DEAG entertainment GROUP

2024

ANNUAL FINANCIAL REPORT

DEAG Deutsche Entertainment Aktiengesellschaft

DEAG OVERVIEW

COMPANY PROFILE

DEAG Deutsche Entertainment AG („DEAG“), founded in Berlin in 1978, is a leading provider of Live Entertainment, Ticketing, and Entertainment Services in Europe.

With group companies at 24 locations, DEAG is present in its core markets of Germany, the United Kingdom, Ireland, Switzerland, Denmark, Spain, and Italy. As a Live Entertainment service provider with an integrated business model and a strong international partner network, DEAG has extensive expertise in the conception, organisation, promotion, and production of live events of all genres and sizes.

The Live Entertainment segment includes the core business areas of Music – covering Rock/Pop, including Urban and Electronic Dance Music, Classics & Jazz – and Non-Music, such as Spoken Word & Literary Events and Family Entertainment. Each year, DEAG organises over 6,000 live events and sells more than 10 million tickets, a steadily increasing proportion of which is processed through the DEAG Group‘s ticketing platforms: myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie.

Live Entertainment for all generations and target groups, the expansion into international markets, and the strengthening of the ticketing area are central building blocks of DEAG’s ongoing development.

DEAG’S CORE MARKETS

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CONTENT

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LETTER TO INVESTORS

DEAR LADIES AND GENTLEMEN,
DEAR INVESTORS,

2024 was an important year of transformation for DEAG. In April 2024, our company founder and CEO Prof. Peter L.H. Schwenkow stepped down as Chairman of the Executive Board.

After more than 20 years, Wolf-Dieter Gramatke also stepped down as Chairman of the Supervisory Board at the end of the 2024 Annual General Meeting on 25 June 2024.

On behalf of the Executive Board, I would once again like to express our sincere thanks to both of them for their outstanding performance and tireless commitment to DEAG.

Nevertheless, we continued our growth strategy as planned, gained market share and achieved the highest revenue level in DEAG's history. At the same time, we launched a number of important organisational initiatives and projects, some of which have already been implemented, in order to future-proof the DEAG Group and position it for further growth in the best possible way. We consciously invested in these strategic measures, despite the considerable expenses this involved, which temporarily led to a decline in earnings. In addition, we consistently pursued our Buy & Build strategy, thereby further consolidating our market presence in Europe in the long term and expanding the share of DEAG's own event formats, including the new EDM festivals "SPUTNIK SPRING BREAK" and "Gestört, aber geil...," as planned. This is helping to ensure that a growing number of tickets are sold via the Group's own ticketing platforms myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie. In financial year 2024, we were able to increase the number of tickets sold as planned from a total of over 10 million to more than 11 million. For the current financial year 2025, we are aiming to sell around 12 million tickets to concerts, festivals and live events. By the end of 2024, we had already sold around 4 million tickets to events that will be held in 2025. This marks a new record for advance ticket sales for a subsequent year for DEAG, providing high visibility and planning certainty for 2025. The already fixed revenue amounts to around EUR 150 million, also significantly exceeding the previous peak of EUR 129 million from 2021 for 2022, DEAG's best financial year on record.

In the summer months of 2024, we once again successfully organised an impressive number of concerts, tours, festivals and events of all genres and sizes, despite some exceptional periods of bad weather in parts of Europe, which led to significant additional expenses for the respective events, particularly in the areas of security and logistics. At NATURE ONE, for example, around 10,000 visitors with valid tickets had to cancel their trips for safety reasons. Nevertheless, hundreds of thousands of fans celebrated at concerts by artists such as AC/DC, Toto, Slipknot, The Cult, Craig David, Tream, Zucchero and Andreas Gabalier. The open-air tour of Böhse Onkelz and concerts by German pop icon Nena were also sold out. The more than 30 DEAG festivals, particularly in the EDM (electronic dance music) and Rock/Pop genres, were also huge successes. At NATURE ONE, around 350 national and international top acts from the techno scene created an exuberant atmosphere among the remaining 50,000 or so visitors. Visitors also got their money's worth at many other festivals from the DEAG festival portfolio, such as Airbeat One, the largest EDM festival in northern Germany with more than 200,000 visitors over the course of three days, MAYDAY, TOXICATOR and Ruhr-in-Love. DEAG´s international festivals in other European countries, such as "Sion sous les étoiles" in Sion, in French-speaking Switzerland, "Kew the Music" in London, England, the "Belladrum Tartan Heart" in the Scottish Highlands and the "Barcelona Rock Fest" in Spain, organised by DEAG for the first time and featuring bands such as Deep Purple, Parkway Drive and Pantera, were also crowd-drawers. Other highlights in the reporting period included the tour of the world's most successful family sports show by the exceptional basketball team "The Harlem Globetrotters," breakneck flying manoeuvres by the monster truckers of "Monster Jam," the international exhibition "Tim Burton's Labyrinth" that sold over 100,000 tickets and the children's musicals "ANOUK," based on the bestselling children's book of the same name by Hendrikje Balsmeyer & Peter Maffay, and "Three Hazelnuts for Cinderella." Events such as the New Year's Eve party at the Brandenburg Gate "Celebrate at the Gate" and the established success formats "Christmas Garden" and "Disney on Ice" also met with strong interest from visitors.

The Spoken Word & Literary Events segment has developed into another key pillar of our growth strategy and become a major international platform for live events in this segment in the UK and Ireland, Australia and New Zealand, the US and Germany. This area has grown extremely successfully in recent years and is being continuously expanded, as we see further strong growth potential in this segment.

With its successful format "An Evening with...," for example, the DEAG Group company Fane Productions has established itself as a leading provider at an international level. The company organised many readings and discussion panels again in 2024 with well-known personalities from politics, business, sport and culture – including the singer and actress Cher, the bestselling author Rebecca Yarros, the star chef and author Nigella Lawson, the comedian and actor Stephen Fry and cult singer Rick Astley, who offered visitors unforgettable experiences at exclusive themed evenings.

In addition, we were once again able to perform well in this business segment with a diverse and broad offering that included both live and streaming events as well as merchandise. As in the previous year, other highlights in 2024 included the international literature festival lit.COLOGNE including lit.kid.COLOGNE, which drew more than 112,000 visitors, the philosophy festival "Philo. live!," the premiere of the new literature festival ELB.lit in Hamburg and the 15th Bad Homburg Poetry & Literature Festival. One particular highlight was the premiere of "Letters Live" in Berlin – a unique reading show that impressively brought literary correspondence to the stage.

M&A is an important component of our long-term growth strategy. As part of our Buy & Build strategy, we have further strengthened our market position through targeted acquisitions. In the UK, we expanded our activities in the area of the Spoken Word & Literary Events by acquiring "How To Academy," the "Home of BIG thinking." The company organises several hundred live and streamed events each year on current topics such as business, society and individuality and is one of the leading providers of the spoken word in the UK. Also in the UK, we acquired the promoter and live entertainment organiser ShowPlanr. ShowPlanr organises more than 600 events a year, including concerts and theatre performances, and sells around 250,000 tickets. We have also further strengthened the fast-growing "Festivals" segment by acquiring a majority stake in black mamba Event & Marketing GmbH. black mamba organises the renowned electronic urban festival "SPUTNIK SPRING BREAK" with more than 30,000 visitors. District Live GmbH has also been part of the DEAG Group companies' portfolio since the end of 2024. District Live specialises in urban music and hip-hop and acts as a booking agency and tour organiser for established artists such as Tream and Bausa as well as for up-and-coming hip-hop talent. Thanks to these acquisitions, DEAG is expanding its portfolio and can realise targeted synergies in areas such as production, artist acquisition and infrastructure, which will lead to a sustainable improvement in margins in the medium term. Following our successful entry into the Spanish market in December 2023, we systematically continued our international expansion by entering the Italian market: DEAG has held a majority stake in the major live entertainment company MC2 Live Srl since October 2024. The Milan-based company has organised and staged concerts and tours by international music stars such as Eros Ramazzotti, Rammstein and the US rapper 50 Cent in recent decades.

DEAG's revenue rose to a new record level of EUR 370 million in the reporting period, compared to EUR 314 million in the previous year. Earnings before interest, taxes, depreciation and amortisation (EBITDA) amounted to EUR 14,4 million (previous year: EUR 26.4 million) and the consolidated result after taxes was EUR-13 million (previous year: EUR 1.5 million). The reporting period was characterised by high, largely one-time investments in DEAG's long-term growth strategy and future viability, most of which were recognised as expenses in the reporting period and were also reflected in the key financial figures. Among other initiatives, DEAG forged ahead with the further digitalisation and modernisation of its IT infrastructure, with a particular focus on ticketing. We want to interlink our ticketing platforms even more closely and open up new sales channels. Expenses were also incurred for the restructuring of the Executive Board, the expansion and reorganisation of the Supervisory Board and the ESG reporting required by regulations in future. Extraordinary expenses for the originally planned re-listing of the DEAG share also had a temporary negative impact on DEAG's earnings. DEAG also invested significantly in its European expansion in Italy and Spain. Although we entered the Spanish Rock/Pop market at the end of 2023, the majority of the expenses for market development and the expansion of the Barcelona Rock Fest were not recognised until 2024. In addition, DEAG, like many companies in the industry, was affected by significantly higher production costs in the event sector, which could not be fully offset by increasing ticket prices. In addition, some regions experienced exceptionally bad weather in the summer months, which affected the staging of open-air concerts and festivals and weighed on margins. Major sports events such as the European Football Championships and the Summer Olympics also took place in 2024 and posed strong competition for the live entertainment industry.

We are one of the leading live entertainment providers in Europe. In the coming quarters, we will once again organise thousands of events for the whole family and inspire millions of visitors across Europe. The event pipeline for 2025 and 2026 is very well filled. This year, visitors can look forward to tours and concerts by Sam Fender, Stereophonics, Andrea Bocelli, Till Lindemann, Lana Del Rey, Iron Maiden, Lenny Kravitz, Fontaines D.C., Jamie Cullum and Marilyn Manson, among others. In February, we celebrated the German premiere of the “Supremacy 2025 – Germany Decoded” festival in the Westfallenhalle Dortmund. The largest RAW event in the world drew around 10,000 visitors to the Ruhr metropolis. Our new event format “Classic Open Air – Berlin Gendarmenmarkt” in July 2025 will feature Anna Netrebko and Yusif Eyvazov as well as soul singer Gregory Porter & Band and Giovanni Zarrella. The stadium show celebrating the Scorpions' 60th anniversary in Hanover at the beginning of July, where Alice Cooper, Judas Priest and Bülent Ceylan and band will rock the stage alongside the Scorpions, has been sold out for weeks. Due to the great success of previous years and outstanding demand, the Berliner Philharmonic will be giving a second end-of-season concert at the Waldbühne in Berlin for the first time in 2025. Highlights in the Spoken Word & Literary Events segment include lit.COLOGNE, which celebrated its 25th anniversary in March 2025.

The festival attracted around 120,000 visitors with a mixture of readings and discussion panels with prominent guests such as former German Chancellor Angela Merkel and musician and author Herbert Grönemeyer.

This year, we are once again expecting hundreds of thousands of visitors in Germany and other European countries to concerts by Iron Maiden, Judas Priest and Alison Moyet, at the “Edinburgh Castle Concerts” by Ludovico Einaudi and the Kaiser Chiefs, as well as at events such as the “Potsdamer Schlössernacht” and at our festivals such as the “Belladrum Tartan Heart,” the “Indian Spirit” and many more.

With our diversified event portfolio, strong ticket sales and platforms and a solid financial position with cash and cash equivalents and available credit lines currently totalling over EUR 138 million, we are confident for financial year 2025. We no longer expect any one-time effects on the scale of the two previous years and anticipate a significant improvement in EBITDA and a moderate increase in revenue for the current financial year.

Sincerely yours,

Detlef Kornett
Chairman of the Executive Board

Foto: nature-one.de | I-Motion GmbH Events & Communication

DEAG ON THE CAPITAL MARKET

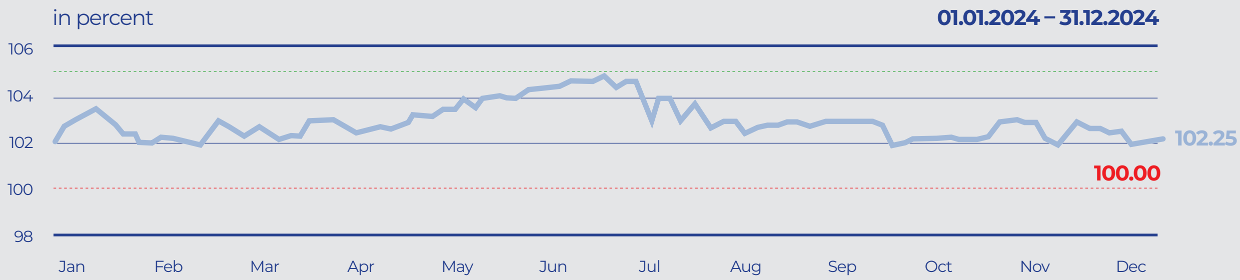
ISIN	NO0012487596
WKN	A351VB
Market segment	Regulated Unofficial Market Frankfurt Stock Exchange (Open Market, segment: Quotation Board) and Nordic ABM, Oslo Stock Exchange
Term	3 years up to and including 12 July 2026
Interest coupon	8.00 % p.a.
Denomination (nominal amount)	EUR 1,000.00 per bond
Outstanding volume	EUR 50.0 million
Early redemption	Repayment at the nominal amount plus interest accrued up to that date and a call premium depending on the time of the call

DEAG's corporate bond 2023/2026 (WKN: A351VB, ISIN: NO0012487596) recorded a very positive performance in 2024 and consistently traded at prices above 100% on the Frankfurt Stock Exchange. On 30 December 2024, the final trading day in the reporting period, the closing price of the bond was 102.25%. The highest price (intraday) of the bond was 106% on 9 July 2024. The DEAG bond remained very stable after the end of the reporting period and continued to trade at prices above 100% in the first quarter of 2025 including April, despite the strong price fluctuations on the international bond and equity markets due to US customs policy.

The DEAG bond is structured as a Nordic bond and is subject to Norwegian law. It is listed on the Open Market of the Frankfurt Stock Exchange (segment: Quotation Board) and on the Nordic ABM of the Oslo Stock Exchange. The bearer bonds with a nominal value of EUR 1,000 have a term of 3 years and a fixed annual interest rate of 8.00%. The outstanding volume of the bond amounts to EUR 50.0 million.

Solventis AG continued to rate the DEAG bond as "attractive" in a research report dated 11 December 2024. Among other aspects, DEAG's clear growth strategy is emphasised positively. The Group's reorganisation with a focus on proprietary content and ticketing is said to increasingly bear fruit. The complete research is available on DEAG's company website www.deag.de in the Investor Relations section: Bond | Analysts.

1.1 PERFORMANCE OF THE DEAG CORPORATE BOND 2023/2026



1.2 INVESTOR RELATIONS

DEAG places great importance on the capital market's need for information. The company reports transparently and regularly on business developments and prospects. In the reporting period, DEAG carried out various other IR activities over and above the statutory requirements. These include, among others:

- Numerous individual and group meetings with investors in Germany and abroad
- Participation in capital market conferences
- National and international roadshows
- Publications of Corporate News

Detailed information can be found in the Investor Relations section at www.deag.de. DEAG Deutsche Entertainment AG provides continuous information on relevant business developments there. Investors also have access to a direct communication channel with the company at deag@edicto.de .

1.3 ANNUAL GENERAL MEETING

The Annual General Meeting for financial year 2023 was held on 25 June 2024 in the "Meistersaal" in Berlin. DEAG's shareholders approved all items on the agenda by a large majority of more than 98% of the votes. Among other items, Dr. Antonella Mei-Pochtler and Mr. Alexander Hix were newly elected to DEAG's Supervisory Board. Further information on the Annual General Meeting and the detailed voting results are available in the Investor Relations section of DEAG's company website.

1.4 FINANCIAL CALENDAR 2025

25 April 2025	**Annual Financial Report 2024**
28 May 2025	**Quarterly Financial Statement** (Q1 I 3M)
01 July 2025	**Annual General Meeting I Berlin**
29 August 2025	**Half-Year Financial Report** (H1 I 6M)
28 November 2025	**Quarterly Financial Statement** (Q3 I 9M)







Fotos: 1 + 2 + 4 + 8: Michael Clemens / 3: Vincent Nageotte / 5: Dennis Reimann / 6: Stefan Hegenberg / 7: Rainer Keuenhof

REPORT OF THE SUPERVISORY BOARD FOR FINANCIAL YEAR 2024

DEAR SHAREHOLDERS,

Also in financial year 2024, the Supervisory Board of DEAG Deutsche Entertainment Aktiengesellschaft ("DEAG" or "Company") regularly and very extensively dealt with the situation and development of the company. In accordance with the statutory provisions, we continuously monitored the Executive Board in its management of the company and regularly advised it on issues relating to the management of the company in the interest of the company. We were always able to assure ourselves of the legality, appropriateness, and proper conduct of the management and leadership of the company. The Supervisory Board was directly involved in all decisions of fundamental importance to the company in a timely manner.

The Executive Board informed the Supervisory Board regularly, promptly and comprehensively in written and verbal form about the business development, planning and situation of the company, including the risk situation and risk management. Documents relevant to decision-making were made available by the Executive Board in good time in advance of the Supervisory Board meetings. Deviations in the course of business from the established plans and targets were explained in detail and the causes analysed. The members of the Supervisory Board always had sufficient opportunity to critically examine the reports and proposed resolutions submitted by the Executive Board and to contribute their own suggestions. In particular, all business transactions of importance to the company were intensively discussed on the basis of written and oral Executive Board reports and checked for plausibility. The Supervisory Board continuously and thoroughly addressed the company's risk situation, liquidity planning, and equity situation and gave its approval to individual business transactions where this was required by law, the Articles of Association or the Rules of Procedure.

In financial year 2024, the Supervisory Board met a total of nine times in ordinary Supervisory Board meetings. Seven meetings were held via video conference; two meetings were held in person. In addition, the Supervisory Board held eleven extraordinary Supervisory Board meetings in the past financial year. All Supervisory Board members were present at more than half of the meetings. The members of the Executive Board participated in the ordinary Supervisory Board meetings, unless the Chairman of the Supervisory Board had determined otherwise. One member of the Executive Board was present at three of the extraordinary Supervisory Board meetings; otherwise, the Supervisory Board met without any Executive Board members. Urgent matters were decided by written circular resolutions. All resolutions were passed on the basis of detailed draft resolutions and discussions with the Executive Board. Even in the period between Supervisory Board meetings, the Chairman of the Supervisory Board also remained in close contact and dialogue with the members of the Executive Board. Subsequently, the Chairman of the Supervisory Board informed the other Supervisory Board members about the current development of the business situation and the significant business transactions within in the company.

Focal points of the Supervisory Board's deliberations

- In a written circular resolution dated 12 January 2024, the Supervisory Board approved certain adjustments to the Executive Board contracts in connection with the potential IPO.

- At the extraordinary Supervisory Board meeting held on 1 March 2024, the Supervisory Board discussed the Annual Financial Statements with the company's auditors in attendance.

- At the extraordinary Supervisory Board meeting held on 5 March 2024, the Supervisory Board dealt with the possible reorganisation of the Supervisory Board following the Annual General Meeting in June 2024 as well as other personnel matters.

- By written circular resolution dated 7 March 2024, the Supervisory Board approved the intended departure of Prof. Peter Schwenkow as CEO from DEAG and the related contracts.

- By written circular resolution dated 19 March 2024, the Supervisory Board approved the acquisition of 51% of the shares in Showplanr Ltd. by the DEAG subsidiary Flying Music Holding Ltd.

- At the Supervisory Board meetings held on 28 March 2024 and 8 April 2024, the Consolidated Financial Statements, the Combined Management Report and the Group Management Report for the company and the DEAG Group as well as the company's Annual Financial Statements for financial year 2023 were discussed with the company's auditors. The Supervisory Board dealt intensively with the situation of the company and its Group companies. Following detailed discussion and examination of the documents submitted by the Executive Board and after taking note of the auditor's report on the main findings of his audit, the Supervisory Board approved the Consolidated Financial Statements and the Combined Management Report and Group Management Report for the company and the DEAG Group as of 31 December 2023. No objections were raised. The Supervisory Board also approved the Annual Financial Statements of the company as of 31 December 2023, which were thus adopted.

- At the extraordinary Supervisory Board meeting held on 2 April 2024, the Supervisory Board discussed the 2024 Annual Financial Statements once again.

- At the extraordinary Supervisory Board meeting held on 18 April 2024, the Supervisory Board dealt with issues following the departure of CEO Prof. Peter Schwenkow and the settlement of the Executive Board contract.

- At the extraordinary Supervisory Board meeting held on 29 April 2024, the Supervisory Board dealt with matters relating to the further formation of the Executive Board following the resignation of CEO Prof. Peter Schwenkow.

- By written circular resolution dated 14 May 2024, the Supervisory Board approved the acquisition of 75% of the shares in black mamba Events & Marketing GmbH by the DEAG subsidiary Broadway Varieté Management GmbH.

- At the extraordinary Supervisory Board meeting held on 17 May 2024, the Supervisory Board discussed the progress of the digitalisation of certain areas of DEAG's work in the presence of a member of the Executive Board.

- At the Supervisory Board meeting held on 29 May 2024, the Executive Board reported on the quarterly financial statements as of 31 March 2024, the current course of business and the status of the subsidy programmes.

- By written circular resolution dated 4 June 2024, the Supervisory Board approved the acquisition of 60% of the shares in District Live GmbH by the DEAG subsidiary DEAG Concerts GmbH.

- At the Supervisory Board meeting held on 26 June 2024, the Supervisory Board elected Tobias Buck Chairman of the Supervisory Board and Dr. Antonella Mei-Pochtler Deputy Chairwoman.

- By written circular resolution dated 2 July 2024, the Supervisory Board approved an amendment to a Managing Director's employment contract.

- At the extraordinary Supervisory Board meeting held on 4 July 2024, which was continued on 15 July 2024, a member of the Executive Board reported on the possible entry into the Italian market by acquiring MC2 Live S.p.A.

- By written circular resolution dated 9 July 2024, the Supervisory Board approved the increase from 85% to 100% in How To Academy Ltd. by the DEAG subsidiary Fane Productions Ltd.

- By written circular resolution dated 16 July 2024, the Supervisory Board approved the entry into the Italian market by acquiring 100% of the shares in MC2 Live S.p.A.

- By written circular resolution dated 1 August 2024, the Supervisory Board approved the liquidation of Artisan Touring Ltd.

- At the extraordinary Supervisory Board meeting held on 8 August 2024, the Supervisory Board passed resolutions on personnel matters.

- At the Supervisory Board meeting held on 29 August 2024, the Executive Board reported on the half-year financial statements as of 30 June 2024, the current course of business and DEAG's key financial figures.

- By written circular resolution dated 3 September 2024, the Supervisory Board approved the founding of DEAG Fyusion GmbH.

- At the Supervisory Board meeting held on 4 September 2024, the Executive Board reported on the forecast for the current financial year and DEAG's key financial figures, among other topics.

- By written circular resolution dated 25 September 2024, the Supervisory Board approved an amendment to a Managing Director's employment contract.

- At the extraordinary Supervisory Board meeting held on 25 October 2024, the Supervisory Board discussed personnel matters and subsequently passed a circular resolution, which also included the conclusion of a mandate agreement.

- At the extraordinary Supervisory Board meeting held on 5 November 2024, the Supervisory Board once again discussed personnel matters in the presence of a Executive Board member.

- At the extraordinary Supervisory Board meeting held on 7 November 2024, the Supervisory Board discussed personnel matters, particularly in the context of involving external consultants, and subsequently passed a circular resolution.

- The Supervisory Board meeting held on 19 November 2024 essentially dealt with DEAG's strategy for 2025 – 2028. The liquidation of Sugar Loaf Music & Event Promotions Ltd. was also approved.

- By written circular resolution dated 22 November 2024, the Supervisory Board approved the liquidation of UK Live Ltd.

- Among other topics, the Supervisory Board meeting held on 28 November 2024 dealt with the quarterly financial statements as of 30 September 2024, the Executive Board's report on the current business performance, the forecast for 2024 and the status of the banks.

- By written circular resolution dated 4 December 2024, the Supervisory Board decided on further personnel-related topics in the context of the company's competitive positioning.

- By written circular resolution dated 10 December 2024, the Supervisory Board approved the increase in Subway Event GmbH to 100% of the shares.

- The Supervisory Board meeting on 12 December 2024 focused on the presentation and discussion of the 2025 budget and its adoption by the Supervisory Board.

- By written circular resolution dated 20 December 2024, the Supervisory Board approved the founding of bckstg.Agency GmbH.

Composition of the Executive Board and Supervisory Board

The composition of the Executive Board changed as follows in financial year 2024: the Executive Board consisted of five members until 31 March 2024: Prof. Peter Schwenkow, Detlef Kornett, Christian Diekmann, David Reinecke and Moritz Schwenkow. Detlef Kornett replaced Prof. Peter Schwenkow as Chairman of the Executive Board on 1 April 2024.

The composition of the Supervisory Board changed as follows during the reporting period: Until the ordinary Annual General Meeting 2024, the Supervisory Board consisted of three members: Mr. Wolf-D. Gramatke, Mr. Tobias Buck, and Mr. Vincent Wobbe. Mr. Wolf-D. Gramatke resigned from his Supervisory Board mandate with effect from the end of the ordinary Annual General Meeting 2024. At the Annual General Meeting 2024, the following two persons were elected as additional Supervisory Board members alongside Tobias Buck and Vincent Wobbe: Dr. Antonella Mei-Pochtler and Mr. Alexander Hix. The term of office of the newly elected Supervisory Board members ends with the Annual General Meeting that resolves on the discharge for the financial year 2028.

At the constituent Supervisory Board meeting on 26 June 2024, Mr. Tobias Buck was elected Chairman and Dr. Antonella Mei-Pochtler was elected Deputy Chairman of the Supervisory Board. All decisions were made within the committee. No conflicts of interest arose in the Supervisory Board during the reporting period.

Audit of the Annual and the Consolidated Financial Statements

On 25 June 2024, the Annual General Meeting of DEAG appointed Mazars GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft, Hamburg, to be the auditor and Group auditor for financial year 2024. The auditor audited the 2024 Annual Financial Statements of DEAG, the 2024 Consolidated Financial Statements and the Combined Management Report and Group Management Report for the company and the DEAG Group and issued an unqualified audit opinion in each case.

At the meeting of the Supervisory Board held on 24 April 2025, the Consolidated Financial Statements and the Combined Management Report and Group Management Report for the company and the DEAG Group as well as the Annual Financial Statements of the company for financial year 2024 were discussed in detail with the representatives of the auditor. The auditor reported on the key findings of his audit. The auditor also assessed the effectiveness of the accounting-related internal control and risk management system, which did not lead to any objections. The Consolidated Financial Statements and the condensed Management Report and Group Management Report for the company and the DEAG Group as well as the Annual Financial Statements of DEAG and the auditor's reports were made available to all members of the Supervisory Board for examination and resolution. Following the Supervisory Board's examination and discussion of the Consolidated Financial Statements and the condensed Management Report and Group Management Report as well as the Annual Financial Statements of DEAG with the Supervisory Board, no objections were raised against the result of the auditor's audit of the Consolidated Financial Statements and Annual Financial Statements.

After obtaining the final result of its examination, the Supervisory Board raised no objections to the Consolidated Financial Statements, the Combined Management Report and the Group Management Report for the company and the DEAG Group for financial year 2024 prepared by the Executive Board and approved them. The Supervisory Board also approved the Annual Financial Statements for the company for financial year 2024 prepared by the Executive Board and raised no objections following the final results of its examination. The Annual Financial Statements of the company were thus adopted in accordance with Section 172 of the German Stock Corporation Act (AktG).

The Supervisory Board would like to expressly thank the Executive Board and all employees of the company and the DEAG Group for their work in the past, extraordinarily demanding and challenging financial year 2024.

Berlin, April 2025

For the Supervisory Board

Tobias Buck
Chairman of the Supervisory Board

Foto: der-gottwald.de

SUSTAINABILITY

1 FOREWORD

Ladies and Gentlemen,

A company's success depends to a large extent on how its management and employees act in their dealings with stakeholders and how they use their skills to benefit them. Sustainable business practices and the consideration of ethical, social and environmental aspects (ESG criteria) play an increasingly important role in the long-term success of a company[1]. Every day, also the employees of DEAG Deutsche Entertainment Aktiengesellschaft (DEAG) and its subsidiaries take responsibility for their actions towards the company's stakeholders, including colleagues and employees, artists, customers and investors, as well as in their cooperation with business partners, authorities and institutions.

Although DEAG and its Group companies, as Live Entertainment service providers, are not "energy-intensive" companies and the industry as a whole has only relatively low sustainability risks with regard to ESG issues, we consider it important for our company's long-term success to organise our business activities in a sustainable manner and to take ethical, social and ecological aspects into account.

At the time of the publication of this report, DEAG is facing a dynamically changing legal situation regarding the sustainability-related disclosure obligations of the European Union. To optimally prepare for all potential scenarios related to sustainability reporting and to inform relevant stakeholders about our ESG activities in a more transparent and comparable way in the future, we will initially focus on the requirements of the VSME – the voluntary EU sustainability reporting standard for small and medium-sized enterprises – and will implement non-financial ESG reporting on this basis starting with the reporting year 2025[2].

Even before and during the reporting period, we began implementing comprehensive measures in the area of ESG management to refine and sustainably strengthen our strategic direction in order to meet future challenges.

In the following, we are presenting our existing commitment and progress in the area of ESG, with a particular focus on DEAG's sustainable positioning strategy. A key milestone here is the establishment of a dedicated ESG management and the creation of the position of Head of ESG, which we filled as of 1 November 2024. As new disclosure requirements will be integrated into the management report in DEAG's annual report, we have established ESG management as a central unit reporting to the CFO, ensuring close cooperation with the finance team.

