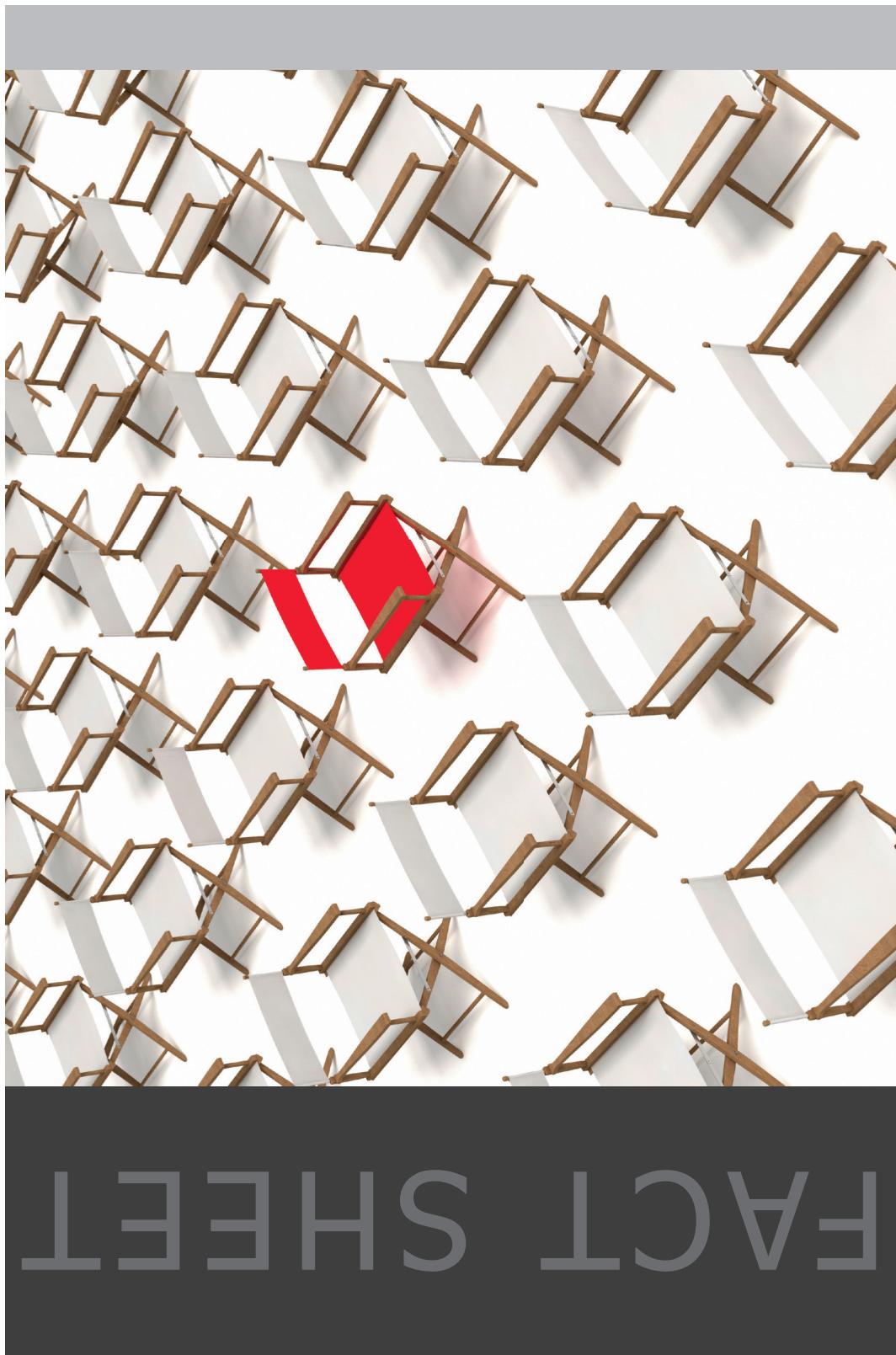




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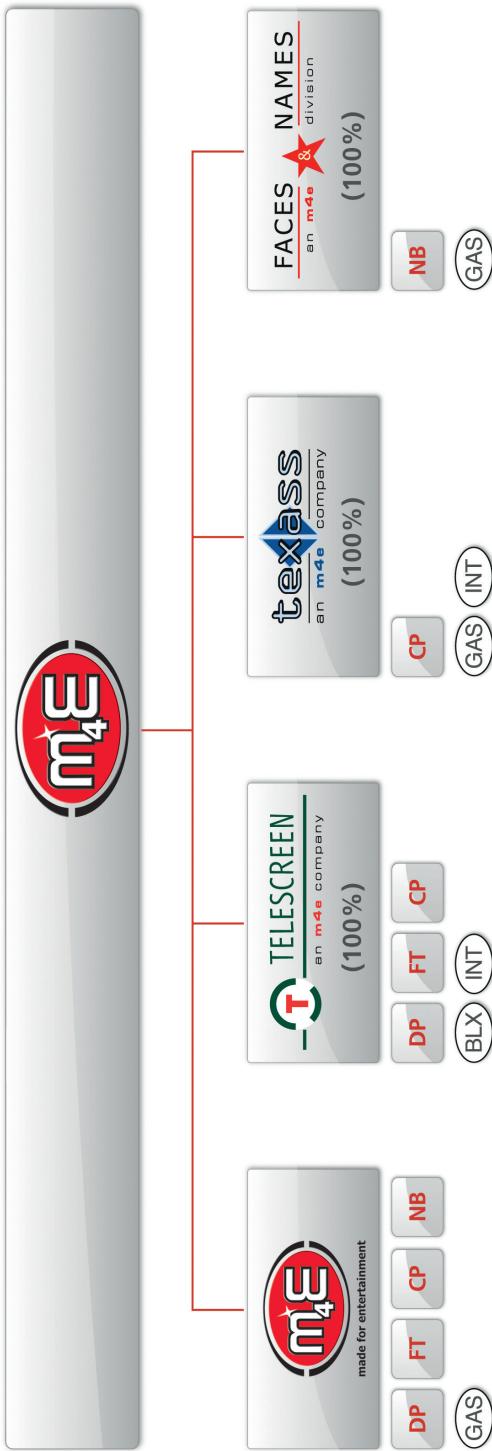
Company Profile m4e AG





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COMPANY STRUCTURE



... and their business areas



COMPANY INFORMATION

Date of foundation	2003
Acc. standard	IFRS
Financial year	31. December
Name of management board and function	Hans Ulrich Stoef (Marketing & Sales, Acquisitions & Production) Michael Büttner (Controlling, Finance & Investor Relations)
Name of members of the supervisory board	Oliver C. Jansen (Chairman), Cees Wessels, Andreas Kinsky

STOCK EXCHANGE INFORMATION

Total number of shares	4.07 million
Original stock	4.07 million
Freefloat	41.07 percent
Lead broker	MWB Wertpapierhandelsbank AG
Designated sponsor	Close Brothers Seydl AG

FINANCIALS

Financials	m4e AG	2008	2007
		Mio. EUR	Mio. EUR
Corporate sales*	15,79	13,66	
EBIT-group*	0,46	2,56	

* Figures on pro forma basis, before non-recurring IPO costs from 2007, taking account of a full year consideration of Tex-ass GmbH, acquired in financial year 2007, and Telesceen B.V., acquired in financial year 2008. All data under reserve.

SHORT BUSINESS DESCRIPTION

Description of the operative business

m4e AG is a brand management and media company that is according to its company credo „made for entertainment“ specialized on the development and utilization of high-value brands and intellectual property rights (IP-rights). At a later stage, these rights are given to TV broadcasters, online platforms, video distributors and merchandising licensees among others. In the areas of merchandising and licensing m4e participates with royalties on the sale of these products. Every manufacturer/licensee has to guarantee a minimum turnover in advance in order to obtain a licence agreement through m4e.

