

# Deutsche EuroShop AG

ACQUISITION STRATEGY DURING CRISIS

BUY Price target 28.50 €

(BUY - Price target 28.50 €)

7.10.10	12:19					
Current Price (ETR):	25.78 €					
Bloomberg:	DEQ					
Branche:	Real estate					
Performance of share price:						
52 Week High	26.00 €					
52 Week Low	21.72 €					
Compared to	MDAX					
YTD	-5.4%					
1 month	1.5%					
3 months	5.4%					
12 months	-9.0%					



#### Share data: EV (in bn €; 2010): 2.2 Market cap (in bn €): 12 No. of shares (in m): 45.9 Free-float: 77.0% Trading vol. Ø (in m €) 2.428 Shareholder structure: Familie Otto 18.0% Attfund 5.0% Next event: Q3 11.11.10 Change in model in %: Sales FBIT FPS 2010 0.0% 0.0% -0.4% 9.7% 10.1% 2011 1.6% 2012 9.6% 9.9% 2.1%

Frank Neumann, CIIA, CEFA Fon: (+49) 211 4952-637 frank.neumann@bankhaus-lampe.de

Please note the disclaimer & disclosures at the end of this report.

### SHOPPING CENTER INVESTMENTS IN PRIME LOCATIONS

The company's portfolio consists of 18 centres in Germany, Austria, Poland and Hungary. Shopping centre management is outsourced to ECE, a leading shopping centre specialist. This keeps the organisation extremely lean (six employees). Each centre has about 80 tenants. The ten largest tenants (e.g. Metro, Douglas group) generate 24.4% of revenues. Further capital increases are expected with the figure depending on whether another centre (19<sup>th</sup>) will be acquired in 2010. Investments in new properties should achieve net initial yields of 5 to 6%. Share increases in existing assets represent additional investment options. Average lease term is 7 years.

### FINANCING

The balance sheet shows an equity ratio of 48.5%. With average loan terms of 7.1 years, the company profited only marginally from current low interest levels. Loan interest rates average at 5.27%. New financing is likely to be attained at 4%. If interest rates remain at current levels, possible savings in interest expenses are considerable.

We estimate Return on Equity for 2010 at 4.7% with 95% coming from leasing activities (before taxes: EUR 58.3 mn). In addition, we expect valuation gains of EUR 2.5 mn. Over the next years, we anticipate an increase in valuation gains (2011: EUR 23.4 mn and 2012: EUR 24.2 mn). Furthermore, leasing profit margins will rise due to completion of new projects (2011: EUR 63.8 mn and 2012: EUR 65.6 mn).

Dividend policy is very conservative. The majority share of profits will be distributed. To date, the company has continuously increased its dividend payments. A further dividend increase, this year or next, is possible. This improvement should be sustainable.

### SHARE PRICE DRIVERS

Completion of current expansion projects (Dresden, Frankfurt, and Berlin), and favourable loan refinancing conditions, as well as a capital increase in connection with the recent purchase of centre number 18 should drive the share price. Also, another centre purchase this year is possible.

### **GUIDANCE**

Guidance 2010: revenue EUR 139-142 mn; EBIT: EUR 118-21 mn; EBT (w/o valuation): EUR 58-60 mn; FFO: EUR 1.33-1.38. These estimates should be reached.

in m €	2008	2009	2010e	2011e	2012e
Sales	115.3	127.6	141.1	123.4	127.2
EBIT	98.1	110.7	120.5	106.7	110.1
EBIT margin	85.1%	86.8%	85.4%	86.5%	86.5%
Net debt	858.1	852.3	1,016.9	1,116.8	1,114.5
FCF	-11.4	26.3	-306.2	-142.7	56.1
EPS (in €)	2.00	0.93	1.14	1.62	1.67
DPS (in €)	1.05	1.05	1.05	1.10	1.10
Dividend yield	4.3%	4.4%	4.1%	4.3%	4.3%
EV/Sales	14.7	13.5	15.4	19.3	18.7
EV/EBIT	17.3	15.6	18.1	22.3	21.6
PER	12.1	25.3	22.7	15.9	15.4

