

Buy (old: Buy)

Price target: EUR 5.10 (old: EUR 5.00)

Price:	EUR 3.50	Next result:	Q4 2012: 28.03.13
Bloomberg:	ERMK GR	Market cap:	EUR 43.4 m
Reuters:	ERMGk.DE	Enterprise Value:	EUR 44.0 m

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DEAG acquires leading local concert promoter; chg. est. & PT

Yesterday, DEAG announced the acquisition of a 51% stake in handwerker promotion, one of the leading concert promoters in North Rhine-Westphalia with whom DEAG shares a long-lasting cooperation. The **founder will remain in the company** on a long term basis which underlines the commitment of this transaction and secures sustainability as **promotion is considered a peoples business**.

While the **transaction price was not disclosed we estimate some € 2m for the 51% stake**. Given sales of € 10m in 2012 and EBIT of some € 0.8m in 2012 (eH&A), this **looks undemanding** against the backdrop of access to the additional venues. Concerts can now be staged as well in Cologne, Münster, Essen, Duisburg, Bochum and Mönchengladbach. This strategic step assures DEAG **access to some 18m people in North Rhine-Westphalia**, which **increases the company's footprint as a local promoter** after being already well represented in Berlin, Northern Germany, Bavaria and the Rhine-Main region.

More importantly does the acquisition **increase the ticket volume (eH&A +12% yoy)** which should **bode well for the profitability** and strengthen DEAG's position in the field of Ticketing and Distribution with Ticketmaster Germany. For 2013 many productions are already in advance sale in North Rhine-Westphalia with international artists such as Peter Maffay, David Garrett, Iron Maiden, Leona Lewis, Neil Young, Pur, Justin Bieber, Eric Clapton, Eros Ramazzotti, Meat Loaf and Leonard Cohen.

As the acquisition becomes effective 1 January 2013, **we increase our 2013 and 2014 top-line estimates** by 6.3% resp. 6.9% to account for this cooperation as we expect a fully consolidated revenue of some € 10m going forward, which ultimately increases EPS by 4.6% resp. 5.6%.

Trading on only 8.6x PER 2013E and therefore substantially below historical multiples of some 16x PER, despite the much higher visibility of the business and on the back of strong market position in growing niches, **valuation looks undemanding**. Thus, **we reiterate our Buy recommendation with a new PT of € 5.10** (old: € 5.00) based on FCFY 2013E.



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks: 3.50 / 2.35
Price/Book Ratio: 1.9
Relative performance (SDAX):
3 months 9.9 %
6 months 12.3 %
12 months 19.6 %

Changes in estimates

		Sales	EBIT	EPS
2012	old:	151.3	10.8	0.34
	Δ	-	-	-
2013	old:	158.1	12.5	0.39
	Δ	6.3%	7.0%	4.6%
2014	old:	165.2	13.8	0.42
	Δ	6.9%	7.6%	5.6%

Key share data:

Number of shares: (in m pcs) 12.4
Authorised capital: (in € m) 0.0
Book value per share: (in €) 1.8
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.

