

FACT SHEET As of: May 23, 2019

COMPANY PROFILE

The company Beate Uhse was founded in 1946 and is active as a Europe-wide erotic group with around 345 employees in seven countries. Beate Uhse stands for more than 70 years of market experience and expertise in the erotic industry and has a very high brand awareness. The focus is on B2C, covered by two central distribution channels – e-commerce and retail – which are closely interlinked within the cross-channel strategy. The share of Beate Uhse (XETRA: USE.DE) is listed on the Frankfurt Stock Exchange since May 1999. Read more at www.beate-uhse.ag.

SHARE CHART



SHAREHOLDER STRUCTURE

29.66%	Consipio Holding B.V.
13.11%	Venus Hyggelig GmbH
9.09%	Global Vastgoed B.V.
0.36%	Treasury shares
47.78%	Free Float

FINANCIAL CALENDAR

March, 2018 Annual General Meeting

MANAGEMENT BOARD



Michael Specht
(CEO, COO & CFO)

□ Thomas Kresse
(CRO)

SUPERVISORY BOARD

> Gerard Philippus Cok (C) > Andreas Bartmann
> Udo Bensing

STOCK FUNDAMENTALS

ISIN	DE0007551400
WKN	755140
Share type	Ordinary
Ticker	USE
Index	CDAX, DAXsector All Retail, DAXsubsector All Retail, Catalog, General All-Share, General Standard Index
Segment	General Standard
Authorised capital	78,074,696 €
No. of shares	78,074,696
Fiscal year	31.12.
Designated Sponsor	Oddo Seydler Bank AG
Initial public offering	27.05.1999
Market Cap	-
52 week high	-
52 week low	-
Stock exchanges	Regulated Market in Frankfurt; XETRA; Freiverkehr in Berlin, Düsseldorf, Hamburg, Hannover, Munich, Stuttgart

COMPANY HIGHLIGHTS

- International brand with high degree of brand awareness
- Focus on online activities
- Cross-channel strategy connects B2C-distribution channels
- Strong position of the Group in the sector
- Growth potential in Europe by approaching new target groups and expansion of the strong country brands

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ANNUAL FIGURES

	FY 2015	FY 2014	FY 2013	FY 2012	FY 2011
€T					
Sales	128,805	142,908	142,035	144,320	149,012
Cost of sales	(68,489)	(69,972)	(67,489)	(74,794)	(71,879)
Selling expensis	(60,477)	(58,359)	(58,749)	(56,595)	(71,689)
General administrative expensis	(16,546)	(20,765)	(21,113)	(20,000)	(24,031)
Other operating expensis	(77)	(97)	(115)	(295)	(428)
EBITDA	(5,333)	10,311	10,053	8,344	3,314
EBIT	(13,318)	5,017	3,375	1,429	(5,159)
Finance result	(2,838)	(2,620)	(2,061)	(1,790)	(3,071)
EBT	(16,156)	2,397	1,314	(361)	(8,230)
Income taxes	(2,233)	143	2,367	(474)	392
Consolidated earnings	(18,389)	2,540	3,681	(835)	(7,838)
EPS (euro)	(0.24)	0.03	0.04	(0.01)	(0.10)
Cash Flow	(302)	(287)	7,409	5,714	14,644
Number of shops (total)	81	86	96	94	100
Sales by Retail	32,615	44,330	45,998	46,469	47,468
EBIT Retail	(5,931)	4,360	2,913	3,728	(1,881)
Sales by Mail Order	55,851	59,694	60,465	59,234	62,832
EBIT Mail Order	(1,818)	3,520	3,608	3,624	3,611
Sales by Entertainment	6,663	5,399	6,810	8,327	9,208
EBIT Entertainment	881	280	398	1,244	1,285
Sales by Wholesale	33,676	33,485	28,762	30,290	29,504
EBIT Wholesale	(532)	1,438	1,492	196	(3,541)
Equity ratio (%)	11.4	28.2	33.0	27.9	27.4
Net liabilities	25,263	20,865	12,217	16,801	20,909
Total assets	76,890	98,852	82,618	88,568	94,113
Number of FTEs	572	620	663	704	816
Sales by FTE	225	230	214	205	183

QUARTERLY FIGURES

€T	2016			2015				2014			
	Q 1	Q 2	Q 3	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
Sales	29,112	23,191	25,458	36,242	29,266	30,576	32,721	37,979	32,052	35,279	37,598
EBITDA	372	(1,060)	527	(172)	(692)	(514)	(3,955)	2,307	1,743	1,750	4,511
EBIT	(379)	(1,810)	(638)	(1,071)	(1,593)	(4,523)	(6,131)	1,123	330	496	3,068
EBT	(1,061)	(2,450)	(1,335)	(1,740)	(2,359)	(5,225)	(6,832)	814	(152)	(478)	2,213
Sales by Retail	6,875	5,921	6,302	8,569	7,526	8,095	8,425	10,841	9,968	11,531	11,990
EBIT Retail	216	(554)	(358)	(206)	(575)	(3,276)	4,938	438	328	(43)	3,637
Sales by Mail Order	13,456	10,512	11,356	16,784	12,483	12,772	13,812	16,822	13,763	13,852	15,257
EBIT Mail Order	1,485	(690)	540	414	(578)	(140)	(1,514)	979	858	795	888
Sales by Entertainment	1,145	1,102	900	1,644	2,595	1,339	1,085	1,414	1,373	1,333	1,279
EBIT Entertainment	(99)	269	312	215	1,093	(250)	(177)	55	12	162	51
Sales by Wholesale	7,636	5,657	6,900	9,245	6,662	8,370	9,399	8,902	6,948	8,563	9,072
EBIT Wholesale	(879)	(424)	(660)	(165)	368	(4)	(731)	770	199	471	(2)

Beate Uhse Aktiengesellschaft

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