

Buy (old: Buy)

Price target: EUR 5.10 (old: EUR 5.10)

Price:	EUR 3.74	Next result:	Q1 2013: 31.05.13
Bloomberg:	ERMK GR	Market cap:	EUR 46.3 m
Reuters:	ERMGk.DE	Enterprise Value:	EUR 40.8 m

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Strong Q4; sound outlook for 2013; dividend doubled

On Thursday DEAG published Q4 results, a conference call was not held. Figures are shown in the table on page 2.

The fact that DEAG's business is characterised by seasonality, which differs every year as concerts, tours and projects distribute differently across the quarters, **limits the significance of a comparison on a quarterly basis**. While 2011 showed a stronger H2, events in 2012 clearly shifted towards Q4 due to the EURO 2012 and the Olympics. For **2013 Q2 and Q4 looks set to be particularly strong**.

Q4 sales came in 72% higher yoy at € 59.2m (eH&A € 54.8m) thanks to successful concerts of top-acts like David Garrett, Anna Netrebko, Cäthe as well as the rock fairytale Tabaluga with Peter Maffay. This was the driver of the strong **FY revenues of € 155.7m (+21% yoy) exceeding our expectations of € 151.3m**.

Contrary, **EBIT was impacted by non-recurring expenditures** (eH&A € 0.8m) scheduled for DEAGs international development (e.g. UK and Switzerland) to secure long-term profitability (e.g. via Starclick Entertainment). Therefore, although operating profit in Q4 increased by 83% yoy to € 3m, **FY EBIT came in slightly below 2011 figures at € 7.2m (-3% yoy)**. However, we expect the investments to pay off and already make positive contributions in 2013. In any case, net profit increased by 6% yoy thanks to lower tax expenditures. In addition management proposed a **dividend of € 0.08 (+100% yoy)**.

For **2013 DEAG expects both top- and bottom-line to improve**. This is in-line with our expectations as we anticipate strong sales contribution from concerts with Meat Loaf, Eric Clapton, Bon Jovi, Die Toten Hosen, Santana and Mark Knopfler as well as events in the Family Entertainment segment (circus FlicFlac) and Classical music segment (Jonas Kaufmann, Rolando Villazón, Angela Gheorghiu and Bryn Terfel). The expected increasing market share of Ticketmaster Germany (exclusively responsible for ticketing at several tours and concerts) as well as the expansion of strong market positions in growing niches should bode well for the profitability.

Against this backdrop **valuation of 9.2x PER 2013E looks undemanding** despite the strong share price performance since November. Hence **DEAG remains a clear Buy with a PT of € 5.10** based on FCFY 2013E.

-continued-



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks:	3.74 / 2.35
Price/Book Ratio:	1.4
Relative performance (SDAX):	
3 months	15.9 %
6 months	20.7 %
12 months	22.5 %

Changes in estimates

		Sales	EBIT	EPS
2013	old:	168.1	13.4	0.40
	Δ	-	-	-
2014	old:	176.7	14.9	0.45
	Δ	-	-	-
2015	old:	184.6	15.5	0.56
	Δ	-	-	-

Key share data:

Number of shares: (in m pcs)	12.4
Authorised capital: (in € m)	0.0
Book value per share: (in €)	2.6
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)	2009	2010	2011	2012	2013E	2014E	2015E
Sales	116.7	125.8	128.3	155.7	168.1	176.7	184.6
Sales growth	7 %	8 %	2 %	21 %	8 %	5 %	5 %
EBITDA	6.4	10.0	8.4	8.6	14.3	15.8	16.4
EBIT	4.8	8.2	7.4	7.2	13.4	14.9	15.5
Net income	0.5	1.3	2.5	2.7	5.0	5.5	6.9
Net debt	4.2	0.3	1.6	-0.2	-5.5	-11.9	-18.5
Net gearing	-42.0 %	-84.0 %	-100.9 %	-72.0 %	-86.9 %	-92.7 %	-97.6 %
Net Debt/EBITDA	0.7	0.0	0.2	0.0	0.0	0.0	0.0
EPS fully diluted	0.07	0.16	0.21	0.22	0.40	0.45	0.56
CPS	-0.02	0.75	0.15	-0.30	0.91	0.68	0.76
DPS	0.00	0.00	0.04	0.08	0.12	0.16	0.17
Dividend yield	0.0 %	0.0 %	1.1 %	2.1 %	3.2 %	4.3 %	4.7 %
Gross profit margin	22.7 %	24.9 %	25.4 %	24.1 %	26.7 %	27.1 %	27.1 %
EBITDA margin	5.5 %	8.0 %	6.5 %	5.5 %	8.5 %	9.0 %	8.9 %
EBIT margin	4.1 %	6.5 %	5.8 %	4.6 %	8.0 %	8.4 %	8.4 %
ROCE	9.9 %	17.1 %	14.9 %	13.7 %	23.3 %	23.6 %	22.4 %
EV/sales	0.4	0.4	0.4	0.3	0.2	0.2	0.2
EV/EBITDA	7.9	4.6	5.7	5.4	2.9	2.2	1.7
EV/EBIT	10.5	5.7	6.4	6.4	3.0	2.3	1.8
PER	36.7	34.4	18.2	17.3	9.2	8.4	6.7
Adjusted FCF yield	8.0 %	7.9 %	8.8 %	9.5 %	14.6 %	20.0 %	29.1 %

Source: Company data, Hauck & Aufhäuser Close price as of: 28.03.2013

DEAG in € m	Q4 12	Q4 12 est	Q4 11	yoy	FY 12	FY 12 est	FY 11	yoy
Sales	59.2	54.8	34.4	71.9%	155.7	151.3	128.3	21.4%
EBIT	3.0	6.7	1.6	83.0%	7.2	10.8	7.4	-2.7%
EBIT margin	5.1%	12.2%	4.8%	+ 0.3 pp	4.6%	7.1%	5.8%	- 1.1 pp
Net profit	0.9	2.4	0.5	78.2%	2.7	4.2	2.5	6.1%
Net margin	1.5%	4.4%	1.5%	+ 0.1 pp	1.7%	2.8%	2.0%	- 0.2 pp
EPS	0.07	0.19	0.04	71.7%	0.22	0.34	0.21	7.1%

Source: Company data, Hauck&Aufhäuser

Financials

Profit and loss (EUR m)	2009	2010	2011	2012	2013E	2014E	2015E
Sales	116.7	125.8	128.3	155.7	168.1	176.7	184.6
Sales growth	6.6 %	7.8 %	2.0 %	21.4 %	8.0 %	5.1 %	n/a
Cost of sales	90.2	94.5	95.7	118.2	123.3	128.9	134.7
Gross profit	26.5	31.3	32.6	37.5	44.8	47.8	49.9
Sales and marketing	14.7	13.2	15.8	20.1	20.3	21.2	21.8
General and administration	11.0	11.4	12.9	13.4	15.5	16.3	16.8
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	5.2	3.2	4.4	3.9	5.4	5.7	5.5
Other operating expenses	1.1	1.7	0.9	0.7	1.0	1.0	1.4
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	6.4	10.0	8.4	8.6	14.3	15.8	16.4
Depreciation	0.2	0.2	0.2	0.3	0.2	0.2	0.2
EBITA	6.2	9.8	8.1	8.3	14.1	15.6	16.2
Amortisation of goodwill	0.4	0.7	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	1.0	0.9	0.7	1.1	0.7	0.7	0.7
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	4.8	8.2	7.4	7.2	13.4	14.9	15.5
Interest income	0.1	0.1	0.1	0.2	0.2	0.1	0.3
Interest expenses	1.4	1.2	1.2	0.5	1.0	1.0	0.7
Other financial result	-0.3	-0.2	-0.3	-1.1	-0.1	-0.3	-0.1
Financial result	-1.6	-1.3	-1.5	-1.4	-1.0	-1.2	-0.6
Recurring pretax income from continuing operations	3.3	6.9	6.0	5.9	12.4	13.7	14.9
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	3.3	6.9	6.0	5.9	12.4	13.7	14.9
Taxes	0.4	2.5	1.5	1.1	3.7	4.2	4.6
Net income from continuing operations	2.9	4.4	4.4	4.8	8.7	9.4	10.3
Result from discontinued operations (net of tax)	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Net income	2.1	4.4	4.4	4.8	8.7	9.4	10.3
Minority interest	1.6	3.0	1.9	2.1	3.7	3.9	3.4
Net income (net of minority interest)	0.5	1.3	2.5	2.7	5.0	5.5	6.9
Average number of shares	12.4	12.4	12.4	12.4	12.4	12.4	12.4
EPS reported	0.04	0.11	0.21	0.22	0.40	0.45	0.56