Y/E 31.12 (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	109.5	116.7	125.8	128.3	151.3	168.1	176.7
Sales growth	39 %	7 %	8 %	2 %	18 %	11 %	5 %
EBITDA	3.7	6.4	10.0	8.1	11.7	14.3	15.8
EBIT	-3.1	4.8	8.2	7.2	10.8	13.4	14.9
Net income	-11.1	0.5	1.3	2.5	4.2	5.0	5.5
Net debt	11.3	4.2	0.3	1.6	0.6	-5.0	-12.7
Net gearing	-16.5 %	-42.0 %	-84.0 %	-100.9 %	-153.5 %	-138.9 %	-136.7 %
Net Debt/EBITDA	3.0	0.7	0.0	0.2	0.1	0.0	0.0
EPS fully diluted	-0.37	0.07	0.16	0.21	0.34	0.40	0.45
CPS	0.22	-0.02	0.75	0.37	0.76	0.54	0.68
DPS	0.00	0.00	0.00	0.04	0.06	0.08	0.09
Dividend yield	0.0 %	0.0 %	0.0 %	1.1 %	1.8 %	2.2 %	2.4 %
Gross profit margin	24.2 %	22.7 %	24.9 %	25.4 %	26.2 %	26.7 %	27.1 %
EBITDA margin	3.4 %	5.5 %	8.0 %	6.3 %	7.7 %	8.5 %	9.0 %
EBIT margin	-2.9 %	4.1 %	6.5 %	5.6 %	7.1 %	8.0 %	8.4 %
ROCE	-6.2 %	9.9 %	17.1 %	14.4 %	21.5 %	25.5 %	25.1 %
EV/sales	0.9	0.4	0.3	0.4	0.3	0.2	0.2
EV/EBITDA	25.6	7.4	4.4	5.5	3.8	2.7	1.9
EV/EBIT	-30.4	9.9	5.3	6.3	4.1	2.9	2.1
PER	-14.0	34.4	32.2	17.0	10.4	8.6	7.9
Adjusted FCF yield	1.8 %	8.5 %	8.5 %	8.8 %	12.0 %	15.5 %	22.3 %

Source: Company data, Hauck & Aufhäuser Close price as of: 29.01.2013

Financials

Profit and loss (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	109.5	116.7	125.8	128.3	151.3	168.1	176.7
<i>Sales growth</i>	39.0 %	6.6 %	7.8 %	2.0 %	17.9 %	11.1 %	5.1 %
Cost of sales	82.9	90.2	94.5	95.7	111.7	123.3	128.9
Gross profit	26.5	26.5	31.3	32.6	39.6	44.8	47.8
Sales and marketing	13.8	14.7	13.2	15.8	18.2	20.3	21.2
General and administration	10.2	11.0	11.4	12.9	14.7	15.5	16.3
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	2.1	5.2	3.2	4.1	4.8	5.4	5.7
Other operating expenses	1.0	1.1	1.7	0.9	0.9	1.0	1.0
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	3.7	6.4	10.0	8.1	11.7	14.3	15.8
Depreciation	0.3	0.2	0.2	0.2	0.2	0.2	0.2
EBITA	3.4	6.2	9.8	7.9	11.4	14.1	15.6
Amortisation of goodwill	2.3	0.4	0.7	0.0	0.0	0.0	0.0
Amortisation of intangible assets	4.2	1.0	0.9	0.7	0.7	0.7	0.7
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	-3.1	4.8	8.2	7.2	10.8	13.4	14.9
Interest income	0.5	0.1	0.1	0.1	0.1	0.2	0.1
Interest expenses	1.6	1.4	1.2	1.2	1.1	1.0	1.0
Other financial result	-0.2	-0.3	-0.2	-0.1	-0.1	-0.1	-0.3
Financial result	-1.4	-1.6	-1.3	-1.2	-1.1	-1.0	-1.2
Recurring pretax income from continuing operations	-4.6	3.3	6.9	6.0	9.7	12.4	13.7
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	-4.6	3.3	6.9	6.0	9.7	12.4	13.7
Taxes	0.4	0.4	2.5	1.5	2.5	3.7	4.2
Net income from continuing operations	-5.0	2.9	4.4	4.4	7.2	8.7	9.4
Result from discontinued operations (net of tax)	5.2	0.8	0.0	0.0	0.0	0.0	0.0
Net income	-10.1	2.1	4.4	4.4	7.2	8.7	9.4
Minority interest	1.0	1.6	3.0	1.9	3.0	3.7	3.9
Net income (net of minority interest)	-11.1	0.5	1.3	2.5	4.2	5.0	5.5
Average number of shares	24.0	12.4	12.4	12.4	12.4	12.4	12.4
EPS reported	-0.46	0.04	0.11	0.21	0.34	0.40	0.45