The responsibilities of the Head of ESG include in particular implementing the growing sustainability requirements for the DEAG Group. Among other things, this includes the "double materiality assessment", which serves to identify both the material sustainability-related impacts of our business activities on the environment and society and the financial opportunities and risks arising from changing environmental and social conditions.

[1] Source: UNGC_Business_Case.pdf

[2] This statement is made subject to further regulatory developments by the European Union, which could alter the applicability or content of sustainability-related reporting obligations for DEAG.

The material topics we have thereby identified will form the basis for our Group-wide ESG strategy process and ESG-related risk management in the future. Our objective is to actively mitigate potential negative impacts of our business activities and to further amplify positive impacts. Defining a selection of Group-wide targets and creating the right conditions is intended to enable the individual Group companies to achieve these targets using targeted actions. At the same time, we will closely analyse the economic impacts of these measures and minimise potential negative financial consequences for DEAG through effective risk management.

To allow us to meet both external requirements and our own sustainability ambitions, we are establishing a sustainability governance mechanism that involves supervisory and management bodies as well as representatives of the operating business throughout the Group. As part of this, the existing Sustainability Committee, which includes the CFO and the Managing Directors of three operating DEAG Group companies, will be expanded to include ESG management, and some new members will be appointed on a regular basis.

The introduction of new sustainability reporting standards presents not only the DEAG Group but also the entire industry with the challenge of collecting a large amount of new data and, subsequently, metrics – for many of which there are currently no established methodologies or best practices. However, we view this challenge as a tremendous opportunity: our ESG management will actively network across the industry and seek dialogue with key players such as the Federal Association of the Concert and Event Industry (BDKV) and its members with the aim of contributing to the development and establishment of industry-specific standards. This is intended to help create a unified understanding and to efficiently implement ESG actions in the live entertainment industry, which often involves a variety of actors along the value chain.

A comprehensive data-driven approach is another key element in the successful implementation of our ESG strategy. ESG management will be closely integrated into DEAG's ongoing digital transformation process in order to meet data collection requirements. Our objective is to establish a powerful, efficient IT infrastructure that will enable us to capture and analyse our ESG data accurately and Group-wide.

The topic of digital transformation continued to play an overarching role in the DEAG Group in 2024. This involves standardising company-wide structures and processes that will enable us to act more efficiently with greater coordination, helping us to save both capacity and physical resources. For example, myticket.de saved around 6,000 printed pages by digitising the way outgoing invoices are archived. In addition, the roll-out of the myticket.de MOBILE wallet represents a further lever for saving resources by completely eliminating the use of physical tickets in future. This will save on transport costs as well as printing and paper resources. Digital transformation will remain one of the defining topics in the future.

The event business, and in particular the festival business, is increasingly being impacted by environmental factors such as periods of drought, an increased risk of wildfires and heavy rainfall – all consequences of the changing climate. To help mitigate these trends, NATURE ONE has set itself the ambitious target of reducing its own carbon footprint by 30% by 2030 to mark its 30th anniversary. The sale of "Green Tickets" was one of the first measures, with the additional proceeds used to offset emissions attributable to the buyers through qualified reforestation projects in the nearby Hunsrück region.

Our Fane Group and Kilimanjaro Live Ltd. companies have reached further milestones in the area of climate change mitigation. In 2024, both companies for the first time reported their own CO_2 emissions and respectively those of the “Kew The Music” event series. For the Fane Group, approximately 96% of emissions were calculated to be indirect, i.e. Scope 3 emissions[3]. For “Kew The Music”, which was organised by Kilimanjaro Live, the analysis showed that almost 80% of emissions are attributable to visitor mobility. This data is consistent with industry-wide experience and confirms that visitor travel to and from events is the greatest lever for effective climate change mitigation at events, but also that visitors make their own decisions on how they travel. Helping to shape this decision is a challenge that we want to devote more attention to in the future.

We are also actively committed to climate protection on a smaller scale. Our Group company Global Concerts offset the CO_2 emissions generated by radio advertising for the “Andreas Gabalier – Open Air 2024” and “Wir singen gemeinsam die schönsten Weihnachtslieder” (We sing the most beautiful Christmas carols together) events with certified offsetting measures.

An overview of further activities of DEAG and its subsidiaries in the area of ESG can be found on the following pages, as can our corporate policies, which reflect minimum standards and are intended to support our employees in their daily work with concrete instructions for action and to promote value-driven, responsible behaviour. These policies are binding, serve as a guiding framework for all employees of DEAG and its Group companies and are an expression of our understanding of values both internally and externally.

Sincerely yours,

Detlef Kornett
Chairman of the Executive Board

3) Scope 3 emissions include all indirect greenhouse gas emissions along a company’s value chain that do not fall under Scope 1 (direct emissions) or Scope 2 (indirect emissions from purchased energy). Examples include emissions from supply chains, business travel, the use of sold products and disposal. They are often the largest source of a company’s emissions, but also the most difficult to measure.

2 ETHICAL COMMITMENT AND COMPLIANCE WITH THE LAW

Ethical conduct is a key component of the corporate culture at DEAG and its subsidiaries. DEAG Group employees are required to comply with all applicable laws and regulations of the relevant country when carrying out the work assigned to them. In the event of uncertainty as to whether an act or omission violates certain laws or regulations, our employees are required to contact the relevant supervisors.

In addition, our Group-wide Code of Conduct contains ethical principles that apply to all DEAG employees, as well as to employees of all DEAG subsidiaries . Just like DEAG, our subsidiaries are under an obligation to their employees to comply with the fundamental ethical principles in order to protect their rights and privacy. As part of the decentralised DEAG Group, each DEAG subsidiary is responsible for implementing ethical policies itself. Through regular meetings, presentations and discussions, DEAG ensures that the corporate philosophy, corporate policies and employee management policies are implemented in the parent company and all subsidiaries. The success of the integration and the development of a common Group culture are ensured through the continuous exchange of information and the organisation of various meetings, workshops, telephone conferences and, web-based meetings in particular.

3 CONFLICTS OF INTEREST

Conflicts of interest can cast doubt on the integrity of DEAG and/or its subsidiaries. We therefore try to avoid any situation in which there could be a conflict of interest between employees and the company. Our employees are prohibited from using their position in the company to obtain inappropriate benefits for themselves personally or to represent DEAG in business activities where personal benefits could arise. Decisions by employees must be made solely on the basis of business-related content and not under the influence of personal interests. Any conflict of loyalty and/or interest or the risk of such a conflict arising must be discussed immediately with their supervisors.

4 DISCRIMINATION | GENDER EQUALITY | DIVERSITY

Discrimination or harassment in the work environment is not tolerated by DEAG and its Group companies. Regardless of their position within the company, we treat every employee fairly and do not discriminate against them. This applies to the same extent to third parties (especially service providers). No employee may discriminate against colleagues or other groups of people on the basis of age, ethnicity, skin colour, nationality, religion, disability, marital status, gender or sexual orientation, or intimidate colleagues or other groups of people verbally, physically or in any other way.

With regard to external groups, DEAG also sees it as its mission and economic opportunity to ensure equal access to its events for all groups of people. In the area of ticketing, for example, we ensure broad and equal access to cultural events by always striving to offer our tickets in a socially acceptable price range, inviting socially disadvantaged groups to our events and making sure that they can be attended in particular by people with physical, mental or psychological impairments.

The issue of “gender equality” is also a priority at DEAG and is put into practice. For example, in the organisation of the management level by the Supervisory Board and Executive Board, special consideration is given to the participation of women in management positions. DEAG took a strong stand for diversity and equal opportunities in financial year 2024 by appointing women to numerous management positions. After five years of exclusively male appointments, for example, a woman was again elected to DEAG’s Supervisory Board and appointed as Deputy Chairwoman of the Supervisory Board. DEAG Classic AG’s Executive Board also received new impetus with the appointment of a woman to the Executive Board. In addition, female Managing and Co-managing Directors were appointed at DEAG Group companies Handwerker Promotion, lit.COLOGNE, Fane Group and Media On-Line Management. In addition, vacant positions at the second management level were also predominantly filled by female managers, thereby emphasising the company’s clear commitment to a diverse and equal corporate culture.

A policy of “employee diversity” has also been a key component of DEAG’s corporate culture for over 45 years. Generational diversity and employees of different nationalities have always been and remain part of everyday life at the company, as our employees are selected on the basis of their competencies, skills, personal strengths and qualifications, and not on the basis of nationality, skin colour or other external characteristics.

5 HEALTH AND SAFETY AT WORK

We value the dignity and privacy of our employees and third parties with which the company has business contact. We attach great importance to a healthy and hazard-free working environment for our employees by complying with the laws and rules on health and safety at work.

We also comply with legal regulations to ensure fair working conditions, including those on pay, working hours and privacy.

Our employees and their concerns are therefore one of the most fundamental issues in our company culture. We value a creative and self-reliant working atmosphere and therefore have flat hierarchies and cultivate an open-door culture. A Group-wide employee survey has provided us with valuable insights into the needs and expectations of our employees. This enables us to take targeted measures to improve working conditions, the corporate culture and development opportunities. In the interest of equal opportunities, DEAG’s management is therefore always open-minded towards all employees with regard to personal development opportunities and individual career paths. The focus of the staff training offered regularly is in particular on safety, security, customer service related to events, compliance with regard to events and job-specific training (e.g. social media, graphic design and use, accounting, software applications).

As a result of the corporate culture described above, we have also implemented working from home, part-time work and the promotion of women in management positions in the DEAG Group’s personnel policy. We offer the employees of DEAG and its subsidiaries various part-time models as well as flexible working hours where the number of working hours per day can be arranged independently depending on the workload, for example. In addition, employees receive a range of tailored opportunities for further training, e.g. in the form of training and education by the Chamber of Commerce and Industry, or participation in the Music Business Summer School.

Annual healthcare days for the workforce have also been established in various Group companies. For example, health checks are carried out and presentations and workshops on the topic of healthcare are held.

In addition to the further professionalisation and digital transformation of human resources management, the focus is on positioning DEAG as an employer brand, employee development and anchoring agile cooperation and working methods in the organisation. Another task is the training of young people in various professions and the promotion of young talent.

6 DATA PROTECTION AND INFORMATION SECURITY

DEAG has identified data protection as one of the most material risks in terms of compliance and business ethics.

For this reason, we at DEAG treat all personal data with the utmost sensitivity and take precautions to ensure that no one's right to privacy is impaired by the handling of this data. Especially in our Ticketing division, protecting personal data is a top priority for us. Our employees are obliged to handle the data collected with appropriate care and in strict confidence, so that compliance with the applicable laws and regulations is ensured. To assist them, our employees receive advice and support from qualified lawyers and company data protection officers.

It is of great importance to us to protect DEAG's intellectual property and to respect the intellectual property of others. One of DEAG's most valuable assets is the inventiveness of its employees. If we use third-party intellectual property rights, we ensure that an effective agreement is in place with the rights holder.

7 BRIBERY AND ACCEPTANCE OF PECUNIARY ADVANTAGES

Our relationships with business partners, public officials and other groups of persons are based on our performance and not on illegal gifts, payments or favours to decision-makers. DEAG employees are prohibited from bribing or offering a bribe to public officials or other groups of persons in order to influence their decision or to receive any kind of benefit or information from that person or group of persons. DEAG employees may also not grant advantages to any public official or other group of persons if such an act is unlawful or improper, or if it is likely to influence the relationship between the individual and DEAG. Business relationships with government agencies are subject to particularly strict requirements. We act transparently and in accordance with applicable law in our dealings with governments and authorities.

Every DEAG employee may, within reasonable limits, give business partners, their employees and other persons small gifts that are customary in the relevant country, e.g. after a successful business transaction and/or as a gesture of courtesy and respect.

Benefits customary in the industry are permissible, provided they are within a socially adequate framework. However, the benefit may not disproportionately exceed the recipient's normal standard of living.

8 ENVIRONMENTAL SUSTAINABILITY

Environmental protection and climate change mitigation have always been core elements of the way DEAG and its Group companies plan and implement events. Ever since the company was first established, DEAG has been implementing targeted initiatives to avoid or at least mitigate adverse impacts on people and nature.

As part of the double materiality assessment, we identified DEAG's core environmental topics, among other things. Consequently, we are already aligning this section with the environmental topics specified by ESG standards.

Climate change mitigation

One of DEAG's goals is to optimise its own carbon footprint, use resources more efficiently and cut costs. For example, systematic analyses of emission sources were carried out for selected emission factors of the Fane Group as well as the "Kew The Music" series of events of Kilimanjaro Live Ltd., enabling us to identify "emission hotspots". In addition, we aim to prepare a Group-wide carbon footprint starting in financial year 2025 and develop strategic measures to put DEAG itself on an emissions reduction pathway that is in line with the statutory requirements of the German Climate Change Mitigation Act (1.5°C target by 2045).

The findings from the Kew the Music Report 2024 are supported by other studies from the events industry, showing that mobility plays a key role. Approximately 80% of GHG emissions come from our visitors' private transport (Scope 3). One of our biggest challenges is therefore to support and promote sustainable mobility concepts for visitors travelling to and from events. Tickets for a large number of events already include free use of local public transport. In addition, we have been working closely with bus providers for years and provide shuttle buses for environmentally friendly travel to and from the event. We are also already using social media platforms to encourage visitors to network and form car pools in order to increase vehicle occupancy rates.

Energy

DEAG is systematically committed to climate-friendly energy use. Various websites are hosted by providers whose data centres are operated with 100% green electricity (green web hosting). Furthermore, the transition to cloud-based software has now been completed, ensuring resource-efficient operation. The increased use of LED technology, for example at the Potsdamer Schlössernacht or the "Christmas Garden", is significantly reducing the energy consumption of event technology at our events.

Climate change adaptation

Exceptional weather conditions already pose a challenge for the event industry – in 2024, for example, heavy rain led to the temporary cancellation of the camping site at NATURE ONE. In addition to economic risks, the main focus in such cases is on the health and safety of visitors, employees and service providers. By taking proactive risk precautions, we aim to counter changing climatic conditions with forward-looking measures in future.

Waste and resources

Waste plays a key role in environmental protection at events. When organising events, we therefore implement various measures to protect the environment and save resources. Waste separation concepts were developed for numerous events, in particular for major events such as "NATURE ONE", concerts featuring Ed Sheeran (UK), the "Kew The Music" event series and the "Belladrum Tartan Heart" festival in the Scottish Highlands. There is no longer any disposable tableware at these events, but rather reusable crockery and cups as well as waste deposit systems, thereby avoiding unnecessary plastic waste and generally reducing the amount of waste. Through a variety of waste disposal concepts and correspondingly separate removal, a large part of the waste is recycled in accordance with legal requirements and thus ensures improved resource efficiency.

Digitisation of ticketing also helps to reduce resource consumption and the carbon footprint: almost all DEAG events now offer exclusively digital tickets that do not require paper, printers or postage. There is a similar situation with the use of cashless payment systems at events, which significantly reduce paper consumption by eliminating the need for millions of receipts.

We are also increasingly focusing on sustainable solutions within the company, for example by providing mineral water in returnable glass bottles and installing smart water dispenser systems.

Water

The increasing water scarcity in Europe and the resulting growing risk of wildfires due to periods of drought are also impacting the event industry. Festivals like NATURE ONE are already using water-saving technologies, including grey water treatment systems that make shower water reusable for other purposes. Information campaigns educate visitors about how to use water responsibly. We will also looking into alternative energy sources in future, such as solar energy for heating shower water, so that we can further reduce energy consumption.

Biodiversity

Biodiversity plays an important role particularly in temporary event venues such as festivals. For example, as part of the evaluation of NATURE ONE, I-Motion already considers environmental aspects impacting animal habitats. Although this issue is not currently considered to be material, we will monitor it in the course of future developments.

Animal protection and safety take priority wherever events take place in the vicinity of animals. That is why species, nature and animal conservation are essential components of event planning. At “Christmas Garden” locations in zoos, concepts, pathways, background music and light installations are therefore reviewed by zoo management at an early stage and monitored during operation in consultation with the zookeepers.

Sustainability management and training

All employees of DEAG and its Group companies must comply with the applicable national environmental protection regulations. Training on environmental protection, for example, is a fixed component of the employee programmes at I-Motion. Sustainability officers have been appointed in several DEAG companies to continuously identify potential for improvement. In addition, employees of the Kilimanjaro Live Group and the Fane Group have established internal environmental committees to further develop sustainable event practices.

Forward-looking evolution

DEAG will continue to systematically develop environmental and climate change mitigation actions in the future. We are continuously analysing new sustainable initiatives and assessing their feasibility. With this in mind, we are constantly reviewing innovative measures to further minimise the environmental impact of our events and leverage DEAG’s resources more efficiently.

9 SOCIAL RESPONSIBILITY | PROMOTING THE COMMON GOOD

As a Europe-wide and international promoter of live events, the DEAG Group is aware of its social responsibility. We strive to fulfil our social responsibility as a recognised part of society. We feel an obligation not only to our employees, but to every single person with whom we interact along our value chain. One of the ways in which we fulfil our social responsibility is through programmes that support public institutions and non-profit organisations, as well as investments in climate change mitigation projects and organisations; in addition, several DEAG companies are involved in corporate citizenship and corporate volunteering.

The Fane Group is actively committed to social responsibility and is particularly active in promoting accessibility to cultural activities and non-profit organisations. In cooperation with partner organisations, free and discounted tickets are offered to enable access to cultural events for as many people as possible. A new partnership was established with Scope in 2024, providing a 50% discount on fully accessible tickets at the Barbican Centre.

To better support various target groups, Fane is working together with two organisations in the field of disability support. One of these partnerships is with the Hidden Disabilities Sunflower Scheme, which supports people with non-visible disabilities. As part of this partnership, Fane provides its employees with the programme's signature lanyard and uses training opportunities, including the webinar "Supporting non-visible disabilities in the workplace". In addition to its existing collaboration with War Child, in 2024 Fane supported the Shannon Trust, an organisation that helps people in prison to learn to read and thereby improve their future prospects. To support this important work, a £1 donation option was introduced with ticket purchases for all live and streamed events. Fane was also the first corporate partner to offer this organisation a platform to raise awareness of its valuable work.

Fane is also committed to greater inclusion in the arts and culture sector and maintains a dialogue with the "Inclusion Guide" and "All In", a new British initiative that aims to make it easier for deaf, disabled and neurodivergent people to access art events. Fane is planning to actively support this initiative as soon as it is launched (expected in 2025/2026).

DEAG subsidiary Mewes Entertainment Group (MEG) has been involved with the FLY & HELP Foundation for over 11 years. Among other things, MEG supports FLY & HELP through donations from concertgoers as well as in the area of corporate citizenship at the annual FLY & HELP fundraising gala. Here, MEG takes on the complete preparation and realisation of the gala with the support of several employees who regularly organise this event on a voluntary basis. The Managing Director of MEG is also privately involved with the FLY & HELP foundation and is committed to building schools in developing countries in order to sustainably improve the educational opportunities of children in disadvantaged regions of the world.

Group company Gigantic Tickets (UK) in turn makes monthly donations to 17 charitable organisations. These include Child Bereavement UK (a charity that supports families facing the loss of a child), the Nordoff Robbins Foundation (which uses music therapy to overcome social isolation and disability) and the charitable organisation Macmillan Cancer Support. In 2024, Gigantic Tickets donated a total of around GBP 25,250 to charity. Gigantic Tickets is also a sponsor of the "Hockley Hustle" local charity festival. At the Belladrum Festival, there is a special area called "Charity Alley", where around ten non-profit organisations are represented free of charge every year and have the opportunity to make direct contact with the festival visitors. The festival additionally supports fundraising through various measures, including providing tickets for charitable causes, voluntary donations when purchasing tickets and charity events such as a Christmas raffle. These initiatives raised a total of GBP 190,000 for charitable causes in 2024.

lit.COLOGNE, which we already reported on in detail in the 2022 ESG Report, implements various charity measures, such as giving away free tickets to promote cultural participation and support people on low incomes. Free tickets are distributed by KulturpottRUHR in the Ruhr region and Kulturliste e.V. in Cologne. In addition, lit.COLOGNE regularly holds fundraising events, the proceeds of which were donated to Blau-Gelbes Kreuz e.V. (Blue-Yellow Cross) at a Ukraine solidarity event in 2024.

Good News Productions AG in Switzerland generates donations via its guest lists. A donation fee of CHF 5 is charged per guest. The donation purposes change every year. In 2024, these proceeds amounting to CHF 9,000.00 were donated to the Sternschnuppe Foundation, an organisation that helps make special wishes come true for children.

Last year, Global Concerts gave various organisations free admission to selected events. Particular highlights were KulturRaum München e.V. (Culture Munich), which attended Disney on Ice, the *Harlem Globetrotters* and *Riverdance*, among others, and *Sternstunden e.V.,* which was represented at *"Wir singen gemeinsam die schönsten Weihnachtslieder"* (We sing the most beautiful Christmas carols together).

In 2024, Global Concerts also supported the *Förderer des Gymnasiums Markt Indersdorf e.V.* (Sponsors of Markt Indersdorf Grammar School) with a donation of EUR 1,000 for their participation in "Wir singen gemeinsam die schönsten Weihnachtslieder".

C2 Concerts in turn donates tickets to charities such as Children First e. V., Stuttgarter Kinderstiftung (the Stuttgart Children's Foundation), various initiatives supporting refugees and local associations as part of its social participation programme. The Stuttgart-based concert organiser has also been supporting the Olgäle Foundation since 2016. Since then, the company has been collecting money for seriously ill children in Stuttgart's Olga Hospital at various events and donating tickets for family events for sick children and their families and siblings. The dress rehearsal for the Berliner Philharmonic's end-of-season concert at the Waldbühne in Berlin is organised free of charge every year by DEAG and its concert concept subsidiary. In addition, 100% of the proceeds from the tickets for the orchestra's guests and the recording made by rbb (Berlin public broadcasting) were donated to UN Refugee Aid Association e.V.

10 COMPLIANCE WITH CORPORATE POLICIES

The employees of all companies belonging to the DEAG Group are obliged to observe the company's defined principles, regardless of the country in which the company operates. Our employees are required to report any violation of the corporate policies or other significant circumstances affecting these policies to their direct supervisors or to the Executive Board.

11 NO RETALIATORY MEASURES

Employees who, in good faith, express concerns about events in the company or report suspicions will not suffer any disadvantages. This expressly applies even if these concerns or any suspicions prove to be unfounded. "In good faith" means the employee is convinced that their account is true. We do not tolerate intimidation or retaliation against employees who seek advice in good faith, report violations of corporate policies or other unlawful or unethical behaviour.

Berlin, April 2025

DEAG Deutsche Entertainment Aktiengesellschaft

For the Executive Board

Detlef Kornett
Chairman of the Executive Board

COMBINED MANAGEMENT REPORT AND GROUP MANAGEMENT REPORT FOR FINANCIAL YEAR 2024

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COMBINED MANAGEMENT REPORT AND GROUP MANAGEMENT REPORT

1. FUNDAMENTALS OF THE COMPANY AND THE GROUP

1.1 BUSINESS MODEL INCLUDING GOALS AND STRATEGY

DEAG Deutsche Entertainment AG (DEAG) is a leading European live entertainment service provider with more than 45 years of experience and 24 locations in its core markets of Germany, the UK, Switzerland, Ireland, Denmark, Spain and Italy. As a live entertainment service provider with a vertically integrated business model, DEAG has extensive expertise in organizing, marketing and staging live events as well as in ticket sales via the Group's own ticketing platforms myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie for its own and third-party content. DEAG thus covers a large part of the value chain in live entertainment. DEAG's core business areas include Rock/Pop including Urban and Electronic Dance Music and Rap, Classics & Jazz, Family Entertainment, the Spoken Word & Literary Events, Arts+Exhibitions, Ticketing and supporting event services. DEAG has a broadly diversified portfolio of events and artists and organises around 6,000 events a year, for which more than 11 million tickets were sold in 2024. DEAG plans to increase this figure further in 2025 to around 12 million tickets sold. The company is increasingly targeting less competitive, attractive niche markets and positioning itself in these at an early stage with strong, profitable content. One focus is on the further expansion of its own high-margin event formats, which already contribute a significant share of total sales and are associated with a high share of recurring revenue. The majority of ticket sales are processed via DEAG's own ticketing platforms, such as myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie DEAG's own event formats include the Christmas Garden, which attractswith up to 2 million visitors a year at several locations in Germany and other European countries, more than 30 EDM and open-air events, many live and streaming formats in the area of the Spoken Word & Literary Events, such as "An Evening with..." as well as in-house productions such as the children's musicals "The Jungle Book" and "Anouk," the crossover event "Urbanatix" and the big New Year's Eve party at the Brandenburg Gate "Celebrate at the Gate." DEAG is also the successful operator of several event venues. These include the myticket Jahrhunderthalle in Frankfurt/Main, Germany, the Salle Métropole in Lausanne and the venue for the "Sion sous les étoiles" festival in Sion (both in Switzerland) as well as properties in Beauly, UK, where the "Belladrum Festival" takes place, the exhibition space of The Arches at London Bridge in London and the event area of the "Nature One" music festival in Kastellaun, Germany.

A steadily growing share of the more than 11 million tickets sold by DEAG in 2024 were sold via the Group's own ticketing platforms. In the medium term, the share sold via the Group's own ticketing platforms is to be steadily increased and the platforms will also serve as an attractive alternative for third-party content producers. DEAG aims to become an established distribution channel in its core markets, not only for concerts and events, but also for sports and exhibitions. With its ticketing platforms, DEAG offers event partners a wide range of services such as dynamic pricing, extensive data utilisation and state-of-the-art technology such as NFT ticketing from a single source.

With its experienced management, the expertise of its staff and a viable structure, DEAG has a good reputation and excellent access to national and international artists. As a specialist for live entertainment events, DEAG is also an important cooperation partner for major media companies. These targeted collaborations open up additional growth potential for DEAG. DEAG with its subsidiaries is an established player in the European live entertainment industry.

DEAG successfully continued its buy & build strategy in 2024 and made a total of five acquisitions. M&A will remain a key component of DEAG. By acquiring and integrating competitors and service providers, DEAG expands its portfolio, gains access to top-class event formats and venues as well as state-of-the-art technologies and strengthens its geographical coverage in its core markets. The expansion of its portfolio offers DEAG high synergy and integration potential, particularly in the areas of live entertainment and ticketing as well as in the acquisition of artists and the development of new event formats and locations. Since 2019, DEAG has founded more than 25 new companies or successfully integrated them after they were acquired. DEAG intends to continue to play an active role in the consolidation of the live entertainment industry and further expand its international activities. The focus will be on complementary acquisitions to strengthen ticketing and expansion into new European markets.

Group Structure, Shareholdings, Locations and Employees

DEAG reports in the Live Touring and Entertainment Services segments on the business development of DEAG Holding as the Group parent company with its more than 80 affiliated companies at currently 24 locations in Germany, the UK, Ireland, Switzerland, Denmark, Spain and Italy.

The Live Touring segment reports on the touring business. This includes the activities of the companies DEAG Classics (Berlin) with The Classical Company (Zurich, Switzerland), CSB Island Entertainment (Fanø, Denmark), lit.COLOGNE and litissimo (both based in Cologne), DEAG Concerts (Berlin), KBK Konzert- und Künstleragentur (Berlin), Wizard Live (formerly Wizard Promotions Konzertagentur; Frankfurt/Main), Grünland Family Entertainment (Berlin), Global Concerts Touring (Munich), Christmas Garden Deutschland (Berlin) and Hans Boehlke Elektroinstallationen (Berlin), I-Motion GmbH Event & Communication (Mülheim-Kärlich), MEWES Entertainment Group (Hamburg), the subgroup Myticket Services incl. Gigantic Holding and Gigantic Tickets (London, UK), the subgroup KMJ Entertainment/Kilimanjaro (London, UK) including the Flying Music Group and Singular Artists (Dublin, Ireland), the subgroup JAS Theatricals, UK Live, Regular Ltd. (Edinburgh, UK), the subgroup Fane Productions, GET ROCK and ROCKFEST Entertainment (Barcelona, Spain) and MC2 Live (Milan, Italy).

The Entertainment Services segment includes the regional business and the entire service business. This includes the activities of the AIO Group (Glattpark, Switzerland), including the subgroup Live Music Production (LMP)/Live Music Entertainment (LME), both based in Le Grand-Saconnex, Switzerland, Global Concerts (Munich), Concert Concept (Berlin), the C2 Concerts subgroup (Stuttgart), Grandezza Entertainment (Berlin), River Concerts (Berlin) and CES Concert & Event Supply (Hamburg), Kultur im Park

(Berlin), handwerker promotion (Unna), FOH Rhein Main Concerts (Frankfurt/Main) and CES Concert & Event Supply (Hamburg), Kultur im Park (Berlin), handwerker promotion (Unna), FOH Rhein Main Concerts (Frankfurt/Main), Live Geist Entertainment (Frankfurt/Main), Kultur- und Kongresszentrum Jahrhunderthalle (Frankfurt/Main), Airbeat One (Berlin), Indian Spirit (Berlin), the black mamba group (Jena, Berlin, Frankfurt/Oder) and mytic myticket (Berlin).

There were changes in the scope of consolidation in the reporting year that mainly related to the UK subsidiaries Showplanr and How to Academy, which have been included in the Group for the first time since 1 January 2024, the German subsidiaries black mamba Event & Marketing, Subway Event Berlin and Helene Beach Festival, which have been included since 1 May 2024, and the Italian subsidiary MC2Live, which has been included since 1 October 2024.

An average of 561 employees (previous year: 556 employees) worked for the DEAG Group in Germany and abroad in the financial year. As in the previous year, DEAG Deutsche Entertainment AG had an annual average of 37 employees.

1.2 CONTROL SYSTEM AND PERFORMANCE INDICATORS

DEAG's financial management is largely organised centrally. In order to minimise risks and exploit Group-wide optimisation potential, the company bundles the key financial decisions within the Group. In the project business, the gross margin and the number of break-even tickets in relation to expected demand are used as the most important performance indicators. As in the past, revenues and earnings before interest, taxes, depreciation and amortisation (EBITDA) and the non-financial performance indicator number of tickets sold at the overall company level are the key performance indicators used by market participants, investors and financing banks for valuation purposes. In the case of company acquisitions, the amortisation period of the purchase price is an important decision-making criterion in addition to the company-related ratios. The Group manages its capital with the objective of ensuring that all Group companies can operate under the going concern premise and, at the same time, maximise the returns to the company's stakeholders by optimising the ratio of equity to debt capital. The fulfilment of covenant criteria in connection with the financing utilised is monitored on an ongoing basis.

