

Buy (old: Buy)

Price target: EUR 3.20 (old: EUR 3.20)

Price: EUR 2.62 **Next result:** FY 2010 31.03.11
Bloomberg: ERMK GR **Market cap:** EUR 32.5 m
Reuters: ERMGk.DE **Enterprise Value:** EUR 29.8 m

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Strong Q4 2010 expected

Topic: DEAG is likely to report strong Q4/FY 2010 figures on 31 March 2011.

Sales in the traditionally strong Q4 should come in at € 41.5m (+19.1% yoy) mainly driven by tours of David Garrett, Peter Maffay, etc., strong CD/DVD sales as well as a very healthy business in the UK (Raymond Gubbay - Classics) and Switzerland (Good News – Rock/Pop).

EUR	Q4 10 est	Q4 09	yoy	Q3 10	qoq
Sales	41.5	34.8	19.1%	29.1	42.4%
EBIT	2.8	2.4	16.3%	0.8	233.7%
EBIT margin	6.8%	7.0%	- 0.2 pp	2.9%	+ 3.9 pp
Net profit	1.1	0.2	463.8%	-0.4	n.a.
Net margin	2.5%	0.5%	+ 2.0 pp	-1.2%	+ 3.7 pp
EPS	0.09	0.02	498.7%	-0.03	n.a.

Even more importantly, **the operating profit is expected to increase by some 16% yoy to € 2.8m and should thus mark a 5 year record-high.** The gradual improvement of the competitive position and with it the operating profitability is a result of the refocus of the business on selected profitable niches (JV's with Sony in the fields of classical music and Schlager/MOR, market-leading international rock/pop in Switzerland and a selective 360-Degree approach with artists like David Garrett).

Overall, the mid-term growth opportunities remain very attractive: While the markets of classical and Schlager/MOR music are structurally growing, expanding the business model abroad (e.g. France), on the back of the infrastructure and the access to artists of Sony should have a very positive impact on the top-line.

As a result, **the visibility for 2011 appears to be very strong.** Due to events with Anna Netrebko, David Garrett, Rihanna, Shakira, Peter Maffay, Hansi Hinterseer, etc. our top-line estimates for the current business year should already be in the books. Even more importantly, efforts to improve the efficiency at the end of the distribution chain (ticketing) should continue to boost the bottom-line disproportionately.

DEAG remains a Buy with a PT of € 3.20 based on DCF.

Y/E 31.12 (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	82.8	78.7	109.5	116.0	124.8	142.0	153.8
Sales growth	32 %	-5 %	39 %	6 %	8 %	14 %	8 %
EBITDA	4.3	6.7	3.7	6.4	7.1	9.3	10.5
EBIT	3.1	5.6	-3.1	4.8	6.4	8.5	9.7
Net income	-0.4	1.1	-11.1	0.3	2.0	2.9	3.5
Net debt	7.0	4.7	11.3	1.1	-2.7	-9.5	-17.3
Net gearing	-10.1 %	-8.5 %	-16.5 %	-30.2 %	-33.8 %	-41.6 %	-49.5 %
Net Debt/EBITDA	1.6	0.7	3.0	0.2	0.0	0.0	0.0
EPS fully diluted	0.00	0.05	-0.37	0.03	0.16	0.23	0.29
CPS	-0.43	-0.15	0.22	-0.45	0.30	0.41	0.53
DPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Gross profit margin	21.0 %	26.9 %	24.2 %	21.6 %	23.3 %	24.0 %	24.3 %
EBITDA margin	5.2 %	8.5 %	3.4 %	5.5 %	5.7 %	6.5 %	6.8 %
EBIT margin	3.7 %	7.1 %	-2.9 %	4.1 %	5.1 %	6.0 %	6.3 %
ROCE	5.2 %	11.1 %	-6.2 %	9.3 %	11.7 %	14.1 %	14.4 %
EV/sales	0.7	0.8	0.7	0.3	0.2	0.2	0.1
EV/EBITDA	13.1	9.8	19.9	5.3	4.2	2.5	1.4
EV/EBIT	18.5	11.7	-23.7	7.1	4.6	2.7	1.6
PER	284.6	29.0	-10.5	39.5	16.3	11.2	9.2
Adjusted FCF yield	5.4 %	6.9 %	2.3 %	9.5 %	9.8 %	16.9 %	29.8 %

