



Publication of insider information pursuant to Article 17 of (EU) Directive No. 596/2014

NOT FOR DISTRIBUTION, PUBLICATION OR DISCLOSURE IN OR WITHIN THE UNITED STATES, AUSTRALIA, JAPAN OR CANADA OR ANY OTHER JURISDICTION IN WHICH SUCH PUBLICATION MAY BE UNLAWFUL. PLEASE READ THE IMPORTANT NOTES AT THE END OF THIS ANNOUNCEMENT.

DEAG publishes securities prospectus for bond issue

Berlin, October 11, 2018 – The Executive Board of DEAG Deutsche Entertainment Aktiengesellschaft (“DEAG”), Berlin – ISIN DE000A0Z23G6, WKN A0Z23G – today decided, with the approval of the Supervisory Board, to issue a corporate bond valued at up to EUR 25 million (ISIN DE000A2NBF25). The securities prospectus required for the public offering in Germany and Luxembourg was approved today by the Luxembourg Financial Supervisory Authority Commission de Surveillance du Secteur Financier (“CSSF”) and will now be sent to the German Federal Financial Supervisory Authority (“BaFin”) as notification (passporting) and be published on DEAG’s Investor Relations website.

With a nominal value of EUR 1,000.00 each, the bearer bonds may be subscribed for using the subscription functionality “DirectPlace” with Deutsche Börse AG during the offer period from 22 October 2018 until 26 October 2018 (14:00 (CET)). Institutional investors can subscribe directly with IKB Deutsche Industriebank AG. The annual fixed interest rate of the bonds will be in the interest margin between 5.25 and 6.00 % on the basis of the subscription orders as part of a bookbuilding procedure and announced in a price fixing notice. The bonds are planned to be included in trading on the Open Market of Deutsche Börse AG (Freiverkehr der Frankfurter Wertpapierbörse).

DEAG intends to use the proceeds from the bond issuance for general corporate financing purposes and to finance further internal and external growth.

DEAG Deutsche Entertainment Aktiengesellschaft

Notifying parties: Prof. Peter Schwenkow (CEO), Christian Diekmann (COO/CDO), Detlef Kornett (CMO), Ralph Quellmalz (CFO)

+++ End of ad hoc announcement +++

IMPORTANT NOTES:

These materials may not be published, distributed or transmitted in the United States, Canada, Australia or Japan. These materials do not constitute an offer of securities for sale or a solicitation of an offer to purchase securities (the "Securities") of DEAG Deutsche Entertainment Aktiengesellschaft (the "Company") in the United States, Australia, Canada or any other jurisdiction in which such offer or solicitation is unlawful. The Securities of the Company may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended (the "Securities Act"). The Securities of the Company have not been, and will not be, registered under the Securities Act. There will be no public offering of the securities in the United States. The securities referred to herein may not be offered or sold in Australia, Canada or Japan or to, or for the account or benefit of, any national, resident or citizen of Australia, Canada or Japan subject to certain exceptions.

In the United Kingdom, this document is only being distributed to and is only directed at persons who (i) are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) (the "Order") or (ii) are persons falling within Article 49(2)(a) to (d) of the Order (high net worth companies, unincorporated associations, etc.) (all such persons together being referred to as "Relevant Persons"). This document is directed only at Relevant Persons and must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this document relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.

In any EEA Member State other than Germany and Luxembourg that has implemented the Directive 2033/71/EC, as amended by Directive 2010/73/EC (the "Prospectus Directive"), this document is only addressed to and is only directed at "qualified investors" in that Member State within the meaning of Article 2(1)(e) of the Prospectus Directive.

This publication does not constitute an offer to sell or invitation to buy or subscribe to securities. The offer is made exclusively through and on the basis of a securities prospectus to be published and to be deposited with the German Financial Supervisory Authority (BaFin). The securities prospectus is the only document that contains the information for investors necessary in accordance with the statutory provisions. The securities prospectus will be published on the website of DEAG under www.deag.de in the Investor Relations section and can be obtained free of charge during the usual business hours at the issuer (Potsdamer Straße 58, 10785 Berlin). The complete offer for subscription will probably be published in the Federal Gazette Bundesanzeiger on 22 October, 2018.

This document contains forward-looking statements. These statements are based on the current views, expectations, assumptions and information of the management of the Company. Forward-looking statements should not be construed as a promise of future results and developments and involve known and unknown risks and uncertainties. Various factors could cause actual future results, performance or events to differ materially from those described in these statements, and neither the Company nor any other person accepts any responsibility for the accuracy of the opinions expressed in this document or the underlying assumptions. The Company does not assume any obligations to update any forward-looking statements.