Profit and loss (common size)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	75.8 %	77.3 %	75.1 %	74.6 %	73.8 %	73.4 %	73.0 %
Gross profit	24.2 %	22.7 %	24.9 %	25.4 %	26.2 %	26.7 %	27.1 %
Sales and marketing	12.6 %	12.6 %	10.5 %	12.3 %	12.0 %	12.1 %	12.0 %
General and administration	9.3 %	9.5 %	9.1 %	10.0 %	9.7 %	9.2 %	9.2 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	1.9 %	4.5 %	2.5 %	3.2 %	3.2 %	3.2 %	3.2 %
Other operating expenses	0.9 %	0.9 %	1.3 %	0.7 %	0.6 %	0.6 %	0.6 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	3.4 %	5.5 %	8.0 %	6.3 %	7.7 %	8.5 %	9.0 %
Depreciation	0.3 %	0.2 %	0.2 %	0.2 %	0.1 %	0.1 %	0.1 %
EBITA	3.1 %	5.3 %	7.8 %	6.1 %	7.6 %	8.4 %	8.8 %
Amortisation of goodwill	2.1 %	0.3 %	0.6 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	3.8 %	0.8 %	0.7 %	0.5 %	0.4 %	0.4 %	0.4 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	-2.9 %	4.1 %	6.5 %	5.6 %	7.1 %	8.0 %	8.4 %
Interest income	0.5 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %
Interest expenses	1.5 %	1.2 %	1.0 %	1.0 %	0.7 %	0.6 %	0.6 %
Other financial result	-0.2 %	-0.2 %	-0.2 %	-0.1 %	-0.1 %	-0.1 %	-0.2 %
Financial result	-1.3 %	-1.3 %	-1.1 %	-0.9 %	-0.7 %	-0.6 %	-0.7 %
Recurring pretax income from continuing operations	-4.2 %	2.8 %	5.5 %	4.7 %	6.4 %	7.4 %	7.7 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	-4.2 %	2.8 %	5.5 %	4.7 %	6.4 %	7.4 %	7.7 %
Tax rate	-8.6 %	11.9 %	36.6 %	25.7 %	25.8 %	30.0 %	31.0 %
Net income from continuing operations	-4.5 %	2.5 %	3.5 %	3.5 %	4.7 %	5.2 %	5.3 %
Result from discontinued operations (net of tax)	4.7 %	0.7 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Net income	-9.2 %	1.8 %	3.5 %	3.5 %	4.7 %	5.2 %	5.3 %
Minority interest	0.9 %	1.4 %	2.4 %	1.5 %	2.0 %	2.2 %	2.2 %
Net income (net of minority interest)	-10.2 %	0.4 %	1.1 %	2.0 %	2.8 %	3.0 %	3.1 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Intangible assets	31.0	25.4	24.2	25.0	24.5	25.5	25.0
Property, plant and equipment	9.1	9.1	9.0	9.2	9.4	9.5	9.7
Financial assets	1.0	1.6	1.0	2.6	2.6	2.6	2.6
FIXED ASSETS	41.1	36.1	34.2	36.8	36.5	37.7	37.3
Inventories	6.5	6.5	7.7	12.8	10.1	11.6	12.2
Accounts receivable	6.6	8.9	7.5	7.0	8.2	9.2	9.6
Other current assets	5.6	3.0	3.8	4.1	4.1	4.1	4.1
Liquid assets	22.2	23.5	31.8	35.7	46.0	51.4	60.7
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	2.3	0.0	0.0	0.0
CURRENT ASSETS	40.9	41.8	50.9	61.9	68.5	76.3	86.6
TOTAL ASSETS	82.0	77.9	85.1	98.7	105.0	114.0	123.9
SHAREHOLDERS EQUITY	20.4	21.7	22.2	24.5	22.7	29.2	36.5
MINORITY INTEREST	3.6	4.1	4.7	5.6	5.6	5.6	5.6
Long-term debt	14.7	12.0	10.6	8.7	9.0	8.5	8.5
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	7.5	7.3	8.9	9.6	9.8	10.0	10.2
Non-current liabilities	22.2	19.3	19.4	18.4	18.8	18.5	18.7
short-term liabilities to banks	4.1	2.4	2.6	2.3	2.3	2.3	2.3
Accounts payable	7.5	10.2	9.4	9.5	10.7	11.5	12.0
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)	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Deferred taxes	2.0	1.7	2.0	2.0	2.0	2.0	2.0
Deferred income	20.4	18.5	24.8	36.5	43.0	44.9	47.0
Current liabilities	35.8	32.9	38.8	50.3	58.0	60.7	63.2
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	82.0	77.9	85.1	98.7	105.0	114.0	123.9