Source: Company data, Hauck & Aufhäuser Close price as of: 18.03.2011



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks: 2.89 / 1.60

Price/Book Ratio: 1.1

Relative performance (SDAX):

3 months 7.2 %

6 months 8.3 %

12 months 8.4 %

Changes in estimates

		Sales	EBIT	EPS
2010	old:	124.8	6.4	0.16
	Δ	-	-	-
2011	old:	142.0	8.5	0.23
	Δ	-	-	-
2012	old:	153.8	9.7	0.29
	Δ	-	-	-

Key share data:

Number of shares: (in m pcs) 12.4

Authorised capital: (in € m) 0.0

Book value per share: (in €) 2.4

Ø trading volume: (12 months) 38,000

Major shareholders:

Free Float 50.0 %

Heliad Equity Partners 25.1 %

Peter Schwenkow 24.9 %

David Garrett (incl. in free float) 3.0 %

Company description:

DEAG is one of the leading live entertainment providers in Europe. While it is the dominant market leader in the organisation of Rock/Pop tours in Switzerland, it is the second biggest player in Germany and the biggest European concert promoter in the classical music business.

Financials

Profit and loss (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	82.8	78.7	109.5	116.0	124.8	142.0	153.8
<i>Sales growth</i>	32.2 %	-4.9 %	39.0 %	6.0 %	7.6 %	13.8 %	8.3 %
Cost of sales	65.4	57.6	82.9	90.9	95.8	108.0	116.4
Gross profit	17.4	21.2	26.5	25.1	29.0	34.0	37.4
Sales and marketing	9.5	8.7	13.8	10.6	11.8	13.5	14.6
General and administration	9.6	8.7	10.2	10.9	12.6	14.1	15.4
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	6.7	3.5	2.1	2.8	2.5	2.8	3.1
Other operating expenses	0.5	0.6	1.0	0.0	0.0	0.0	0.0
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	4.3	6.7	3.7	6.4	7.1	9.3	10.5
Depreciation	0.2	0.2	0.3	0.6	0.4	0.4	0.4
EBITA	4.1	6.5	3.4	5.7	6.7	8.9	10.1
Amortisation of goodwill	0.3	0.0	2.3	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.8	0.9	4.2	1.0	0.3	0.3	0.3
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	3.1	5.6	-3.1	4.8	6.4	8.5	9.7
Interest income	0.0	0.0	0.0	0.0	0.1	0.1	0.2
Interest expenses	1.7	0.2	1.1	1.2	0.8	0.8	0.8
Other financial result	-0.1	-1.1	-0.2	-0.1	0.0	0.0	0.0
Financial result	-2.2	-1.5	-1.4	-1.3	-0.7	-0.7	-0.7
Recurring pretax income from continuing operations	0.9	4.1	-4.6	3.5	5.7	7.8	9.1
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	0.9	4.1	-4.6	3.5	5.7	7.8	9.1
Taxes	0.4	0.6	0.4	0.9	0.9	1.2	1.4
Net income from continuing operations	0.5	3.5	-5.0	2.6	4.8	6.7	7.7
Result from discontinued operations (net of tax)	0.6	1.0	5.2	0.5	0.0	0.0	0.0
Net income	-0.1	2.5	-10.1	2.1	4.8	6.7	7.7
Minority interest	0.3	1.4	1.0	1.8	2.9	3.8	4.2
Net income (net of minority interest)	-0.4	1.1	-11.1	0.3	2.0	2.9	3.5
Average number of shares	19.0	23.1	24.0	12.4	12.4	12.4	12.4
EPS reported	-0.02	0.05	-0.46	0.03	0.16	0.23	0.29