2. ECONOMIC REPORT

2.1 MACROECONOMIC ENVIRONMENT AND SECTOR-SPECIFIC FRAMEWORK CONDITIONS

According to calculations by the Federal Statistical Office (Destatis), the gross domestic product (GDP) in Germany fell by 0.2% in 2024. Following a decline in GDP of 0.3% in 2023, economic output in Europe's largest economy fell for the second year in a row. According to Destatis, the reasons for the renewed decline included weakening German exports, higher interest rates and an uncertain economic outlook, which inhibited investment in machinery, equipment and vehicles. In addition, high construction prices weighed on construction investment and high energy prices weighed on the manufacturing industry. Although private consumer spending increased slightly by 0.2% in 2024, it was still just below the pre-pandemic level of 2019. Prices remained at a high level, around 20% above the annual average of 2019. Government consumer spending increased significantly more than private consumer spending in 2024 at 2.6%. This increase was due in particular to the marked rise in social benefits in kind provided by the state.

The German government expects economic output to grow slightly by 0.3% in 2025. The German economy still finds itself in a challenging situation at the start of the year. According to the annual economic report, the global crises of recent years have hit the industry and export-orientated German economy particularly hard. Germany is also suffering from fundamental structural problems. These include the shortage of labour and skilled workers, excessive bureaucracy and a lack of investment, both private and public. The European Commission expects economic growth of 0.7% in Germany in 2025 and 1.3% in 2026. For the EU, the Commission is forecasting economic growth of 1.5% in 2025, with growth of 1.8% expected for the following year, 2026. The European Commission has calculated economic growth of 0.9% for the EU in 2024.

In the UK, the Office for National Statistics is forecasting GDP growth of 0.9% for 2024, following growth of 0.4% in the previous year. The International Monetary Fund expects economic growth of 1.6% for the UK in 2025. Growth of 1.5% is forecast for 2026.

In Switzerland, the State Secretariat for Economic Affairs (SECO) has calculated economic growth of 0.9% in 2024, compared to 1.2% the previous year. Domestic demand has had a supportive effect due to above-average growth in private consumption, while foreign trade has made a negative contribution to growth overall. The Raiffeisen economists expect GDP in Switzerland to grow by 1.3% in 2025. Weak export growth is expected to be offset by extremely resilient momentum in the important chemicals and pharmaceuticals sector.

In its latest study "German Entertainment and Media Outlook 2024-2028," the auditing firm PwC forecasts an average annual growth rate of 2.2% for the German media market through 2028. The total market volume in Germany is therefore projected to amount to EUR 118.8 billion in 2028. Revenue from live music is expected to have risen significantly from around EUR 1.9 billion to around EUR 2.5 billion in 2023. For 2024, PwC expects an increase of 3.9% to around EUR 2.6 billion. In 2028, revenue in the live music sector is expected to reach around EUR 2.8 billion. Revenue from ticket sales is expected to amount to EUR 2.2 billion in 2028, compared to around EUR 2.1 billion in 2024. According to PwC estimates, sponsorship revenue should amount to around EUR 565 million in 2028 (2024: around EUR 529 million).

The UK remains the largest media market in Europe. According to the study "Global Entertainment and Media Outlook 2024-2028," PwC expects an annual growth rate of 4% for the media market in the UK through 2028. Revenues are then expected to reach GBP 121 billion.

2.2 BUSINESS DEVELOPMENT

Financial year 2024 was characterised by higher sales, but also higher costs and investments in DEAG's sustainable company development and future viability. DEAG recorded continued high demand for tickets and successfully staged many concerts and events. Nevertheless, due to severe weather conditions and heavy rainfall in some regions, a few events were only held with limited attendance and increased extraordinary costs, which were partially covered by insurance.

In addition, DEAG once again successfully organised many tours, festivals, concerts and live events of all genres and sizes in financial year 2024, including concerts by AC/DC, Zucchero and Tream as well as the Böhse Onkelz open-air tour and over 30 festivals in the EDM (Electronic Dance Music), Rock/Pop and Rap genres with over 500,000 visitors. DEAG also organised the "Barcelona Rock Fest" for the first time featuring bands like Deep Purple, Parkway Drive and Pantera. The multimedia exhibition "Tim Burton's

Labyrinth" with over 100,000 tickets sold was yet another highlight. The Spoken Word & Literary Events segment also developed very successfully, for example with the popular event format "An Evening with..." that hosted world-famous authors or the international literature festival lit.COLOGNE, which celebrated its 25th anniversary in March 2025 with around 120,000 visitors. In the Arts+Exhibitions segment, the Christmas Gardens made visitors' eyes sparkle at locations in Germany and other European countries. In the Family Entertainment segment, shows such as "Disney on Ice" and "Riverdance" were among the highlights of the year.

Recurring revenue from the company's own event formats and brands accounts for a significant share of total revenue and is accompanied by a high level of visibility and predictability of revenue.

In 2024 as a whole, DEAG sold over 11 million tickets, around 1 million more than in the previous year. Ticketing is one of DEAG's growth drivers and is developing extremely dynamically. A steadily growing share of tickets sold are now sold via DEAG's own ticketing platforms myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie. At the end of 2024, DEAG had already sold around 4 million tickets to events in 2025. The already fixed revenue from these ticket sales for 2025 is around EUR 150 million. This figure was around EUR 84 million in the previous year.

DEAG also successfully continued its buy & build strategy in 2024. In Italy, the company acquired the live entertainment provider MC2Live SRL in October. Company founders Andrea and Stefano Pieroni are among Italy's leading independent live entertainment providers and have organised and staged concerts and events featuring international music stars such as Judas Priest, Slipknot, Rammstein, 50 Cent, Ne-Yo, Eros Ramazzotti and Negrita over the past decades. In the Spoken Word & Literary Events segment, DEAG further strengthened its position by acquiring "How to Academy." The company is one of the leading organisers of Spoken Word and Literary Events in the UK, including several hundred live and streamed events such as readings, conferences and courses every year. DEAG also consolidated its strong market position in the UK, its most important market after Germany, by acquiring ShowPlanr. The promoter and live entertainment provider sells around 250,000 tickets a year to more than 600 events such as concerts and theatre performances. In the Festivals segment, DEAG acquired a majority stake in black mamba Event & Marketing GmbH, the organiser of the renowned electronic urban festival "Sputnik Spring Break." These acquisitions provide growth impetus and synergy effects in Ticketing and Live Entertainment.

2.3 FINANCIAL, ASSET AND EARNINGS POSITION

2.3.1 Earnings position of the Group

The DEAG Group generated revenue totalling EUR 369.8 million in the past financial year (previous year: EUR 313.5 million) and thus recorded revenue growth of 17.9%. Both the Live Touring segment with revenue totalling EUR 206.8 million (+10.8% compared to the previous year) and the Entertainment Services segment with revenue of EUR 185.2 million (+27.0% compared to the previous year) contributed to this positive development in revenues.

The gross profit totaled EUR 63.2 million after EUR 60.1 million in the previous year. The cost of sales mainly relates to event-related direct costs. The gross margin declined from 19.2% in the previous year to 17.1% in the reporting year 2024 due to increased costs.

Distribution expenses increased by EUR 2.8 million to EUR 29.3 million in the past financial year (previous year: EUR 26.5 million). In relation to revenues, however, distribution costs declined slightly by 50 basis points to 7.9% in the past financial year (previous year: 8.4%).

Administrative expenses increased by EUR 6.2 million to EUR 41.4 million compared to the previous year, following EUR 35.2 million in the previous year, mainly due to higher personnel and rental expenses as well as depreciation and amortisation. Also included are expenses in connection with the restructuring of the Executive Board and Supervisory Board, as well as increased expenses in connection with future ESG reporting, IT and digitalization measures. In relation to revenues, administrative expenses remained unchanged at 11.2% in the past financial year (previous year: 11.2%).

Other operating income fell sharply compared to the previous year to EUR 10.2 million (previous year: EUR 19.0 million). In the reporting year, this mainly consisted of operating income from the recognition of insurance compensation and claims for damages in the amount of EUR 3.4 million (previous year: EUR 4.3 million) and fair value changes in contingent purchase price liabilities and options from acquisitions recognised in profit or loss in the amount of EUR 2.6 million (previous year: EUR 3.5 million) and prior-period income from voucher reversals in the amount of EUR 1.4 million (previous year: EUR 0.1 million). In the previous year, other operating income was also significantly influenced by income from the reversal of provisions in the amount of EUR 5.1 million, grants and support payments from COVID-19 aid programmes in all national markets in the amount of EUR 3.3 million and the recognition of the negative difference from a purchase price allocation in the amount of EUR 1.9 million through profit or loss.

Other operating expenses totalling EUR 5.0 million (previous year: EUR 4.1 million) mainly include fair value adjustments to contingent purchase price liabilities and options in the amount of EUR 1.7 million (previous year: EUR 1.9 million), expenses from losses from claims in the amount of EUR 0.8 million (previous year: EUR 0.4 million) and incidental acquisition costs from acquisitions made during the year in the amount of EUR 0.9 million.

EBITDA totaled EUR 14.4 million in the reporting year (previous year: EUR 26.4 million). Depreciation and amortisation of EUR 16.8 million (previous year: EUR 13.1 million) includes EUR 4.4 million (previous year: EUR 3.9 million) in scheduled depreciation of property, plant and equipment and amortisation of intangible assets, EUR 6.3 million (previous year: EUR 6.3 million) in depreciation of right-of-use assets and EUR 6.1 million (previous year: EUR 2.9 million) in amortisation of assets recognised in connection with purchase price allocations. This includes the impairment of a brand in the UK in the amount of EUR 1.4 million.

As a result, EBIT totaled EUR-2.4 million in the reporting period (previous year: EUR 13.3 million).

Due to higher interest expenses, the financial result increased to EUR -8.9 million in the past financial year (previous year: EUR -6.9 million). This mainly relates to interest expenses in connection with the bond, which is included for the first time for the entire financial year in reporting year 2024, for increased interest on credit lines and interest expenses from lease accounting. Taxes on income decreased and totaled EUR -1.7 million (previous year: EUR-5.0 million).

The consolidated result before minority interests totaled EUR-13.0 million (previous year: EUR 1.5 million), which corresponds to earnings per share of EUR-0.60 (previous year: EUR 0.07 per share). Consolidated net income after minority interests totaled EUR -13.7 million (previous year: EUR -2.1 million). This corresponds to earnings per share of EUR-0.64 (previous year: EUR-0.10 per share).

2.3.2 Development of the segments

DEAG reports in an unchanged segment structure. This provides an accurate and clear picture of the Group's activities.

Revenues

in EUR million

	2024	2023	Change to the previous year
Live Touring	206.8	186.6	20.2
Entertainment Services	185.2	145.9	39.3

EBITDA

in EUR million

	2024	2023	Change to the previous year
Live Touring	11.8	18.0	-6.2
Entertainment Services	14.4	16.7	-2.3

Both the Live Touring segment, with revenue totaling EUR 206.8 million (+10.8% compared to the previous year), and the Entertainment Services segment, with revenue of EUR 185.2 million (+27.0% compared to the previous year), contributed to the very positive revenue performance in the reporting period. Despite the five strategic acquisitions in the reporting period, growth was mainly achieved organically. Both segments recorded a decline in earnings, partly due to increased costs and investments in future business development and non-recurring special effects over the course of the reporting period.

2.3.3 Asset position of the Group

As of the reporting date, total assets had increased by EUR 71.8 million to EUR 373.5 million compared to the previous year (31 December 2023: EUR 301.7 million).

Current assets increased by EUR 50.0 million to EUR 201.9 million (31 December 2023: EUR 151.9 million). The increase is mainly due to higher cash and cash equivalents of EUR 115.9 million (31 December 2023: EUR 89.8 million) and growth in trade receivables in particular (EUR +7.1 million to EUR 27.4 million after EUR 20.3 million the previous year) and advance payments (EUR +6.5 million to EUR 32.3 million after EUR 25.8 million the previous year) and other current financial assets (EUR +5.6 million to EUR 13.9 million after EUR 8.3 million) and reflect the significantly higher business volume in 2024 and the high event density in the months ahead.

Non-current assets increased by EUR 21.8 million to EUR 171.6 million compared to 31 December 2023 (31 December 2023: EUR 149.8 million). This is mainly due to the additions from the companies acquired in the reporting year, in particular goodwill (increase of 26.9% to EUR 71.9 million) and intangible assets and property, plant and equipment (increase of EUR 2.4 million to EUR 39.8 million and EUR 2.9 million to EUR 38.8 million respectively).

Corresponding to the current assets, current liabilities also increased by 49.0% to EUR 259.1 million (31 December 2023: EUR 173.9 million). Contract liabilities contributed significantly to this increase, rising by EUR 63.9 million to EUR 147.5 million (31 December 2023: EUR 83.6 million). This item relates to advance payments received from end customers for tickets for future events. The prepayment balance, defined as payments made less contract liabilities, improved accordingly from EUR -58.0 million to EUR -118.0 million, highlighting the well-filled event pipeline in the coming months and also underscoring the company's further growth ambitions.

Liabilities to banks (current and non-current) increased by a total of EUR 8.6 million to EUR 38.7 million compared to 31 December 2023 (31 December 2023: EUR 30.1 million), whereby there was a shift in the maturity profile. While the current portion increased by EUR 14.1 million to EUR 26.9 million compared to the previous year, the non-current portion decreased by EUR 5.5 million to EUR 11.8 million.

Net debt, defined as the sum of gross financial liabilities (liabilities to banks and bonds) less cash and cash equivalents, improved significantly compared to the previous year due to the increase in cash and cash equivalents to EUR-30.1 million as of 31 December 2024 after EUR-14.1 million the previous year.

Equity decreased by EUR 16.6 million to EUR 10.0 million (31 December 2023: EUR 26.6 million). This development is mainly due to the negative annual result. With a simultaneous increase in total assets due to the very good advance ticket sales and the first-time consolidation of recently acquired companies, the equity ratio was 2.7% after 8.8% in the previous year.

2.3.4 Financial position of the Group

in EUR million

	2024	**2023**
Cash inflow from operating activities (total)	47.5	31.0
Cash outflow from investing activities (total)	-7.7	-5.0
Cash outflow from financing activities (total)	-12.2	-9.4
Change in cash and cash equivalents	**27.6**	**16.6**
Exchange rate effects	-1.5	-1.6
Cash and cash equivalents as of 01 January	**89.8**	**74.8**
Cash and cash equivalents as of 31 December	**115.9**	**89.8**

The cash inflow from operating activities increased by EUR 16.5 million compared to the previous year and was strongly influenced by the change in the prepayment balance (payments made less contract liabilities). This was due in particular to the year-on-year increase in advance sales for events in the coming months.

The cash outflow from investing activities (total) of EUR 7.7 million (previous year: EUR 5.0 million) is mainly the result of payments for investments in intangible assets, property, plant and equipment and financial assets (EUR 8.0 million) as well as the balance of purchase price payments and acquired cash and cash equivalents (EUR 1.4 million) for acquired majority shareholdings.

The cash outflow from financing activities (total) of EUR 12.2 million (previous year: EUR 9.4 million) pertains to the positive balance from borrowing and scheduled repayment of financial liabilities (EUR 8.5 million), offset by payments for interest (EUR 8.4 million), payments to lessors (EUR 7.5 million) and dividends to minority shareholders (EUR 4.3 million).

Overall – including exchange rate effects – cash and cash equivalents increased by EUR 26.1 million to EUR 115.9 million in the reporting period.

In addition to the bond of EUR 50.0 million, DEAG had financing lines totaling EUR 60.5 million at its disposal on the balance sheet date, of which EUR 21.8 million had not been utilised. Including the sight deposits at the parent company and the subsidiaries, the cash and cash equivalents available to the Group totaled around EUR 138 million.

2.3.5 Financial, asset and earnings position of DEAG (Holding)

The further comments on DEAG-Holding relate to the Annual Financial Statements prepared in accordance with German commercial law.

Earnings position

DEAG's net income totaled EUR 2.6 million and therefore fell by EUR 3.2 million (previous year: EUR 5.8 million). This is mainly due to the reversal of risk provisions for possible repayment obligations and the reduction of specific valuation allowances on receivables included in the previous year.

Administrative expenses fell to EUR 10.9 million compared to the previous year (previous year: EUR 16.0 million), mainly due to the additional personnel and operating expenses included in the previous year in connection with the successful placement of the Corporate Bond 2023/2026.

The financial result improved by EUR 4.5 million year-on-year to EUR 13.3 million (previous year: EUR 8.7 million), in particular due to higher dividend payments.

As a result, the annual net result improved significantly from EUR-3.6 million to EUR 3.5 million.

Financial and asset position

Total assets increased to EUR 123.6 million (31 December 2023: EUR 107.9 million).

Financial assets remained nearly unchanged from the previous year and amounted to EUR 18.9 million. They mainly include shares in affiliated companies.

Receivables from affiliated companies amounted to EUR 98.1 million (31 December 2023: EUR 84.5 million). The change is mainly due to receivables from profit and loss transfer agreements and settlements with subsidiaries.

Cash and cash equivalents decreased slightly compared to the previous year to EUR 0.1 million (previous year: EUR 0.2 million). DEAG has financing lines of EUR 36.0 million at its disposal, of which EUR 10.6 million had not been utilised as of 31 December 2024. DEAG therefore has free liquidity amounting to EUR 10.7 million.

DEAG's equity amounted to EUR 17.7 million (31 December 2023: EUR 14.3 million). The change relates to the annual result. The equity ratio increased at 14.3% compared to the previous year at 13.0% (31 December 2023: 13.2%).

Provisions declined compared to the previous year to EUR 3.2 million (31 December 2023: EUR 8.1 million). The decline is mainly due to the payment of an employee incentive programme in the financial year. As in the previous year, provisions mainly included other personnel-related provisions and provisions for litigation risks.

Liabilities consisted mainly of the bond in the amount of EUR 50.0 million (31 December 2023: EUR 50.0 million) and liabilities to banks in the amount of EUR 31.4 million (31 December 2023: EUR 22.8 million).

2.4 OVERALL STATEMENT ON THE ECONOMIC SITUATION OF THE COMPANY

Despite complex challenges and a financial year without any catch-up effects as a result of the COVID-19 pandemic as in the previous year, the Executive Board initially planned for a moderate increase in revenues and EBITDA. As part of the publication of the 2024 half-year financial statements, the forecast was updated to an increase in revenues and EBITDA at least at the previous year's level. It should be emphasised that both the Live Touring segment with revenue of EUR 206.8 million (+10.8% compared to the previous year) and the Entertainment Services segment with revenue of EUR 185.2 million (+27.0% compared to the previous year) contributed to the strong growth in revenue of +17.9% compared to the previous year to around EUR 370 million (previous year: EUR 313.5 million).

The very good sales performance in financial year 2024 was due in particular to the strong organic growth and the strategic acquisitions made as a result of the consistently pursued buy & build strategy.

Earnings before interest, taxes, depreciation and amortisation (EBITDA) amounted to EUR 14.4 million (previous year: EUR 26.4 million). The main reasons for this were higher costs, lower other operating income and increased other operating expenses, as well as investments in organisational and strategic development, particularly in connection with the restructuring of the Executive Board and Supervisory Board, and additional expenses due to weather-related challenges in staging open-air events in parts of Europe. Major sports events such as the European Football Championships and the Summer Olympics also represented strong competition for the live entertainment industry.

DEAG believes it is well positioned for the long term. The company has an intact business model, sufficiently robust financial resources and a very well-filled event pipeline. As of 31 December 2024, the available liquidity totaled around EUR 138 million.

In summary, the Executive Board considers financial year 2024 challenging. For financial year 2025, the company's economic situation is assessed as good and the business model as fundamentally intact and also profitable in the future.

3. RISK REPORT

Risks are an inherent part of entrepreneurial activity and thus DEAG and the DEAG Group are exposed to general market and business risks as well as specific industry risks.

DEAG has therefore set up a Group-wide monitoring system designed to recognise developments that could jeopardise the continued existence of the company and the Group at an early stage. The Executive Board and the Corporate Controlling department at the head office are currently responsible for monitoring business activities in order to identify risks jeopardising the company's existence at an early stage. The monitoring and control system focuses on liquidity planning, project calculations and monitoring the pre-sales figures of all operating Group companies as well as the ongoing forecast of the earnings situation of the individual companies and the Group. The Group is managed on the basis of financial performance indicators such as revenues and EBITDA, as well as non-financial performance indicators (number of tickets sold). The risks identified are reviewed regularly during the year with those responsible for the business units with the goal of preventing existing risks from occurring or minimizing their impact on DEAG and the DEAG Group. As part of this process, opportunities and risks are identified, quantified jointly by the Executive Board and the managing bodies of the subsidiaries, and control measures are defined, which are checked regularly and adjusted where necessary.

3.1.1 Market/Competition

The DEAG Group is exposed to the risk of general changes in the leisure and consumer behaviour of concertgoers

The business success of the DEAG Group depends to a large extent on the number of visitors to the concerts, festivals and other events in which the DEAG Group is involved with its respective services. The company's offerings not only compete with those of its direct competitors, but also with those of providers of other leisure activities, in particular sports events and film screenings. It is possible that the interest of the respective population in attending concert events declines because priorities in leisure activities change in general, for example, or the general income development or a negative overall economic development has a negative effect on people's willingness to consume with regard to leisure events. This applies in particular in connection with the cost increases in energy prices caused by the war in Ukraine, the continuing rise in inflation and the current sideways movement of the economy. Changes in consumer behaviour can therefore lead to a reduction in ticket sales and, depending on the number of events affected and the services provided by the DEAG Group for the staging of these events, have a material adverse effect on the DEAG Group's asset, financial and earnings position.

The DEAG Group is exposed to the risk of seasonal and weather-related changes in the leisure and consumer behaviour of concertgoers

Experience shows that the number of visitors to the DEAG Group's events is subject to seasonal and weather-dependent fluctuations for both open-air and indoor events. Such fluctuations can lead to a reduction in ticket sales and, depending on the number of events affected and the services provided by the DEAG Group for staging these events, have a material adverse effect on the asset, financial and earnings position of the DEAG Group.

Risk of rising fee demands from artists and inability to finance artist fees already promised

Due in part to declining revenues from the sale of sound recordings, artists' fee demands have risen steadily in the international Rock/Pop/EDM/Rap sector, as well as in other music genres. As a result, the margins achieved by the DEAG Group and its competitors on organising concert tours have fallen in some cases. If artists continue to demand higher fees while ticket prices remain unchanged, this could mean that the DEAG Group will no longer be able to organise concert tours to the same extent as before. There is also the risk that fees already promised to artists cannot be financed by future revenues. Any of the aforementioned circumstances could have a significant negative impact on the DEAG Group's asset, financial and earnings position.

The DEAG Group is dependent on its operational managers and promoters

At present, DEAG's business success is particularly dependent on the operationally active executives, promoters and a group of a few Managing Directors of DEAG subsidiaries and their personal relationships with artists or their management. Should one or more of these executives or promoters no longer be available to the DEAG Group in the future, this could have a significant adverse effect on DEAG's asset, financial and earnings position.

Any future acquisitions by the DEAG Group could lead to the occurrence of entrepreneurial risks or be unsuccessful

The company also plans to acquire further investments in the future in order to implement its growth strategy. However, there is no guarantee that the DEAG Group will be able to identify the right companies or to acquire or invest in them on the respective terms sought. Furthermore, risks could materialise in the companies acquired and their business activities that the DEAG Group has not identified as existing or to what extent; even the risks identified could materialise to a greater extent than expected. For example, the assumptions made by the DEAG Group with regard to the financial, legal, tax or other circumstances of an acquired company could prove to be too optimistic and thus lead to additional and unexpected burdens for the DEAG Group. Furthermore, the integration of any companies acquired is associated with considerable uncertainties and risks and requires, among other abilities, the capacity to integrate newly acquired companies into the current Group and to retain or promptly replace a sufficient number of qualified managers and other key employees. Furthermore, in order for an acquisition to be successful, it usually needs to be possible to retain and further develop existing business relationships. In addition, the DEAG Group may not be able to realize initially planned savings and synergies as part of company acquisitions or to achieve the planned results as part of the acquired company's ongoing business operations. Any of the aforementioned circumstances in connection with an acquisition could have a material adverse effect on the business activities and the asset, financial and earnings position of the DEAG Group. In individual cases, competition authorities could also prohibit the acquisition of target companies or impose conditions on them so that an acquisition fails or can only be carried out with restrictions.

The DEAG Group is exposed to high competitive pressure and financially stronger competitors could reduce the DEAG Group's market share

The DEAG Group operates in a market characterised by intense competition. In particular, some of the DEAG Group's current or potential competitors have greater financial and other resources and could therefore be more successful in maintaining or establishing business relationships that are important for success in the market. This could have a negative impact on the DEAG Group's asset, financial and earnings position.

Risk of non-granting of official permits

The DEAG Group is dependent on the necessary official permits being granted for the successful implementation of concert tours and other performances and events. If the necessary official permits are not granted or are granted later than expected, or if they are tightened or revoked, e.g. as is currently being discussed politically as a measure to save energy, this could have a negative impact on the DEAG Group's business activities as well as its asset, financial and earnings position.

Risk of dependence on business partners and artists

The success of the DEAG Group in both business segments – Live Touring and Entertainment Services – also depends on being able to establish business relationships with such artists, producers and other parties in the live music and entertainment industry whose performances and productions are in line with current audience tastes and are capable of attracting high numbers of visitors. If business relationships that are important for the DEAG Group can no longer be maintained or new business relationships cannot be established in the future, this would have a negative impact on the DEAG Group's business activities as well as its asset, financial and earnings position.

Dependence on IT systems and cybercrime pose risks

The DEAG Group, in particular its ticketing platforms, and the partners it works with use IT systems to a considerable extent as part of their business operations. Impairments to these IT systems could lead to operational disruptions and interruptions. Such impairments could be for technical reasons, but also due to the intentional actions of third parties, in particular cyber criminals. A loss of data or the prolonged outage of the IT systems used, especially in the area of ticketing, could lead to significant disruptions to business operations. Lastly, a loss of data due to theft, fire damage or similar damage cannot be completely ruled out. This could have a negative impact on the DEAG Group's asset, financial and earnings position.

3.1.2 Valuation of goodwill and other intangible assets and financial assets

Due to the uncertainties in the DEAG Group's operating business described above, further write-downs on goodwill or financial assets and on the Group's other intangible assets recognised as part of the purchase price allocation cannot be ruled out in the future if the actual results of the subsidiaries deviate from expectations. This applies both to the existing goodwill recognised and to any new goodwill arising from further company acquisitions. Impairment tests are carried out for the goodwill of each of the Group's cash-generating units (CGU).

In the Group, part of the difference between the purchase price and the equity of the acquired shares is allocated to brands, artist and agent relationships and other rights. This portion is depreciated according to schedule.

3.1.3 Investment property

The Group continues to report in the balance sheet under the item “Investment property” partial properties for sale or development near the myticket Jahrhunderthalle in Frankfurt/Main (Note 17 of the Notes to the Consolidated Financial Statements).

In 2015, DEAG established a 50:50 joint venture with a Frankfurt/Main-based real estate investor in connection with the Jahrhunderthalle transaction and sold the land earmarked for development to this investor subject to a condition precedent.

With the granting of a building permit, the transfer of ownership is to be completed and the entire site or parts thereof are to be fully developed and marketed by the joint venture under the leadership of the real estate investor. In the event of a positive and successful development of the land, an additional profit will be generated that exceeds the book value (EUR 5.6 million). Up to now, concerns with regard to the neighbourhood of the Hoechst Industrial Park and the resulting legal issues concerning the applicability of the so-called Seveso III Directive, according to which minimum distances between construction projects and certain operating areas must be observed, have blocked concrete planning procedures. DEAG nevertheless considers the creation of building rights to be realistic in the medium term and sees this as reinforced by the developments in 2018. For example, the City of Frankfurt/Main and the industrial park operators had reached an agreement according to which the operators of the industrial estate will not take any legal action against (residential) construction projects outside a radius of 500 m (measured from the site boundary) in the future. In return, the City of Frankfurt/Main undertook not to plan and approve any uses requiring special protection, such as residential buildings, schools or homes for the elderly, which are located within the 500 m radius. The legal certainty created by this agreement now allows the construction of up to 3,000 flats near the industrial park, especially in Parkstadt Unterliederbach adjacent to the myticket Jahrhunderthalle, and an associated infrastructure development, e.g. with retail.

Should the development not be approved or the estimated prices per square metre be significantly reduced for other reasons, there is a risk of a material impairment, which would have a negative impact on the company’s asset and earnings position.

3.1.4 Financial commitments

The financing of the operating business depends on the ability of the companies of the DEAG Group to generate sufficient cash flow in a volatile business or to tap external sources of financing (debt or equity).

DEAG has therefore agreed extensive credit lines with its principal banks in Germany for the purposes of financing acquisitions (EUR 16.5 million), pre-financing tour and concert events (EUR 10.0 million) and ongoing business (EUR 22.7 million). In addition, DEAG has access to financing totaling GBP 3.7 million and CHF 0.3 million from its respective house banks abroad.

The current interest rate on the respective drawings and utilisations is mainly based on the general development of the EURIBOR.

The respective financing conditions reflect the market level as well as DEAG's rating. The framework lines could be terminated on the basis of the general terms and conditions of business if the asset, financial and earnings position of the DEAG Group have deteriorated significantly compared to the time they were granted and compensatory measures (such as the provision or strengthening of bank collateral to secure the respective claims) are not successful.

In December 2020, DEAG received approval from the state development bank KfW for a loan of EUR 25 million in two tranches from the KfW Special Programme 2020 to finance working capital. The first tranche totaling EUR 15 million has been fully drawn down. The loan was granted via the principal banks. DEAG was able to waive utilisation of the second tranche of up to EUR 10 million in December 2021 due to the Group's good liquidity position. The loan has an interest rate of 2% p.a. The term of the loan is six years. After the redemption-free first year, quarterly repayments were made starting in March 2022. The terms of the loan contain the usual conditions.