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## **KEY FIGURES**

in m €	200	8	200	9	2010	)e	2011	le	201	2e
Sales yoy	115.3 20.4%	100.0%	127.6 10.6%	100.0%	141.1 10.7%	100.0%	123.4 -12.6%	100.0%	127.2 3.1%	100.0%
Cost of Sales yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Gross profit yoy	115.3 20.4%	100.0%	127.6 10.6%	100.0%	141.1 10.7%	100.0%	123.4 -12.6%	100.0%	127.2 3.1%	100.0%
Sales and marketing yoy	-6.0 -25.7%	-5.2%	-5.8 -1.9%	-4.6%	-7.2 23.2%	-5.1%	-6.3 -12.6%	-5.1%	-6.5 3.1%	-5.1%
General and administration yoy	-7.2 17.6%	-6.2%	-7.2 0.4%	-5.6%	-8.5 17.9%	-6.0%	-7.4 -12.6%	-6.0%	-7.6 3.1%	-6.0%
Research and development yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Other operating result yoy	-4.1 30.9%	-3.6%	-3.8 -7.2%	-3.0%	-5.0 30.5%	-3.5%	-3.0 -40.0%	-2.4%	-3.0 0.0%	-2.4%
EBITDA yoy	98.1 24.9%	85.1%	110.7 12.9%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.6%
Depreciation yoy	0.0 -37.5%	0.0%	0.0 100.0%	0.0%	0.0 15.0%	0.0%	0.0 -13.0%	0.0%	0.0 0.0%	0.0%
BITA yoy	98.1 25.0%	85.1%	110.7 12.8%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.5%
Amortisation of goodwill yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Amortisation of intangible assets yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
EBIT yoy	98.1 25.0%	85.1%	110.7 12.8%	86.8%	120.5 8.8%	85.4%	106.7 -11.5%	86.5%	110.1 3.2%	86.5%
inancial result yoy	-48.2 21.6%	-41.8%	-55.9 15.9%	-43.8%	-62.1 11.3%	-44.0%	-35.5 -42.9%	-28.8%	-38.4 8.1%	-30.2%
ncome on ordinary activities yoy	49.9 28.4%	43.3%	54.9 9.9%	43.0%	58.3 6.3%	41.3%	71.1 22.0%	57.7%	71.7 0.8%	56.4%
xtraordinary income/loss yoy	37.1 -4.8%	32.1%	-14.8	-11.6%	2.5 	1.8%	23.4 >100%	19.0%	25.8 10.0%	20.3%
ВТ уоу	87.0 11.8%	75.4%	40.1 -53.9%	31.4%	60.8 51.8%	43.1%	94.6 55.5%	<b>76.7</b> %	97.5 3.1%	76.6%
axes yoy	-18.1	-15.7%	-5.7 68.5%-	-4.5%	-9.7 70.4%	-6.9%	-15.1 55.5%	-12.3%	-15.6 3.1%	-12.3%
Tax rate	20.8%		14.3%		16.0%		16.0%		16.0%	
let income from cont. operations yoy	68.9 -26.9%	59.7%	34.4 -50.1%	26.9%	51.1 48.7%	36.2%	79.5 55.5%	64.4%	81.9 3.1%	64.4%
let income from discont. operations yoy	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%	0.0 0.0%	0.0%
Ainority interest	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
let income (adj.) yoy	68.9 -26.9%	59.7%	34.4 -50.1%	2 <b>6.9</b> %	51.1 48.7%	36.2%	79.5 55.5%	64.4%	81.9 3.1%	64.49
No. of shares (in m)	34.3	88	36.8	80	45.0	0	48.8	9	48.8	39

Deutsche EuroShop AG – Balance sheet										
Assets (m €)	200	8	20	09	201	0e	201	1e	201	2e
Fixed assets	1,954.0	97.4%	2,020.2	95.6%	2,370.8	96.8%	2,602.0	96.7%	2,627.8	96.7%
Property, plant and equipment	21.2	1.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Intangible assets	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Financial assets	30.3	1.5%	24.8	1.2%	27.2	1.1%	25.0	0.9%	25.0	0.9%
Other long-term assets	1,902.4	94.8%	1,995.4	94.5%	2,343.6	95.7%	2,577.0	95.8%	2,602.8	95.7%
Current assets	52.9	2.6%	91.9	4.4%	79.3	3.2%	88.4	3.3%	90.7	3.3%
Inventories	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Accounts receivable	2.7	0.1%	2.6	0.1%	3.0	0.1%	3.5	0.1%	3.5	0.1%
Other current assets	8.5	0.4%	7.5	0.4%	9.0	0.4%	9.5	0.4%	9.5	0.3%
Securities	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Cash	41.7	2.1%	81.9	3.9%	67.3	2.7%	75.4	2.8%	77.7	2.9%
Total assets	2,006.8	100.0%	2,112.1	100.0%	2,450.1	100.0%	2,690.4	100.0%	2,718.5	100.0%