Profit and loss (common size)	2006	2007	2008	2009	2010E	2011E	2012E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	79.0 %	73.1 %	75.8 %	78.4 %	76.8 %	76.1 %	75.7 %
Gross profit	21.0 %	26.9 %	24.2 %	21.6 %	23.3 %	24.0 %	24.3 %
Sales and marketing	11.5 %	11.0 %	12.6 %	9.1 %	9.5 %	9.5 %	9.5 %
General and administration	11.6 %	11.0 %	9.3 %	9.4 %	10.1 %	10.0 %	10.0 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	8.0 %	4.4 %	1.9 %	2.4 %	2.0 %	2.0 %	2.0 %
Other operating expenses	0.6 %	0.8 %	0.9 %	0.0 %	0.0 %	0.0 %	0.0 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	5.2 %	8.5 %	3.4 %	5.5 %	5.7 %	6.5 %	6.8 %
Depreciation	0.3 %	0.3 %	0.3 %	0.6 %	0.3 %	0.3 %	0.3 %
EBITA	4.9 %	8.2 %	3.1 %	4.9 %	5.4 %	6.2 %	6.5 %
Amortisation of goodwill	0.3 %	0.0 %	2.1 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.9 %	1.1 %	3.8 %	0.8 %	0.2 %	0.2 %	0.2 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	3.7 %	7.1 %	-2.9 %	4.1 %	5.1 %	6.0 %	6.3 %
Interest income	0.0 %	0.0 %	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %
Interest expenses	2.0 %	0.3 %	1.0 %	1.0 %	0.7 %	0.6 %	0.5 %
Other financial result	-0.1 %	-1.4 %	-0.2 %	-0.1 %	0.0 %	0.0 %	0.0 %
Financial result	-2.6 %	-1.8 %	-1.3 %	-1.1 %	-0.6 %	-0.5 %	-0.4 %
Recurring pretax income from continuing operations	1.1 %	5.2 %	-4.2 %	3.0 %	4.6 %	5.5 %	5.9 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	1.1 %	5.2 %	-4.2 %	3.0 %	4.6 %	5.5 %	5.9 %
Tax rate	48.6 %	15.4 %	-8.6 %	25.0 %	15.0 %	15.0 %	15.0 %
Net income from continuing operations	0.6 %	4.4 %	-4.5 %	2.3 %	3.9 %	4.7 %	5.0 %
Result from discontinued operations (net of tax)	0.7 %	1.2 %	4.7 %	0.4 %	0.0 %	0.0 %	0.0 %
Net income	-0.1 %	3.2 %	-9.2 %	1.8 %	3.9 %	4.7 %	5.0 %
Minority interest	0.3 %	1.8 %	0.9 %	1.6 %	2.3 %	2.7 %	2.7 %
Net income (net of minority interest)	-0.4 %	1.4 %	-10.2 %	0.3 %	1.6 %	2.0 %	2.3 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Intangible assets	27.4	31.5	31.0	25.6	26.8	26.6	26.5
Property, plant and equipment	8.5	9.1	9.1	9.0	8.9	8.9	8.9
Financial assets	1.5	1.0	1.0	1.0	1.0	1.0	1.0
FIXED ASSETS	37.4	41.5	41.1	35.5	36.6	36.5	36.3
Inventories	5.5	3.7	6.5	8.3	8.9	10.1	11.0
Accounts receivable	2.9	6.5	6.6	8.3	9.2	10.5	11.4
Other current assets	9.4	4.1	5.6	6.0	6.0	6.0	6.0
Liquid assets	14.4	14.3	22.2	21.4	24.0	29.1	35.8
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CURRENT ASSETS	32.2	28.6	40.9	44.0	48.1	55.7	64.2
TOTAL ASSETS	69.7	70.1	82.0	79.5	84.7	92.2	100.5
SHAREHOLDERS EQUITY	29.9	30.7	20.4	25.1	29.9	36.6	44.3
MINORITY INTEREST	2.0	3.3	3.6	6.5	6.5	6.5	6.5
Long-term debt	10.5	8.9	14.7	10.6	10.6	10.6	10.6
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	6.1	5.4	7.5	6.9	6.9	6.9	6.9
Non-current liabilities	16.7	14.3	22.2	17.5	17.5	17.5	17.5
short-term liabilities to banks	0.9	2.7	4.1	3.3	3.3	3.3	3.3
Accounts payable	3.4	4.2	7.5	6.2	6.6	7.4	8.0
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Deferred taxes	1.9	1.6	2.0	1.9	1.9	1.9	1.9
Deferred income	14.9	13.3	20.4	19.0	19.0	19.0	19.0
Current liabilities	21.1	21.8	35.8	30.4	30.8	31.6	32.2
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	69.7	70.1	82.0	79.5	84.7	92.2	100.5