Profit and loss (common size)	2009	2010	2011	2012	2013E	2014E	2015E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	77.3 %	75.1 %	74.6 %	75.9 %	73.4 %	73.0 %	73.0 %
Gross profit	22.7 %	24.9 %	25.4 %	24.1 %	26.7 %	27.1 %	27.1 %
Sales and marketing	12.6 %	10.5 %	12.3 %	12.9 %	12.1 %	12.0 %	11.8 %
General and administration	9.5 %	9.1 %	10.0 %	8.6 %	9.2 %	9.2 %	9.1 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	4.5 %	2.5 %	3.4 %	2.5 %	3.2 %	3.2 %	3.0 %
Other operating expenses	0.9 %	1.3 %	0.7 %	0.5 %	0.6 %	0.6 %	0.8 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	5.5 %	8.0 %	6.5 %	5.5 %	8.5 %	9.0 %	8.9 %
Depreciation	0.2 %	0.2 %	0.2 %	0.2 %	0.1 %	0.1 %	0.1 %
EBITA	5.3 %	7.8 %	6.3 %	5.3 %	8.4 %	8.8 %	8.8 %
Amortisation of goodwill	0.3 %	0.6 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.8 %	0.7 %	0.5 %	0.7 %	0.4 %	0.4 %	0.4 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	4.1 %	6.5 %	5.8 %	4.6 %	8.0 %	8.4 %	8.4 %
Interest income	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %
Interest expenses	1.2 %	1.0 %	1.0 %	0.3 %	0.6 %	0.6 %	0.4 %
Other financial result	-0.2 %	-0.2 %	-0.3 %	-0.7 %	-0.1 %	-0.2 %	-0.1 %
Financial result	-1.3 %	-1.1 %	-1.1 %	-0.9 %	-0.6 %	-0.7 %	-0.3 %
Recurring pretax income from continuing operations	2.8 %	5.5 %	4.7 %	3.8 %	7.4 %	7.7 %	8.1 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	2.8 %	5.5 %	4.7 %	3.8 %	7.4 %	7.7 %	8.1 %
Tax rate	11.9 %	36.6 %	25.7 %	18.6 %	30.0 %	31.0 %	31.0 %
Net income from continuing operations	2.5 %	3.5 %	3.5 %	3.1 %	5.2 %	5.3 %	5.6 %
Result from discontinued operations (net of tax)	0.7 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Net income	1.8 %	3.5 %	3.5 %	3.1 %	5.2 %	5.3 %	5.6 %
Minority interest	1.4 %	2.4 %	1.5 %	1.4 %	2.2 %	2.2 %	1.8 %
Net income (net of minority interest)	0.4 %	1.1 %	2.0 %	1.7 %	3.0 %	3.1 %	3.7 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2009	2010	2011	2012	2013E	2014E	2015E
Intangible assets	25.4	24.2	25.0	24.7	25.7	25.2	24.7
Property, plant and equipment	9.1	9.0	9.2	10.7	10.9	11.1	11.2
Financial assets	1.6	1.0	2.6	1.7	1.7	1.7	1.7
FIXED ASSETS	36.1	34.2	36.8	37.1	38.3	37.9	37.6
Inventories	6.5	7.7	12.8	13.6	11.6	12.2	12.7
Accounts receivable	8.9	7.5	7.0	10.0	9.2	9.6	10.1
Other current assets	3.0	3.8	4.1	6.0	6.0	6.0	6.0
Liquid assets	23.5	31.8	35.7	31.6	39.9	47.1	54.8
Deferred taxes	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	2.3	0.2	0.0	0.0	0.0
CURRENT ASSETS	41.8	50.9	61.9	61.9	66.7	74.9	83.6
TOTAL ASSETS	77.9	85.1	98.7	99.0	105.0	112.9	121.2
SHAREHOLDERS EQUITY	21.7	22.2	24.5	26.4	32.0	37.7	43.7
MINORITY INTEREST	4.1	4.7	5.6	5.4	5.4	5.4	5.4
Long-term debt	12.0	10.6	8.7	9.0	8.5	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	7.3	8.9	9.6	10.2	10.5	10.7	11.0
Non-current liabilities	19.3	19.4	18.4	19.3	19.0	19.2	19.5
short-term liabilities to banks	2.4	2.6	2.3	3.6	3.6	3.6	3.6
Accounts payable	10.2	9.4	9.5	11.3	11.5	12.0	12.5
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	0.0	0.0	0.0	0.0	0.0
Deferred taxes	1.7	2.0	2.0	2.0	2.0	2.0	2.0
Deferred income	18.5	24.8	36.5	31.0	31.5	32.9	34.4
Current liabilities	32.9	38.8	50.3	47.9	48.6	50.5	52.5
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	77.9	85.1	98.7	99.0	105.0	112.9	121.2