Equity and liabilities (m €)	200	8	200	09	201	0e	201	1e	201	2e
Shareholders' equity	860.5	42.9%	921.3	43.6%	1,097.5	44.8%	1,204.7	44.8%	1,232.8	45.3%
Shareholders' equity (before minority)	860.5	42.9%	921.3	43.6%	1,097.5	44.8%	1,204.7	44.8%	1,232.8	45.3%
Minorities	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Non-current liabilities	1,093.7	54.5%	1,149.7	54.4%	1,316.2	53.7%	1,431.2	53.2%	1,431.2	<b>52.6</b> %
Pension provisions	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other provisions	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Long-term financial debt	879.1	43.8%	921.2	43.6%	1,071.2	43.7%	1,171.2	43.5%	1,171.2	43.1%
Other long-term debt	214.6	10.7%	228.5	10.8%	245.0	10.0%	260.0	9.7%	260.0	9.6%
Current liabilities	52.7	2.6%	41.2	1.9%	36.4	1.5%	54.5	2.0%	54.5	2.0%
Short-term financial debt	20.7	1.0%	13.0	0.6%	13.0	0.5%	21.0	0.8%	21.0	0.8%
Short-term accruals	10.7	0.5%	21.7	1.0%	15.0	0.6%	15.0	0.6%	15.0	0.6%
Accounts payable	3.0	0.2%	1.1	0.1%	3.0	0.1%	3.5	0.1%	3.5	0.1%
Other liabilities	18.3	0.9%	5.4	0.3%	5.4	0.2%	15.0	0.6%	15.0	0.6%
Total aguity and lightlifting	0.000.0	100.00%	0 1 1 0 1	100.0%	2 450 1	100.00%	2 000 4	100.00%	<u>а 710 г</u>	100.00%

 Total equity and liabilities
 2,006.8
 100.0%
 2,112.1
 100.0%
 2,450.1
 100.0%
 2,690.4
 100.0%
 2,718.5
 100.0%

Deutsche EuroShop AG - Cash-flow sta	tement				
in m €	2008	2009	2010e	2011e	2012e
Net income (adj.)	68.9	34.4	51.1	79.5	81.9
Depreciation	0.0	0.0	0.0	0.0	0.0
Amortisation of goodwill & intangible assets	0.0	0.0	0.0	0.0	0.0
Change of provisions	-14.9	10.9	-6.7	0.0	0.0
Other	3.5	30.4	-2.5	-23.4	-25.8
Operating Cash-flow before changes in w/c	57.5	75.8	42.0	56.0	56.1
Change in inventory	0.0	0.0	0.0	0.0	0.0
Change in accounts receivable	0.5	0.2	-0.4	-0.5	0.0
Change in accounts payable	-5.6	-2.0	1.9	0.5	0.0
Change in other working capital positions	27.5	-11.8	-1.5	9.1	0.0
Operating Cash-flow	79.9	62.1	41.9	65.1	56.1
Capex	-87.3	-35.9	-345.7	-210.0	0.0
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0
Financial investments	-3.9	0.0	-2.5	2.2	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0
Income from financial investments	0.0	0.0	0.0	0.0	0.0
Cash-flow from investing activities	-91.2	-35.9	-348.2	-207.8	0.0
Free Cash-flow	-11.4	26.3	-306.2	-142.7	56.1
Capital measures	0.0	66.5	163.7	75.0	0.0
Increase/decrease in debt position	3.9	-7.2	150.0	108.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0
Others	-6.9	-7.7	16.5	15.0	0.0
Dividend paid	-36.1	-36.1	-38.6	-47.3	-53.8
Cash-flow from financing activities	-39.1	15.5	291.6	150.7	-53.8
Increase/ decrease in liquid assets	-50.5	41.8	-14.6	8.1	2.3
Effects of exchange rate changes	-16.8	-1.6	0.0	0.0	0.0
Cash at beginning of period	109.0	41.7	81.9	67.3	75.4
Change in total cash and cash equivalents	-67.3	40.2	-14.6	8.1	2.3
Cash at end of period	41.7	81.9	67.3	75.4	77.7

