions of the Annual General Meeting.

The granting of such a power of attorney with instructions to the Company's proxies in advance of the Annual General Meeting is only possible by means of the proxy and instruction form, which the shareholders receive together with the voting card for the Annual General Meeting. The corresponding form is also available for download on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

The authorization of the proxies of the Company and the issuance of instructions to them must be received by the Company no later than **Wednesday, 9 June 2021, 24:00 hours CEST**; they must be in text form. The authorization of and instructions to the proxies appointed by the Company by mail or electronically (by e-mail) are to be sent to the following address:

DEAG Deutsche Entertainment Aktiengesellschaft
c/o Link Market Services GmbH
Landshuter Allee 10
80637 Munich
e-mail: inhaberaktien@linkmarketservices.de

Before and during the Annual General Meeting, you can exercise your voting rights by way of granting proxy to the Company's proxies via the AGM portal accessible on the Company's website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

The authorization of the Company proxies via the AGM portal is possible from **Thursday, 20 May 2021, 0:00 hours CEST**, until the start of voting on the day of the Annual

General Meeting. The button "Proxy and Instructions" on the AGM portal is provided for this purpose. You can also use the AGM portal during the Annual General Meeting to change or revoke any previously issued proxy and instructions up until the start of voting.

7. Possibility for the shareholders to ask questions

Based on the COVID-19 Act, the shareholders' right to information within the meaning of Sec. 131 AktG is restricted in the event of a virtual Annual General Meeting.

Pursuant to Sec. 1 para. (2) of the COVID-19 Act, duly registered shareholders only have a right to ask questions by way of electronic communication. Any questions must be submitted until one day prior to the Annual General Meeting, i.e. by no later than **Tuesday, 8 June 2021, 24.00 hours CEST**, via the AGM portal accessible at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

The button "Submit a Question" on the AGM portal is provided for this purpose. No questions may be submitted after the deadline. For technical reasons, the scope of the individual question may be limited to a certain number of characters, but this does not limit the total number of possible questions. Questions submitted after the above-mentioned deadline cannot be considered. No questions may be asked during the virtual Annual General Meeting.

Pursuant to Sec. 1 para. (2) sentence 2 COVID-19-Act, the Management Board decides – in derogation of Sec. 131 AktG – which questions it answers and how to answer them based on its dutiful and free discretion. According to the explanatory memorandum to Sec. 1 para. (2) sentence 2 of the COVID-19 Act, the administration may combine questions and answer them jointly.

Kindly note, that when questions are answered, the name of the shareholder submitting the question may also be disclosed. When answering questions during the Annual General Meeting, the name of the person asking the question will only be disclosed

(to the extent that questions are answered individually), if the submission of the question was accompanied by express consent to the disclosure of the name. The same applies to any early publication of questions and, if applicable, answers on the Company's website in the run-up to the Annual General Meeting: In this case, too, the name of the person asking the question will only be disclosed if he or she has expressly declared his or her consent to the disclosure of his or her name when submitting the question.

8. Filing of objections against resolutions of the Annual General Meeting

Shareholders who have exercised their voting rights by absentee voting or by granting power of attorney have the opportunity to object to the resolutions of the Annual General Meeting by electronic communication to the notary public appointed to record the Annual General Meeting.

Such declarations can be made – provided that a vote is cast – from the opening of the Annual General Meeting via the internet-supported AGM portal at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

to be recorded in the minutes in accordance with Sec. 245 no. 1 AktG. For this purpose, the button "Raise an Objection" is provided in the AGM portal. The declaration is possible via the Internet-based AGM portal from the beginning of the Annual General Meeting until the end of the Annual General Meeting. The notary public has authorized the Company to receive objections via the internet-supported AGM portal.

