

Dear DEAG shareholders,  
Dear ladies and gentlemen,

The Corona pandemic (SARS-CoV-2) and its effects pose a major challenge to the entire global economy at present and possibly even for a longer period of time. For us as DEAG, our highest priority continues to be to keep you informed of the latest developments in our operating business. One of the topics we would like to share with you today is how the current regulations on event bans are looking in the various countries.

In Germany, bans apply until the end of May/June in some cases. In Switzerland, they currently apply until the end of April, in conjunction with a nationwide “shutdown.” In the UK, there are currently only a few bans in force, and in some cases major events were still taking place here even until last weekend.

DEAG will proceed with its planned concerts as follows: A few of our concerts will be cancelled completely and the damages will be reported to our insurance company. Based on our commitment to minimise damages and taking into account the interests of our fans, most of our concerts will be postponed. Thus, we have succeeded in postponing over 100 events in Switzerland in the last 10 days to the 3rd and 4th quarter and a few to the spring of 2021. In England, our team has managed to postpone 310 concerts to the fall/winter of 2020 and the spring of 2021. For your information: our insurance only takes effect in case of official bans /Force Majeure and/or contract termination by the respective venues. All events cancelled so far take this insurance condition into account.

Furthermore, we would like to inform you that the cooperation with our respective insurance companies is based on a very good and cooperative relationship for the settlement of claims.

In order to avoid endangering our employees’ health and to fulfil our social responsibility, the Executive Board of DEAG has unanimously decided to allow all employees of the respective offices in all three countries to work from home. At least one employee is regularly in the office on site, taking the applicable regulations into account.

Despite the crisis, we can still report strong sales for both the 3rd and 4th quarter. Of course, we – like many other companies – will feel the effects of the Corona crisis on our business. Nevertheless, we are convinced that we as DEAG can overcome this crisis together, thanks to our far-reaching and timely precautions, and then, with the greatest motivation, we will be able to drive forward our event business again once the bans have been lifted. Unlike many other companies in the current crisis, we assume that we will be able to make up for the current losses through a higher event density after the crisis. It is currently helpful for us that



we have been able to send employees at our offices in Germany and Switzerland on short-time work.

You can also obtain information on the latest developments on our website in the Investor Relations section in a special section entitled "[DEAG – current developments.](#)"

In addition to this information section, we will of course provide you with our financial reports and corporate news as usual.

Please stay healthy!

Kind regards,

Prof. Peter Schwenkow

Christian Diekmann

Detlef Kornett

Roman Velke

*Issued: 20 March 2020*