In July 2023, DEAG also successfully placed its 2023/26 Corporate Bond (ISIN NO0012487596) with a volume of EUR 50.0 million. The bearer bonds with a nominal value of EUR 1,000 each have a term of three years. The annual fixed interest rate is 8.00%. The issue proceeds were used to fully refinance the 2018/2023 Corporate Bond and continue DEAG's growth trajectory.

The existing financial and non-financial covenants of the financing are monitored on a continuous basis.

DEAG is dependent on successful ticket sales and thus a positive business performance to refinance its operating business, including organic and external growth. In individual cases, DEAG has entered into obligations (especially for fee payments) and must make advance payments on the liquidity side, as there are temporary differences between the outgoing payments and incoming payments from ticket sales. In these cases, the relevant advance costs would have to be covered from other sources – from other uncommitted financial resources or by drawing on framework lines with the house banks, for example.

On the basis of revenue and earnings forecasts and the liquidity derived from them, the Executive Board assesses this and the financial position of the company and the Group as orderly, also with regard to financing requirements for internal and external growth.

If the course of business were to deteriorate permanently and sustainably compared to planning, and thus the profitability of the DEAG Group, a liquidity shortfall could occur if the planned financial inflows and framework lines were not available to a sufficient extent. DEAG would then have to rely on tapping additional sources of financing (debt or equity) or possibly selling off investments.

At the time of preparing the Annual Financial Report, DEAG's Executive Board assumes that the risks do not jeopardise the continued existence of the company or the Group. However, it cannot be ruled out that influencing factors that are not yet known or are not currently classified as material could affect the development of the company or the Group.

3.1.5 Financial instruments

The DEAG Group is subject to interest rate, currency, credit and liquidity risks with regard to its assets, its liabilities and its operating business.

Parts of the interest payments on the loans taken out by the Group are made directly on a EURIBOR basis. The cost of capital is therefore partially subject to interest rate risk. Without relativising the risk, it should be noted that large parts of the capital side are non-interest bearing, as the DEAG Group has pre-sale funds available for financing specific to its business model. Due to the recent development of interest rates, there are no expenses in the form of negative interest and custody fees. Instead, interest on credit balances has a positive effect. Therefore, no interest rate hedges were arranged in the reporting period.

Fee payments for artists, orchestras, show productions, etc. are partly made on a USD basis and are therefore subject to currency risk against the euro, the Swiss franc (CHF) or the British pound (GBP). The same applies to dividend payments from foreign subsidiaries, which are made in CHF and GBP. The company regularly performs analyses to anticipate the effects of currency fluctuations and to assess whether hedging transactions are advantageous. In the reporting period and for the following financial year, currency hedging transactions were carried out on a small scale (USD) for regular performance transactions.

With regard to receivables from business partners, DEAG and the DEAG Group are dependent on the continued existence and creditworthiness of these partners and thus their solvency. Active receivables management is carried out to minimise risk. In addition, payments on account are agreed. In the reporting period, provisions were made in the form of individual value adjustments of certain receivables.

Potential liquidity risks are recorded through short and medium-term planning. The task of financial management is to ensure that all liabilities are serviced on time. In addition, compliance with financial and non-financial covenants vis-à-vis banks and bondholders is monitored on an ongoing basis. The company has both long-term and short-term credit relationships.

The portfolio of primary financial instruments is shown in the Consolidated Statement of Financial Position; the amount of the financial assets corresponds to the maximum default risk. Insofar as default risks are identifiable for financial assets, these risks are recorded through value adjustments.

3.1.6 Tax risks

A tax risk management system has been implemented for DEAG and its major subsidiaries that includes measures for recording, assessing and minimising the effects of potential tax risks. Experts are consulted on special topics. Their expert opinions are reviewed at headquarters and the results are then taken into account accordingly.

For sufficiently concrete, assessable tax risks whose probability of occurrence is predominantly probable, current tax assets were reduced or corresponding provisions were recognised as liabilities.

In addition, further payment obligations could arise as a result of ongoing and future tax audits, the amount of which cannot be reliably estimated at present.

3.1.7 Litigation and lawsuits

DEAG currently carries out both asset and liability litigation. Insofar as risks are identifiable, these risks are generally recognised in the Consolidated and Annual Financial Statements by means of value adjustments to assets on the one hand and provisions on the other. In the reporting year, provisions were only made for litigation costs where necessary. There are no individual risks from litigation on the liabilities side that require provisions to be recognised. For the amount of the resulting contingent liabilities, we refer to our comments in Note 45 of the Notes to the Consolidated Financial Statements.

3.1.8 COVID-19-related subsidies

In previous years, DEAG and its subsidiaries applied for and were partially granted conditional and unconditional funding from “COVID-19” aid programmes. In the case of unconditional funding, these claims were capitalised, taking any reductions by the relevant funding providers into account. In the case of conditional funding, these funds were only realised once the funding requirements had been met in full.

There is a risk that the subsidies granted will not be recognised to the extent applied for.

3.1.9 Holding structure

The company itself conducts nearly no operating business, but acts as a holding company for the DEAG Group. The company’s assets currently consist mainly of the shares in and receivables from its operating subsidiaries. The company is partly linked to these through control and profit transfer agreements. The company itself is therefore dependent on the operating companies of the DEAG Group generating and transferring profits to it in order to generate income. Conversely, the company is obliged vis-à-vis its affiliated companies which are linked to it by control and profit transfer agreements, to offset any losses incurred by them. This could have a material adverse effect on the company’s assets, financial and earnings position.

In order to avoid or minimise these risks, the company operates a risk management system at Group level that includes all subsidiaries. This risk management system records and evaluates opportunities and risks at the Group level, defines and monitors control measures and ensures a uniform Group accounting process.

4. OPPORTUNITIES REPORT

DEAG has a diverse portfolio with thousands of live and digital events every year as well as an intact and resilient business model. The live entertainment industry is less susceptible to economic cycles than many other sectors. DEAG sells “brief moments of happiness” even in economically challenging times. The company believes it is ideally positioned for long-term growth thanks to the constant organic and inorganic growth opportunities that present themselves.

Financial stability: DEAG has a strong financial base with cash and cash equivalents including available lines of credit at banks of around EUR 138 million as of the end of 2024. The liquidity available provides a solid basis for continuing our M&A strategy, realising new investment projects as they arise and acquiring new international artists for us in the future, through guarantees, for example.

External growth opportunities and European expansion: DEAG is a firmly established player in the European live entertainment market and is currently present with its subsidiaries at 24 locations in its core markets of Germany, the UK, Switzerland, Denmark, Ireland, Spain and Italy. DEAG is also active in other national markets through its subsidiaries. In the Spoken Word & Literary Events segment, DEAG is represented by its subsidiary Fane in North America and Australia. DEAG also organised Christmas Gardens at locations in France and Austria. DEAG is continuously driving the internationalisation of its business and has a heterogeneous, international and broad range of events. The company continuously realises the resulting sales and synergy potential for ticketing and live entertainment in order to further optimise its offering and provide visitors with unforgettable experiences. DEAG plans to continue its international expansion in the future, with a focus on expanding its ticketing platforms. Alongside organic growth, M&A remains an important building block for the company’s growth. DEAG has extensive expertise and a strong network in the area of M&A. DEAG also consistently pursues its buy & build strategy and leverages synergies and cross-selling potential. Since 2019, DEAG has founded over 25 new companies or successfully integrated them into the Group following acquisitions. Acquisitions enable DEAG to realise synergies in artist acquisition, ticketing and the development of new locations and event formats, as well as significant opportunities for cost savings. DEAG intends to continue to play an active role in the consolidation of the fragmented live entertainment industry in Europe and to drive its growth both organically and through M&A.

Ticketing: Ticketing is one of DEAG’s growth areas and is to be further expanded in the future. As an event organiser and local promoter in the live entertainment industry, DEAG sold over 11 million tickets in financial year 2024, compared to over 10 million tickets in the previous year. DEAG is aiming to sell around 12 million tickets in financial year 2025. A steadily growing share of tickets will be sold via the Group’s own ticketing platforms myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie. The share of tickets for DEAG’s own high-margin event formats, where it acts as a producer and is not dependent on individual artists, is constantly increasing. Recurring revenues from DEAG’s own event formats and brands accounts for a significant share of total revenued and are accompanied by a high level of visibility and predictability of revenue. DEAG is continuously developing its proprietary ticketing platforms and is constantly integrating innovative functions and tools to optimise the user experience and increase efficiency. The Group already generates significantly higher margins in ticketing than with live content – clear evidence of the strategic relevance of this business area. The share of ticket sales via the Group’s own platforms is to be sustainably increased, with these platforms also increasingly positioning themselves as an attractive option for third-party content providers. In the medium term, DEAG aims to significantly increase the number of tickets sold via its own platforms for the Group’s own formats – not only in the concert and event sector, but also in the sports and exhibition segment. With its ticketing platforms, DEAG offers event partners an all-round service with dynamic pricing, extensive data utilisation and state-of-the-art technology.

Rock/Pop/EDM/Rap and Classics & Jazz: DEAG has a broad event portfolio in the Rock/Pop/EDM/Rap segment and organises several thousand concerts a year, from small club concerts to large stadium tours and mega festivals. Today, this division accounts for more than half of DEAG's total annual revenues. The Rock/Pop/EDM/Rap business is characterised by high-volume advance sales to concerts, which are handled to a large extent via DEAG's own ticketing platforms. In 2024, DEAG organised concerts and tours with artists such as Simply Red, Judas Priest and Zucchero. The Rock/Pop/EDM/Rap division also includes more than 30 one-day and multi-day festivals such as "NATURE ONE," "MAYDAY," "Sputnik Spring Break" and "Airbeat One" as well as the "Belladrum Festival" in Beauly, Scotland, and the "Sion sous les étoiles" festival in Sion in the French-speaking part of Switzerland. The division will continue to be a key component of DEAG's business and will make a significant contribution to the company's growth. In the Classics & Jazz genre, DEAG is one of the leading providers in Europe in a very fragmented market. DEAG's portfolio includes renowned artists such as Anna Netrebko, the virtuoso live pianist Joja Wendt and the Berlin Philharmonic Orchestra.

Family Entertainment: DEAG sees above-average growth opportunities in the Family Entertainment segment thanks to its attractive content and established formats. The company's consistent strategic focus on its own high-margin event formats is increasingly paying off. In the Family Entertainment division, DEAG organises shows for young and old such as "Disney on Ice," "Riverdance" and the Berlin Flashlight Concert. DEAG is benefiting from the internationalisation of Family Entertainment through licensing models as well as from increasing ticket sales – particularly in sales via its own ticketing platforms.

Spoken Word & Literary Events: The Spoken Word & Literary Events business area includes author readings, theatre performances, poetry slams as well as book subscription services, streaming, podcasts, merchandising and book sales. In just four years, DEAG has established a leading position in the market. Among other events, DEAG organises Europe's largest literature festival lit.COLOGNE with more than 112,000 visitors in 2024. With other festival formats such as the literature festival ELB.lit in Hamburg, phil.COLOGNE and lit.RUHR, which DEAG organised for the first time in 2024, DEAG has very successfully expanded its activities in recent years and has an extensive and very stable network of partners. DEAG's British subsidiary Fane is a leader in the production and curation of Spoken Word events in the UK, North America and Australia. DEAG benefits from synergy effects in the Spoken Word & Literary Events segment in the development of new formats and locations as well as in the ticketing business. In 2024, DEAG further expanded its strong position in Spoken Word & Literary Events by acquiring the company "How to Academy." The company is one of the leading spoken word companies in the UK and organises several hundred live events and digital events such as readings, debates, conferences and courses every year. In addition, How To Academy produces podcasts, live streams, films and publishes books. As a pioneer in the spoken word sector, Fane is opening up new markets and opportunities to expand this line of business internationally.

Arts+Exhibitions: The Arts+Exhibitions division includes formats such as "Potsdamer Schlössernacht," the Tim Burton exhibition in Berlin and DEAG's Christmas business. These include the Christmas Circuses in Regensburg and Hanover, the Christmas Village in Kiel and the Christmas Garden with up to 2 million visitors a year. The high, profitable growth is to be continued by acquiring new locations.

5. FORECAST REPORT

DEAG has an intact and broadly diversified business model and produces and organises concerts, festivals and events in the six core business segments of Ticketing, Rock/Pop including Urban and Electronic Dance Music (EDM) and Rap, Classic & Jazz, Family Entertainment, Arts+Exhibitions and Spoken Word & Literary Events. As one of the leading live entertainment service providers in Europe, DEAG further consolidated its strong market position in financial year 2024 and laid the foundation for the continued dynamic development of the company in terms of future sales and earnings through the successful implementation of organic and inorganic growth steps. The further development of the profitable business areas and the creation of own brands and rights are the main drivers of future business development, alongside the fast-growing and highly profitable ticketing business and the planned further internationalisation of the DEAG Group.

Following a very strong sales year in 2024, which for the first time since COVID-19 was no longer influenced by catch-up effects and pandemic-related restrictions, but by transformation, investment, growth and one-off effects, the Executive Board expects the Group to continue its positive development in 2025, which should lead to further moderate growth in revenue and a significant increase in EBITDA compared to the previous year. This planning is underpinned by a strong event pipeline comprising around 6,000 events, including an increasing number of larger events, particularly stadium events. DEAG is aiming to sell around 12 million tickets (previous year: over 11 million) in the current year through ticketing and to concerts, festivals and events.

Financial year 2025 got off to an excellent start for DEAG with a large number of sold-out live events. The major tours and live events in DEAG's core European markets, which got off to a very successful start, are particularly worth noting. These include well-known acts such as Andrea Bocelli, Ludovico Einaudi, Iron Maiden, Böhse Onkelz and Marilyn Manson. Other highlights include the stadium concerts by Sam Fender and Stereophonics in the UK as well as the two concerts by the Berlin Philharmonic Orchestra at the Waldbühne Berlin and performances by renowned artists such as the Scorpions and Lenny Kravitz.

The diverse programme is complemented by open-air events and renowned festivals, including the 30th anniversary edition of NATURE ONE, the Belladrum Tartan Heart and the 25th anniversary edition of lit.COLOGNE and lit.Kid.COLOGNE. In addition, literary events in the UK with personalities such as Guenther Steiner and Elizabeth Day enrich DEAG's successful event portfolio.

Further strategic acquisitions, some of which are in the pipeline, remain part of the expansion strategy. With the issue of the Nordic Bond 2023/2026 for EUR 50 million in financial year 2023 and in view of the current good business performance, liquidity is available for growth.

Due to the nature of DEAG's business activities as the parent company, its future development is closely linked to the development of the Group. Reference is therefore made to the Group's forecast above. For 2025, the management expects higher investment income and earnings from profit transfer agreements as well as reductions in minority interests to complete DEAG's buy & build strategy.

The live entertainment industry and therefore DEAG are exposed to macroeconomic factors. Historically, however, DEAG's business model has proven to be less susceptible to economic fluctuations than many other industries. Even in difficult economic times, DEAG sells "that small bit of happiness." Despite macroeconomic factors such as the war in Ukraine, the current geopolitical tensions and persistently high inflation, DEAG continues to record very high demand for tickets. Nevertheless, the duration and further development of geopolitical tensions and inflation remain unpredictable. From today's perspective, these uncertainties therefore make it difficult to provide a detailed outlook for the current year based on the reporting date. In addition, further increases in production costs and possible changes in consumer behaviour, due to a further deterioration in the global or European economic situation, for example, as well as external factors such as regulatory changes, could represent potential risks.

Forward-looking statements

In addition to the past statements and figures in the Consolidated and Annual Financial Statements, this report also contains forward-looking statements. The actual developments can differ from these statements.

Berlin, 24 April 2025

DEAG Deutsche Entertainment Aktiengesellschaft

The Executive Board

Detlef Kornett
Group CEO / International Business Affairs

Christian Diekmann
CFO

David Reinecke
CEO national / COO

Moritz Schwenkow
CTTO

CONSOLIDATED FINANCIAL STATEMENTS

Foto: © shutterstock

CONSOLIDATED BALANCE SHEET

ASSETS

EUR thousand

	Note	31 Dec 2024	31 Dec 2023
Cash and cash equivalents	8	115,943	89,813
Trade receivables	9	27,361	20,272
Down payments	10	32,313	25,819
Income tax claims		3,376	2,796
Inventories		2,173	1,340
Other current financial assets	11	13,882	8,250
Other current non-financial assets	12	6,897	3,622
Current assets		**201,945**	**151,912**
Goodwill	14	71,934	56,693
Other intangible assets	14	39,777	37,371
Property, plant and equipment	15	38,830	35,979
Property held as an investment	17	5,625	5,625
Investments	18	3,344	2,877
Financial assets accounted for using the equity method		690	812
Down payments	10	39	6
Other non-current financial assets	19	10,283	10,009
Deferred tax assets	20, 40	1,038	447
Non-current assets		**171,560**	**149,819**
		373,505	**301,731**

EQUITY AND LIABILITIES

EUR thousand

	Note	31 Dec 2024	31 Dec 2023
Bank loans payable	21, 29	26,874	12,762
Trade accounts payable	22	28,298	27,098
Provisions	23	19,403	21,119
Advanced payments received	24	147,445	83,574
Income tax liabilities		4,025	6,287
Other current financial liabilities	26	18,167	14,134
Other current non-financial liabilities	27	14,845	8,921
Current liabilities		**259,057**	**173,895**
Provisions	23	652	515
Bond	25	47,222	45,706
Liabilities to banks	21, 29	11,787	17,294
Advanced payments received	24	2,945	256
Other non-current financial liabilities	28	30,611	26,643
Deferred tax liabilities	20, 40	11,210	10,835
Non-current liabilities		**104,427**	**101,249**
Subscribed capital		21,587	21,587
Capital reserve		32,520	32,520
Retained earnings		-332	-332
Accumulated deficit		-53,344	-39,204
Accumulated other result		2,505	2,317
Equity attributable to DEAG		**2,936**	**16,888**
Shares of other shareholders		7,085	9,699
Equity	30	**10,021**	**26,587**
		373,505	**301,731**

CONSOLIDATED STATEMENT OF INCOME

EUR thousand

	Note	1 Jan to 31 Dec 2024	1 Jan to 31 Dec 2023
Revenues	32	**369,751**	**313,483**
Cost of sales	33	-306,546	-253,430
Gross profit		**63,205**	**60,053**
Distribution costs	34	-29,318	-26,466
Administrative expenses	35	-41,446	-35,216
Other operating income	36	10,207	18,979
Other operating expenses	37	-4,999	-4,066
Operating profit (EBIT)		**-2,351**	**13,284**
Financing income	38	1,720	707
Financing expenses	38	-10,031	-7,820
Income from investments	39	-627	-188
Shares in profits and losses in companies accounted for using the equity method		-157	204
Foreign exchange gain or loss	52	214	223
Financial result		**-8,881**	**-6,874**
Earnings before taxes		**-11,232**	**6,410**
Income tax	40	-1,724	-4,962
Consolidated earnings after taxes		**-12,956**	**1,448**
of which attributable to other shareholders		760	3,536
of which attributable to DEAG shareholders (Group result)		**-13,716**	**-2,088**
Earnings per share in EUR (diluted/undiluted)	30	-0,64	-0,10
Average number of shares in circulation (diluted/undiluted)	30	21,587,958	21,587,958

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

EUR thousand

	2024	2023
Consolidated earnings after taxes	**-12,956**	**1,448**
(+/-) currency conversion differences (independent foreign units)	782	425
Amounts that may be reclassified to the income statement in future periods	**782**	**425**
(+/-) actuarial gains and losses recorded in equity	-159	-44
(+/-) Deferred tax assets	37	9
Amounts that are not reclassified to the income statement	**-122**	**-35**
Total other result	**660**	**390**
Total comprehensive income	**-12,296**	**1,838**
of which attributable to		
shares of other shareholders	1,232	3,499
the equity provider of the parent company	-13,528	-1,661

CONSOLIDATED STATEMENT OF CASH FLOWS (NOTE 42)

EUR thousand

	2024	2023
Group result from continued operations after taxes	-12,956	1,448
Depreciation and amortisation	16,804	13,088
Income from retirement of fixed assets	38	-5
Non-cashflow related changes	-2,500	-6,930
Changes in other accruals	-1,584	-2,270
Deferred taxes (net)	-2,231	1,459
Share of profits and losses of companies accounted for using the equity method	157	-204
Cashflow before changes in net assets	**-2,272**	**6,586**
Net financial income/expenses	8,311	7,113
Changes to receivables, inventories and other assets	-14,679	-10,714
Changes to other debt less financial debt	56,135	28,062
Net cashflow from operating activities (total)	**47,495**	**31,047**
Outflow from investing activities in…		
…intangible assets	-2,960	-123
…fixed assets	-4,604	-4,613
…investments	-409	-8
Payments made to acquire consolidated companies and business units	-1,447	-644
Asset retirements	283	18
Interest income	1,474	394
Net cashflow from investing activities (total)	**-7,663**	**-4,976**

EUR thousand	2024	2023
Borrowing of financial debt	17,081	11,463
Repayment of financial debt	-8,568	-15,213
Cashoutflow from bond 2018/2023	0	-25,000
Cashinflow from bond 2023/2026	0	50,000
Bond refinancing-related expenses	0	-4,208
Leasing payments	-7,525	-6,211
Interest expenses	-8,418	-6,754
Dividend shares of other shareholders	-4,312	-4,614
Payments to other shareholders	-434	-8,872
Cashflow from financing activities (total)	**-12,176**	**-9,409**
Changes in cash and cash equivalents	**27,656**	**15,910**
Exchange rate effects	-1,526	-1,629
Cash and cash equivalents as at 01 January	89,813	74,780
Cash and cash equivalents as at 31 December	**115,943**	**89,813**

DEVELOPMENT OF EQUITY WITHIN THE GROUP (NOTE 30)

Retained earnings	Accumulated deficit	Accumulated other result	Equity attributable to DEAG	Shares of others shareholders	Equity
EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand
-332	**-32,481**	**1,890**	**23,184**	**15,301**	**38,485**
-	-2,088	-	-2,088	3,536	1,448
-	**-**	**427**	**427**	**-37**	**390**
-	**-2,088**	**427**	**-1,661**	**3,499**	**1,838**
-	-	-	0	-4,615	-4,615
-	-4,635 [1]	-	-4,635	-4,486	-9,121
-332	**-39,204**	**2,317**	**16,888**	**9,699**	**26,587**
-	-13,716	-	-13,716	760	-12,956
-	-	188	188	472	660
-	**-13,716**	**188**	**-13,528**	**1,232**	**-12,296**
-	-	-	-	-4,312	-4,312
-	-424 [1]	-	-424	466	42
-332	**-53,344**	**2,505**	**2,936**	**7,085**	**10,021**

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

1. INFORMATION ABOUT THE COMPANY

DEAG Deutsche Entertainment Aktiengesellschaft (DEAG) is a stock corporation incorporated in Germany with its registered office in Potsdamer Strasse 58, 10785 Berlin, Germany. The company is registered with the Commercial Register of the Berlin-Charlottenburg Local Court under the Commercial Register Number HRB 69474 B.

In April 2021, the admission of DEAG shares to the regulated market was revoked (“delisting”). The legal form of a stock corporation was retained.

DEAG Deutsche Entertainment AG (DEAG) is a leading European live entertainment service provider with more than 45 years of experience and 24 locations in its core markets of Germany, the UK, Switzerland, Ireland, Denmark, Spain and Italy. As a live entertainment service provider with a vertically integrated business model, DEAG has extensive expertise in organizing, marketing and staging live events as well as in ticket sales via the Group’s own ticketing platforms myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie for its own and third-party content. DEAG thus covers a large part of the value chain in live entertainment. DEAG’s core business areas include Rock/Pop including Urban and Electronic Dance Music and Rap, Classics & Jazz, Family Entertainment, the Spoken Word & Literary Events, Arts+Exhibitions, Ticketing and supporting event services. DEAG has a broadly diversified portfolio of events and artists and organises around 6,000 events a year, for which more than 11 million tickets were sold in 2024. DEAG plans to increase this figure further in 2025 to around 12 million tickets sold. The company is increasingly targeting less competitive, attractive niche markets and positioning itself in these at an early stage with strong, profitable content. One focus is on the further expansion of its own high-margin event formats, which already contribute a significant share of total sales and are associated with a high share of recurring revenue. The majority of ticket sales are processed via DEAG’s own ticketing platforms, such as myticket.de, myticket.at, myticket.co.uk, gigantic.com and tickets.ie. DEAG’s own event formats include the Christmas Garden, which attracts up to 2 million visitors a year at several locations in Germany and other European countries, more than 30 EDM and open-air events, many live and streaming formats in the area of the Spoken Word & Literary Events, such as “An Evening with...” as well as in-house productions such as the children’s musicals “The Jungle Book” and “Anouk,” the crossover event “Urbanatix” and the big New Year’s Eve party at the Brandenburg Gate “Celebrate at the Gate.” DEAG is also the successful operator of several event venues. These include the myticket Jahrhunderthalle in Frankfurt/Main, Germany, the Salle Métropole in Lausanne and the venue for the “Sion sous les étoiles” festival in Sion (both in Switzerland) as well as properties in Beauly, UK, where the “Belladrum Festival” takes place, the exhibition space of The Arches at London Bridge in London and the event area of the “Nature One” music festival in Kastellaun, Germany.

A steadily growing share of the more than 11 million tickets sold by DEAG in 2024 were sold via the Group’s own ticketing platforms. In the medium term, the share sold via the Group’s own ticketing platforms is to be steadily increased and the platforms will also serve as an attractive alternative for third-party content producers. DEAG aims to become an established distribution channel in its core markets, not only for concerts and events, but also for sports and exhibitions. With its ticketing platforms, DEAG offers event partners a wide range of services such as dynamic pricing, extensive data utilisation and state-of-the-art technology such as NFT ticketing from a single source.

2. ACCOUNTING PRINCIPLES

These Consolidated Financial Statements of DEAG as at 31 December 2024 have been prepared in accordance with the International Financial Reporting Standards (IFRS) of the International Accounting Standards Board (IASB), London, as adopted by the EU and the additional requirements of German commercial law. The term IFRS also includes the International Accounting Standards (IAS) still in force and the interpretations of the International Financial Reporting Interpretations Committee (IFRS IC). DEAG prepares the Consolidated Financial Statements for the smallest and largest group of companies.

The Consolidated Financial Statements are based on the annual financial statements of the Group companies, which were prepared in accordance with the German Commercial Code (HGB), including the accounting standards adopted by the German Accounting Standards Committee (GASC) on the balance sheet date in accordance with Section 342 HGB, and the German Stock Corporation Act (AktG), in the case of foreign companies in accordance with their national regulations, in accordance with consistently and uniformly applied accounting and valuation principles on a uniform balance sheet date. Interim financial statements had to be prepared for the fully consolidated company CSB Island Entertainment ApS, Fanø (Denmark), which has a different financial year from 1 July to 30 June, and Castle Concerts Ltd., Edinburgh (UK), which has a different financial year from 1 October to 30 September. Local tax circumstances are the reason for the different financial year.

The individual financial statements and the interim financial statements of the companies included in the Consolidated Financial Statements are prepared as of the reporting date of the Consolidated Financial Statements. Valuations based on tax regulations are not included in the Consolidated Financial Statements. The reconciliation of the valuations according to the rules of the IFRS was carried out outside the individual financial statements under commercial law at the level of the Group in a so-called "commercial balance sheet II."

The Consolidated Financial Statements are prepared using the historical cost convention. Exceptions to this include investment property, certain financial assets and contingent consideration and options, which are measured at fair value.

The consolidated income statement is prepared using the cost of sales method.

The items summarised in the Consolidated Balance Sheet and the Income Statement are explained in the Notes to the Consolidated Financial Statements.

In preparing the Consolidated Financial Statements, discretionary decisions, estimates and assumptions must be made to a limited extent, which have an impact on the amount and disclosure of the assets and liabilities recognised in the balance sheet, the income and expenses as well as the contingent assets and liabilities. This applies in particular to the recognition of goodwill , intangible assets, agreed options and and contingent purchase price liabilities in the context of purchase price allocations and their annual impairment tests or subsequent valuations (please refer to Note 51), the determination of the interest rate for leases (please refer to Note 16), as well as the recognition of insurance reimbursements for events that were cancelled due to official event bans (please refer to Notes 6 and 36) and subsidies from corona aid programmes (please refer to Notes 6 and 36).

In addition, estimates and assumptions are required in the valuation and the measurement and estimation of the probability of occurrence with regard to provisions and contingent liabilities, the estimates of the amount of usable deferred tax assets on loss carryforwards and the determination of fair values of financial assets and investments.

The basis of the goodwill impairment test was in each case the value in use of the cash-generating units (CGUs), the calculation of which was derived from a multi-year plan of 3 years on the basis of forecast earnings depending on the CGUs. The value in use was determined using the discounted cash flow method. These calculations must be based on assumptions that stem from management estimates. If developments occur that are beyond the management's control, the future carrying amounts can deviate from the originally expected estimated values. If the actual development differs from the expected development, the premises and, if necessary, the carrying amounts of the goodwill of EUR 71,394 thousand (31 December 2023: EUR 56,693 thousand) will be adjusted accordingly. We refer to our comments in Note 14.

Furthermore, the premises and, if necessary, the carrying amounts of intangible assets of EUR 39,777 thousand (31 December 2023: EUR 37,371 thousand) are to be adjusted as part of an impairment test if developments take place that are beyond the management's control and would cause the original estimated values to differ from the future carrying amounts.

Furthermore, the management has made discretionary decisions in the area of defining the scope of consolidation with regard to the control criterion and in the context of purchase price allocations. Please refer to the comments in Note 4.

3. CHANGES TO ACCOUNTING STANDARDS

The following new or amended standards must be applied for the first time for financial years beginning on 1 January 2024:

» IFRS 7: Financial Instruments: Disclosures and IAS 7: Statement of Cash Flows- Supplier Financing Arrangements

The IASB has published amendments to IAS 7 “Statement of Cash Flows” and IFRS 7 “Financial Instruments: Disclosures,” which relate in particular to additional mandatory disclosures in the notes in connection with supplier financing agreements.