Balance sheet (common size)	2009	2010	2011	2012	2013E	2014E	2015E
Intangible assets	32.6 %	28.4 %	25.3 %	24.9 %	24.5 %	22.3 %	20.4 %
Property, plant and equipment	11.6 %	10.6 %	9.3 %	10.8 %	10.4 %	9.8 %	9.3 %
Financial assets	2.0 %	1.2 %	2.6 %	1.7 %	1.6 %	1.5 %	1.4 %
FIXED ASSETS	46.3 %	40.2 %	37.3 %	37.5 %	36.5 %	33.6 %	31.0 %
Inventories	8.3 %	9.1 %	12.9 %	13.7 %	11.0 %	10.8 %	10.5 %
Accounts receivable	11.4 %	8.9 %	7.1 %	10.1 %	8.7 %	8.5 %	8.3 %
Other current assets	3.8 %	4.4 %	4.2 %	6.1 %	5.7 %	5.3 %	5.0 %
Liquid assets	30.2 %	37.4 %	36.2 %	31.9 %	38.0 %	41.7 %	45.2 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.5 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	2.3 %	0.2 %	0.0 %	0.0 %	0.0 %
CURRENT ASSETS	53.7 %	59.8 %	62.7 %	62.5 %	63.5 %	66.4 %	69.0 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
SHAREHOLDERS EQUITY	27.9 %	26.1 %	24.8 %	26.6 %	30.5 %	33.4 %	36.1 %
MINORITY INTEREST	5.2 %	5.5 %	5.6 %	5.5 %	5.2 %	4.8 %	4.5 %
Long-term debt	15.4 %	12.4 %	8.9 %	9.1 %	8.1 %	7.5 %	7.0 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	9.4 %	10.4 %	9.8 %	10.4 %	10.0 %	9.5 %	9.0 %
Non-current liabilities	24.7 %	22.8 %	18.6 %	19.4 %	18.1 %	17.0 %	16.1 %
short-term liabilities to banks	3.1 %	3.1 %	2.3 %	3.6 %	3.4 %	3.2 %	3.0 %
Accounts payable	13.1 %	11.1 %	9.7 %	11.4 %	10.9 %	10.6 %	10.4 %
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 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.2 %	2.3 %	2.0 %	2.0 %	1.9 %	1.7 %	1.6 %
Deferred income	23.7 %	29.1 %	37.0 %	31.4 %	30.0 %	29.2 %	28.4 %
Current liabilities	42.2 %	45.6 %	51.0 %	48.4 %	46.3 %	44.7 %	43.4 %
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)	2009	2010	2011	2012	2013E	2014E	2015E
Net profit/loss	2.1	4.4	4.4	4.8	8.7	9.4	10.3
Depreciation of fixed assets (incl. leases)	0.2	0.2	0.2	0.3	0.2	0.2	0.2
Amortisation of goodwill	0.4	0.7	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	1.0	0.9	0.7	1.1	0.7	0.7	0.7
Others	-0.3	3.3	6.8	-6.6	0.0	0.0	0.0
Cash flow from operations before changes in w/c	3.4	9.5	12.1	-0.5	9.6	10.4	11.3
Increase/decrease in inventory	-3.0	0.8	-8.6	-0.8	2.0	-0.6	-0.5
Increase/decrease in accounts receivable	0.0	0.0	0.0	-3.0	0.8	-0.5	-0.4
Increase/decrease in accounts payable	0.0	0.0	0.0	1.8	0.2	0.5	0.5
Increase/decrease in other working capital positions	0.0	0.0	-0.7	0.0	0.0	0.0	0.0
Increase/decrease in working capital	-3.0	0.8	-9.2	-2.0	3.0	-0.5	-0.4
Cash flow from operating activities	0.4	10.3	2.9	-2.5	12.6	9.8	10.8
CAPEX	0.3	0.3	0.4	0.6	0.6	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Financial investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	-0.1	1.0	0.1	0.0	0.0	0.0	0.0
Cash flow from investing activities	-0.4	0.7	-0.4	-0.6	-2.1	-0.6	-0.6
Cash flow before financing	0.0	11.0	2.6	-3.1	10.5	9.2	10.2
Increase/decrease in debt position	3.6	-0.8	-1.3	1.6	-0.5	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	1.2	1.5	1.9	0.5	1.0	1.5	2.0
Others	-1.4	-3.1	0.0	-2.8	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.1	2.8	1.8	0.7	0.0	0.0	0.0
Cash flow from financing activities	1.1	-5.5	-3.2	-1.7	-1.5	-1.5	-2.0
Increase/decrease in liquid assets	1.2	8.3	1.2	-4.1	9.0	7.8	8.2
Liquid assets at end of period	23.5	31.8	33.0	28.9	37.8	45.6	53.8