V. Shareholder Rights

Countermotions and election proposal by shareholders in accordance with Sec. 126 para. (1), Sec. 127 AktG; exclusion of the right to file motions during the Annual General Meeting

Due to the fact that the Annual General Meeting will be held in the form of a virtual Annual General Meeting without the presence of shareholders and their proxies and with the exercise of voting rights only via absentee vote or the granting of a power of attorney with instructions, without the electronic participation of shareholders, the right of shareholders to submit motions at the Annual General Meeting is legally excluded. Countermotions and election proposals within the meaning of Sec. 126 para. (1), Sec. 127 AktG and procedural motions may therefore not be made at the Annual General Meeting.

Nonetheless, shareholders are given the opportunity to submit countermotions and election proposals to the Company prior to the Annual General Meeting in accordance with Sec. 126 para. (1), Sec. 127 AktG for publication on the Company's website. Shareholders may send the Company countermotions to proposals of the Management Board and/or Supervisory Board on certain items on the agenda as well as nominations. Countermotions (Sec. 126 AktG) and nominations for election (Sec. 127 AktG) from shareholders on a specific agenda item must be sent exclusively to the address given below:

DEAG Deutsche Entertainment Aktiengesellschaft

Mr. Benedikt Alder

Potsdamer Straße 58

10785 Berlin

e-mail: hauptversammlung@deag.de

Countermotions addressed otherwise will not be considered. Countermotions should be provided with a statement of grounds; this does not apply to election proposals.

Proper countermotions and election proposals received by the Company at the above address by no later than the end of 26 May 2021, 24:00 hours (midnight) (CEST) will be – subject to Sec. 126 para. (2) and (3) AktG – published including the name of the shareholder and a statement of grounds on the website at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

without delay. Any comments by the Management and/or Supervisory Board will also be published under the aforementioned internet address. The Company is not required to make a counter-motion and its statement of grounds or an election proposal accessible if one of the exclusion criteria pursuant to Sec. 126 para. (2) AktG applies, for example because the election proposal or counter-motion would lead to a resolution of the Annual General Meeting that would be contrary to the law or the Articles of Association, or because the statement of grounds contains false or misleading information. Furthermore, an election proposal does not have to be made accessible if the election proposal does not contain the name, practiced profession and place of residence of the proposed candidate as well as his or her memberships in other statutory supervisory boards. The statement of grounds for a counter-motion does not need to be made accessible if it exceeds 5,000 characters in total.

Proposals or election proposals by shareholders, which are to be made accessible pursuant to Sec. 126 or Sec. 127 AktG, shall be deemed to have been made within the framework of the Annual General Meeting if the shareholder making the proposal or submitting the election proposal is duly authorized and has registered for the Annual General Meeting. This also applies to counter-motions to items on the agenda, which have been placed there at the request of a minority of shareholders pursuant to Sec. 122 para. (2) AktG based on admissible and timely submitted supplementary applications to the agenda.

Requests to add items to the agenda pursuant to Sec. 122 para. (2) in conjunction with Sec. 124 para. (1) sentence 2 AktG

Shareholders whose shares in the aggregated amount to one-twentieth of the share capital or reach the proportional amount of EUR 500,000.00 may demand that items be put on the agenda and published. The request must be made in writing, must be addressed to the Management Board of DEAG and must be received by DEAG no later than by the end of 16 May 2021, 24.00 hours (CEST) at the latest. Kindly address such requests to the following address:

DEAG Deutsche Entertainment Aktiengesellschaft

Management Board

Potsdamer Straße 58

10785 Berlin

Requests to add items to the agenda received at a later date or otherwise addressed will not be considered. The proposal must be signed by all shareholders who make up one-twentieth of the share capital or the proportionate amount of EUR 500,000.00. A statement of grounds or a proposed resolution must accompany each new item. The applicants must prove that they are holders of a sufficient number of shares for the legally required minimum holding period of 90 days prior to the date of receipt of the request and that they will hold these shares until a decision on the request is made (Sec. 122 para. (2), Sec. para.122 (1) sentence 3 AktG and Sec. 70 AktG).

VI. Documents for the Annual General Meeting and information

This convocation of the Annual General Meeting, the documents to be made available, motions and proposals by shareholders will be available from the day of this convocation on the website of DEAG at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>

may be downloaded on request.