The additional disclosures in the notes are intended to increase the transparency of supplier financing agreements and their impact on liabilities, cash flows and liquidity risk in companies' financial statements. This is intended to address investors' concerns that such agreements are often not presented with sufficient transparency in the financial statements, which makes it difficult for investors to analyse them.

The required disclosure obligations relate in particular to:

- » the terms of the contract (e.g. extensions of payment terms and securities or guarantees granted),
- » the carrying amount of the liabilities that are the subject of the reverse factoring agreement, the balance sheet item in which these liabilities are recognised and the amount of the liabilities for which the suppliers have already received payments from the bank/factor,
- » the ranges of payment terms for liabilities that are subject to the reverse factoring agreement compared to the payment terms for liabilities for which there is no supplier financing agreement, and
- » information on the impact on liquidity risk.

These changes have no impact on the Consolidated Financial Statements.

- » IAS 1: Presentation of Financial Statements – Classification of liabilities as current or non-current; non-current liabilities with covenants

The amendments to IAS 1 clarify that the classification of liabilities as current or non-current is based on the rights that the entity has at the reporting date. A liability is classified as non-current if the reporting entity has a substantive right at the reporting date to defer settlement for at least 12 months. If the right to defer settlement of the liability for at least 12 months depends on the fulfilment of conditions within 12 months of the reporting date, these conditions have no effect on whether the liability is classified as current or non-current.

For liabilities classified as non-current that are contingent on fulfilment of conditions within 12 months of the reporting date, the following information must be disclosed enable users of the financial statements to assess any existing risks:

- » Information on the existing conditions (including their nature and the date on which the company must fulfil the condition)
- » Carrying amount of the liabilities concerned
- » If available: Facts and circumstances that indicate that the entity may have difficulty meeting the conditions. These include, for example – if relevant – measures taken by the company during or after the reporting period to fulfil the conditions as well as the fact that the conditions would not have been fulfilled on the balance sheet date.

When assessing whether a (substantive) right exists, it is not necessary to consider whether the company will exercise its right. Management's intention in this regard therefore has no influence on classification. In the event that loan clauses (e.g. financial covenants) have been breached by the reporting date, which entitle the creditor to demand repayment within 12 months of the reporting date, the liability is still classified as current; this also applies if the creditor waives early repayment after the reporting date. For convertible debt instruments that contain conditions on the basis of which the counterparty can demand fulfilment in equity instruments, it was clarified that these conditions do not affect classification as current or non-current in exceptional cases, provided that the option was treated separately as an equity component of a compound financial instrument in accordance with IAS 32.

These changes have no impact on the Consolidated Financial Statements.

» IFRS 16: Leases – Lease liabilities from a sale and leaseback transaction

The amendments to IFRS 16 include regulations on the subsequent measurement of a lease liability in the event of a sale and leaseback transaction in the standard.

The background to this is that IFRS 16 contains specific regulations on the initial measurement of the liability from a sale and leaseback via the provision on determining the right of use in IFRS 16.100a), but no specific regulations on the subsequent measurement of this liability. This gave rise to questions of interpretation, particularly in the event of subsequent modifications to the leaseback, but also in the case of remeasurements of the lease liability, which the standard setter has now addressed. Without these amendments, a lessee applying the general subsequent measurement requirements for lease liabilities (IFRS 16.36 to 46) might have been able to recognise a gain or loss on the retained right-of-use asset solely as a result of a remeasurement or modification. The amendment to IFRS 16 requires the lease liability to be measured in such a way that no gain or loss relating to the retained right-of-use asset is subsequently recognised. To this end, the lessee must specify an accounting method for determining the lease payments that fulfils this requirement. The IASB has not specified a specific method in this regard, but has included a new example in the Illustrative Examples that illustrates two possible methods. The amendment is to be applied for the first time retrospectively in accordance with IAS 8 from the transition to IFRS 16.

These changes have no impact on the Consolidated Financial Statements.

All IASB standards that were mandatory in the EU on the reporting date and the applicable IFRIC and SIC were taken into account in the Consolidated Financial Statements.

New accounting standards of the IASB and IFRS IC that have not yet been applied

The following amendments to the standards and interpretations were adopted by the IASB and IFRS Interpretations Committee (IFRS IC). These are not yet mandatory for financial year 2024 and have not been applied:

Already incorporated into EU law:

» IAS 21: The Effects of Changes in Foreign Exchange Rates – Lack of Exchangeability (effective on or after 1 January 2025)

Not yet incorporated into EU law:

» Amendments to IFRS 9 and IFRS 7: Classification and Measurement of Financial Instruments (effective on or after 1 January 2026)
» Amendments to IFRS 9 and IFRS 7: Contracts for Nature-Dependent Electricity (applicable on or after 1 January 2026)

» Annual Improvements to IFRS Volume 11 – relates in particular to IFRS 1, IFRS 7, IFRS 9, IFRS 10, IAS 7 (applicable on or after 1 January 2026)
» IFRS 18: Presentation and Disclosures in Financial Statements (effective on or after 1 January 2027)
» IFRS 19: Subsidiaries without public accountability: Disclosures (effective on or after 1 January 2027)

The Group intends to apply these standards and interpretations from the date on which they come into force and is currently examining how the first-time application of the amended standards will affect the Group's asset, financial and earnings position. The exact extent of the impact on the Group cannot yet be reliably determined.

4. PRINCIPLES OF CONSOLIDATION

Scope of consolidation

As the parent company, DEAG includes those companies in its Consolidated Financial Statements in which the control concept is fulfilled due to a controlling influence. Companies established, acquired or sold during the financial year are included from the date of establishment or acquisition or up until the date of sale.

As at 31 December 2024, the Group of consolidated companies included, besides DEAG, 85 (31 December 2023: 74) fully consolidated domestic and foreign companies, of which two companies are still being wound up and are treated as discontinued operations, but are individually and collectively of minor significance to the Consolidated Financial Statements and are therefore not recognised separately. Six investments are accounted for as joint ventures or associated companies using the equity method unchanged from previous year. Due to their insignificance for the Group, three affiliated companies and three investments are recognised at cost, as in the previous year. As in the previous year, one investment is carried at fair value.

Consolidation methods

Capital consolidation involves offsetting the acquisition costs of participating interests against equity at the time of founding or acquiring the respective subsidiary. Depreciation of shares in subsidiaries in the Individual Financial Statements of the parent company is eliminated for the purpose of consolidation. Interim profits and losses arising from the intra-Group sale of equity holdings are reversed. The differential amounts included in the values reported for holdings in joint ventures are established by applying the same principles.

The asset-related variations arising from capital consolidation were recorded as goodwill in the Consolidated Balance Sheet, after exposure of hidden reserves or charges for the acquired company (revaluation). If there is a negative difference, it is reassessed that all acquired assets and liabilities have been properly identified and that all assets or liabilities additionally identified in this review have been recognised. Any remaining negative difference is recognised in profit or loss.

Any changes in respect of the participating interests of the Group in subsidiaries which do not result in a loss of control over these subsidiaries are reported as equity transactions. The carrying amounts of the shares held by the Group and the non-controlling shares are adjusted in such ways that they reflect the changes of the stakes in the subsidiaries. Any difference between the amount by which the non-controlling shares are adjusted and the fair value of the consideration paid and received is to be recorded directly in equity and allocated to the shareholders of the parent company.

Receivables, liabilities and accruals as well as expenses and income between companies included in the Consolidated Financial Statements and any intermediate results of intra-Group deliveries and services are eliminated. Any depreciation or value adjustments of intra-Group receivables in the Individual Financial Statements were reversed in favour of the Group result.

Tax accruals have been made on consolidation-based results as far as they have a future tax impact.

Shareholdings in joint ventures and associated companies measured by applying the equity method were reported as pro-rata equity.

As of the balance sheet date, the following companies were fully consolidated along with the parent company DEAG:

Segment	Entity	Shareholdings
Live Touring		
	DEAG Concerts GmbH, Berlin	100.0%
	Global Concerts Touring GmbH, Munich	100.0%
	Grünland Family Entertainment GmbH, Berlin	100.0%
	Christmas Garden Deutschland GmbH, Berlin	100.0%
	DEAG Classics AG, Berlin	100.0%
	The Classical Company AG, Zurich (Switzerland)	100.0%
	I-Motion GmbH Events & Communication, Mülheim-Kärlich	100.0%
	A.C.T. Artist Agency GmbH, Berlin	100.0%
	GET ROCK LIVE S.L., Barcelona (Spain)	100.0%
	ROCKFEST ENTERTAINMENT S.L., Barcelona (Spain)	100.0%
	MC2 Live SRL, Milan (Italy)	100.0%
	Media On-Line Management GmbH, Berlin	100.0%
	Media On-Line GmbH & Classic Open Air KG, Berlin	85.0%
	Wizard Live GmbH (formerly Wizard Promotions Konzertagentur GmbH), Frankfurt/Main	75.1%
	CSB Island Entertainment ApS, Fanø (Denmark)	75.0%
	lit.COLOGNE GmbH, Cologne	66.7%
	litissimo gGmbH zur Förderung der Literatur und Philosophie, Cologne	66.7%
	KBK Konzert- und Künstleragentur GmbH, Berlin	51.0%
	MEWES Entertainment Group GmbH, Hamburg	51.0%
	Hans Boehlke Elektroinstallationen GmbH, Berlin	51.0%
	KMJ Entertainment Ltd., London (UK)	49.7%
	Kilimanjaro Live Limited, London (UK)	49.7%
	Wakestock Limited, London (UK)	49.7%
	Matterhorn Events Limited, London (UK)	49.7%
	Ben Wyvis Live Ltd., Glasgow (UK)	49.7%
	The Arches at London Bridge Ltd., London (UK)	49.7%

Segment	Entity	Shareholdings
	Flying Music Holdings Limited, London (UK)	49.7%
	The Flying Music Group Limited, London (UK)	49.7%
	The Flying Music Company Limited, London (UK)	49.7%
	Flying Entertainment Limited, London (UK)	49.7%
	MyTicket Services Ltd., London (UK)	49.7%
	Stage2View Ltd., London (UK)	49.7%
	Stage2View Productions Ltd., London (UK)	49.7%
	Castle Concerts Limited, Edinburgh (UK)	34.8%
	UK Live Limited, London (UK)	44.7%
	Gigantic Holdings Ltd., London (UK)	37.3%
	Gigantic Tickets Ltd., London (UK)	37.3%
	Oshi Software Ltd., Dublin (Ireland)	37.3%
	Fane Productions Limited, London (UK)	37.0%
	LoveMyRead Ltd., London (UK)	37.0%
	Fane Productions (Australia) PTY Limited, Victoria (Australia)	37.0%
	Fane Productions Inc., New York (USA)	37.0%
	Fane Speaker Ltd., London (UK)	37.0%
	How To Academy Ltd., London (UK)	37.0%
	Regular Ltd., Edinburgh (UK)	34.8%
	Kontour Production Services Limited, London (UK)	27.8%
	Singular Artists Limited, Dublin (Ireland)	27.3%
	JAS Theatricals Limited, London (UK)	25.3%
	Cluedo Stage Productions Ltd., London (UK)	25.3%
	Showplanr Ltd., London (UK)	25.3%
Entertainment Services		
	bckstg.agency GmbH, Berlin	100.0%
	Broadway Varieté Management GmbH, Berlin	100.0%
	Concert Concept Veranstaltungs-GmbH, Berlin	100.0%
	DEAG Fyusion GmbH, Berlin	100.0%
	Global Concerts GmbH, Munich	100.0%
	CES Concert & Event Supply GmbH, Hamburg	100.0%
	River Concerts GmbH, Berlin	100.0%
	mytic myticket AG, Berlin	100.0%
	AIO Group AG, Glattpark (Switzerland)	100.0%
	Good News Productions AG, Glattpark (Switzerland)	100.0%
	The Smart Agency AG, Glattpark (Switzerland)	100.0%

Segment	Entity	Shareholdings
	Fortissimo AG, Glattpark (Switzerland)	100.0%
	Venue Consulting AG, Glattpark (Switzerland)	100.0%
	BfS Berlin feiert Silvester GmbH, Berlin	100.0%
	Grandezza Entertainment GmbH, Berlin	90.0%
	Viel Vergnügen GmbH, Essen	90.0%
	Live Geist Entertainment GmbH, Frankfurt/Main	75.1%
	black mamba Event & Marketing GmbH, Jena	75.0%
	Subway Event Berlin GmbH, Berlin	75.0%
	Helene Beach Festival GmbH, Frankfurt/Oder	75.0%
	FOH Rhein Main Entertainment GmbH, Frankfurt/Main	75.0%
	handwerker promotion e. gmbh, Unna	74.9%
	pro Media GmbH, Unna	74.9%
	District Live GmbH, Berlin	60.0%
	Live Music Production SA, Le Grand-Saconnex (Switzerland)	60.0%
	Airbeat One GmbH, Berlin	55.0%
	Indian Spirit GmbH, Berlin	55.0%
	Live Music Entertainment LME SA, Le Grand-Saconnex (Switzerland)	51.0%
	Kultur im Park GmbH, Berlin	51.0%
	C2 Concerts GmbH, Stuttgart	51.0%
	Kessel Festival GmbH & Co. KG, Stuttgart	51.0%
	Kessel Festival GmbH, Stuttgart	51.0%
	Kultur- und Kongresszentrum Jahrhunderthalle GmbH, Frankfurt/Main	49.0%
Discontinued Operations		
	DEAG Music GmbH, Berlin	100.0%
	Blue Moon Entertainment GmbH, Vienna (Austria)	100.0%

DEAG holds 100% of the voting rights (49.7% of the capital shares) in MyTicket Services Ltd., London (UK) via its wholly owned subsidiary DEAG Concerts GmbH. DEAG has the final decision-making right for decisions of the Management Board of MyTicket Services Ltd., London (UK). The control concept according to IFRS 10.7 is therefore fulfilled here.

MyTicket Services Ltd., London (UK) holds a 75.0% share in the equity of Gigantic Holdings Ltd., London (UK). Gigantic Holdings Ltd., London (UK) and its wholly owned subsidiary Gigantic Tickets Ltd., London (UK) are therefore included in the scope of consolidation.

Concert Concept GmbH, a 100% subsidiary of DEAG, holds 51% of the shares in C2 Concerts GmbH, Stuttgart. C2 Concerts GmbH holds 90% of the shares in Kesselfestival GmbH & Co. KG and 100% of its general partner GmbH Kesselfestival GmbH.

DEAG Concerts GmbH holds 49.7% of the capital shares in EMJ Entertainment Ltd. (Formerly Kilimanjaro Holdings Ltd.), London/UK, while the voting rights amount to 51%. Therefore, the control concept according to IFRS 10.7 still applies and EMJ Entertainment Ltd. and all of its subsidiaries continue to be included in the Group of consolidated companies within the scope of full consolidation.

DEAG has the final decision-making right for the approval of the annual budget at Kultur- und Kongresszentrum Jahrhunderthalle GmbH, Frankfurt/Main. Thus, the control concept according to IFRS 10.7 is fulfilled and the company is included in the Consolidated Financial Statements within the scope of full consolidation.

The Group of consolidated companies of DEAG Group changed as follows in financial year 2024:

Segment	**Entity**	**Shareholdings**
Entertainment Services	black mamba Event & Marketing GmbH, Jena	01 May 2024
	Subway Event Berlin GmbH, Berlin	01 May 2024
	Helene Beach Festival GmbH, Frankfurt/Oder	01 May 2024
	District Live GmbH, Berlin	01 October 2024
	bckstg.agency GmbH, Berlin	01 October 2024
	DEAG Fyusion GmbH, Berlin	01 October 2024
Live Touring	Fanespeakers Ltd., London (UK)	01 January 2024
	Fane Productions Inc., New York (USA)	01 January 2024
	Showplanr Ltd., London (UK)	01 January 2024
	How To Academy Ltd., London (UK)	01 January 2024
	MC2 Live SRL, Milan (Italy)	01 October 2024

With effect from 1 January 2024, DEAG acquired 51% of the shares in Showplanr Ltd. London (UK) via its subsidiary Flying Music Holdings Limited, London (UK). The company has been fully consolidated in the Consolidated Financial Statements since 1 January 2024. For further information, see Note 13.2.

With effect from 1 January 2024, DEAG initially acquired 85% of the shares in How To Academy Ltd., London (UK) via its subsidiary Fane Productions Ltd. and has since been fully consolidated in the Consolidated Financial Statements. The remaining 15% of the shares were acquired later in the financial year and recognised in the Group as part of a status-preserving increase. For further information, see Note 13.2.

The two subsidiaries Fane Productions Inc., New York (USA) and Fanespeakers Ltd., London (UK) expanded their business activities on 1 January 2024 and have been fully consolidated in the Consolidated Financial Statements since this date (in the previous year, these two companies were not included in the full consolidation due to their immateriality for the group).

With effect from 1 May 2024, DEAG acquired 75% of the shares in black mamba Event & Marketing GmbH, Jena, via its wholly owned subsidiary broadway Varieté Management GmbH, Berlin. In turn, black mamba Event & Marketing GmbH holds all shares in Subway Event Berlin GmbH, Berlin, and the latter holds 100% of the shares in Helene Beach Festival GmbH, Frankfurt/Oder. All three companies have been fully consolidated in the Consolidated Financial Statements since 1 May 2024. For further information, see Note 13.2.

With effect from 1 October 2024, DEAG acquired all shares in MC2 Live SRL, Milan (Italy) via its wholly owned subsidiary DEAG Concerts, Berlin. The company has been fully consolidated in the Consolidated Financial Statements since 1 October 2024. For further information, see Note 13.2.

With effect from 1 October 2024, DEAG acquired 60% of the shares in District Live GmbH, Berlin, via its wholly owned subsidiary DEAG Concerts, Berlin. The company has been fully consolidated in the Consolidated Financial Statements since 1 October 2024. For further information, see Note 13.2.

With effect from 1 October 2024, DEAG founded the two new companies bckstg.agency GmbH, Berlin, and DEAG Fyusion GmbH, Berlin, and has included them in the Consolidated Financial Statements as fully consolidated companies since then.

The following companies are managed as joint ventures and valued in accordance with the equity method and thus recognised at the proportionate equity.

Segment	Entity	Shareholdings
Entertainment Services	JHH Entwicklungsflächen GmbH & Co. KG, Frankfurt/Main	50.0%
	JHH Entwicklungsflächen Verwaltungs GmbH, Frankfurt/Main	50.0%

The following companies are accounted for as associated companies and included in the Consolidated Financial Statements using the equity method:

Segment	Entity	Shareholdings
Entertainment Services	EIB Entertainment Insurance Brokers GmbH, Hamburg	49.0%
	Verescon AG, Berlin	44.0%
Live Touring	Collective Form Limited, London (UK)	16.6%
	Seefestspiele Berlin GmbH, Berlin	40.0%

DEAG holds a 16.6% stake in Collective Form Limited, London (UK) via KMJ Entertainment Ltd. (formerly Kilimanjaro Holdings Ltd.), London (UK). Material influence is exercised as Kilimanjaro Holdings directly holds a 33.0% stake in Collective Form Ltd. In turn, DEAG holds 51.0% of the voting shares in KMJ Entertainment.

The following subsidiaries are separately and jointly immaterial to the Consolidated Financial Statements of DEAG and are not relevant to the presentation of a true and fair view of the Group's asset, financial and earnings position, and are therefore not consolidated. The companies were dormant during the financial year.

Name of company	Seat of company	Share in the capital	Equity	Earnings in financial year (in EUR thousand)
Philo.live! gGmbH zur Förderung der Philosophie	Earnings in financial year (in EUR thousand)	33.3%	25	-
All in One Events SA	Le Grand-Saconnex (Switzerland)	60.0%	-135	-2
TKR Play Ltd.	London (UK)	24.9%	10	10

5. PRINCIPLES OF CURRENCY CONVERSION

The Consolidated Financial Statements are drawn up in euros, the functional currency of the parent company and the reporting currency of the Group. Unless stated otherwise, data is presented in EUR thousands. The amounts are rounded in commercial terms. The functional currency of the foreign subsidiaries in Switzerland is the Swiss Franc (CHF), in the UK the Pound Sterling (GBP) and in Denmark the Danish Krone (DKK). The functional currency of the domestic subsidiaries of the Group as well as of the foreign subsidiaries in Ireland, Spain, Italy and Austria is the euro (EUR).

The positions included in the financial statements of the respective companies are measured by applying the functional currency. Foreign currencies are exchanged initially into the functional currency at the cash price valid on the day of the business transaction. Monetary assets and liabilities in a foreign currency are exchanged into the functional currency on each call date using the call date rate. All currency conversion differences are recognised income statement-related. Non-monetary items that were assessed at historic purchase or manufacturing prices in a foreign currency were exchanged using the rate on the day of the business transaction. Non-monetary items that were assessed at their present value in a foreign currency were exchanged using the rate valid on the date of the determination of the present value.

The assets and liabilities of the foreign units whose functional currency is not the euro were exchanged into euros at the call date rate as part of consolidation. The translation of income and expenditure is made at the average rate of the financial year. The resulting currency differences are recognised as a separate component of equity. The cumulative amount recognised in equity for a foreign operation is released to profit or loss upon disposal of that foreign operation.

The exchange rates of currencies significant to the DEAG Group changed as follows:

	Exchange rate in EUR		Average exchange rate in EUR	
	2024	**2023**	**2024**	**2023**
1 Pound Sterling	1.2060	1.1507	1.1810	1.1494
1 Swiss Franc	1.0625	1.0799	1.0493	1.0291
1 Danish Krone	0.1341	0.1341	0.1341	0.1342

6. ACCOUNTING PRINCIPLES

Notes to the balance sheet

Intangible assets acquired for consideration are capitalised at acquisition cost and amortised on a straight-line basis over their expected useful economic life of 3 to 20 years.

Intangible assets – usually trademarks, artist and agent relationships and order backlogs acquired in a business combination – are recognised separately from goodwill and measured at fair value at the acquisition date. In subsequent periods, these intangible assets are measured at cost less accumulated amortisation and impairment losses in the same way as individually acquired assets. In the case of artist and agent relationships, the amortisation period is generally 15 years; orders on hand are amortised after the conclusion of the respective concert events. The item also includes other rights, essentially licensing, usage and implementation rights, which are amortised in accordance with the contractually secured periods (3 to 24 years).

In the case of acquired brands for which a specific useful life can be defined, scheduled amortisation is carried out.

Goodwill acquired in connection with acquisitions is capitalised at cost in accordance with IFRS 3 (Business Combinations).

This goodwill is subjected to an annual impairment test on the basis of cash generating units (CGU) and, if necessary, written down on a non-scheduled basis. Reversals of impairment losses on goodwill are not permitted.

Property, plant and equipment, with the exception of leasing rights of use, are measured at acquisition cost, plus incidental acquisition costs, less purchase price reductions for depreciable assets, less use-related depreciation. Depreciation is calculated on a straight-line basis over the expected useful life of the asset.

The scheduled depreciation of property, plant and equipment is essentially based on the following useful lives:

Buildings and structures	4 to 25 years
Technical plants and machinery	3 to 10 years
Office furniture and equipment	3 to 10 years

Rights of use arising from leases are reported under property, plant and equipment. A lease exists if the Group is entitled to use an identifiable asset over which control has been obtained for a certain period of time in return for payment.

Lease rights of use are measured at the beginning of the lease term ("provision date") at acquisition cost, which results in particular in the amount of the corresponding lease liabilities, and lease prepayments made, taking lease incentives received into account. Current depreciation is calculated on a straight-line basis.

DEAG has decided to include non-lease components (so-called service components) as part of the determination of the rights of use.

Lease liabilities are recognised at the provision date at the present value of the lease payments not yet made and reported in other financial liabilities. Discounting is generally determined using term- and currency-specific marginal borrowing rates, as the interest rates underlying the leases cannot be determined on a regular basis. The lease liabilities are updated in accordance with the effective interest method. Corresponding interest expenses are reported in the financial result.

If impairments of intangible assets, property, plant and equipment or rights of use are identified, impairment losses are recognised to the recoverable amount. The recoverable amount of intangible assets, property, plant and equipment or rights of use is determined on the basis of future surplus income or net sales proceeds (impairment test). An impairment test is carried out if there is a reason to assume an impairment.

Scheduled depreciation is reported proportionately under cost of sales or administrative expenses, write-ups under other operating income and unscheduled depreciation under other operating expenses.

Investment properties are measured at fair value according to IAS 40.30/40.33.

Shares in joint ventures and associated companies are accounted for at equity. The same principles apply to the allocation of differences from initial consolidation as to full consolidation.

A joint venture is a contractual arrangement whereby the Group and other parties undertake an economic activity that is subject to joint control if the strategic financial and operating policies associated with the joint venture's activities require the consent of all parties that have joint control. Interests in joint ventures are accounted for using the equity method. The Consolidated Statement of Income includes the Group's share of income and expenses and changes in equity of investments accounted for using the equity method. If the Group's share of the loss of the joint venture exceeds the share accounted for using the equity method, this share is written down to zero. Further losses are not recognised unless the Group has a contractual obligation or has made payments for the benefit of the joint venture. Unrealised gains or losses on transactions of Group entities with the joint venture are eliminated against the carrying amount of the investment in the joint venture (losses not exceeding the carrying amount of the investment).

Inventories are measured at acquisition cost. If the net sales proceeds on the balance sheet date are below the acquisition costs, corresponding value adjustments are made.

Payments made are costs paid in advance that relate to events after the balance sheet date and are accrued accordingly.

Advance payments received from customers for future performance obligations are recognised as contractual liabilities in accordance with IFRS 15.

Provisions are recognised at the settlement amount which, according to reasonable commercial judgement, is necessary at the balance sheet date to cover future payment obligations, identifiable risks and contingent liabilities. Non-current provisions are discounted in accordance with IAS 37. If the discounting effect is material, the provisions are recognised at the present value of the expected future cash flows.

Deferred taxes are calculated in accordance with IAS 12 on different valuations of assets and liabilities in the commercial and tax balance sheets, on matters within the scope of Commercial Balance Sheet II, on consolidation processes and on realisable loss carryforwards. Deferred tax assets on losses carried forward are recognised to the extent that they will be used within a period of 5 years. Further deferred tax assets on loss carryforwards are only recognised to the extent that they are offset by deferred tax liabilities. Deferred tax assets and liabilities are netted in the balance sheet to the extent that they can be offset by the same tax authorities.

The defined benefit obligation was calculated in accordance with IAS 19 using the projected unit credit method. This method is based on the years of service at the time of calculation and takes future developments into account by including discounting, salary development and the probability of withdrawal before the start of benefit payments as well as pension indexation in the years after the first payment of recurring benefits. Actuarial gains and losses are recognised immediately in other comprehensive income.

The Group's financial instruments mainly comprise cash and cash equivalents, trade receivables, other current and non-current financial receivables and investments as well as trade payables, liabilities to banks, the bond and other financial liabilities.

Upon initial recognition, trade receivables are measured at transaction price and all other financial assets and liabilities are measured at fair value. Transaction costs are included if the financial assets and liabilities are subsequently measured at amortised cost. Otherwise, they are expensed immediately.

Initial recognition and derecognition of regular way sales and purchases of financial assets are made on the settlement date. IFRS 9 provides for the following three measurement categories for classification and subsequent measurement:

» At amortised cost
» At fair value through other comprehensive income
» At fair value through profit or loss

If an asset is held to collect contractual principal and interest payments, it is subsequently measured at amortised cost using the effective interest method. Amortisation using the effective interest method is included in the Consolidated Statement of Comprehensive Income as part of the financial result. If an asset is also held for possible sale, it is measured at fair value through other comprehensive income. In all other cases, the valuation is made at fair value through profit or loss.

Financial liabilities are classified in the following categories

» at amortised cost and
» at fair value through profit or loss.

The Group measures financial liabilities such as trade payables or liabilities to banks at amortised cost. They are initially recognised at fair value, which is amortised using the effective interest method or upon disposal. All financial liabilities that are not classified as at amortised cost are classified as at fair value through profit or loss and measured at fair value through profit or loss at the time of addition and in subsequent measurement.

The valuation hierarchy described below is used for financial assets and liabilities as well as investment property for which a determination of fair value is planned

» Level 1: Quoted prices (unadjusted) in active markets for identical assets and liabilities
» Level 2: Valuation parameters that are quoted prices included within Level 1 but are observable for the asset or liability, either directly or indirectly
» Level 3: Valuation parameters for assets and liabilities that are not based on observable market data

In determining fair value, the use of significant observable inputs is given priority over the use of unobservable inputs. The classification of the various measurement methods into the individual levels is reviewed at the end of each reporting period.

The valuation according to Level 3 is carried out according to the following principles:

Contingent purchase price liabilities (earn-out agreements) and put options from company acquisitions are recognised at fair value after initial recognition and reported under financial liabilities. If reliably determinable, the fair value is derived from the estimated earnings of the acquired companies in the years prior to the possible exercise dates. The discount rates are determined on the basis of the Group's weighted average cost of capital. The results on which the valuation is based are generally EBIT. Changes in fair value are recognised in the income statement under other operating income or expenses.

Significant investments are measured at fair value. The fair value is determined primarily on the basis of a value from equity measures recognised by third parties or alternatively using recognised valuation methods, in particular the discounted cash flow method (DCF method), on the basis of the expected investment results. The unrealised gains and losses resulting from the change in fair value are recognised directly in profit or loss in income from investments.

As part of the conditional sale of investment property, a minimum price was agreed between the parties for the partial properties, which, due to the fact that it was achieved in one transaction, is to be used in preference to a fair value determined by an expert valuation. For financial year 2024, the price agreed upon in 2015 subject to a precedent condition continued to be the best indicator of the fair value.

The fair value of the purchase price options for a minority interest included in other non-current financial assets is determined by comparing the purchase price calculation agreed in the option contract with the pro-rata enterprise value determined using the discounted cash flow method (DCF method) on the basis of the expected recoverable “EBIT” (earnings before interest and taxes). Changes in fair value are recognised in the income statement under other operating income or expenses.