Balance sheet (common size)	2008	2009	2010	2011	2012E	2013E	2014E
Intangible assets	37.8 %	32.6 %	28.4 %	25.3 %	23.4 %	22.4 %	20.2 %
Property, plant and equipment	11.1 %	11.6 %	10.6 %	9.3 %	8.9 %	8.4 %	7.8 %
Financial assets	1.2 %	2.0 %	1.2 %	2.6 %	2.5 %	2.3 %	2.1 %
FIXED ASSETS	50.1 %	46.3 %	40.2 %	37.3 %	34.7 %	33.1 %	30.1 %
Inventories	7.9 %	8.3 %	9.1 %	12.9 %	9.6 %	10.2 %	9.8 %
Accounts receivable	8.1 %	11.4 %	8.9 %	7.1 %	7.9 %	8.0 %	7.8 %
Other current assets	6.8 %	3.8 %	4.4 %	4.2 %	3.9 %	3.6 %	3.3 %
Liquid assets	27.0 %	30.2 %	37.4 %	36.2 %	43.9 %	45.1 %	48.9 %
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 %	2.3 %	0.0 %	0.0 %	0.0 %
CURRENT ASSETS	49.9 %	53.7 %	59.8 %	62.7 %	65.3 %	66.9 %	69.9 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
SHAREHOLDERS EQUITY	24.9 %	27.9 %	26.1 %	24.8 %	21.6 %	25.7 %	29.4 %
MINORITY INTEREST	4.3 %	5.2 %	5.5 %	5.6 %	5.3 %	4.9 %	4.5 %
Long-term debt	17.9 %	15.4 %	12.4 %	8.9 %	8.6 %	7.5 %	6.9 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	9.1 %	9.4 %	10.4 %	9.8 %	9.3 %	8.8 %	8.2 %
Non-current liabilities	27.0 %	24.7 %	22.8 %	18.6 %	17.9 %	16.2 %	15.1 %
short-term liabilities to banks	5.0 %	3.1 %	3.1 %	2.3 %	2.2 %	2.0 %	1.8 %
Accounts payable	9.1 %	13.1 %	11.1 %	9.7 %	10.2 %	10.1 %	9.7 %
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)	2.2 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.5 %	2.2 %	2.3 %	2.0 %	1.9 %	1.7 %	1.6 %
Deferred income	24.9 %	23.7 %	29.1 %	37.0 %	41.0 %	39.4 %	37.9 %
Current liabilities	43.7 %	42.2 %	45.6 %	51.0 %	55.2 %	53.3 %	51.0 %
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)	2008	2009	2010	2011	2012E	2013E	2014E
Net profit/loss	-10.1	2.1	4.4	4.4	7.2	8.7	9.4
Depreciation of fixed assets (incl. leases)	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Amortisation of goodwill	2.3	0.4	0.7	0.0	0.0	0.0	0.0
Amortisation of intangible assets	4.2	1.0	0.9	0.7	0.7	0.7	0.7
Others	4.3	-0.3	3.3	9.5	0.0	0.0	0.0
Cash flow from operations before changes in w/c	1.0	3.4	9.5	14.9	8.1	9.6	10.4
Increase/decrease in inventory	-2.8	-3.0	0.8	-8.6	2.7	-1.5	-0.6
Increase/decrease in accounts receivable	-0.1	0.0	0.0	0.0	-1.3	-0.9	-0.5
Increase/decrease in accounts payable	3.3	0.0	0.0	0.0	1.2	0.8	0.5
Increase/decrease in other working capital positions	4.6	0.0	0.0	-0.7	0.0	0.0	0.0
Increase/decrease in working capital	4.9	-3.0	0.8	-9.2	2.6	-1.6	-0.5
Cash flow from operating activities	5.9	0.4	10.3	5.6	10.7	8.0	9.8
CAPEX	0.5	0.3	0.3	0.4	0.6	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Financial investments	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	-2.5	-0.1	1.0	0.1	0.0	0.0	0.0
Cash flow from investing activities	-2.6	-0.4	0.7	-0.4	-0.6	-2.1	-0.6
Cash flow before financing	2.4	0.0	11.0	5.3	10.1	5.9	9.2
Increase/decrease in debt position	7.1	3.6	-0.8	-1.3	0.3	-0.5	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	-1.0	1.2	1.5	1.9	0.0	0.0	0.0
Others	0.0	-1.4	-3.1	0.0	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	0.1	2.8	1.8	0.0	0.0	0.0
Cash flow from financing activities	8.1	1.1	-5.5	-3.2	0.3	-0.5	0.0
Increase/decrease in liquid assets	10.5	1.2	8.3	3.9	10.3	5.4	9.2
Liquid assets at end of period	25.6	23.5	31.8	35.7	46.0	51.4	60.7