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2009	2010	2011	2012	2013E	2014E	2015E
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)	2009	2010	2011	2012	2013E	2014E	2015E
P&L growth analysis							
Sales growth	6.6 %	7.8 %	2.0 %	21.4 %	8.0 %	5.1 %	n/a
EBITDA growth	72.5 %	56.3 %	-16.5 %	2.5 %	66.6 %	10.8 %	3.9 %
EBIT growth	-254.1 %	70.2 %	-9.4 %	-2.7 %	85.0 %	11.2 %	3.9 %
EPS growth	-108.3 %	183.4 %	89.0 %	5.5 %	86.9 %	10.0 %	24.9 %
Efficiency							
Total operating costs / sales	18.5 %	18.3 %	19.6 %	19.5 %	18.7 %	18.6 %	18.7 %
Sales per employee	634.6	638.0	621.0	674.3	658.7	672.0	672.0
EBITDA per employee	34.9	50.8	40.5	37.1	56.0	60.2	59.9
Balance sheet analysis							
Avg. working capital / sales	4.6 %	4.4 %	6.3 %	7.2 %	6.4 %	5.4 %	5.4 %
Inventory turnover (sales/inventory)	18.0	16.3	10.0	15.0	14.5	14.5	14.5
Trade debtors in days of sales	27.8	21.9	19.9	19.9	19.9	19.9	19.9
A/P turnover [(A/P*365)/sales]	41.4	36.4	36.4	35.0	34.0	34.0	34.0
Cash conversion cycle (days)	12.6	15.3	32.2	30.3	20.2	20.4	20.4
Cash flow analysis							
Free cash flow	0.1	10.0	2.5	-3.1	12.0	9.2	10.2
Free cash flow/sales	0.1 %	8.0 %	1.9 %	-2.0 %	7.1 %	5.2 %	5.5 %
FCF / net profit	20.2 %	746.1 %	98.3 %	-114.1 %	238.7 %	167.7 %	148.5 %
FCF yield	0.2 %	21.7 %	5.4 %	-6.6 %	25.8 %	20.0 %	22.1 %
Capex / depn	18.7 %	15.3 %	45.6 %	44.8 %	66.7 %	63.8 %	61.0 %
Capex / maintenance capex	49.0 %	16.0 %	37.4 %	33.3 %	30.8 %	28.6 %	28.6 %
Capex / sales	0.3 %	0.2 %	0.3 %	0.4 %	0.4 %	0.3 %	0.3 %
Security							
Net debt	4.2	0.3	1.6	-0.2	-5.5	-11.9	-18.5
Net Debt/EBITDA	0.7	0.0	0.2	0.0	0.0	0.0	0.0
Net debt / equity	0.2	0.0	0.1	0.0	-0.2	-0.3	-0.4
Interest cover	3.4	6.8	6.0	14.1	13.4	14.9	21.3
Dividend payout ratio	0.0 %	0.0 %	19.5 %	36.9 %	29.7 %	35.9 %	31.3 %
Asset utilisation							
Capital employed turnover	2.5	2.6	2.5	2.8	2.8	2.7	2.6
Operating assets turnover	8.2	8.5	6.6	6.8	8.3	8.5	8.6
Plant turnover	12.9	13.9	14.0	14.5	15.4	16.0	16.5
Inventory turnover (sales/inventory)	18.0	16.3	10.0	15.0	14.5	14.5	14.5
Returns							
ROCE	9.9 %	17.1 %	14.9 %	13.7 %	23.3 %	23.6 %	22.4 %
ROE	2.2 %	6.1 %	10.4 %	10.2 %	15.7 %	14.6 %	15.7 %
Other							
Interest paid / avg. debt	8.7 %	8.8 %	10.3 %	4.3 %	8.1 %	8.3 %	6.0 %
No. employees (average)	184	197	207	231	255	263	275
Number of shares	12.4	12.4	12.4	12.4	12.4	12.4	12.4
DPS	0.0	0.0	0.0	0.1	0.1	0.2	0.2
EPS reported	0.04	0.11	0.21	0.22	0.40	0.45	0.56
Valuation ratios							
P/BV	2.1	2.1	1.9	1.8	1.4	1.2	1.1
EV/sales	0.4	0.4	0.4	0.3	0.2	0.2	0.2
EV/EBITDA	7.9	4.6	5.7	5.4	2.9	2.2	1.7
EV/EBITA	8.2	4.8	5.9	5.5	2.9	2.2	1.7
EV/EBIT	10.5	5.7	6.4	6.4	3.0	2.3	1.8
EV/FCF	526.8	4.6	19.2	-15.1	3.4	3.7	2.7
Dividend yield	0.0 %	0.0 %	1.1 %	2.1 %	3.2 %	4.3 %	4.7 %