Impairment losses on financial assets classified at amortised cost are recognised in accordance with the IFRS 9 impairment model, taking expected credit losses (ECL) into account. The model requires the Executive Board to make estimates in connection with the question of how changes in economic factors affect expected credit losses. For this purpose, assumptions are made on the basis of reliable weighted information.

DEAG uses the simplified approach for allowances on trade receivables to assess default risks. Expected credit losses (ECL) are calculated using a risk provision, taking the expected maturity into account. Expected credit losses over the term are credit losses resulting from various default events (e.g. expected uncollectibility of a receivable due to payment stagnation and/or cessation of payments) during the expected term of the financial instrument. In order to map the risk provision, the Group has prepared an analysis based on historical default events. As revenues are mainly generated from pre-sales and past default events are immaterial from the Group’s perspective, no impairment matrix was presented.

For all other financial assets for which the credit risk has not increased significantly since initial recognition, the expected credit loss to be expected within the next 12 months is recognised. For financial instruments for which there has been a significant increase in credit risk, the risk provision is determined in the amount of the expected credit loss over the remaining term. In determining whether there has been a significant increase in the credit risk of a financial asset since initial recognition and in estimating expected credit losses, the Group considers reasonable and supportable information that is relevant and available without undue time and cost. This includes both quantitative and qualitative information and analysis based on the Group’s past experience and sound judgement, including forward-looking information.

Financial assets continue to be written off in full or in part as part of individual value adjustments if, after reasonable assessment, it can no longer be assumed that full realisation is possible. The Group makes an individual assessment of the timing and amount of the write-off based on whether there is a reasonable expectation of recovery.

DEAG assesses at each reporting date whether financial assets at amortised cost are credit-impaired. A financial asset is impaired if one or more events occur that have an adverse effect on the expected future cash flows of the financial asset.

Indicators that a financial asset is credit impaired include, but are not limited to, the following observable inputs:

» Default of a debtor or indications that a debtor will file for insolvency, or
» Significant negative changes in the debtor's payment behaviour

The determination of impaired creditworthiness is not made automatically in the case of an overdue payment of more than 90 days, but always on the basis of the individual assessment by credit management.

A financial asset is derecognised when the rights to receive cash flows from the asset expire or are transferred, and thus when substantially all the risks and rewards of ownership have been transferred.

Financial liabilities are derecognised if the obligation underlying the respective liability has either expired, been cancelled or already been fulfilled.

Gains and losses from derecognition, value adjustments and differences from currency translation are recognised in profit or loss under other operating income or other operating expenses.

Transaction costs directly associated with a capital increase are offset against the premium from the issue of shares by DEAG. These costs relate mainly to consulting costs and issuing fees.

The bond is measured at amortised cost. The transaction costs directly attributable to the bond are included in the carrying amount of the liability and amortised over the life of the bond using the effective interest method.

Where DEAG has issued financial guarantees (e.g. letters of comfort) for third parties, these are recognised as financial liabilities if the risk of their being called upon is considered to be predominantly probable because the beneficiary cannot settle current and future obligations to third parties from his own cash flow.

In accordance with IAS 1, the balance sheet is broken down into non-current and current assets and liabilities. Assets and liabilities are classified as current if they are due within one year, are expected to be realised within the normal operating cycle or are held for trading purposes. In accordance with IAS 12, deferred taxes are reported as non-current assets or liabilities and are not discounted.

Notes to the profit and loss account

According to IFRS 15, revenue is recognised when the customer obtains control over the agreed goods and services and can derive benefits from them. Sales revenues are to be recognised at the amount of the consideration that the company expects to receive. Sales and other revenues include all revenues for services already rendered.

The standard provides for a five-step model according to which the amount of revenue and the time or period of realisation are to be determined:

- » Identification of the contract with the client
- » Identification of the separate performance obligations
- » Determination of the transaction price
- » Allocation of the transaction price to the separate performance obligations, and
- » Revenue recognition upon fulfilment of the individual performance obligation

The majority of the DEAG Group's revenues mainly relate to the provision of services as part of its activities as a tour or local promoter. The performance of a concert, show or tour is generally considered to have been renderedat the end of the concert or show. The ticket monies collected in the respective advance sales period are recognised as contract liabilities until then. The contract liabilities are then transferred to sales revenue when the event takes place. In addition, a steadily growing proportion of revenue relates to the provision of services for the brokerage of ticket sales and the dispatch of tickets. The services associated with the sale of tickets to end customers are realised at the time the tickets are sold. The Group's payment terms are largely short-term (payment to the end customer is due immediately; otherwise the payment term is generally 30 days). Expenses are recognised in profit or loss when they are incurred and are reported as payments made if they relate to events after the balance sheet date.

Interest and other costs on borrowed capital are posted as current expenses.

7. SEGMENT REPORTING

In accordance with the provisions of IFRS 8, individual financial statement data is segmented by areas of work and regions, with presentation being oriented to our internal reporting. Accounting by segment is intended to render transparent the profitability and prospects of success of the Group's individual business activities.

Explanations to the segments

Segment reporting follows the internal management and reporting structures. The Group assigns its business activities to the Live Touring and Entertainment Services segments.

For information on the allocation of the Group companies to segments, please refer to Note 4.

Segment data

in Euro thousand

	Live Touring		Entertainment Services		Total Segments	
	2024	**2023**	**2024**	**2023**	**2024**	**2023**
Revenues	206,756	186,562	185,240	145,864	391,996	332,426
Other income	5,936	9,396	5,312	6,482	11,248	15,878
Total earnings	**212,692**	**195,958**	**190,552**	**152,346**	**403,244**	**348,304**
- thereof internal income	4,048	1,322	18,885	18,120	22,933	19,442
Cost of sales*	172,530	155,497	152,266	115,670	324,796	271,167
Operating expenses*	34,868	27,987	28,854	22,671	63,722	50,658
EBITDA	**11,803**	**18,012**	**14,371**	**16,714**	**26,174**	**34,726**
Depreciation and amortisation (scheduled)	10,346	8,438	5,868	3,926	16,214	12,364
Full-time employees as at 31.12.	279	252	150	120	429	372

* Including proportional, scheduled depreciation and amortisation

External revenues comprise revenues from the sale of tickets and the provision of services to customers as well as insurance benefits for events cancelled or postponed due to official event bans.

Internal income relates to services rendered between Group companies in different segments and DEAG as the parent company. Intra-segment services are eliminated within a segment.

The exchange of services between segments and between the segments and the holding company is adjusted in the consolidation column in the following reconciliation overview of segment to Group data. The consolidation column also includes the services of DEAG Holding. The services are invoiced on the basis of market prices and generally correspond to the prices charged to third parties.

The return on sales is derived from the segment result (EBIT) divided by segment sales. No sales revenues are generated with external customers who amount to at least 10% of the total sales revenues.

Reconciliation from segment to Group data

in Euro thousand

	Total of segments		Consolidation (incl. Holding)		Group	
	2024	**2023**	**2024**	**2023**	**2024**	**2023**
Revenues	391,996	332,426	-22,245	-18,943	369,751	313,483
Other income	11,248	15,878	-546	3,101	10,702	18,979
Total earnings	**403,244**	**348,304**	**-22,791**	**-15,842**	**380,453**	**332,462**
- thereof internal income	22,933	19,442	-22,933	-19,442	-	-
Cost of sales	324,796	271,167	-18,250	-17,738	306,546	253,429
Operating expenses	63,722	50,658	4,542	11,025	68,264	61,683
Segment result (EBIT)					9,960	22,362
Unallocated expenditure and income (incl. DEAG and consolidation effects)					-12,311	-9,078
Operating result (EBIT)					**-2,351**	**13,284**
Income shares in companies accounted for using the equity method					-157	204
Other financial result					-8,724	-7,078
Result before taxes (EBT)					**-11,232**	**6,410**
Taxes on income and earnings					-1,724	-4,962
Group result after taxes					**-12,956**	**1,448**
thereof attributable to other shareholders					760	3,536
thereof attributable to DEAG shareholders (Group Result)					**-13,716**	**-2,088**

Geographical Information

The activities of the DEAG Group mainly extend to Germany, Ireland and Switzerland. For the purposes of geographical segment reporting, sales are segmented according to the location of the customer's registered office and assets and investments according to the location of the company's registered office.

in Euro thousand

	2024	**2023**
Germany	203,028	164,241
Great Britain and Ireland	120,512	107,796
Switzerland	37,308	40,719
Others	8,903	727
	369,751	**313,483**

8. CASH AND CASH EQUIVALENTS

Cash in hand and credit balances at banks and other payment providers are shown as liquid funds.

9. TRADE RECEIVABLES

Trade receivables comprise the following items:

in Euro thousand

	31 Dec 2024	31 Dec 2023
Trade receivables (gross)	27,834	20,622
Bad debt allowance	-473	-350
Trade receivables	**27,361**	**20,272**

Receivables written off mainly result from the measurement on the basis of expected credit losses in accordance with IFRS 9. As impairments of trade receivables in the Group are of minor importance in the financial year and in the near future, no impairment matrix is shown.

Trade receivables are all due within one year.

For further details on trade receivables, please refer to the explanations in Note 32 “Revenues.”

10. DOWN PAYMENTS

Down payments essentially relate to advance payments of fees and individually attributable event costs relating to events after the balance sheet date.

11. OTHER CURRENT FINANCIAL ASSETS

Other current financial assets comprise the following:

in Euro thousand

	31 Dec 2024	31 Dec 2023
Loans	3,982	875
Insurance claims	3,644	3,332
Receivables from cooperation contracts	2,826	1,368
Creditors with debit balances	1,360	227
Deposits	641	662
Reimbursements	485	451
Receivables from assosciated companies	293	224
Others	652	1,111
	13,882	**8,250**

Other current financial assets have a scheduled residual term of up to one year.

12. OTHER CURRENT NON-FINANCIAL ASSETS

Other current non-financial assets essentially comprise the following:

in Euro thousand

	31 Dec 2024	31 Dec 2023
Tax authorities claims	3,848	1,179
Down payments	1,809	1,651
Input tax deductible in the following year	1,039	792
Others	201	0
Other current non-financial assets	**6,897**	**3,622**

Other current non-financial assets have a scheduled residual term of up to one year.

13. DISCLOSURES ON SUBSIDIARIES

13.1 Summary financial information on subsidiaries

Summarised financial information is presented below for subsidiaries or sub-groups of the Group with a non-controlling interest that is material to the Group. The consolidated financial information corresponds to the amounts before intra-Group eliminations.

The consolidated financial data of subsidiaries or sub-groups of the Group corresponds to the amounts shown in the financial statements of the companies prepared in accordance with IFRS with corresponding consolidation adjustments at sub-group level.

Significant non-controlling interest in the Live Touring segment:

a) Sub-group Kilimanjaro

The activities of the following companies included in the Group are combined in the Kilimanjaro sub-group. Collective Forms Ltd., London (UK), is held as an associate and is included in financial assets.

The sub-group consists of the following companies:

Sub-group	Entity	DEAG Sharehol-dings	DEAG Voting Rights
Kilimanjaro			
	KMJ Entertainment Limited, London (UK)	49.7%	51.0%
	Kilimanjaro Live Limited, London (UK)	49.7%	51.0%
	Wakestock Limited, London (UK)	49.7%	51.0%
	Matterhorn Events Limited, London (UK)	49.7%	51.0%
	Ben Wyvis Live Ltd., Glasgow (UK)	49.7%	51.0%
	Flying Music Holdings Limited, London (UK)	49.7%	51.0%
	The Flying Music Group Limited, London (UK)	49.7%	51.0%
	Flying Music Company Limited, London (UK)	49.7%	51.0%
	Flying Entertainment Limited, London (UK)	49.7%	51.0%
	Stage2View Ltd., London (UK)	49.7%	51.0%
	Stage2View Productions Ltd., London (UK)	49.7%	51.0%
	The Arches at London Bridge Limited, London (UK)	49.7%	51.0%
	UK Live Limited, London (UK)	44.7%	45.9%
	Fane Productions Limited, London (UK)	37.0%	38.3%
	LoveMyRead Ltd., London (UK)	37.0%	38.3%
	Fane Productions (Australia) PTY Limited, Victoria (Australia)	37.0%	38.3%
	How To Academy Limited, London (UK)	37.0%	38.3%
	Regular Ltd., Edinburgh (UK)	34.8%	35.7%
	Castle Concerts Limited, Edinburgh (UK)	34.8%	35.7%
	Kontour Production Services Limited, London (UK)	27.8%	28.5%
	Singular Artists Limited, Dublin (Ireland)	27.3%	28.1%
	JAS Theatricals, London (UK)	25.3%	26.0%
	Cluedo Stage Productions Ltd., London (UK)	25.3%	26.0%
	Showplanr Limited, London (UK)	25.3%	26.0%

The disclosures in accordance with IFRS 12.29 for the sub-group are as follows:

in Euro thousand

Balance Sheet (condensed)	31 Dec 2024	31 Dec 2023
Current assets	48,084	23,889
Non-current assets	39,049	35,373
Current liabilities	75,765	46,320
Non-current liabilities	7,344	5,712
Equity attributable to DEAG shareholders	2,234	4,408
Equity atributtable to non-controlling interests	1,790	2,822

in Euro thousand

Profit and Loss accounts and comprehensive income (condensed)	2024	2023
Revenues	113,240	101,770
Expenses and other income	116,748	103,162
Result	**-3,508**	**-1,392**
Result attributable to DEAG shareholders	-2,260	395
result attributable to non-controlling interests	-1,248	-1,787
Result	**-3,508**	**-1,392**
Other income attributtable to DEAG shareholders	86	-3,946
Other income attributtable to non-controlling interests	216	-287
Total other income	**302**	**-4,233**
Other comprehensive income attributable to DEAG shareholders	-2,174	-3,551
Other comprehensive income attributable to non-controlling interests	-1,032	-2,074
Total other comprehensive income	**-3,206**	**-5,625**

in Euro thousand

Cash Flow Statement (condensed)	2024	2023
Cash flow from operating activities	30,459	3,737
Cash flow from investing activities	-7,255	-3,820
Cash flow from financing activities	-1,516	-4,524
Total cash flow	**21,688**	**-4,607**

	2024	2023
Dividends paid to non-controlling interests	312	506

13.2 Acquisitions

Acquisitions are recognised in accordance with IFRS 3 (Business Combinations) using the purchase method.

Purchase price allocation of Showplanr Limited, London (UK)

DEAG has acquired a majority stake of 51% in ShowPlanr Ltd, London (UK) through its subsidiary Flying Music Holding Ltd, London (UK).

The fixed portion of the purchase price totaling EUR 645 thousand for 51% of the shares was paid in cash. In addition, a contingent purchase price component was agreed, which is based on the future business development of the company.

Showplanr Ltd., London (UK)

Share of capital and voting rights	
Showplanr Ltd., London (UK)	51.0%
Date of initial consolidation	01 January 2024
Purchase Price (in EUR thousand)	1,132
Ancillary acquisition costs (in EUR thousand)	132

in Euro thousand	Carrying amount at time of acquistion	Adjustment amount*)	Fair valueat time of acquisition
Assets			
Goodwill	-	502	502
Other intangible assets	1	1,107	1,108
Property, plant and equipment	308	-	308
Cash and cash equivalents	81	-	81
Other current assets	410	272	682
	800	**1,881**	**2,681**
Liabilities			
Current liabilities	541	-	541
Non-current liabilities	124	-	124
Deferred taxes	-	277	277
	665	**277**	**942**
Net assets	**135**	**1,604**	**1,739**
Equity attributable to non-controlling interests			606

*) The adjustment amount reflects the difference between carrying amount of assets and liabilities before their acquistion and their fair values at the date of acquisition by the buyer.

In the reporting year, the company contributed EUR 7,170 thousand to revenues, EUR 25 thousand to EBIT and EUR 8 thousand to consolidated net profit after minority interests from the date of initial consolidation.

Purchase price allocation of How To Academy Limited, London (UK)

With effect from 1 January 2024, DEAG acquired 85% of the shares in How To Academy Ltd, London (UK), via its subsidiary Fane Production Ltd, London (UK), and the remaining 15% of the shares in the course of the financial year. How To Academy is one of the leading spoken word companies in the UK. The company organises several hundred live events and digital events such as readings, debates, conferences and courses every year. How To Academy also produces podcasts, live streams, films and publishes books. In recent years, How To Academy has organised many events featuring international stars from fields such as literature, business, politics and film.

The fixed portion of the purchase price totaling EUR 1,726 thousand for all shares was paid in cash.

How To Academy Ltd., London (UK)

Share of capital and voting rights	
How To Academy Ltd., London (UK)	85.0%
Date of initial consolidation	01 January 2024
Purchase Price (in EUR thousand)	1,726
Ancillary acquisition costs (in EUR thousand)	250

in Euro thousand	**Carrying amount at time of acquistion**	**Adjustment amount*)**	**Fair valueat time of acquisition**
Assets			
Goodwill	-	1,284	1,284
Other intangible assets	-	568	568
Property, plant and equipment	1	-	1
Cash and cash equivalents	15	-	15
Other current assets	66	-	66
	82	**1,852**	**1,934**
Liabilities			
Current liabilities	63	-	63
Deferred taxes	-	142	142
	63	**142**	**205**
Net assets	**19**	**1,710**	**1,729**
Equity attributable to non-controlling interests			3

*) The adjustment amount reflects the difference between carrying amount of assets and liabilities before their acquistion and their fair values at the date of acquisition by the buyer.

In the reporting year, the company contributed EUR 1,804 thousand to revenues, EUR 312 thousand to EBIT and EUR 174 thousand to consolidated net profit after minority interests from the date of initial consolidation.

Purchase price allocation of black mamba Event & Marketing GmbH, Jena

In May 2024, DEAG acquired a majority stake in black mamba Event & Marketing GmbH, Jena, the organiser of the Sputnik Spring Break Festival on the Pouch peninsula in Saxony-Anhalt, via its subsidiary Broadway Varieté Management GmbH, Berlin. In turn, black mamba Event & Marketing GmbH holds 100% of the shares in Subway Event Berlin GmbH, Berlin, which organises the “Gestört aber GeiL” festival in Berlin. Subway also holds all shares in the “Helene Beach Festival” in Frankfurt/Oder. The acquisition of the shares in the companies will further strengthen DEAG’s festival business.

The fixed portion of the purchase price totaling EUR 4,883 thousand for 75% of the shares was paid in cash. In addition, a contingent purchase price component was agreed, which is based on the future business development of the companies.

black mamba Event & Marketing GmbH, Jena

Share of capital and voting rights	
black mamba Event & Marketing GmbH, Jena	75.0%
Date of initial consolidation	01 May 2024
Purchase Price (in EUR thousand)	6,581
Ancillary acquisition costs (in EUR thousand)	73

in Euro thousand	Carrying amount at time of acquistion	Adjustment amount*)	Fair valueat time of acquisition
Assets			
Goodwill	377	5,320	5,697
Other intangible assets	-	2,618	2,618
Property, plant and equipment	95	-	95
Cash and cash equivalents	3,461	-	3,461
Other current assets	2,490	-	2,490
	79	-	79
	6,502	**7,938**	**14,440**
Liabilities			
Current liabilities	6,682	-	6,682
Deferred taxes	-	785	785
	6,682	**785**	**7,467**
Net assets	**-180**	**7,153**	**6,973**
Equity attributable to non-controlling interests			392

*) The adjustment amount reflects the difference between carrying amount of assets and liabilities before their acquistion and their fair values at the date of acquisition by the buyer.

In the reporting year, the companies contributed EUR 8,320 thousand to revenues, EUR 346 thousand to EBIT and EUR 279 thousand to consolidated earnings after minority interests from the date of initial consolidation. In accordance with IFRS 3.B64 (q) (ii), the Group’s pro-forma revenue for the financial year as a whole would have totaled EUR 8,402 thousand, pro-forma EBIT EUR 770 thousand and pro-forma earnings after minority interests EUR 531 thousand.

Purchase price allocation of MC2 Live S.R.L. (Italy)

In October 2024, DEAG acquired all shares in MC2 Live S.R.L., Milan (Italy), via its wholly owned subsidiary DEAG Concerts GmbH, Berlin, and thus entered the new national market of Italy.

The fixed portion of the purchase price totaling EUR 7,052 thousand was paid in cash in the amount of EUR 3,700 thousand. In addition, a contingent purchase price component was agreed, which is based on future business developments.

MC2 Live SRL, Milan (Italy)

Share of capital and voting rights	
MC2 Live SRL, Milan (Italy)	100.0%
Date of initial consolidation	01 October 2024
Purchase Price (in EUR thousand)	7,052
Ancillary acquisition costs (in EUR thousand)	308

in Euro thousand	**Carrying amount at time of acquistion**	**Adjustment amount*)**	**Fair valueat time of acquisition**
Assets			
Goodwill	-	5,227	5,227
Other intangible assets	51	3,144	3,195
Property, plant and equipment	23	-	23
Cash and cash equivalents	6,092	-	6,092
Other current assets	3,815	-	3,815
	9,981	**8,371**	**18,352**
Liabilities			
Current liabilities	7,645	-35	7,610
Non-current liabilities	2,800	-	2,800
Deferred taxes	-	890	890
	10,445	**855**	**11,300**
Net assets	**-464**	**7,516**	**7,052**
Equity attributable to non-controlling interests			-

*) The adjustment amount reflects the difference between carrying amount of assets and liabilities before their acquistion and their fair values at the date of acquisition by the buyer.

In the reporting year, the company contributed EUR 3,263 thousand to revenues, EUR 473 thousand to EBIT and EUR 458 thousand to consolidated net profit after minority interests from the date of initial consolidation. In accordance with IFRS 3.B64 (q) (ii), the Group's pro forma revenue for the financial year as a whole would have been EUR 6,552 thousand, pro forma EBIT EUR 124 thousand and pro forma earnings after minority interests EUR 54 thousand.

Purchase price allocation of District Live GmbH, Berlin

District Live GmbH, Berlin, was founded in July 2024. The main purpose of the company is the booking and marketing of Hip Hop artists. DEAG has acquired a 60% stake in District Live in order to drive forward the expansion of the centre of excellence for Urban Music and Hip Hop booking, which has existed as a division within DEAG since November 2022.

The fixed portion of the purchase price totaling EUR 147 thousand for 60% of the shares was paid in cash

District Live GmbH, Berlin

Share of capital and voting rights	
District Live GmbH, Berlin	60.0%
Date of initial consolidation	01 October 2024
Purchase Price (in EUR thousand)	147
Ancillary acquisition costs (in EUR thousand)	0

in Euro thousand	**Carrying amount at time of acquistion**	**Adjustment amount*)**	**Fair valueat time of acquisition**
Assets			
Goodwill	-	202	202
Cash and cash equivalents	5	-	5
Other current assets	904	-	904
	909	**202**	**1,111**
Liabilities			
Current liabilities	1,000	-	1,000
	1,000	**-**	**1,000**
Net assets	**-91**	**202**	**111**
Equity attributable to non-controlling interests			-36

*) The adjustment amount reflects the difference between carrying amount of assets and liabilities before their acquistion and their fair values at the date of acquisition by the buyer.

In the reporting year, the company contributed EUR 2,182 thousand to revenues, EUR 540 thousand to EBIT and EUR 236 thousand to consolidated earnings after minority interests from the date of initial consolidation. In accordance with IFRS 3.B64 (q) (ii), the Group's pro-forma revenue for the entire financial year would have amounted to EUR 2,252 thousand, pro-forma EBIT EUR 449 thousand and pro-forma earnings after minority interests EUR 182 thousand.

14. GOODWILL AND OTHER INTANGIBLE ASSETS

14.1 DEVELOPMENT IN THE FINANCIAL YEAR AND THE PREVIOUS YEAR

Other intangible assets mainly include brands, artist and agent relationships as well as other rights and software licences.

The figures developed as follows:

in Euro thousand

Historical cost	**Goodwill**	Other rights	Software	**Other intangible assets**
1 Jan 2024	**56,693**	59,098	3,247	**62,345**
Additions from initial consolidation	**12,747**	7,755	43	**7,798**
Additions	**1,259**	1,314	174	**1,488**
Disposals	**-**	-63	-20	-83
Translation adjustment	**1,235**	1,009	5	**1,014**
31 Dec 2024	**71,934**	69,113	3,449	**72,562**

Depreciation				
1 Jan 2024	-	**22,491**	**2,483**	24,974
Additions	-	7,057	337	**7,394**
Change in scope of consolidation	-	6	16	**22**
Disposals	-	-63	-20	**-83**
Translation adjustment	-	517	-39	**478**
31 Dec 2024	-	30,008	2,777	**32,785**

Carrying value as at 31 Dec 2024	**71,934**	39,105	672	**39,777**

in Euro thousand

Historical cost	Goodwill	Other rights	Software	Other intangible assets
1 Jan 2023	**53,777**	54,539	3,054	**57,593**
Reclassification	**-285**	339	-54	**285**
Additions from initial consolidation	**2,321**	3,690	-	**3,690**
Additions	**108**	629	246	**875**
Disposals	**-629**	-514	-55	**-569**
Translation adjustment	**1,401**	415	56	**471**
31 Dec 2023	**56,693**	**59,098**	3,247	**62,345**
Depreciation				
1 Jan 2023	**-**	19,234	**2,146**	**21,380**
Additions	**-**	3,619	346	**3,965**
Disposals	**-**	-514	-55	**-569**
Translation adjustment	**-**	152	46	**198**
31 Dec 2023	**-**	22,491	2,483	**24,974**
Carrying value as at 31 Dec 2023	**56,693**	36,607	764	**37,371**

14.2 GOODWILL

As at 31 December 2024, the goodwill of EUR 45,773 thousand (previous year: EUR 36,182 thousand) reported was generated by the Live Touring segment and EUR 26,161 thousand (previous year: EUR 20,511 thousand) by the Entertainment Services segment.

Of the goodwill in the Live Touring segment, EUR 22,205 thousand (31 Dec 2023: EUR 17,852 thousand) relates to the subgroup KMJ including the subsidiaries UK Live, Fane, Regular and Theatricals, unchanged to previous year EUR 6,649 thousand to the subgroup DEAG Classics AG including the subsidiaries lit. COLOGNE, CSB Island and Media On-Line Classic Open Air, with EUR 5,017 thousand first time MC2 Live SRL, EUR 4,846 thousand (31 December 2023: EUR 4,624 thousand), the subgroup Gigantic incl. Oshi Software Ltd. ("tickets.ie") with EUR 2,766 thousand, unchanged from the previous year Hans Boehlke Elektroinstallationen, Wizard Promotions Konzertagentur GmbH with EUR 1,592 thousand, unchanged from the previous year A.C.T. Artist Agency with EUR 1,237 thousand, KBK Konzert- und Künstleragentur GmbH with EUR 853 thousand and MEWES Entertainment Group GmbH with EUR 605 thousand.

In the Entertainment Services segment, the AIO Group including the subsidiaries LMP/LME accounted for EUR 16,295 thousand (31 December 2023: EUR 16,563 thousand) und first time subgroup black mamba with EUR 5,697 thousand and EUR 202 thousand for District Live. The remaining portion of the segment's goodwill remained unchanged at EUR 1,552 thousand for the domestic sub-group C2 Concerts, EUR 1,405 thousand for the domestic sub-group handwerker promotion, EUR 251 thousand for Indian Spirit and EUR 741 thousand for the other domestic companies in this segment.

The changes in the segments are mainly due to additions, changes from finalised purchase price allocations and currency-related changes.

Goodwill reflects the synergy expectations of the DEAG Group in view of the extension of the network associated with the acquisitions, access to venues as a result of the regional expansion, artist acquisitions and the rise in ticket volumes.

The aforementioned descriptions also apply to determining the CGU.

Scheduled impairment tests were carried out for the goodwill of each CGU.

The impairment test compares the carrying amounts (including goodwill) with the value in use. A discounted cash flow method was used to determine the utility value. The discounted cash flow method was based on the business plan approved by Supervisory Board as well as assumed growth rates and EBIT margins, which were based on the events, pre-sales and experience values taken into account in the planning. The planning numbers of the last planning year were used for the standard year (perpetual annuity), taking a growth rate of 1% (remain unchanged to previous year) into account.

The pre-tax discount rates used were between 13.4% and 15.2% (previous year: between 12.4% and 13.0%) or a lower discount rate of 10.2% (previous year: 9.5%) for a CGU in Switzerland.

Even after a 1 percentage point increase in the discount rate, there would be no signs of significant impairment for goodwill. A deflection of the discount rate by more than 1% is considered to be appropriate.

14.3 OTHER INTANGIBLE ASSETS

Other intangible assets reported in the balance sheet have a limited useful life.

The capitalisation of artist and agent relationships and other rights results, among other things, from business combinations.

Additions relate mainly to assets acquired as a result of the acquisitions made in 2023 and 2024.

Artist and agency relationships are generally amortised on a straight-line basis over 15 years, the other rights according to the respective derived contract terms.

The remaining amortisation period for artist and agency relationships is between 1 and 6 years and between 1 and 20 years for other rights.

Trademarks are generally amortised on a straight-line basis over a period of between 8 and 20 years.

Software is generally amortised on a straight-line basis over a period of between 3 and 5 years.

15. PROPERTY, PLANT AND EQUIPMENT

In addition to land and buildings, technical equipment and machinery and other equipment, office and business equipment, property, plant and equipment of EUR 38,830 thousand (31 December 2023: EUR 35,979 thousand) also includes right-of-use assets from IFRS 16 leases in the amount of EUR 23,752 thousand (31 December 2023: EUR 22,634 thousand). Please refer to Note 16 on the development of right-of-use assets.