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
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)	2008	2009	2010	2011	2012E	2013E	2014E
P&L growth analysis							
Sales growth	39.0 %	6.6 %	7.8 %	2.0 %	17.9 %	11.1 %	5.1 %
EBITDA growth	-44.1 %	72.5 %	56.3 %	-19.2 %	43.9 %	22.6 %	10.8 %
EBIT growth	-156.2 %	-254.1 %	70.2 %	-12.7 %	50.0 %	24.4 %	11.2 %
EPS growth	-1047.0 %	-108.3 %	183.4 %	89.0 %	64.4 %	19.9 %	10.0 %
Efficiency							
Total operating costs / sales	20.8 %	18.5 %	18.3 %	19.8 %	19.1 %	18.7 %	18.6 %
Sales per employee	632.7	634.6	638.0	621.0	665.5	668.2	672.0
EBITDA per employee	21.5	34.9	50.8	39.2	51.3	56.8	60.2
Balance sheet analysis							
Avg. working capital / sales	5.3 %	4.6 %	4.4 %	6.3 %	5.9 %	5.0 %	5.4 %
Inventory turnover (sales/inventory)	16.8	18.0	16.3	10.0	15.0	14.5	14.5
Trade debtors in days of sales	22.2	27.8	21.9	19.9	19.9	19.9	19.9
A/P turnover [(A/P*365)/sales]	32.9	41.4	36.4	36.4	35.0	34.0	34.0
Cash conversion cycle (days)	17.9	12.6	15.3	32.2	17.9	20.2	20.4
Cash flow analysis							
Free cash flow	5.4	0.1	10.0	5.2	10.1	7.4	9.2
Free cash flow/sales	4.9 %	0.1 %	8.0 %	4.1 %	6.7 %	4.4 %	5.2 %
FCF / net profit	-48.5 %	20.2 %	746.1 %	205.3 %	241.0 %	146.8 %	167.7 %
FCF yield	6.4 %	0.2 %	23.2 %	12.0 %	23.2 %	17.0 %	21.3 %
Capex / depn	14.3 %	18.7 %	15.3 %	45.6 %	66.7 %	66.7 %	63.8 %
Capex / maintenance capex	0.0 %	49.0 %	16.0 %	37.4 %	33.3 %	30.8 %	28.6 %
Capex / sales	0.9 %	0.3 %	0.2 %	0.3 %	0.4 %	0.4 %	0.3 %
Security							
Net debt	11.3	4.2	0.3	1.6	0.6	-5.0	-12.7
Net Debt/EBITDA	3.0	0.7	0.0	0.2	0.1	0.0	0.0
Net debt / equity	0.6	0.2	0.0	0.1	0.0	-0.2	-0.3
Interest cover	0.0	3.4	6.8	5.8	9.8	13.4	14.9
Dividend payout ratio	0.0 %	0.0 %	0.0 %	19.5 %	19.2 %	19.4 %	19.1 %
Asset utilisation							
Capital employed turnover	2.2	2.5	2.6	2.5	3.1	3.0	2.8
Operating assets turnover	7.4	8.2	8.5	6.6	8.9	8.9	9.1
Plant turnover	12.0	12.9	13.9	14.0	16.2	17.6	18.2
Inventory turnover (sales/inventory)	16.8	18.0	16.3	10.0	15.0	14.5	14.5
Returns							
ROCE	-6.2 %	9.9 %	17.1 %	14.4 %	21.5 %	25.5 %	25.1 %
ROE	-54.5 %	2.2 %	6.1 %	10.4 %	18.5 %	17.1 %	15.1 %
Other							
Interest paid / avg. debt	10.5 %	8.7 %	8.8 %	10.3 %	9.9 %	9.1 %	9.3 %
No. employees (average)	173	184	197	207	227	252	263
Number of shares	24.0	12.4	12.4	12.4	12.4	12.4	12.4
DPS	0.0	0.0	0.0	0.0	0.1	0.1	0.1
EPS reported	-0.46	0.04	0.11	0.21	0.34	0.40	0.45
Valuation ratios							
P/BV	4.1	2.0	2.0	1.8	1.9	1.5	1.2
EV/sales	0.9	0.4	0.3	0.4	0.3	0.2	0.2
EV/EBITDA	25.6	7.4	4.4	5.5	3.8	2.7	1.9
EV/EBITA	27.9	7.7	4.5	5.7	3.8	2.7	2.0
EV/EBIT	-30.4	9.9	5.3	6.3	4.1	2.9	2.1
EV/FCF	17.6	495.8	4.3	8.6	4.4	5.2	3.3
Dividend yield	0.0 %	0.0 %	0.0 %	1.1 %	1.8 %	2.2 %	2.4 %