VII. Data privacy information

With the following information, we inform you about the collection and processing of your personal data by DEAG Deutsche Entertainment Aktiengesellschaft (“Company”), and the rights to which you are entitled in accordance with data privacy law, and, more particularly, the EU General Data Protection Regulation (GDPR).

Controller for the processing of your personal data:

DEAG Deutsche Entertainment Aktiengesellschaft
Potsdamer Straße 58
10785 Berlin

Purpose and legal basis for the processing of your personal data and origin of these data:

The protection of your personal data is important for us. The processing of your personal data is carried out exclusively within the framework of the relevant legal provisions and, more particularly, the EU General Data Protection Regulation (GDPR), the Federal German Data Protection Act (BDSG), the German Stock Corporation Act (AktG) as well as all other relevant legal provisions. Shares of the Company are bearer shares. Insofar as your personal data have not been transmitted to us by your depository bank, we collect those at your registration for the Annual General Meeting or for the vote by correspondence as well as at the ordering of the admission tickets (voting cards) and/or the issuing of powers of attorney. The personal data include your name, address, e-mail address, number of shares, class of shares, type of possession of the shares and number of the admission ticket as well as, possibly, the name and address of an empowered shareholder representative.

We use your personal data for the purposes stipulated in the Stock Corporation Act. These purposes are, more particularly, communication with you as a shareholder and the execution of the Annual General Meeting. The legal basis for the processing of your personal data is the Stock Corporation Act in conjunction with Article 6 para. (1c) GDPR. Moreover, we process your personal data possibly also to meet other statutory obligations, such as provisions under supervisory law, obligations to preserve information under Stock Corporation, commercial and fiscal law. For instance, in order to be in conformity with provisions under Stock Corporation Law, we must determine in a verifiable manner the empowerment of the proxies designated by the Company for the Annual General Meeting, the data which serve as evidence for the empowerment and keep them for a period of three years with protection against access (Sec. 134 para. (3) sentence 5 AktG). In addition, we process your corresponding personal data

if you (in accordance with Sec. 1 para. (2) COVID-19 Act in conjunction with the specifications in the convening of the ordinary virtual Annual General Meeting) submit questions via the AGM portal prior to the Annual General Meeting or object to resolutions of the Annual General Meeting at the Annual General Meeting. If you authorize a third party to vote on your behalf, we will also process the name and address of the proxy. The legal basis for the processing is in these cases the corresponding legal provisions in conjunction with Article 6 para. (1c) GDPR. Moreover, we use your data only to the extent that you have given us your consent (e.g. to use electronic communication means) or if the processing serves the safeguarding of justified interests of the Company (more particularly the preparation of statistics, e.g. for the representation of the shareholder development, the number of transactions and an overview of the largest shareholders). The legal basis for the processing of your personal data is in these cases Article 6 para. (1a) and (f) GDPR. If we intend to process your personal data for a purpose not specified herein before, we will inform you in advance within the framework of the statutory provisions.

Categories of recipients of your personal data:

We use the professional services of so-called order processors. These are natural or legal persons, authorities, institutions or other bodies that process personal data on behalf of the controller. Since the selection of our processors may change periodically, we provide an overview of the categories of potential recipients below. Should you wish to receive the complete list of our processors at the time of processing of your personal data, you can contact our data protection officer at the contact details provided below.

- External Service Providers:

For the conduct of the Annual General Meetings, we partly use external service providers (e.g. AGM service providers). Our external service providers process your personal data exclusively on our behalf and according to our instructions and are contractually bound by the applicable data privacy law in conformity with Article 28 para. (3) GDPR

- Other Recipients:

Moreover, we can transmit your personal data to other recipients such as public authorities to fulfil statutory duties of information (e.g., when statutory voting right thresholds are exceeded).

Storage periods:

We erase your personal data as soon as they are no longer necessary for the aforementioned purposes. In this connection, it can happen that personal data are stored for the period during which claims can be asserted against our Company (statutory period of limitation of three to 30 years). Moreover, we store your personal data to the extent that we are legally obliged to do so. Corresponding demonstration and retention obligations result, amongst other things, from the Stock Corporation Act, the Commercial Code, the Tax Code and the Money Laundering Act. The storing periods amount to up to ten years according to these provisions.