Balance sheet (common size)	2006	2007	2008	2009	2010E	2011E	2012E
Intangible assets	39.3 %	44.9 %	37.8 %	32.2 %	31.6 %	28.9 %	26.4 %
Property, plant and equipment	12.3 %	13.0 %	11.1 %	11.3 %	10.5 %	9.6 %	8.8 %
Financial assets	2.2 %	1.4 %	1.2 %	1.2 %	1.2 %	1.1 %	1.0 %
FIXED ASSETS	53.7 %	59.3 %	50.1 %	44.7 %	43.2 %	39.5 %	36.1 %
Inventories	7.9 %	5.3 %	7.9 %	10.4 %	10.5 %	11.0 %	10.9 %
Accounts receivable	4.1 %	9.3 %	8.1 %	10.4 %	10.9 %	11.4 %	11.3 %
Other current assets	13.6 %	5.8 %	6.8 %	7.5 %	7.1 %	6.5 %	6.0 %
Liquid assets	20.7 %	20.4 %	27.0 %	27.0 %	28.3 %	31.6 %	35.6 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
CURRENT ASSETS	46.3 %	40.7 %	49.9 %	55.3 %	56.8 %	60.5 %	63.9 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
SHAREHOLDERS EQUITY	42.9 %	43.8 %	24.9 %	31.6 %	35.3 %	39.7 %	44.1 %
MINORITY INTEREST	2.9 %	4.7 %	4.3 %	8.2 %	7.7 %	7.0 %	6.5 %
Long-term debt	15.1 %	12.7 %	17.9 %	13.3 %	12.5 %	11.5 %	10.5 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	8.8 %	7.7 %	9.1 %	8.7 %	8.2 %	7.5 %	6.9 %
Non-current liabilities	23.9 %	20.4 %	27.0 %	22.0 %	20.7 %	19.0 %	17.4 %
short-term liabilities to banks	1.2 %	3.9 %	5.0 %	4.2 %	3.9 %	3.6 %	3.3 %
Accounts payable	4.9 %	6.0 %	9.1 %	7.8 %	7.7 %	8.0 %	7.9 %
Advance payments received on orders	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other liabilities (incl. from lease and rental contracts)	0.0 %	0.0 %	2.2 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.7 %	2.2 %	2.5 %	2.4 %	2.2 %	2.1 %	1.9 %
Deferred income	21.5 %	18.9 %	24.9 %	23.9 %	22.4 %	20.6 %	18.9 %
Current liabilities	30.3 %	31.1 %	43.7 %	38.3 %	36.3 %	34.3 %	32.0 %
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Source: Company data, Hauck & Aufhäuser