Source: Company data, Hauck & Aufhäuser

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

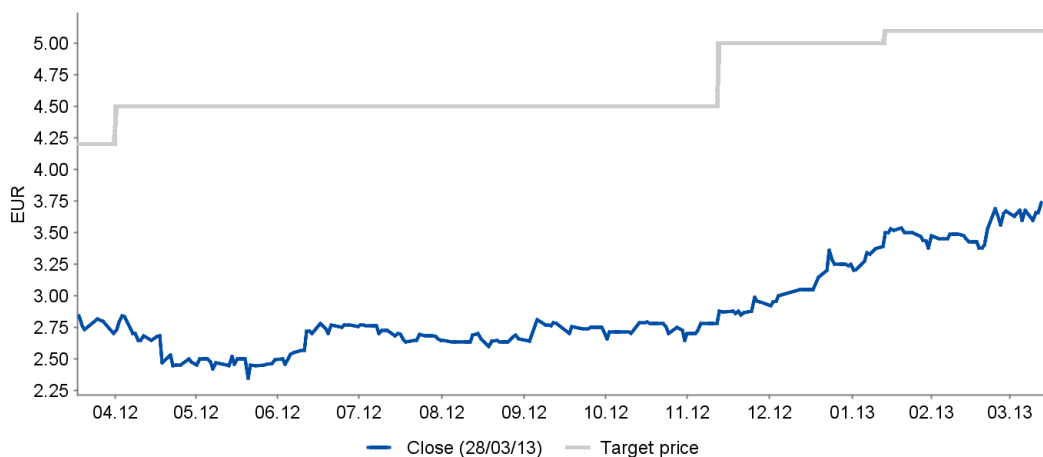
Company	Disclosure
DEAG Deutsche Entertainment AG	2, 5

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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 02/04/13

Initiation coverage
04-December-09



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