

Frogster AG

Deal analysis by Malte Paul (twitter.com/malte999)

Share price (")	37.5	Source: Gameforge press release
No of shares (MM)	2.9	Source: Frogster website
Market cap (ÖMM)	108.8	
Gross debt (" MM)	-	
Cash (" MM)	(2.6)	
Net debt (" MM)	(2.6)	Source: Annual report 2009
Market cap (" MM)	108.8	
Net debt (" MM)	(2.6)	
Enterprise Value (ÖMM)	106.2	

Deal metrics

	2009A	2010E	2011E	2012E
Financials				
Sales	14.7	25.6	43.1	63.4
EBITDA	3.4	6.7	11.2	17.3
EBIT	2.8	6.2	10.8	16.4
Net income	2.1	4.3	7.3	11.2
Capitalization				
Avg. shares outstanding	2.9	2.9	2.9	2.9
Equity value	108.8	108.8	108.8	108.8
Gross debt & pensions	-	-	-	-
Cash	(2.6)	(4.5)	(8.1)	(15.1)
Net debt/ (Net cash)	(2.6)	(4.5)	(8.1)	(15.1)
Enterprise value	106.2	104.3	100.7	93.7
Deal multiples				
EV/ Sales	7.2x	4.1x	2.3x	1.5x
EV/ EBITDA	31.2x	15.6x	9.0x	5.4x
EV/ EBIT	37.8x	16.9x	9.4x	5.7x
P/E	52.3x	25.5x	14.8x	9.7x

Source: Own analysis, consensus financials

Hauck & Aufhäuser, August 3, 2010

Financial projections	2009A	2010E	2011E	2012E
Sales	14.7	26.1	41.6	60.1
EBITDA	3.4	6.7	11.2	17.3
EBIT	3.0	6.1	10.3	16.0
Net income	2.1	4.1	6.7	10.3
Avg. shares outstanding	2.5	2.7	2.7	2.7
Gross debt & pensions	-	-	-	-
Cash	(2.6)	(4.5)	(8.1)	(15.1)
Net debt/ (Net cash)	(2.6)	(4.5)	(8.1)	(15.1)

Source: Broker report

First Berlin, August 4, 2010

Financial projections	2009A	2010E	2011E	2012E
Sales	14.7	25.0	44.7	66.8
EBITDA	NA	NA	NA	NA
EBIT	2.6	6.3	11.2	16.8
Net income	2.1	4.4	8.0	12.1
Avg. shares outstanding	NA	NA	NA	NA
Gross debt & pensions	NA	NA	NA	NA
Cash	NA	NA	NA	NA
Net debt/ (Net cash)	-	-	-	-

Source: Broker report

Silvia Quandt, May 18, 2010

Financial projections	2009A	2010E	2011E	2012E
Sales	12.9	26.7	40.2	NA
EBITDA	5.9	11.5	21.7	NA
EBIT	3.7	9.3	19.4	NA
Net income	2.5	5.9	13.2	NA
Avg. shares outstanding	NA	NA	NA	NA
Gross debt & pensions	NA	NA	NA	NA
Cash	NA	NA	NA	NA
Net debt/ (Net cash)	-	-	-	-

Source: Broker report

Notes to broker forecasts:

Hauck & Aufhäuser
 - up-to-date financial forecast
 - number of shares outstanding lower than current information on Frogster website
 - no share buyback mentioned, hence 2.9MM shares used in analysis
 --> up-to-date report to be included in analysis

First Berlin
 - up-to-date financial forecast
 - unfortunately no EBITDA and balance sheet forecast
 --> to be included in analysis

Silvia Quandt
 - report seems to be outdated: 2009 financials are not actual
 - no update after announcement of Gameforge transaction
 --> not considered in deal analysis