Cash flow statement (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Net profit/loss	0.5	2.5	-10.1	2.1	4.8	6.7	7.7
Depreciation of fixed assets (incl. leases)	0.2	0.2	0.3	0.6	0.4	0.4	0.4
Amortisation of goodwill	0.3	0.0	2.3	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.8	0.9	4.2	1.0	0.3	0.3	0.3
Others	-3.1	0.0	4.3	0.0	0.0	0.0	0.0
Cash flow from operations before changes in w/c	-1.4	3.6	1.0	3.7	5.5	7.4	8.4
Increase/decrease in inventory	-2.0	1.8	-2.8	-1.8	-0.6	-1.2	-0.8
Increase/decrease in accounts receivable	0.2	-3.6	-0.1	-1.6	-1.0	-1.3	-0.9
Increase/decrease in accounts payable	-0.8	0.8	3.3	-1.2	0.3	0.8	0.6
Increase/decrease in other working capital positions	-3.5	-5.9	4.6	-4.0	0.0	0.0	0.0
Increase/decrease in working capital	-6.1	-6.9	4.9	-8.6	-1.3	-1.7	-1.1
Cash flow from operating activities	-7.6	-3.3	5.9	-4.9	4.3	5.7	7.3
CAPEX	1.0	0.5	0.5	0.8	0.5	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Financial investments	-0.4	0.5	0.5	0.0	0.0	0.0	0.0
Income from asset disposals	0.1	1.4	-2.5	6.5	0.0	0.0	0.0
Cash flow from investing activities	-0.5	1.4	-2.6	5.7	-1.8	-0.6	-0.6
Cash flow before financing	-8.0	-2.8	2.4	0.8	2.5	5.1	0.0
Increase/decrease in debt position	-2.9	3.6	7.1	-4.9	0.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	0.0	1.3	-1.0	0.0	0.0	0.0	0.0
Others	-1.1	-1.0	0.0	0.0	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from financing activities	-4.0	1.2	8.1	-4.9	0.0	0.0	0.0
Increase/decrease in liquid assets	-12.1	-1.6	10.5	-4.1	2.5	5.1	n/a
Liquid assets at end of period	14.8	14.1	25.6	21.4	24.0	29.1	35.8

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TTL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck & Aufhäuser

Key ratios (EUR m)	2006	2007	2008	2009	2010E	2011E	2012E
P&L growth analysis							
Sales growth	32.2 %	-4.9 %	39.0 %	6.0 %	7.6 %	13.8 %	8.3 %
EBITDA growth	78.8 %	53.8 %	-44.1 %	71.0 %	11.9 %	30.2 %	13.0 %
EBIT growth	43.5 %	82.0 %	-156.2 %	-251.9 %	34.9 %	33.1 %	14.1 %
EPS growth	-94.8 %	-355.2 %	-1047.0 %	-105.6 %	521.3 %	45.5 %	22.0 %
Efficiency							
Total operating costs / sales	15.8 %	18.4 %	20.8 %	16.1 %	17.6 %	17.4 %	17.5 %
Sales per employee	862.7	554.5	632.7	632.8	637.4	654.6	639.4
EBITDA per employee	45.1	46.9	21.5	34.7	36.3	42.7	43.5
Balance sheet analysis							
Avg. working capital / sales	4.4 %	7.0 %	5.3 %	6.9 %	8.8 %	8.7 %	9.0 %
Inventory turnover (sales/inventory)	15.0	21.3	16.8	14.0	14.0	14.0	14.0
Trade debtors in days of sales	12.7	30.2	22.2	26.0	27.0	27.0	27.0
A/P turnover [(A/P*365)/sales]	19.2	26.7	32.9	25.0	25.0	25.0	25.0
Cash conversion cycle (days)	24.4	26.9	17.9	34.3	36.0	36.3	n/a
Cash flow analysis							
Free cash flow	-8.5	-3.8	5.4	-5.7	3.8	5.1	6.7
Free cash flow/sales	-10.3 %	-4.8 %	4.9 %	-4.9 %	3.0 %	3.6 %	4.4 %
FCF / net profit	2337.8 %	-334.5 %	-48.5 %	-1778.8 %	189.4 %	176.6 %	189.4 %
FCF yield	-17.2 %	-6.3 %	8.6 %	-17.6 %	11.6 %	15.8 %	20.7 %
Capex / deprec	49.5 %	91.2 %	14.3 %	50.0 %	71.4 %	82.8 %	82.8 %
Capex / maintenance capex	0.0 %	0.0 %	0.0 %	83.3 %	50.0 %	66.7 %	57.1 %
Capex / sales	0.8 %	1.2 %	0.9 %	0.7 %	0.4 %	0.4 %	0.4 %
Security							
Net debt	7.0	4.7	11.3	1.1	-2.7	-9.5	-17.3
Net Debt/EBITDA	1.6	0.7	3.0	0.2	0.0	0.0	0.0
Net debt / equity	0.2	0.2	0.6	0.0	-0.1	-0.3	-0.4
Interest cover	1.8	23.1	0.0	4.0	7.7	10.3	11.7
Dividend payout ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Asset utilisation							
Capital employed turnover	1.7	1.5	2.2	2.2	2.2	2.2	2.1
Operating assets turnover	6.1	5.2	7.4	6.0	6.1	6.4	6.6
Plant turnover	9.7	8.7	12.0	13.0	14.1	16.0	17.4
Inventory turnover (sales/inventory)	15.0	21.3	16.8	14.0	14.0	14.0	14.0
Returns							
ROCE	5.2 %	11.1 %	-6.2 %	9.3 %	11.7 %	14.1 %	14.4 %
ROE	-1.2 %	3.7 %	-54.5 %	1.3 %	6.7 %	7.9 %	8.0 %
Other							
Interest paid / avg. debt	7.1 %	2.1 %	6.9 %	7.4 %	6.0 %	6.0 %	6.0 %
No. employees (average)	96	142	173	183	196	217	241
Number of shares	19.0	23.1	24.0	12.4	12.4	12.4	12.4
DPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	-0.02	0.05	-0.46	0.03	0.16	0.23	0.29
Valuation ratios							
P/BV	2.0	2.0	3.1	1.3	1.1	0.9	0.7
EV/sales	0.7	0.8	0.7	0.3	0.2	0.2	0.1
EV/EBITDA	13.1	9.8	19.9	5.3	4.2	2.5	1.4
EV/EBITA	13.9	10.1	21.7	5.9	4.4	2.6	1.5
EV/EBIT	18.5	11.7	-23.7	7.1	4.6	2.7	1.6
EV/FCF	-6.6	-17.2	13.7	-5.9	7.9	4.5	2.3
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

