

# FACTSHEET August 2010

## JAXX AG – The Gaming Company



### Company Profile

JAXX AG is a holding company with its registered office in Altenholz, near Kiel, and invests in companies in the gaming industry. From betting, casino and poker to bingo and lotteries, the companies that make up the JAXX Group offer the most popular forms of state-licensed gaming via online platforms such as **www.jaxx.com**, **www.myBet.com** and **www.serviapuestas.es**. It has investment companies in Germany, the UK, Spain, Austria and Malta. The shares of JAXX AG have been traded at Deutsche Börse since 1999.

### Share Price (1 year, vs. SDax)



### Management Board

Mathias Dahms (S)  
Stefan Hänel, CFO

### Supervisory Board

Antje Stoltenberg (S)  
Frank Motte  
Rainer Jacken

### Shareholders

6.1% DGF GmbH (Management)  
5.1% Brickell Inv. SL, Spain  
(Spanish Management)  
4.7% Arcalis Balear SL, Spain  
84.1% Freefloat

### Investment Catalysts

#### Long-term:

- Liberalization of EU gambling markets is straight ahead
- German State Treaty on gambling is set to be quit

#### Short-term:

- Market entry Italy, France, Denmark
- Entering spanish speaking markets
- Upselling of Casino and Poker products

### Trading Information

|                       |                  |
|-----------------------|------------------|
| Name                  | JAXX AG          |
| ISIN                  | DE000A0JRU67     |
| WKN                   | A0JRU6           |
| Symbol                | FXXN             |
| Reuters Code          | FXXG.DE          |
| Bloomberg Code        | FXXN:GR          |
| Stock exchange        | Frankfurt        |
| Market Segment        | Regulated Market |
| Transparency Standard | Prime Standard   |
| MDax Ranking MarCap   | 123              |
| MDax Ranking Turnover | 111              |
| Designated Sponsor    | M.M.Warburg & Co |
| First trading day     | 28/09/1999       |

### Stock Information

|               |                                     |
|---------------|-------------------------------------|
| Share Capital | € 19,371,378.00                     |
| No. of Shares | 19,371,378                          |
| Class         | Registered Shares without par value |
| Market Cap    | € 33.4m<br>(avg. prev. month)       |

### Financial Calendar 2010

|                      |  |
|----------------------|--|
| 11/11/2010           | Q3/2010  |
| 22/11/2010<br>5h15pm | Analysts Conference at the Eigenkapitalforum in Frankfurt/Main |



# JAXX AG

THE GAMING COMPANY



## KEY FIGURES JAXX Group

| <i>Full Year<br/>(continuing operations)</i> | 2005   | 2006   | 2007   | 2008    | 2009    |
|--|--------|--------|--------|---------|---------|
| Revenues (T€)                                | 21,952 | 50,921 | 73,851 | 99,633  | 114,544 |
| EBITDA (T€)                                  | 6,536  | 533    | 6,511  | 5,648   | 4,790   |
| EBIT (T€)                                    | 2,334  | -5,886 | -4,876 | -7,360  | -2,751  |
| Earnings after taxes (T€)                    | 1,719  | -8,740 | -5,699 | -13,907 | -3,634  |
| Result from discontinued operations (T€)     | -      | -      | -      | -3,015  | -3,846  |
| Net result (T€)                              | 1,719  | -8,740 | -5,699 | -16,922 | -7,480  |
| EpS (€)                                      | 0.13   | -0.57  | -0.38  | -1.08   | -0.46   |
| Shareholders' equity (T€)                    | 46,713 | 39,035 | 36,093 | 20,315  | 17,093  |
| Equity ratio (%)                             | 85.3%  | 70.2%  | 61.0%  | 41.8%   | 42.1%   |
| Cash (T€)                                    | 26,230 | 14,519 | 13,808 | 12,861  | 9,562   |
| No. of Employees                             | 93     | 130    | 150    | 155     | 160     |

| <i>Quarters<br/>(continuing operations)</i> | 2009   |        |        | 2010   |        |        |
|---|--------|--------|--------|--------|--------|--------|
|   | Q1     | Q2     | 6M     | Q1     | Q2     | 6M     |
| Revenues (T€)                               | 25,267 | 26,246 | 51,513 | 31,987 | 31,673 | 63,661 |
| <i>Thereof: Betting stakes<br/>(T€)</i>     | 17,823 | 19,327 | 37,150 | 25,240 | 24,634 | 49,874 |
| EBITDA (T€)                                 | 2,142  | -1,062 | 1,080  | 1,600  | 919    | 2,521  |
| EBIT (T€)                                   | 717    | -3,087 | -2,370 | 547    | 52     | 599    |
| Net result (T€)                             | 90     | -2,796 | -2,707 | -81    | -593   | -674   |
| EpS (€)                                     | 0.00   | -0.17  | -0.17  | -0.01  | -0.04  | -0.05  |
| Cash (T€)                                   | 12,851 | 9,071  | 9,071  | 10,009 | 7,967  | 7,967  |

### Coverage

SES Research/M.M.Warburg  
FirstBerlin Research  
Performaxx

Jochen Reichert  
Adrian Kowollik  
Holger Steffen

Hold Fair Value € 2,00  
Buy Fair Value € 2,20  
Spec. Buy Fair Value € 2,82

### Contact

JAXX AG  
Ostpreussenplatz 10  
24161 Altenholz  
Germany

Tel.: +49.40.85 37 88-0  
Fax: +49.40.85 37 88-30  
Mail: ir@jaxx.com  
<http://www.jaxx.ag>

### Investor Relations

Stefan Zenker  
Mail: stefan.zenker@jaxx.com  
Tel.: +49.40.85 37 88-47  
Fax: +49.40.85 37 88-30



# JAXX AG

THE GAMING COMPANY