



Dear DEAG shareholders,
Dear Ladies and Gentlemen,

MyTicket, the ticketing platform of DEAG (Prime Standard, ISIN: DE000A0Z23G6, stock symbol: LOUD), has once again achieved a major sales success. For the two stadium concerts of the cult rock band Böhse Onkelz on 4 and 5 September in Frankfurt's Waldstadion, 65,000 personalized tickets were already sold exclusively via MyTicket on Thursday, 5 March 2020 – just two hours after the start of advance sales. By Friday noon, 76,000 of the total of 80,000 available tickets had been sold. The Executive Board of DEAG anticipates a complete sell-out of the concerts within 24 hours of the start of advance sales. The turnover resulting from these sales is around EUR 6 million. Last year, already more than 160,000 tickets were sold exclusively via MyTicket for the band's completely sold out spring tour, which will start next April.

Böhse Onkelz will celebrate their 40th anniversary in 2020 by going on a journey through their own musical history. The Hessian cult rockers will celebrate this anniversary in August and September with an anniversary week with six concerts in their home town of Frankfurt. The highlight will be the two stadium shows in Frankfurt's Waldstadion on 4 and 5 September.

Sincerely yours,

Prof. Peter Schwenkow
Christian Diekmann
Detlef Kornett
Roman Velke

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