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Deutsche EuroShop AG – Financial ratios					
	2008	2009	2010e	2011e	2012e
Financial ratios					
EPS (in €)	2.00	0.93	1.14	1.62	1.67
Book value per share	25.03	25.04	24.39	24.64	25.21
Free Cash-flow per share (in €)	-0.33	0.71	-6.81	-2.92	1.15
Dividend per share( in €)	1.05	1.05	1.05	1.10	1.10
Evaluation ratios					
EV/Sales	14.7	13.5	15.4	19.3	18.7
EV/EBITDA	17.3	15.6	18.1	22.3	21.6
EV/EBIT	17.3	15.6	18.1	22.3	21.6
Price earning ratio (P/E)	12.1	25.3	22.7	15.9	15.4
Price to book (total equity)	1.0	0.9	1.1	1.0	1.0
Dividend yield per share	4.3%	4.4%	4.1%	4.3%	4.3%
Profitability ratios					
EBITDA margin	85.1%	86.8%	85.4%	86.5%	86.6%
EBIT margin	85.1%	86.8%	85.4%	86.5%	86.5%
Net return on sales	59.7%	26.9%	36.2%	64.4%	64.4%
Return on capital employed (ROCE)	5.0%	5.3%	5.0%	4.0%	4.1%
Productivity ratios					
Capital turnover	16.9	16.2	17.1	21.4	20.9
Operating leverage	1.2	1.2	0.8	0.9	1.0
Sales per employee (in thousand €)	19,223.8	21,260.5	23,524.8	20,558.4	21,199.0
EBIT per employee (in thousand $\in$ )	16,350.8	18,451.2	20,080.2	17,776.5	18,345.9
Number of employees (in thousand)	<0,1	<0,1	<0,1	<0,1	<0,1
Financial ratios					
Equity ratio	42.9%	43.6%	44.8%	44.8%	45.3%
Net financial debt (in m €)	858.1	852.3	1,016.9	1,116.8	1,114.5
Net debt / Equity	99.7%	92.5%	92.7%	92.7%	90.4%
Interest cover	2.1	2.2	2.1	1.8	1.8
Net debt / EBITDA	8.7	7.7	8.4	10.5	10.1
Working Capital (in m €)	-0.3	1.5	0.0	0.0	0.0
Change Working Capital (in m €)	5.2	1.8	-1.5	0.0	0.0
WC /sales	-0.3%	1.2%	0.0%	0.0%	0.0%
Stocks in days of sales	n/a	n/a	n/a	n/a	n/a
Trade debtors in days of sales	9	7	8	10	10
Trade creditors in days of COGS/Material cost	10	3	8	10	10
Cash conversion cycle	n/a	n/a	n/a	n/a	n/a
Invest. (property/plant/equity) / Depreciation	n/a	n/a	n/a	n/a	n/a
Others					
Sales CAGR (last 3 years)	16.9%	11.2%	13.8%	2.3%	-0.1%
EBIT CAGR (last 3 years)	19.5%	8.6%	15.3%	2.8%	-0.2%
Net income CAGR (last 3 years)	24.4%	-30.0%	-18.4%	4.9%	33.6%
Pay out ratio	52.4%	112.4%	92.5%	67.7%	65.7%
Free cash flow (in m €)	-11.4	26.3	-306.2	-142.7	56.1
Free cash flow yield	-1.4%	3.0%	-26.4%	-11.3%	4.5%

### Disclosures

Shares are rated based upon analyst forecasts with regard to the performance of the share during a period of twelve months. The rating "Buy" within this general concept means that the share's forecast performance is at least 10%. "Hold" means a price movement in a bandwidth of 0% to 10%. "Sell" means that the share's forecast performance is negative. Unless shown otherwise, the stated upside targets are based upon either a discounted flow-cash pricing or upon a comparison of the performance ratios of companies that the respective analyst considers to be comparable, or upon a combination of these two analyses. Analysts modify the result of this fundamental assessment to incorporate the potential trend in the market mood.

Overview of our recommendations for the share in the previous twelve months.