Source: Company data, Hauck & Aufhäuser

Disclosure in respect of section 34b of the German Securities Trading Act (Wertpapierhandelsgesetz – WpHG)

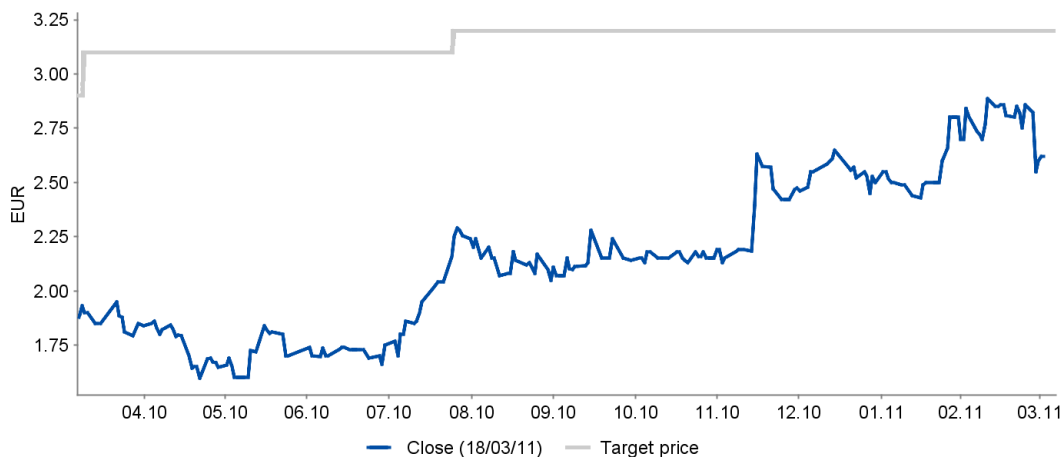
Company	Disclosure
DEAG Deutsche Entertainment AG	2

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Historical target price and rating changes for DEAG Deutsche Entertainment AG in the last 12 months

Price and Rating History
DEAG Deutsche Entertainment AG as of 22/03/11

Initiation coverage
04-December-09



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