Your rights as data subject:

You have the right to demand information about the data stored on your person. Moreover, you may demand under certain circumstances a rectification or erasure of your data as well as a restriction of processing. Furthermore, you have the right under certain circumstances to oppose the processing of your data or to demand that specific personal data be transmitted to you or a third party. You can revoke any consent granted in respect of the processing of your personal data at any time. For the exercise of these rights, please contact the aforementioned address.

Use of cookies:

When you use the AGM portal, we process the following data via our IT service provider, which is at no time merged with other stored customer or profile data: Whenever you visit our web pages, we temporarily save the IP address of your internet access and the pages you call up, or in the apps, the device number, if applicable, so that

basic services - such as authorization assignment – function. We use the latest security standard (256-bit encryption). Your data is encrypted directly during transmission, and all data protection-relevant information is stored in encrypted form in a protected database. In order to manage your access, we need a session cookie (which is deleted when the browser is closed). We only use cookies that are absolutely necessary for the functions of a website:

- "PHPSessionID", cookie for standard session identification for PHP, is deleted when the browser is closed;
- "cookieaccepted", cookie for storing the consent to the cookie bar function and thus hiding it in the view, is deleted after 10 days.

Data protection officer and right to lodge a complaint:

You can reach our data protection officer under the following address:

**DEAG Deutsche Entertainment Aktiengesellschaft
Mr. Hendrik Schisler
Potsdamer Straße 58
10785 Berlin**

You have the right to complain vis-à-vis a supervisory authority about the processing of your data by the Company. The Data Supervisory Authority in charge at the registered office of the Company is:

**Berliner Beauftragte für Datenschutz und Informationsfreiheit
Friedrichstraße 219
10969 Berlin
e-mail: mailbox@datenschutz-berlin.de**

VIII. Technical information regarding the virtual General Meeting

You will need an Internet connection and an Internet-enabled terminal device to follow the virtual Annual General Meeting and to use the AGM portal and exercise shareholder rights. In order to be able to reproduce the video and audio broadcast of the Annual General Meeting optimally, a stable internet connection with sufficient transmission speed is recommended. If you use a computer to receive the video and audio broadcast of the virtual Annual General Meeting, you will need a browser and speakers or headphones.

To access the Company's AGM portal, you will need your individual access data, which you will receive with the voting card to the Annual General Meeting after duly registration. You can log in to the AGM portal with these access data.

In order to avoid the risk of restrictions on the exercise of shareholder rights due to technical problems during the virtual General Meeting, it is recommended - as far as possible - to exercise shareholder rights (in particular voting rights) **prior to the General Meeting**. The AGM portal will be available for the exercise of shareholder rights from **Thursday, 20 May 2021**. Shareholders will receive further information on the AGM portal and the registration and usage conditions together with their voting card or on the Internet at

<https://www.deag.de/navi-bottom/investors/investor-relations/hauptversammlung/2021.html>.

IX. Information on the availability of the audio and video transmission

Shareholders who have duly registered can follow the Annual General Meeting in full length live via video and audio broadcast. The video and audio broadcast of the virtual Annual General Meeting and the availability of the AGM portal may be subject to fluctuations based on current technological standards due to restrictions on the availability of the telecommunications network and the restriction of third-party internet services, over which the Company has no influence. Therefore, the Company cannot assume any warranties or liability for the functionality and constant availability of the internet services used, the network elements of third-parties used, the video and audio broadcast, or access to the AGM portal and its general availability. Nor does the Company

accept any responsibility for errors and defects in the hardware and software used for the online service, including those of the service companies used, except in cases of intent. For this reason, the Company recommends that the above-mentioned options for exercising rights, in particular for exercising voting rights, be used at an early stage.

Berlin, April 2021

DEAG Deutsche Entertainment Aktiengesellschaft

The Management Board