Source: Company data, Hauck & Aufhäuser

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

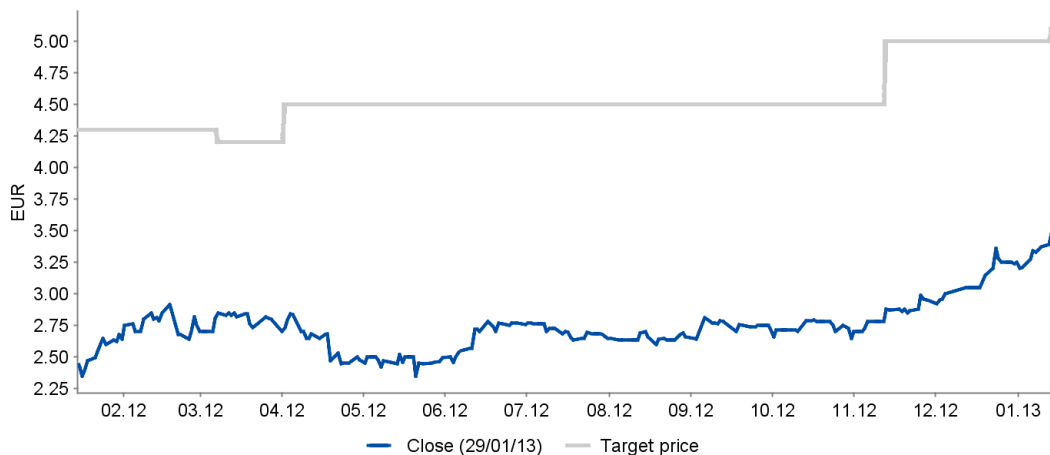
Company	Disclosure
DEAG Deutsche Entertainment AG	2, 5

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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 30/01/13

Initiation coverage
04-December-09



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