Date of publication	Price at recommendation	Rating	Price Target
9.10.2009	24,01 €	Hold	26,00 €
6.11.2009	23,09 €	Buy	26,00 €
13.11.2009	24,16 €	Buy	27,00 €
27.1.2010	22,92 €	Buy	26,50 €
19.3.2010	23.45 €	Buy	26.50 €
25.3.2010	23.74 €	Buy	26.50 €
4.5.2010	23,49 €	Buy	27,00 €
15.6.2010	23,28 €	Buy	27,00 €
6.8.2010	23,80 €	Buy	27,00 €
12.8.2010	23.35 €	Buy	27.00 €
25.8.2010	22,69 €	Buy	27,00 €
7.10.2010	25,71 €	Buy	28,50 €

The distribution of recommendations in our investments universe is currently as follows (date: 1/7/2010):

Rating	Basis: all analysed companies	Basis: companies with investmentbanking relationships
Buy	59.3%	75.0%
Hold	35.2%	25.0%
Sell	5.6%	0.0%
under review	0.0%	0.0%

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Potential conflicts of interests may exist in the following companies named in this research report :

#### Company

Deutsche EuroShop AG

Disclosure 2

- 1. Bankhaus Lampe KG and/or a company affiliated with Bankhaus Lampe KG hold investments in this company amounting to at least 1% of the share capital.
- 2. Bankhaus Lampe KG and/or a company affiliated with Bankhaus Lampe KG regularly deal in this company's shares.
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- 6. Bankhaus Lampe KG and/or a company affiliated with Bankhaus Lampe KG are market makers for this company's securities.
- Bankhaus Lampe KG and/or a company affiliated with Bankhaus Lampe KG operate as a corporate broker for this company.
   The author or one of his/her employees hold direct securities or derivatives based on securities for this company.
- 8. The author or one of his/her employees hold direct securities or derivatives based on securities for this company.
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- 10. Bankhaus Lampe KG and/or a company affiliated with Bankhaus Lampe KG expect or are striving to obtain paid services from this company in the next three months for investment banking services.
- 11. This financial analysis has been made accessible without the valuation part to issuer prior to publication and subsequently amended.
- 12. The present study of this company was carried out by Bankhaus Lampe KG on behalf of this company or a person close to the company.
- 13. Bankhaus Lampe KG acted as Lead-Manager in connection with the initial public offering of this company.
- 14. Bankhaus Lampe KG acted as Co-Lead-Manager in connection with the initial public offering of this company.
- 15. Bankhaus Lampe KG acted as Co-Manager in connection with the initial public offering of this company.
- 16. Bankhaus Lampe KG acted as Selling Agent in connection with the initial public offering of this company.
- 17. Bankhaus Lampe KG acted as Listing Partner in connection with the initial public offering of this company.

Responsible regulatory authority: Federal Financial Supervisory Authority – Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin), Lurgiallee12, D-60439 Frankfurt

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Bankhaus Lampe KG, Jägerhofstraße 10, D-40479 Düsseldorf is responsible for this study. 13. Oktober 2010

Frank Neumann, CIIA, CEFA Telefon: (+49) 211 4952-637 frank.neumann@bankhaus-lampe.de

### **EQUITY SALES**

Justin Barnebeck Fon + 49 (0)211 4952-753 justin.barnebeck@bankhaus-lampe.de

André Gollmer Fon + 49 (0)211 4952-751 andre.gollmer@bankhaus-lampe.de

Ulrich Klingmüller, CEFA Fon + 49 (0)211 4952-784 ulrich.klingmueller@bankhaus-lampe.de

Peter Lohren Fon + 49 (0)211 4952-782 peter.lohren@bankhaus-lampe.de

Oliver Marx, CEFA Fon + 49 (0)211 4952-178 oliver.marx@bankhaus-lampe.de

Marc Niemann Fon + 49 (0)211 4952-757 marc.niemann@bankhaus-lampe.de

Elmar Peters Fon + 49 (0)211 4952-640 elmar.peters@bankhaus-lampe.de

Carla dos Santos Reichert Fon + 49 (0)211 4952-786 carla.reichert@bankhaus-lampe.de

