



Corporate News

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DEAG successfully places EUR 20 million debut bond 2018/2023

Berlin, 23 October 2018 - DEAG Deutsche Entertainment AG successfully placed its debut bond 2018/2023 today (ISIN: DE000A2NBF25/WKN: A2NBF2). The bond's issue volume with an annual coupon of 6.000% has been fixed at EUR 20,000,000.00. Interest in the transaction comes from a broad spectrum of institutional investors, primarily from Germany, but also Luxembourg and Switzerland. Encouraging interest was also generated through direct subscriptions on the Frankfurt Stock Exchange as part of the public offering.

Prof. Peter Schwenkow: "Our sincere thanks go to all of our investors for their confidence in us and their overwhelmingly positive response to the DEAG bond. We have fully achieved our aim of optimizing the financing of the DEAG Group for the coming years to be able to take advantage of growth opportunities. The transaction has also enabled us to further expand our capital market profile."

In consultation with its sole lead manager, IKB Deutsche Industriebank AG, and in the context of the significant market volatility DEAG deliberately decided not to allot the excess demand in the order book instead of fully utilizing the available order volume in order to provide the bond with optimum conditions to start trading in the secondary market. Accordingly, subscription orders received via the DirectPlace subscription functionality were fully allotted up to EUR 5,000.00 in each case, while amounts in excess of this were considered at approximately 44% (rounded to a whole bond in each case). In total, demand via DirectPlace was allocated at around 55%.

The first trading day (trading on terms of issue ("*Handel per Erscheinen*")) of the bonds on the Open Market (Freiverkehr) of the Frankfurt Stock Exchange will be tomorrow, Wednesday, 24 October 2018. The issue and value date is 31 October 2018. The transaction was accompanied by IKB Deutsche Industriebank AG as Sole Lead Manager.

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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.

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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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