Other property, plant and equipment developed as follows:

in Euro thousand

Historical cost	Land and buildings	Technical plant and machi-nery	Other fixtures fittings and equipment	Total Property, plant and equipment
1 Jan 2024	**4,531**	**6,459**	**18,013**	**29,003**
Reclassification	26	28	-54	-
Additions from initial consolidation	84	356	155	595
Additions	324	232	3,880	4,436
Disposals	-	-131	-752	-883
Translation adjustment	-16	-159	-808	-983
31 Dec 2024	**4,949**	**6,785**	**20,434**	**32,168**

Depreciation in Euro thousand				
1 Jan 2024	**1,820**	**3,008**	**10,830**	**15,658**
Additions from initial consolidation	-	-	81	81
Additions	247	446	2,512	3,205
Disposals	-	-131	-724	-855
Translation adjustment	-17	-131	-851	-999
31 Dec 2024	**2,050**	**3,192**	**11,848**	**17,090**
Carrying value as at 31 Dec 2024	**2,899**	**3,593**	**8,586**	**15,078**

in Euro thousand

Historical cost	Land and buildings	Technical plant and machinery	Other fixtures fittings and equipment	Total Property, plant and equipment
1 Jan 2023	**4,077**	**4,507**	**16,412**	**24,996**
Reclassification	8	240	-248	-
Additions from initial consolidation	-	-	2	2
Additions	536	1,684	2,393	4,613
Disposals	-90	-7	-621	-718
Translation adjustment	-	35	75	110
31 Dec 2023	**4,531**	**6,459**	**18,013**	**29,003**

Depreciation in Euro thousand				
1 Jan 2023	**1,756**	**2,389**	**9,331**	**13,476**
Reclassification	-	-90	90	-
Additions	140	696	1,984	2,820
Disposals	-76	-7	-617	-700
Translation adjustment	-	20	42	62
31 Dec 2023	**1,820**	**3,008**	**10,830**	**15,658**
Carrying value as at 31 Dec 2023	**2,711**	**3,451**	**7,183**	**13,345**

16. LEASES

The DEAG Group has concluded leases for various properties, vehicles and other assets. Other assets mainly include leases for operating and office equipment, including IT hardware. Leases for real estate generally have a term of two to ten years. Leases for motor vehicles and other assets usually have a term of between three and five years. The Group's obligations from its leases are collateralised by the lessor's ownership of the leased assets. The assignment and subleasing of leased assets by the Group are generally prohibited. The exercise of the existing extension options is currently considered sufficiently certain and these periods are therefore taken into account accordingly in the term calculations.

As of 31 December 2024, the right-of-use assets and related depreciation and amortisation were mainly attributable to properties. As of 31 December 2024, right-of-use assets amounting to EUR 23,752 thousand (31 December 2023: EUR 22,634 thousand) were reported and depreciation expense of EUR 6,286 thousand (31 December 2023: EUR 6,329 thousand) was recognised.

The following table shows the carrying amounts of the right-of-use assets per asset class and the changes in the reporting period:

in Euro thousand

	Total	Real estate	Vehicles	Other
Rights of Use	**23,752**	**22,242**	**551**	**959**
31 December 2023:	*22,634*	*19,624*	*540*	*2,469*
Additions	9,471	8,719	414	338
2023:	*8,406*	*6,543*	*442*	*1,421*
Depreciation expense	6,286	5,358	388	540
2023:	*6,329*	*5,199*	*456*	*673*

The lease of the myticket Jahrhunderthalle in Frankfurt/Main is a significant lease. The carrying amount for the right of use was EUR 5,699 thousand as of the balance sheet date (31 December 2023: EUR 5,878 thousand). On the other hand, lease liabilities in the amount of EUR 7,682 thousand (31 December 2023: EUR 7,759 thousand) were recognised.

The additions amounted to EUR 9,471 thousand (31 December 2023: EUR 8,406 thousand). In financial year 2024, the rental of new office space with a term of ten years represents the most significant new lease. As of the reporting date, the carrying amount for the associated right of use was EUR 4,013 thousand. On the other hand, a lease liability of EUR 4,033 thousand was recognised.

The corresponding lease liabilities (which are included in other financial liabilities) amount to EUR 27,151 thousand (31 December 2023: EUR 25,380 thousand). The maturity analysis of the leases is presented in Note 49.

Amounts recognised in the income statement during the period:

in Euro thousand

	2024	2023
Interest expense on lease liabilities	1,883	1,970
Expenditure on leases through a low-value asset, excluding short-term leases through low-value assets	77	17

Amounts recognised in the cash flow statement in the reporting period:

in Euro thousand

	2024	2023
Cash outflows for leases	7,525	8,188

17. INVESTMENT PROPERTY

Since 2001, DEAG has assessed the plots of land held as a financial investment that are not used within the operating activities of the DEAG Group in accordance with the fair value model on the basis of sufficiently objectifiable market prices by an external expert and has made a corresponding write-up/write-down in respect of the fair value on the reporting date.

Already in financial year 2015, DEAG had set up a 50:50 joint venture together with a real estate investor based in Frankfurt/Main and sold the partial plots of land around the myticket Jahrhunderthalle arena in Frankfurt held for sale and/or development under the item “Real estate held as a financial investment” subject to a condition precedent to the joint venture. Once planning permission has been granted, the transfer of ownership will be completed and the entire site or parts of it will be fully developed and marketed by the joint venture under the leadership of the property investor.

In the context of the sale subject to a condition precedent, the parties agreed on a minimum price for the partial plots of land, which, due to the fact that it was concluded in one transaction, is to be applied with priority over a fair value determined by an expert valuation. For financial year 2024, the price agreed upon in 2015 subject to a precedent condition continued to be the best indicator of the fair value.

The property surrounding the myticket Jahrhunderthalle in Frankfurt/Main is reported unchanged at EUR 5,625 thousand, based on the minimum purchase price agreed subject to a condition precedent, less safety margins for unsecured development.

The following table shows the valuation hierarchy used, unchanged from the previous year:

Assets valued at fair value (in Euro thousand)

		Market value		
	Total	**Level 1**	**Level 2**	**Level 3**
Investment properties	5,625	-	-	5,625

18. INVESTMENTS

For financial assets that are measured at fair value, there is an option to recognise the changes either in profit or loss or directly in equity. Financial assets measured at fair value include other investments (in principle, shares with a participation quota of less than 20%) in corporations (equity instruments) and shares held by DEAG. DEAG has decided to recognise changes in the fair value of its significant investments in the income statement. The valuation as of the reporting date was carried out using the DCF method und taking the safety discount into account. Unchanged to previous year, the valuation of the investment in Time Ride GmbH resulted in a fair value of EUR 475 thousand as of reporting date of the previous year.

As at the balance sheet date, the Group held 10.4% of the shares in Time Ride GmbH. Equity as at 31 December 2022 amounted to EUR 1.3 million with a net loss for the year of EUR-1.8 million.

In addition, the item mainly includes the investments in the UK at EUR 2.819 thousand (31 December 2023: EUR 2,374 thousand).

19. OTHER NON-CURRENT FINANCIAL ASSETS

Other non-current financial assets of EUR 10,283 thousand (31 December 2023: EUR 10,009 thousand) have a term of more than one year. These mainly include urchase call options worth EUR 4,597 thousand (31 December 2023: EUR 4,053 thousand) and loan receivables of EUR 3,778 thousand (31 December 2023: EUR 4,764 thousand) and long-term cooperation agreements of EUR 1,507 thousand (31 December 2023: EUR 885 thousand).

With regard to the purchase call option, we refer to our further explanations in Notes 6 and 49.

20. DEFERRED TAXES

The deferred tax assets in the amount of EUR 2.2 million (31 December 2023: EUR 1.6 million) mainly relate to deferred taxes on loss carryforwards, of which EUR 1.2 million (31 December 2023: EUR 1.2 million) were offset against deferred tax liabilities (same tax authorities). Please refer to our comments in Note 40.

21. LIABILITIES TO BANKS

Liabilities to banks include investment loans as well as the availment of working capital lines.

In December 2020, DEAG received approval from the state development bank KfW for a loan from the KfW Special Programme 2020 for EUR 25 million in two tranches for financing of operating materials. The first tranche of EUR 15 million was completely called up. The loan was granted via the principal banks. DEAG was able to waive the utilisation of the second tranche of up to EUR 10 million in December 2021 due to the Group's good liquidity situation. The loan has an interest rate of 2% p.a. The effective interest rate of the liability is 2.1% p.a. The loan has a term of six years. After the first year without any repayment, repayment has been made on a quarterly basis since March 2022. The terms of the loan include the usual conditions.

In addition, DEAG has drawn on the credit lines agreed with its principal banks for working capital and acquisition and project financing totalling EUR 25.4 million (31 December 2023: EUR 13.8 million).

There are further liabilities to banks at German subsidiaries amounting to EUR 6.2 million. These are in particular utilisations of working capital lines and investment loans (31 December 2023: EUR 5.2 million).

In addition, subsidiaries of DEAG agreed with their respective principal banks on government-backed financing specifically designed to cushion the effects of the COVID-19 pandemic, which were utilised in the amount of GBP 0.7 million and CHF 0.3 million (31 December 2023: GBP 0.9 million and CHF 1.1 million).

22. TRADE PAYABLES FROM DELIVERIES AND SERVICES

The liabilities are all due within one year. There is no collateralisation.

23. PROVISIONS

This item developed as shown below:

in Euro thousand

	As at 1 Jan 2024	Change in scope of consoli-dation	Usage	Dis-posal	Addi-tion	Translation adjustment	As at 31 Dec 2024
Contractual obligations	11,046	22	10,366	588	11,205	249	11,568
Personnel obligations	5,187	86	4,755	4	3,480	38	4,032
Consulting and audit fees	596	15	635	3	878	16	867
Other accruals	4,805	302	4,478	40	2,999	-	3,588
Total	**21,634**	**425**	**20,234**	**635**	**18,562**	**303**	**20,055**

in Euro thousand

	As at 1 Jan 2023	Change in scope of consoli-dation	Usage	Dis-posal	Addi-tion	Translation adjustment	As at 31 Dec 2023
Contractual obligations	10,153	13	9,612	332	10,691	133	11,046
Personnel obligations	5,248	-	4,566	285	4,767	23	5,187
Consulting and audit fees	472	-	473	1	593	5	596
Other accruals	6,961	429	584	4,476	2,475	-	4,805
Total	**22,834**	**442**	**15,235**	**5,094**	**18,526**	**161**	**21,634**

The provisions – except for EUR 652 thousand (31 December 2023: EUR 515 thousand) in provisions for personnel liabilities – are, as a matter of principle, due within one year.

24. ADVANCED PAYMENTS RECEIVED

This item includes customers' takings for concert and theatre tickets as well as guarantee payments for events after the balance sheet date. Advanced payments received are recognised in income on the day of the respective event.

For further details on advanced payments received, please refer to the explanations in Note 32 "Revenues."

25. CORPORATE BOND 2023/2026

The DEAG corporate bond 2023/2026 (WKN: A351VB, ISIN: NO0012487596) has been listed on the Open Market (segment: Quotation Board) of the Frankfurt Stock Exchange since 12 July 2023 and has been included in the Nordic ABM, a self-regulated marketplace organised and operated by the Oslo Stock Exchange, since 8 January 2024. It is structured as a Nordic Bond and is subject to Norwegian law. The proceeds from the issue were mainly used to redeem the corporate bond 2018/2023 and will be used to finance inorganic growth. The bearer bonds with a nominal value of EUR 1,000 each have a term of three years and a fixed annual interest rate of 8.0%, payable semi-annually in arrears on 30 June and 31 December of each year. The outstanding volume of the bond amounts to EUR 50.0 million. The annual effective interest rate of the bond is 12.3%. Certain financial covenants are linked to the bond, which are essentially derived from the financial indicators EBITDA and net debt (financial liabilities less cash and cash equivalents). The resulting figure is compared with thresholds that are set on a quarterly basis. In the event of non-compliance, the bond could be called in immediately following other measures to be taken in advance. The covenants were always complied with in the 2024 financial year.

26. OTHER CURRENT FINANCIAL LIABILITIES

Other current financial liabilities comprise the following:

in Euro thousand

	31 Dec 2024	**31 Dec 2023**
Leasing liabilities - current	5,073	6,376
Contingent purchase price liabilities from acquisitions	4,778	536
Escrow monies from ticket sales	4,012	2,967
Purchase price liabilities from acquisitions	921	0
Debtors with credit balance	470	749
Loans	111	1,449
Other	2,802	2,057
Other current financial liabilities	**18,167**	**14,134**

27. OTHER CURRENT NON-FINANCIAL LIABILITIES

Other current non-financial liabilities are comprised as follows:

in Euro thousand

	31 Dec 2024	31 Dec 2023
Tax liabilities	13,425	7,290
Social security liabilities	1,005	595
Vouchers	269	1,036
Other	146	0
Other current non-financial liabilities	**14,845**	**8,921**

28. OTHER NON-CURRENT FINANCIAL LIABILITIES

in Euro thousand

	31 Dec 2024	31 Dec 2023
Leasing liabilities - non-current	22,078	19,004
Earn Out liabilities and put options from acquisitions	6,437	7,639
Other	2,096	0
Other non-current financial liabilities	**30,611**	**26,643**

Lease liabilities amounted to EUR 6,761 thousand (31 December 2023: EUR 7,044 thousand) on the lease of the Jahrhunderthalle in Frankfurt/Main and to EUR 15,317 thousand (31 December 2023: EUR 11,960 thousand) for other lease obligations.

Please refer to the comments in Notes 6, 16 and 49.

29. COLLATERALISATION

In the reporting year, EUR 3,227 thousand (31 December 2023: EUR 3,122 thousand) in connection with pre-financing of the tour, claims from ticket money and insurance claims were assigned to the financing credit institution.

The loans of the subsidiaries in the UK are secured to the extent customary there.

30. EQUITY

As at 31 December 2024, the share capital of DEAG remained unchanged compared to the previous year and amounted to EUR 21,588,573.00, divided into the same number of registered shares in the form of no- par value shares with a notional interest in the share capital of EUR 1.00 per share.

The share capital of the company is fully paid up.

The capital reserve includes the premium from the issue of shares, the reduction due to the capital increase from company funds to adjust the subscribed capital due to the conversion to the euro, and the costs of capital measures carried out. The transaction costs are mainly consulting costs and issuing fees. The revaluation reserve for property, plant and equipment formed in previous years resulted from the revaluation of owner-occupied property after deduction of deferred taxes in accordance with IAS 16. As a result of the Jahrhunderthalle transaction, the remaining revaluation reserve was transferred in full to the capital reserve in 2015 without affecting profit or loss.

Retained earnings in the amount of EUR -332 thousand (31 December 2023: EUR -332 thousand) include effects from the first-time application of IFRS 16 not recognised in profit or loss.

The accumulated deficit includes the consolidated result for the financial year as well as the results achieved in the past by the companies included in the Consolidated Financial Statements.

Earnings per share are calculated by dividing the consolidated profit by the weighted number of shares outstanding.

The calculation of the undiluted earnings per share pursuant to IAS 33 is based on 21,587,958 shares (21,588,573 shares issued less 615 treasury shares). The weighted average number of shares for 2024 is unchanged compared to the previous year at 21,587,958). The underlying consolidated result amounted to EUR -13,716 thousand (previous year: EUR -2,088 thousand).

Conditional capital

By resolution of the Annual General Meeting on 25 June 2024, the share capital is conditionally increased by up to EUR 10,794,286.00 for the implementation of bonds issued until 24 June 2029 in accordance with the above resolution of the Annual General Meeting (Conditional Capital 2024/I).

The entry in the commercial register was made on 7 October 2024.

Authorised capital

By resolution of the Annual General Meeting on 25 June 2024, the Executive Board is authorized to increase the share capital by up to EUR 10,794,286.00 by 24 June 2029. (Authorized capital 2024/I)

By resolution of the Annual General Meeting on 23 June 2022, the Executive Board is authorized to increase the share capital by up to EUR 10,794,286.00 until 22 June 2027 (Authorized Capital 2022/I). The authorized capital of 23 June 2022 (Authorized Capital 2022/I) has been cancelled.

The entry in the commercial register was made on 7 October 2024.

The authorized capital (2024/I) has not yet been used.

Acquisition of treasury shares (Section 71 (1) no. 8 AktG)

As resolved by the Annual General Meeting on 25 June 2020 in accordance with Section 71 para. 1 no. 8 AktG, DEAG is authorised to purchase up to 10% of the share capital existing on the date of the resolution until 24 June 2020 with the approval of the Supervisory Board. The decision on this is to be made by the Executive Board. Such purchase may only be made via the stock exchange or by a public purchase offer addressed to all shareholders. This authorisation has not yet been exercised. As at 31 December 2024, the company still held 615 treasury shares.

Accumulated other income

The accumulated other result developed as follows in 2024 and 2023, respectively:

in Euro thousand

	As at 1 Jan 2024	Change	As at 31 Dec 2024
Balancing item actuarial gain or losses (IAS 19.93A)	697	-122	572
Balancing item for foreign currency translation	1,620	310	1,933
Accumulated other income	**2,317**	**188**	**2,505**

in Euro thousand

	As at 1 Jan 2023	Change	As at 31 Dec 2023
Balancing item actuarial gain or losses (IAS 19.93A)	732	-35	697
Balancing item for foreign currency translation	1,158	462	1,620
Accumulated other income	**1,890**	**427**	**2,317**

Shares of non-controlling interests

Non-controlling interests are those shares in paid and earned equity that are neither directly nor indirectly held by DEAG. They are reported in equity in accordance with IFRS 10.22.

31. DISCLOSURES ON RELATIONSHIPS WITH RELATED PARTIES

In accordance with IAS 24, related parties are generally shareholders who can exert a significant influence, the Executive Board of DEAG Deutsche Entertainment Aktiengesellschaft, its shareholders and the Supervisory Board, as well as related parties and companies controlled by them.

Other related parties within the meaning of IAS 24.19 in the reporting year included three family members of members of the Executive Board who are employed by DEAG Group companies.

Remuneration and fees of a total amount of EUR 76 thousand (previous year: EUR 369 thousand) were paid to these individuals and companies in the reporting year.

Executive Board

The total remuneration granted to the Executive Board, which are to be classified as short-term employee benefits, in the financial year, including fringe benefits amounting to EUR 3.4 million in total (previous year: EUR 9.5 million).

Supervisory Board

Members of the Supervisory Board are remunerated in line with the Articles of Incorporation. In the financial year, remuneration totalled EUR 256 thousand (previous year: EUR 213 thousand).

32. REVENUES

The segment reporting shows the breakdown of revenues by lines of business and geographical markets (Note 7). We refer to our comments on the details of the accounting and valuation principles in Note 6.

The following table shows the opening and closing balances of trade receivables and contract liabilities:

Balance of trade receivables and advanced payments received

in Euro thousand

	31 Dec 2024	31 Dec 2023	1 Jan 2023
Trade receivables	27,361	20,272	17,806
Advanced payments received	150,390	83,830	62,925

Reconciliation of advanced payments received

in Euro thousand

	2024	2023
Income included in advanced payments received at the beginning of the period	-83,574	-62,633
Additions from payments received net of amounts recoginised as revenues in the reporting period	150,134	83,538
Total change	**66,560**	**20,905**

33. COST OF SALES

Cost of sales includes the cost of materials, services purchased (especially fees), personnel expenses (EUR 17.1 million; previous year: EUR 14.9 million), event-related rent and other material costs (including pro rata scheduled depreciation of EUR 12.1 million (previous year: EUR 9.4 million) that are incurred in order to generate sales.

34. DISTRIBUTION COSTS

Distribution costs amounted to EUR 29.3 million after EUR 26.5 million the previous year. These include system fees (EUR 5.6 million, previous year: EUR 5.5 million), personnel expenses (EUR 4.4 million, previous year: EUR 3.4 million), and other distribution-related material costs (EUR 19.3 million, previous year: EUR 17.6 million).

35. ADMINISTRATIVE EXPENSES

Administrative expenses increased by EUR 6.2 million to EUR 41.4 million compared to the previous year (previous year: EUR 35.2 million). They consist of personnel expenses (EUR 20.4 million, previous year: EUR 20.8 million), other administration-related material costs (EUR 16.3 million, previous year: EUR 10.7 million) and the pro rata scheduled depreciation in the amount of EUR 4.7 million (previous year: EUR 3.7 million).

36. OTHER OPERATING INCOME

Other operating income fell sharply compared to the previous year to EUR 10.2 million (previous year: EUR 19.0 million). In the reporting year, this mainly consisted of operating income from the recognition of insurance compensation and claims for damages in the amount of EUR 3.4 million (previous year: EUR 4.3 million) and fair value changes in contingent purchase price liabilities and options from acquisitions recognised in profit or loss in the amount of EUR 2.6 million (previous year: EUR 3.5 million) and prior-period income from voucher reversals in the amount of EUR 1.4 million (previous year: EUR 0.1 million). In the previous year, other operating income was also significantly influenced by income from the reversal of provisions in the amount of EUR 5.1 million, grants and support payments from COVID-19 aid programmes in all national markets in the amount of EUR 3.3 million and the recognition of the negative difference from a purchase price allocation in the amount of EUR 1.9 million through profit or loss.

37. OTHER OPERATING EXPENSES

Other operating expenses totalling EUR 5.0 million (previous year: EUR 4.1 million) mainly include fair value adjustments to contingent purchase price liabilities and options in the amount of EUR 1.7 million (previous year: EUR 1.9 million), expenses from losses from claims in the amount of EUR 0.8 million (previous year: EUR 0.4 million) and incidental acquisition costs from acquisitions made during the year in the amount of EUR 0.9 million.

38. FINANCING INCOME AND EXPENSES

This item breaks down as follows:

in Euro thousand

	2024	2023
Interest income	1,720	707
Interest expenses	-8,775	-7,019
Other financial expenses	-1,256	-801
Financing income and expenses	**-8,311**	**-7,113**

39. INCOME FROM INVESTMENTS

The investment result totalled EUR -0.6 million after EUR -0.2 million the previous year and is mainly attributable to the share of earnings from investments in the UK (refer to Note 18).

40. TAXES ON INCOME AND EARNINGS

The actual tax liabilities for the current financial year and previous years are calculated based on the amounts expected to be payable to the tax authorities. Deferred tax claims and tax liabilities are calculated based on the rates that apply on the balance sheet date.

in Euro thousand

	2024	2023
Tax expenses:		
Reporting period	-3,958	-3,492
Previous years	-278	-6
Tax refund previous years	172	65
Deferred tax expenses/income:		
Deferrered taxes	1,859	-492
Temporary differences	481	-1,037
Tax income / expenses	**-1,724**	**-4,962**

Income taxes include income taxes paid or payable in the respective countries and all deferred taxes. They include corporate income tax, including the solidarity surcharge, and trade tax as well as the respective foreign taxes.

Deferred taxes are formed in order to record all substantial temporary variances between the individual financial statement and the tax balance sheet and temporary variances due to consolidation adjustments.

Deferred taxes are calculated based on the respectively applicable national income tax rates. A corporate income tax rate of 15.0% as well as an effective local trade tax rate of 15.0% were applied for domestic companies in the reporting year 2023. Taking the solidarity surcharge and the trade income tax into account, the calculation of the deferred taxes for the domestic companies is based on a tax rate of approx. 30.0%. The income tax rate in Switzerland is approx. 20.0%, approx. 25.0% in the UK, approx. 22.0% in Denmark, approx. 25.0% in Spain and approx. 28% in Italy. If no prior-year figures are stated, the respective tax rates remained unchanged compared to the previous year.

The tax expense resulting from the application of the tax rate used at DEAG can be reconciled with the actual tax expense as follows:

in Euro thousand

	2024	**2023**
Result before income tax and shares of non-controlling interests	-11,238	6,410
income tax by using DEAG's tax rate (30%)	3,371	-1,923
Tax income/expenditure as per Consolidated Profit and Loss Statement	-1,724	-4,962
Reconcilation item	**5,095**	**3,039**

in Euro thousand

	2024	**2023**
Changing tax rate		
Taxes previous years	106	-59
Tax-free earnings and non-deductible expenses	2,126	-239
Different tax rates	197	87
Addition (+) / Release (-) of valuation allowance on deferred tax	2,040	2,525
Miscellaneous	626	725
	5,095	**3,039**

Deferred tax assets comprise the following:

in Euro thousand

	2024	**2023**	**change not affecting net income**	**change affecting net income**
Deferred taxes on losses carried forward	2,207	1,616	0	591
Deferred tax assets	**2,207**	**1,616**	**0**	**591**
Deferred tax assets that can be set off against deferred tax liabilities	-1,169	-1,169		
Deferred tax assets (net)	**1,038**	**447**		

Deferred tax assets on losses carried forward are recognised in the amount of EUR 2.2 million (31 December 2023: EUR 1.6 million). The tax assets were shown netted in the amount if there is an offsetting option with the same tax authority.

The tax loss carryforwards in the DEAG Group amounted to around EUR 93 million for corporation tax as at 31 December 2024 (31 December 2023: EUR 88 million) and around EUR 70 million for trade tax (31 December 2023: EUR 59 million).

Due to the utilisation of previously unrecognised tax losses, the current tax expense was reduced by EUR 0.4 million (previous year: EUR 0.5 million).

The deferred tax liabilities reported are comprised as follows:

in Euro thousand

	2024	2023	change not affecting net income	change affecting net income
Deferred tax liabilities from the write-up on the myticket Jahrhunderthalle Frankfurt/Main	1,308	1,308	0	0
Deferred tax liabilities on intangible assets	10,213	9,356	-2,125	1,268
Other temporary differences	858	1,340	0	482
Deferred taxes on the liabilities side	**12,379**	**12,004**	**-2,125**	**1,750**
To be settled against deferred tax assets	-1,169	-1,169		
Balance sheet value	**11,210**	**10,835**		

41. PERSONNEL EXPENSES AND DEPRECIATION

in Euro thousand

	2024	2023
Salaries and wages	37,029	33,440
Social security contribution	4,089	5,103
Cost of pension schemes	815	586
Total	**41,933**	**39,129**

The increase in personnel expenses mainly corresponds to the increase in the number of employees and higher personnel expenses.

Depreciation and amortization for the financial year amounted to EUR 16,804 thousand (previous year: EUR 13,088 thousand).

42. CASH FLOW STATEMENT

Cash and cash equivalents relate exclusively to liquid assets. Changes in the scope of consolidation resulted in the following changes in cash and cash equivalents and other assets and liabilities.

in Euro thousand

	Additions
Cash Inflow	1,447
Additions to fixed assets	20,828
Additions of other assets	7,957
Additions other debt	18,820

Of the payments resulting from the addition to the scope of consolidation in the amount of EUR 1,305 thousand, EUR 9,649 thousand relates to cash and cash equivalents acquired and EUR 10,954 thousand to the consideration paid.

Income taxes of EUR 6,906 thousand (previous year: EUR 2,673 thousand) were paid, which were classified as cash flow from operating activities.

The financial liabilities can be reconciled as follows:

in Euro thousand

	01 Jan 2024	Cashflow	non-cash	31 Dec 2024
Bond	45,706	-	1,516	47,222
Bank liabilities	30,056	8,513	92	38,661
Lease liabilities	25,380	-7,525	9,297	27,151
Other financial liabilities	15,397	-572	6,802	21,627
Liabilities from financing activities	117,539	416	17,707	134,661

43. INFORMATION ON OBLIGATIONS UNDER RETIREMENT BENEFIT PLANS (IAS 19)

Under the defined contribution pension scheme in Germany, the Group pays contributions to state pension insurance institutions on the basis of statutory provisions. During the financial year, the employer's contribution to the pension insurance amounted to 9.30%, unchanged from the previous year. The ongoing payments of contributions are disclosed as social contributions in personnel expenses and amounted to EUR 0.6 million (previous year: EUR 0.8 million).

Retirement benefits are granted to the employees of Kilimanjaro Live Ltd. under the statutory defined contribution plan. Moreover, the directors of the company are insured through individual defined contribution pension insurance policies. During the reporting period, the sub-group Kilimanjaro paid pension contributions in the amount of EUR 0.4 thousand (previous year: EUR 0.3 million).

The companies of the DEAG Group that are based in Switzerland have joined a collective foundation for compliance with their retirement benefit obligations under the Swiss Federal Act on Occupational retirement, survivors' and disability pension scheme (BVG) of a collective foundation "Berufliche Alters-Hinterlassenen- und Invalidenvorsorge." Apart from the payment of ongoing contributions to this pension scheme, they are also obliged to compensate for any undercoverage of this pension scheme if necessary (see Article 65d BVG). For this reason, this retirement benefit scheme must be classified as a defined multi-employer benefit plan within the meaning of IAS 19.29.

An independent expert has calculated the obligations in terms of retirement benefits effective 31 December 2024. The respective amounts were transferred to the Consolidated Financial Statements and are part of the Group's personnel obligations. We refer to our comments in Note 23. Disclosures in accordance with IAS 19 have been waived for reasons of materiality.

44. AVERAGE NUMBER OF EMPLOYEES DURING THE YEAR

headcount

	2024	2023
Live Touring	349	371
Entertainment Services	175	148
DEAG Holding	37	37
Total headcount	**561**	**556**

headcount

	2024	2023
Germany	357	420
UK/Ireland	154	109
Switzerland	28	23
Other European countries	22	4
Total headcount	**561**	**556**
core workforce	447	398
temporary staff	117	158

As at 31 December 2024, the Group had 678 employees (31 December 2023: 573).

45. OFF-BALANCE SHEET CONTINGENCIES / CONTINGENT LIABILITIES / CONTINGENT CLAIMS

The following contingencies relating to other guarantees in the amount of EUR 9 thousand existed on the balance sheet date (31 December 2023: EUR 178 thousand).

For sufficiently concrete, foreseeable tax risks whose probability of occurrence is predominantly likely, existing tax credits were reduced and/or corresponding provisions were recognised. In addition, further payment obligations could result from the outcomes of future external tax audits whose amount cannot currently be reliably estimated.

The Group is currently involved in active and passive legal proceedings. Insofar as risks can be identified, these risks are covered as a matter of principle in the Consolidated Financial Statements by valuation allowances in respect of the assets on the one hand and through provisions on the other hand. During the reporting year, exclusively costs of proceedings were provisioned. There are no individual risks from litigation on the liabilities side that require provisions.