### BERLIN

Postfach 12 06 53 D-10596 Berlin Carmerstraße 13 D-10623 Berlin

Fon + 49 (0)30 319002-0 Fax + 49 (0)30 319002-324

DRESDEN Käthe-Kollwitz-Ufer 82 D-01309 Dresden

Fon + 49 (0)351 207815-0 Fax + 49 (0)351 207815-29

#### MÜNCHEN

Postfach 10 09 31 D-80083 München Brienner Straße 29 D-80333 München

Fon + 49 (0)89 29035-600 Fax + 49 (0)89 29035-799

### ATLANTIC VERMÖGENS-VERWALTUNGSBANK Othmarstraße 8

CH-8008 Zürich

Fon + 41 (0)44 26658-88 Fax + 41 (0)44 26658-97

### EQUITY SALES TRADING

OFFICE MANAGEMENT

Fon + 49 (0)211 4952-607

Fon + 49 (0)211 4952-128 nicole.reckin@bankhaus-lampe.de

Elke Röhling-Kampmann Fon + 49 (0)211 4952-635 elke.roehling-kampmann@bankhaus-

research@bankhaus-lampe.de

BONN

D-53113 Bonn

Heinrich-Brüning-Straße 16

Fon + 49 (0)228 850262-0

Fax + 49 (0)228 850262-99

FRANKFURT/MAIN

D-60008 Frankfurt/Main

D-60323 Frankfurt/Main

Fon + 49 (0)69 97119-0

Fax + 49 (0)69 97119-119

Fon + 49 (0)541 580537-0

Fax + 49 (0)541 580537-99

Freiherr-vom-Stein-Straße 65

Postfach 10 08 35

**OSNABRÜCK** 

Heger-Tor-Wall 24

D-49078 Osnabrück

Fax + 49(0)211 4952-494

nicole.juskowiak@bankhaus-lampe.de

Nicole Juskowiak

Nicole Reckin

lampe.de

BIELEFELD

Alter Markt 3

Postfach 10 03 91

D-33503 Bielefeld

D-33602 Bielefeld

DÜSSELDORF

Postfach 10 14 42

Jägerhofstraße 10

**MÜNSTER** 

Domplatz 41

D-48143 Münster

D-40005 Düsseldorf

D-40479 Düsseldorf

Fon + 49 (0)211 4952-0

Fax + 49 (0)211 4912-202

Fon + 49 (0)251 41833-0

Fax + 49 (0)251 41833-50

DALE INVESTMENT

Fon +43 (0)1 8903507-0

Fax +43 (0)1 8903507-50

ADVISORS GMBH

Wollzeile 16/9

A-1010 Wien

Fon + 49 (0)521 582-0

Fax + 49 (0)521 175178

Matthias Rolke Fon + 49 (0)211 4952-755 matthias.rolke@bankhaus-lampe.de

### RESEARCH

Heiko Feber Fon + 49 (0)211 4952-413 heiko.feber@bankhaus-lampe.de

Marc Gabriel, CIIA, CEFA Fon + 49 (0)211 4952-313 marc.gabriel@bankhaus-lampe.de

Sebastian Hein, CIIA, CEFA Fon + 49 (0)211 4952-606 sebastian.hein@bankhaus-lampe.de

Leslie Iltgen, CEFA Fon + 49 (0)211 4952-289 leslie.iltgen@bankhaus-lampe.de

Christian Ludwig, CFA Fon + 49 (0)211 4952-126 christian.ludwig@bankhaus-lampe.de

Frank Neumann, CEFA Fon + 49 (0)211 4952-637 frank.neumann@bankhaus-lampe.de

Christoph Schlienkamp, Investmentanalyst DVFA Fon + 49 (0)211 4952-311 christoph.schlienkamp@bankhauslampe.de

Gordon Schönell, CEFA Fon + 49 (0)211 4952-455 gordon.schoenell@bankhaus-lampe.de

#### BERLIN

Postfach 12 06 53 D-10596 Berlin Carmerstraße 13 D-10623 Berlin

Fon + 49 (0)30 319002-0 Fax + 49 (0)30 319002-324

#### DRESDEN

Käthe-Kollwitz-Ufer 82 D-01309 Dresden

Fon + 49 (0)351 207815-0 Fax + 49 (0)351 207815-29

#### MÜNCHEN

Postfach 10 09 31 D-80083 München Brienner Straße 29 D-80333 München

Fon + 49 (0)89 29035-600 Fax + 49 (0)89 29035-799

### ATLANTIC VERMÖGENS-VERWALTUNGSBANK

Othmarstraße 8 CH-8008 Zürich

Fon + 41 (0)44 26658-88 Fax + 41 (0)44 26658-97 8