

## Corporate News

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### **DEAG: Subscription period for the planned corporate bond begins today**

**Berlin, 22 October 2018** – Subscription for the planned corporate bond (ISIN DE000A2NBF25) of DEAG Deutsche Entertainment Aktiengesellschaft (“DEAG”), Berlin – ISIN DE000A0Z23G6, listed in the Prime Standard, is possible as of today. The bearer bonds, each with a nominal value of EUR 1,000 and a total volume of up to EUR 25 million, can be subscribed for as part of a public offering in Germany and Luxembourg during the offer period from 22 October 2018 to 26 October 2018 (2:00 (CET)) via the subscription functionality of Deutsche Börse AG. Institutional investors can subscribe directly via IKB Deutsche Industriebank AG, qualified investors via a private placement in Germany and certain other countries, with the exception of the United States of America, Canada, Australia and Japan.

The interest range for the planned bond was set at between 5.250 % and 6.000 % per annum. Within this range, the final interest rate will be determined during the offer phase on the basis of the subscription orders received and then be announced in a price fixing notice.

The bonds are expected to be admitted for trading on the Open Market of Deutsche Börse AG (Freiverkehr der Frankfurter Wertpapierbörse) on 31 October 2018. However, trading on terms of issue (“*Handel per Erscheinen*”) might be enabled immediately after the offer period. IKB Deutsche Industriebank AG will accompany the issue.

The securities prospectus approved by the Commission de Surveillance du Secteur Financier (“CSSF”), Luxembourg, is available for download at [www.deag.de](http://www.deag.de) in the “Investor Relations” section.

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*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.*

## **About DEAG**

DEAG Deutsche Entertainment Aktiengesellschaft (DEAG) is a leading entertainment service company and a provider of Live Entertainment in Europe with subsidiaries in its core markets. DEAG produces and profitably organises a broad range of live entertainment events and concerts. As a Live Entertainment service company with an integrated business model DEAG has extensive expertise in the organisation, marketing and holding of events, as well as in ticket sales via its own ticketing platform 'MyTicket' for its own and third-party content. The highly scalable business model of MyTicket strengthens DEAG on its way to increasing profitability. DEAG promotes around 4,000 concerts and events a year and currently sells more than 5 million tickets, of which a steadily increasing share is sold via its high-turnover ticketing platform MyTicket.

Founded in Berlin in 1978 and listed since 1998, DEAG's core businesses include Rock/Pop, Classics & Jazz, Family Entertainment and Arts+Exhibitions. The Family-Entertainment and Arts+Exhibitions divisions in particular are of great importance to the further development

of DEAG's own content. With its strong partner network, DEAG is excellently positioned in the market as an internationally active Live Entertainment service company.

DEAG shares (ISIN: DE000A0Z23G6 | WKN: A0Z23G | ERMK) are listed in the Prime Standard of the Frankfurt Stock Exchange, the quality segment of Deutsche Börse.

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