In connection with the elimination of the consequences of the COVID-19 pandemic, the Group has applied for and received government support payments and accounted for them with a safety margin in the Consolidated Financial Statements. The support payments are subject to verification as part of the final account settlements. In this regard, asset reductions or increases could result if and to the extent that the safety margin is set too low or too high. DEAG is being sued before the Berlin Regional Court for payment of a mid-six-figure sum. At the end of 2023, the Berlin Regional Court issued a (partial) final judgement in this regard, granting the remainder of the claim insofar as it was heard on the merits. In addition, the Regional Court dismissed parts of the claim that were not heard on the merits by way of a (partial) default judgement. The opposing party filed an appeal against the (partial) default judgement. DEAG itself has filed an appeal against the (partial) final judgement. This means that two courts, the Berlin Regional Court and the Court of Appeal, are now dealing with parts of the same facts. As a result, it is highly likely that the judgement of the Regional Court will not stand for procedural reasons and that the Court of Appeal will refer the case back to the Regional Court, setting aside the judgement of the Regional Court. DEAG continues to assess the prospects of success in the main action as predominantly probable and has therefore recognised a provision.

46. AUDIT FEES

The fee for the auditor of the Consolidated Financial Statements, Mazars GmbH & Co. KG, Hamburg, are as follows:

in Euro thousand

	2024	2023
Audit fees	291	294
Other certification services	0	75
Other services rendered	44	75
Total	**335**	**444**

47. OTHER FINANCIAL OBLIGATIONS

In addition to the provisions and liabilities in the balance sheet and the contingencies, the following other financial commitments exist:

Financial Year 2024 (in Euro thousand)	Artist guarantees	Venues	Other	Total
2025	40,851	2,501	567	43,919
2026-2029	3,140	504	12	3,656
Total	**43,991**	**3,005**	**579**	**47,575**

There are no obligations for more than 5 years.

Other financial obligations of the previous year related to:

Financial Year 2023 (in Euro thousand)	Artist guarantees	Venues	Other	Total
2024	26,968	1,831	533	29,332
2025-2028	2,974	532	48	3,554
Total	**29,942**	**2,363**	**581**	**32,886**

48. CAPITAL CONTROL

Besides the provisions under the stock corporation law, DEAG is not subject to any more extensive obligations for the purpose of capital conservation. The financial figures that are used for internal controlling of the company are performance-based and are to contribute to the appreciation of shareholders' assets while at the same time preserving balanced liquidity.

In the project business, the gross margin and the number of break-even tickets are used as the most important control parameters. In overall company management, revenues and earnings before interest, taxes, depreciation and amortisation (EBITDA) are the key indicators, which are also used by market participants, investors and financing banks for assessment purposes. With respect to acquisitions of companies, the duration of amortisation of the purchase price is an important decision criterion in addition to the company-related parameters. The Group manages its capital with the objective of ensuring that all Group companies can operate under the going concern premise and, at the same time, maximise the returns to the company's stakeholders by optimising the ratio of equity to debt. The overall strategy is unchanged from the previous year. Compliance with the covenant criteria in connection with financing used is monitored on an ongoing basis. Non-compliance with financial covenants can restrict the committed scope of financing.

In addition, we refer to the statements on equity under Note 30.

For a summary presentation of the figures for the reporting year and the previous year (EBITDA, Group earnings, profit to sales ratio), we refer to the information in the segment reporting in Note 7.

49. ADDITIONAL INFORMATION ON FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

The DEAG Group is subject to interest rate, currency, credit and liquidity risks in respect of its assets, liabilities and operating business as a result of its international business activities and its investment and financing activities.

Interest risks

On the assets and liabilities side, the Group is subject to interest rate fluctuations. While on the assets side in particular, income from short-term investments is exposed to an interest rate risk, the liabilities side is essentially affected by interest expenses from current and non-current financial liabilities.

The current interest rate for drawings and utilisations of the current financing lines is based both on fixed interest rates and on the general development of the EURIBOR. This financing is based on spread grids with scaling of 0.25 percentage points. The interest rate premium on the EURIBOR depends on the net debt ratio and interest coverage.

The financial and non-financial covenants vis-à-vis banks are continuously monitored and the resulting interest margins are agreed with the banks concerned.

The sensitivity analysis required by IFRS 7 refers to interest rate risks from floating rate monetary liabilities.

In the event of a hypothetical increase or decrease in the EURIBOR by 1%, interest would increase or decrease by EUR 739 thousand (previous year: EUR 819 thousand) as far as floating rate interest financing is concerned.

In the event of a hypothetical increase (decrease) in the interest premium by 0.25%, the interest payments for variable-rate financing would increase (decrease) by EUR 185 thousand (previous year: EUR 205 thousand).

Currency risks

Fee payments for artists, orchestras, show productions, etc. are partly made on a USD basis and are thus subject to currency risk against the euro, CHF or GBP. The same applies to dividend payments from foreign subsidiaries that are made in Swiss francs or British pounds. The company performs sensitivity analyses on a regular basis in order to anticipate the impact of currency fluctuations and assess whether rate-hedging transactions are advantageous. Minor currency hedging transactions in GBP for intercompany loans were carried out in the reporting period and in the following financial year. Sensitivity analyses are not performed due to the immateriality of these transactions for the Group.

Credit risks

The DEAG Group is exposed to a default risk in the operating business and in respect of other transactions, stake sales, for instance, if the contractual partners fail to meet their payment obligations. The current deposits have been made with principal banks with good credit standing. The maximum default risk is reflected by the carrying amounts. The deposits are made with different banks so that a diversification of the default risk is ensured.

In the operating business as well, the credit standing is also strictly observed in selecting business partners. Accounts receivable are monitored on an ongoing basis. Possible default risks are taken into account by making valuation allowances. On the reporting date, there were no indications of risks beyond the posted valuation allowances for accounts receivable or other assets.

Liquidity risks

The financing of the operating business depends on the DEAG Group companies' ability to generate sufficient cash flow inflows in a volatile business or to tap external sources of financing (debt or equity).

DEAG has set up a Group-wide monitoring system to identify and counteract any risks to the company as a going concern at an early stage. At present, monitoring is carried out to a large extent by the Executive Board and the Corporate Controlling department at headquarters. The monitoring and control system focuses, among other areas, on the liquidity planning of all operative Group companies.

In addition, extensive framework lines have been agreed with DEAG's principal banks, which will be used for the purposes of acquisition financing in the amount of EUR 16.5 million (unchanged to previous year), pre-financing of tour and concert events with EUR 10.0 million (previous year: EUR 6.0 million) and ongoing business (EUR 22.7 million, previous year: EUR 18.9 million), that have been granted until further notice.

The current interest rate of the respective drawings and drawdowns is based on the general development of the EURIBOR.

The respective financing conditions reflect the favourable market level as well as DEAG's rating. The credit lines could be terminated on the basis of the general terms and conditions of business if the asset, financial and earnings positions of the DEAG Group have deteriorated in the long term compared to the time at which they were granted and compensatory measures (such as the provision or strengthening of bank collateral to secure the respective claims) are not successful.

In July 2023, DEAG issued a corporate bond ("Bond 2023/2026"). The bond 2023/2026 is listed on the Open Market (segment: Quotation Board) of the Frankfurt Stock Exchange and has been included in the Nordic ABM, a self-regulated marketplace organised and operated by the Oslo Stock Exchange, since 8 January 2024. It is structured as a Nordic bond and is subject to Norwegian law. The bearer bonds with a nominal value of EUR 1,000 each have a term of three years and a fixed annual interest rate of 8.0%, payable semi-annually in arrears on 30 June and 31 December of each year. The outstanding volume of the bond amounts to EUR 50.0 million.

In December 2020, DEAG received approval from the state development bank KfW for a loan from the KfW Special Programme 2020 of EUR 25 million in two tranches to finance working capital. The first tranche of EUR 15 million has been drawn down in full. The loan was granted via the principal banks. DEAG was able to forego drawing on the second tranche of up to EUR 10 million in December 2021 due to the Group's good liquidity situation. The loan has an interest rate of 2% p.a. The loan has a term of six years. After the first year without any repayment, repayment has been made on a quarterly basis since March 2022. The terms of the loan include the usual conditions.

In addition, DEAG subsidiaries and their respective principal banks agreed on state-backed financing amounting to GBP 3.7 million, CHF 0.3 million (31 December 2023: GBP 4.1 million and CHF 1.5 million), of which GBP 0.7 million and CHF 0.3 million had been drawn down as of the balance sheet date (31.12.2023: GBP 0.9 million and CHF 1.1 million).

The financial and non-financial covenants vis-à-vis credit institutions are monitored on an ongoing basis.

DEAG is dependent on successful ticket sales and thus a positive business performance to finance its operating business, including organic and external growth. In individual cases, DEAG has entered into obligations (especially for fee payments) and must make advance payments on the liquidity side, as there are temporary differences between the outgoing payments and incoming payments from ticket sales. In these cases, the relevant advance costs would have to be covered from other sources – from other uncommitted financial resources or by drawing on credit lines with the principal banks, for example.

Based on revenue and earnings forecasts and the liquidity derived from them, the Executive Board considers this and the financial position of the company and the Group to be in order, also with regard to financing requirements for internal and external growth.

If the course of business deteriorates compared to planning, a liquidity shortfall could result if the planned cash inflows and credit lines are not available to a sufficient extent. DEAG would then be dependent on tapping additional sources of financing (debt or equity).

The following tables show the contractually fixed payments from financial liabilities. In the case of variable interest payments, the interest rate level valid on the balance sheet date is used as a basis.

2024 (in Euro thousand)

	due within 1 year	**due > 1 year until 5 years**	**due > 5 years**	**Total**
Non-derivative financial liabilities	**71,250**	**29,438**	**7,183**	**107,871**
Liabilities against banks and other financial liabilities				
- Repayment	26,874	11,737	50	38,661
- Interest expenses p.a. (5.79%)	1,556	2,718	3	4,277
Trade accounts payable	28,298	0	0	28,298
Bond	0	50,000	0	50,000
Interest expenses p.a. (8.00%)	4,000	6,000	0	10,000
Leasing liabilities	5,073	14,895	7,183	27,151
Other non-derivative liabilties	11,005	2,806	0	13,811
Derivative financial liabilities	**1,589**	**5,727**	**0**	**7,316**

2023 (in Euro thousand)

	due within 1 year	due > 1 year until 5 years	due > 5 years	Total
Non-derivative financial liabilities	**53,994**	**33,967**	**4,148**	**92,109**
Liabilities against banks and other financial liabilities				
- Repayment	12,762	17,294	0	30,056
- Interest expenses p.a. (5.56%)	710	3,846	0	4,556
Trade accounts payable	27,098	0	0	27,098
Bond	0	50,000	0	50,000
Interest expenses p.a. (8.00%)	4,000	6,000	0	10,000
Leasing liabilities	6,376	14,856	4,148	25,380
Other non-derivative liabilties	7,758	1,817	0	9,575
Derivative financial liabilities	**-**	**5,822**	**-**	**5,822**

50. FINANCIAL INSTRUMENTS

The financial assets of the Group are measured at amortised cost in accordance with IFRS 9. The main investments and a call option included in other non-current financial receivables that are measured at fair value through profit or loss are an exception. Furthermore, we refer to Note 6.

Of the financial liabilities, contingent purchase price liabilities in the amount of EUR 11,215 thousand (31 December 2023: EUR 8,175 thousand) are recognised at fair value through profit or loss (see also Notes 26 and 28).

The investment was measured using the DCF method and taking a risk discount into account. The valuation was based on budget drawn up by the management.

The fair value of the call options (EUR 4,597 thousand; 31 December 2023: EUR 4,053 thousand) was determined using the DCF method. The valuation was based on planning drawn up by the local management. An interest rate of 10.6% (previous year: 9.75%) was used as the discount rate to determine the present value. In the event of a hypothetical increase (decrease) in the underlying earnings figure (EBIT) or EBITDA by 10.0%, the fair value would increase (decrease) by EUR 222 thousand (previous year: EUR 440 thousand) – without taking currency effects into account.

The contingent purchase price liabilities relate to variable purchase price components (earnout obligations) of EUR 3,399 thousand (previous year: EUR 2,353 thousand) for acquisitions of shares depending on future business development and EUR 7,816 thousand (previous year: EUR 5,822 thousand) to purchase price obligations related to put options on non-controlling interests. The respective valuation is based on the DCF method. The valuations were based on planning drawn up by the local management. A weighted interest rate of 10.5% (previous year: 8.6%) was used as the discount rate to determine the present values of the long-term earn-out obligations and the put option. In the event of a hypothetical increase (decrease) in the discount rate by 1.0%, these obligations would increase (decrease) by EUR 64 thousand (previous year: EUR 76 thousand) without taking exchange rate effects into account.

The valuation of the contingent purchase price liabilities was carried out taking the individually applicable framework conditions defined in the respective purchase agreements into account. The calculation bases include, among other elements, period-specific target sales and earnings figures from the respective relevant planning calculations. To determine the fair values, the cash flows are discounted on the basis of capitalisation interest rates determined using capital market theory methods.

The following table shows the measurement hierarchy used for all financial assets and liabilities not measured at amortised cost, and, for comparison purposes, the corresponding fair values for assets and liabilities measured at cost:

2024 in Euro thousand	Fair value	Level 3	at amortised purchase cost	Carrying amount
Assets				
Cash and cash equivalents	**115,943**	**-**	**115,943**	**115,943**
Amortised costs	115,943	-	115,943	115,943
Trade receivables	**27,361**	**-**	**27,361**	**27,361**
Amortised costs	27,361	-	27,361	27,361
Property held as an investment	**5,625**	**5,625**	**-**	**5,625**
At fair value through profit or loss	5,625	5,625	-	5,625
Investments	**3,344**	**442**	**2,902**	**3,344**
At fair value through profit or loss	442	442	-	442
Amortised costs	2,902	-	2,902	2,902
Other current financial assets	**24,165**	**4,597**	**19,568**	**24,165**
At fair value through profit or loss	4,597	4,597	-	4,597
Amortised costs	19,568	-	19,568	19,568
Total		**10,664**	**165,778**	

2024 in Euro thousand	Fair value	Level 3	at amortised purchase cost	Carrying amount
Liabilities				
Bank loans	**37,853**	**-**	**38,661**	**38,661**
Amortised cost	37,853	-	38,661	38,661
Trade accounts payable	**28,298**	**-**	**28,298**	**28,298**
Amortised cost	28,298	-	28,298	28,298
Bond	**50,000**	**-**	**47,222**	**47,222**
Amortised cost	50,000	-	47,222	47,222
Other financial liabilities	**48,778**	**11,215**	**37,563**	**48,778**
At fair value through profit or loss	11,215	11,215	-	11,215
Amortised cost	37,563	-	37,563	37,563
Total		**11,215**	**151,744**	

2023 in Euro thousand	Fair value	Level 3	at amortised purchase cost	Carrying amount
Assets				
Cash and cash equivalents	**89,813**	**-**	**89,813**	**89,813**
Amortised costs	89,813	-	89,813	89,813
Trade receivables	**20,272**	**-**	**20,272**	**20,272**
Amortised costs	20,272	-	20,272	20,272
Property held as an investment	**5,625**	**5,625**	**-**	**5,625**
At fair value through profit or loss	5,625	5,625	-	5,625
Investments	**2,877**	**442**	**2,435**	**2,877**
At fair value through profit or loss	442	442	-	442
Amortised costs	2,435	–	2,435	2,435
Other current financial assets	**18,259**	**4,053**	**14,206**	**18,259**
At fair value through profit or loss	4,053	4,053	-	4,053
Amortised costs	14,206	-	14,206	14,206
Total		**10,120**	**126,726**	

2023 in Euro thousand	Fair value	Level 3	at amortised purchase cost	Carrying amount
Liabilities				
Bank loans	**28,775**	**-**	**30,056**	**30,056**
Amortised cost	28,775	-	30,056	30,056
Trade accounts payable	**27,098**	**-**	**27,098**	**27,098**
Amortised cost	27,098	-	27,098	27,098
Bond	**50,000**	**-**	**45,706**	**45,706**
Amortised cost	50,000	-	45,706	45,706
Other financial liabilities	**40,777**	**8,175**	**32,602**	**40,777**
At fair value through profit or loss	8,175	8,175	-	8,175
Amortised cost	32,602	–	32, 602	32,4602
Total		**8,175**	**135,462**	

There were no reclassifications between Level 1, Level 2 and Level 3 of the valuation hierarchy in the reporting year.

In 2024 and 2023, cash and cash equivalents, trade receivables and payables, other financial assets and liabilities, and current financial liabilities had predominantly short remaining maturities. Therefore, their carrying amounts on the reporting date correspond more or less to the fair value.

The carrying amounts of other non-current receivables amounted to EUR 10,283 thousand (previous year: EUR 10,009 thousand). The fair value of receivables measured at amortised cost in the amount of EUR 5,686 thousand (31 December 2023: EUR 5,956 thousand) corresponds to the carrying amounts as at 31 December 2024, as their carrying amounts are reasonable approximations of fair value - these are mainly loan receivables. The portfolio of primary financial instruments is shown in the Consolidated Statement of Financial Position; the amount of the financial assets corresponds to the maximum default risk.

The carrying amounts of the non-current liabilities to banks amount to EUR 11,787 thousand (previous year: EUR 17,294 thousand). The fair value as at 31 December 2024 amounts to EUR 10,979 thousand (previous year: EUR 16,013 thousand) using the DCF method and assuming a market interest rate of 8.0% p.a. (coupon of the corporate bond 2023/2026).

The table below shows the reconciliation of the initial balance to the final balance for Level 3 fair values:

in Euro thousand	Investments	Purchase options	Investment property	Contingent purchase price liabilities
01 January 2023	**883**	**2,413**	**5,625**	**8,169**
Additions	-	251	-	152
Disposals	-	-	-	-
Net change in fair value	441	1,389	-	-146
Transfers from Level 3	-	-	-	-
31 December 2023 / 01 January 2024	**442**	**4,053**	**5,625**	**8,175**
Additions	-	311	-	2,051
Disposals	-	-806	-	-
Net change in fair value	-	1,039	-	989
Transfers from Level 3	-	-	-	-
31 December 2024	**442**	**4,597**	**5,625**	**11,215**

The following table shows the net gains and losses from financial instruments recognised in profit or loss for the measurement categories in accordance with IFRS 9:

in Euro thousand

	2024	**2023**
Financial assets at fair value through profit or loss	1,065	1,389
Financial liabilities recognised at fair value through profit or loss	-989	134
Financial assets measured at amortised cost	1,270	484
Financial liabilities measured at amortised cost	-9,857	-4,831
Total	**-8,471**	**-2,824**

The net losses in the category “Financial assets and liabilities at fair value through profit or loss” mainly resulted from the measurement of contingent purchase price liabilities and put options, which are included in other financial liabilities.

The net gains or losses in the “Financial assets measured at amortised cost” category mainly relate to interest income in the amount of EUR 1,720 thousand (previous year: EUR 707 thousand) less write-downs of receivables in the amount of EUR 450 thousand (previous year: EUR 223 thousand).

The net result of the category „Financial liabilities measured at amortised cost“ mainly includes interest expenses and currency losses of EUR 10,031 thousand (previous year: EUR 5,054 thousand), as well as currency gains of EUR 560 thousand (previous year: EUR 635 thousand) and currency losses of EUR 386 thousand (previous year: EUR 412 thousand).

51. EXEMPTION FROM DISCLOSURE IN ACCORDANCE WITH SECTION 264 PARA 3 HGB

The following companies avail themselves of the possibility of exemption from disclosure of their financial statements and management reports in accordance with Section 264 para 3 HGB (German Commercial Code):

» DEAG Concerts GmbH, Berlin
» Concert Concept Veranstaltungs-GmbH, Berlin
» Global Concerts GmbH, Munich
» Grünland Family Entertainment GmbH, Berlin
» River Concerts GmbH, Berlin
» Christmas Garden Deutschland GmbH, Berlin
» CES Concert & Event Supply GmbH, Berlin
» mytic Myticket AG, Hamburg
» I-Motion GmbH Events & Communication, Mülheim-Kärlich

52. EVENTS AFTER THE BALANCE SHEET DATE

In the view of the Executive Board, there were no significant events in the period from 1 January 2025 to the date of publication of this report.

53. PERSONNEL INFORMATION

Executive Board Members

Prof. Peter L.H. Schwenkow	**(until March 2024)**
Place of residence	Berlin
Profession	Chief Executive Officer (CEO)
Responsibility within the Group	Strategic Business Development and Operations. Public Relations

Detlef Kornett	
Place of residence	Kleinmachnow
Profession	Group CEO (since April 2024)/ International Business Affairs
Responsibility within the Group	Strategic Business Development and Operations, Public Relations, Marketing, International Business Affairs

Christian Diekmann	
Place of residence	Berlin
Profession	Graduate in Business Administration, Executive Board Member (CEO national / COO)
Responsibility within the Group	Operating Business, German Market, Sales, Marketing, Human Resources

David Reinecke	
Place of residence	Berlin
Profession	Graduate in Business Administration, Executive Board Member (CFO)
Responsibility within the Group	Finance, Accounting & Controlling, Taxes, Investor Relations

Moritz Schwenkow	
Place of residence	Berlin
Profession	Graduate in Business Administration, Executive Board Member (Chief Ticketing & Technology Officer)
Responsibility within the Group	Ticketing & Technology

Supervisory Board Members

Wolf-Dieter Gramatke	**(until June 2024)**
Place of residence	Salzhausen/Luhmuehlen
Position on Supervisory Board	Chairman of the Supervisory Board
Profession	Business Consultant

Tobias Buck	
Place of residence	London (Great Britain)
Position on Supervisory Board	Chairman of the Board (since June 2024)
Profession	Business Consultant, Investor

Dr. Antonella Mei-Pochtler	**(since June 2024)**
Place of residence	Vienna (Austria)
Position on Supervisory Board	Deputy Chairwoman
Profession	Business Consultant

Vincent Wobbe	
Place of residence	London (Great Britain)
Position on Supervisory Board	Board member
Profession	Investment Manager

Alexander Hix	**(since June 2024)**
Place of residence	Frankfurt / Main
Position on Supervisory Board	Board member
Profession	Investment Professional

54. DATE OF RELEASE FOR PUBLICATION

The Executive Board of DEAG approved the Consolidated Financial Statements and the Combined Management Report and Group Management Report for forwarding to the Supervisory Board on 24 April 2025. The financial statements are to be approved at the meeting of the Supervisory Board on 24 April 2025.

Berlin, 24 April 2025

DEAG Deutsche Entertainment Aktiengesellschaft

The Executive Board

Detlef Kornett
Group-CEO / International Business Affairs

Christian Diekmann
CEO national / COO

David Reinecke
CFO

Moritz Schwenkow
CTTO

DECLARATION BY THE STATUTORY REPRESENTATIVES

We hereby assure that, to the best of our knowledge and in accordance with the applicable accounting principles, the Consolidated Financial Statements give a true and fair view of the asset, financial and earnings positions of the Group, and the Combined Management Report and Group Management Report includes a fair review of the development and performance of the business and the position of the Group and DEAG AG, together with a description of the principal opportunities and risks associated with the expected development of the DEAG Group and DEAG AG.

Berlin, 24 April 2025

DEAG Deutsche Entertainment Aktiengesellschaft

The Executive Board

Detlef Kornett
Group CEO/International Business

David Reinecke
CFO

Christian Diekmann
CEO national/COO

Moritz Schwenkow
CTTO

INDEPENDENT AUDITOR'S REPORT

Audit Opinions

We have audited the consolidated financial statements of DEAG Deutsche Entertainment Aktiengesellschaft and its subsidiaries (the Group), which comprise the consolidated balance sheet as of 31 December 2024, the consolidated income statement, the consolidated statement of comprehensive income, the consolidated statement of changes in equity and the consolidated cash flow statement for the financial year from 1 January 2024 to 31 December 2024 as well as the consolidated notes, including material accounting policy information. In addition, we have audited the group management report of DEAG Deutsche Entertainment Aktiengesellschaft, which is combined with the management report of the Company, for the financial year from 1 January 2024 to 31 December 2024.

In our opinion, on the basis of the knowledge obtained in the audit,

- the accompanying consolidated financial statements comply, in all material respects, with the IFRS Accounting Standards issued by the International Accounting Standards Board (IASB) (hereafter "IFRS Accounting Standards"), as adopted by the EU, and the additional requirements of German commercial law pursuant to § 315e (1) HGB and, in compliance with these requirements, give a true and fair view of the assets, liabilities, and financial position of the Group as of 31 December 2024 and of its financial performance for the financial year from 1 January 2024 to 31 December 2024 in compliance with German Legally Required Accounting Principles, and
- the accompanying group management report as a whole provides an appropriate view of the Group's position. In all material respects, this group management report is consistent with the consolidated financial statements, complies with German legal requirements and appropriately presents the opportunities and risks of future development.

Pursuant to § 322 (3) sent. 1 HGB, we declare that our audit has not led to any reservations relating to the legal compliance of the consolidated financial statements and of the group management report.

Basis for the audit opinions

We conducted our audit of the consolidated financial statements and of the management report in accordance with § 317 HGB and in compliance with German Generally Accepted Standards for Financial Statement Audits promulgated by the Institute of Public Auditors in Germany (IDW) [Institut der Wirtschaftsprüfer in Deutschland]. Our responsibilities under those requirements and principles are further described in the "Auditor's responsibilities for the audit of the consolidated financial statements and of the group management report" section of our auditor's report. We are independent of the Group in accordance with the requirements of German commercial and professional law, and we have fulfilled our other German professional responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions on the consolidated financial statements and on the group management report.

Other information

The legal representatives or the Supervisory Board are responsible for the other information. The other information comprises:

- the remaining parts of the annual report, with the exception of the audited consolidated financial statements and the combined management report and group management report, as well as our audit opinion and
- the report of the Supervisory Board in the 2024 annual report

The Supervisory Board is responsible for the Supervisory Board report. Otherwise, the legal representatives are responsible for the other information.

Our opinions on the financial statements and the management report do not extend to the other information, and accordingly we do not express an opinion on this information or provide any other form of audit conclusion.

In connection with our audit, we are responsible for reading the other information and assessing whether the other information:

- contains material misstatements in relation to the consolidated financial statements, the combined management report and the group management report or our knowledge obtained during the audit, or
- appears to be otherwise materially misstated.

Responsibilities of the executive directors and the supervisory board for the consolidated financial statements and the group management report

The executive directors are responsible for the preparation of the consolidated financial statements that comply, in all material respects, with IFRS Accounting Standards as adopted by the EU and the additional requirements of German commercial law pursuant to § 315e (1) HGB and that the consolidated financial statements, in compliance with these requirements, give a true and fair view of the assets, liabilities, financial position, and financial performance of the Group. In addition the executive directors are responsible for such internal controls as they have determined necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud (i.e., fraudulent financial reporting and misappropriation of assets) or error.

In preparing the consolidated financial statements, the executive directors are responsible for assessing the Group's ability to continue as a going concern. They also have the responsibility for disclosing, as applicable, matters related to going concern. In addition, they are responsible for financial reporting based on the going concern basis of accounting unless there is an intention to liquidate the Group or to cease operations, or there is no realistic alternative but to do so.

Furthermore, the executive directors are responsible for the preparation of the group management report that, as a whole, provides an appropriate view of the Group's position and is, in all material respects, consistent with the consolidated financial statements, complies with German legal requirements, and appropriately presents the opportunities and risks of future development. In addition, the executive directors are responsible for such arrangements and measures (systems) as they have considered necessary to enable the preparation of a group management report that is in accordance with the applicable German legal requirements, and to be able to provide sufficient appropriate evidence for the assertions in the group management report.

The supervisory board is responsible for overseeing the Group's financial reporting process for the preparation of the consolidated financial statements and of the group management report.

Auditor's responsibilities for the audit of the consolidated financial statements and of the group management report

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and whether the group management report as a whole provides an appropriate view of the Group's position and, in all material respects, is consistent with the consolidated financial statements and the knowledge obtained in the audit, complies with the German legal requirements and appropriately presents the opportunities and risks of future development, as well as to issue an auditor's report that includes our audit opinions on the consolidated financial statements and on the group management report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with § 317 HGB and in compliance with German Generally Accepted Standards for Financial Statement Audits promulgated by the Institute of Public Auditors (IDW) will always detect a material misstatement. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements and this group management report.

We exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- identify and assess the risks of material misstatement of the consolidated financial statements and of the group management report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our audit opinions. The risk of not detecting a material misstatement resulting from fraud is higher than the risk of not detecting a material misstatement resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.
- obtain an understanding of internal controls relevant to the audit of the consolidated financial statements and of arrangements and measures relevant to the audit of the group management report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an audit opinion on the effectiveness of the internal controls or these arrangements and measures.
- evaluate the appropriateness of accounting policies used by the executive directors and the reasonableness of estimates made by the executive directors and related disclosures.
- conclude on the appropriateness of the executive directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in the auditor's report to the related disclosures in the consolidated financial statements and in the group management report or, if such disclosures are inadequate, to modify our respective audit opinions. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to be able to continue as a going concern.

- evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements present the underlying transactions and events in a manner that the consolidated financial statements give a true and fair view of the assets, liabilities, financial position and financial performance of the Group in compliance with German Legally Required Accounting Principles.

- obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express audit opinions on the consolidated financial statements and on the group management report. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinions.
- evaluate the consistency of the group management report with the consolidated financial statements, its conformity with German law, and the view of the Group's position it provides.
- perform audit procedures on the prospective information presented by the executive directors in the group management report. On the basis of sufficient appropriate audit evidence we evaluate, in particular, the significant assumptions used by the executive directors as a basis for the prospective information, and evaluate the proper derivation of the prospective information from these assumptions. We do not express a separate audit opinion on the prospective information and on the assumptions used as a basis. There is a substantial unavoidable risk that future events will differ materially from the prospective information.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal controls that we identify during our audit.

Berlin, 24 April 2025

Forvis Mazars GmbH & Co. KG
Wirtschaftsprüfungsgesellschaft
Steuerberatungsgesellschaft

Udo Heckeler
Wirtschaftsprüfer

David Reinhard
Wirtschaftsprüfer

LEGAL NOTICE

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MORE INFORMATION

This Financial Report and the latest information on DEAG and the DEAG bond are available on the company's website under: www.deag.de/ir

EDITING AND COORDINATION

DEAG Deutsche Entertainment Aktiengesellschaft
edicto GmbH- Agentur für Finanzkommunikation und Investor Relations

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