Entry of business areas

m4e's business areas are TV-production and distribution, licensing, home entertainment, merchandising, publishing, interactive & new media. International distribution of TV- and new media rights as well as home entertainment outside the German speaking territories is performed by the Dutch subsidiary Telescreen B.V. Another business area is the production of textiles and accessories through the subsidiary Tex-ass Textilvertriebs GmbH. Combining these activities, m4e is able to offer all services from the development of an idea up to the finalised product from one single source. This distinguishes m4e clearly from its competitors.

Entry of products

The licence portfolio consists of high-value brands and intellectual property rights from the areas of sports, entertainment/characters and brands/personalities. The following licensing- & merchandising properties belong to the m4e portfolio:
Sports: DFB – German Football Association / the German Football National Teams, DFB-mascot „Paulie“, NHL.
Entertainment/Characters: Dinosaur King; Frog & Friends; Hero: 108; Huntik; Kamen Rider Dragon Knight; Lizzie McGuire; Monster Allergy; Lunar Jim; Storm Hawks; Winx Club (TV show); Winx Club – The Secret Of The Lost Kingdom (feature film); YOKO, MO & ME.
Brands/Personalities: Bad Alice, The Dog, The Dome, Isi, Jeanette Biedermann, Selina Shirin Müller.

Excerpt from the Telescreen portfolio: Alfred J. Kwak, Bakugan, Ben 10, Dibo – The Gift Dragon, Miffy and Friends, Moomin, Pinkeltje, Rudolf, Rupert Bear, Shaun the Sheep, Teletubbies, and many more.

In addition to this, m4e AG works in the area of media cooperations for TV broadcasters such as RTL II.