

MAGIX AG



Preliminary Unaudited 9 Month Results FY 2010/2011

Berlin, 26. July 2011



Revenues 25.193 kEUR decreased by 4%

- B2C indirect -8%
- B2C direct +4%
- B2B -25%

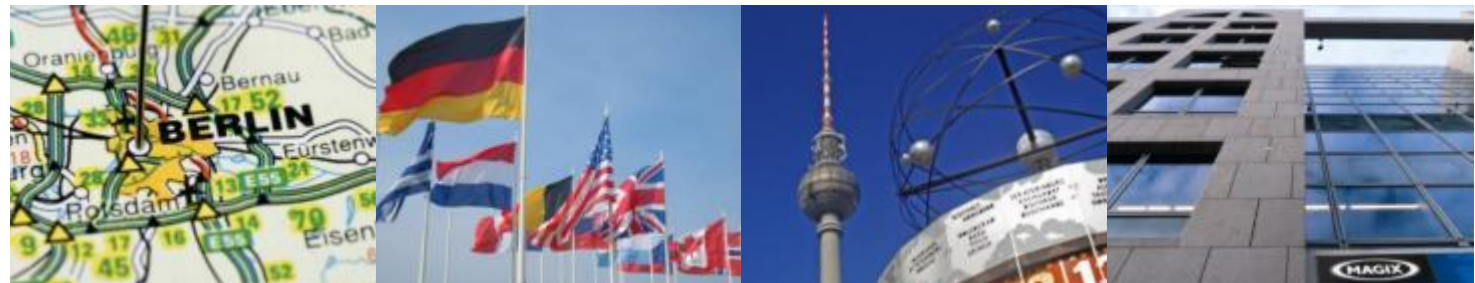
Operating expenses 17.304 kEUR unchanged

- General & Administration -19%
- Sales & Marketing +3%
- Research & Development +11%

EBIT 1.893 kEUR decreased by 27%



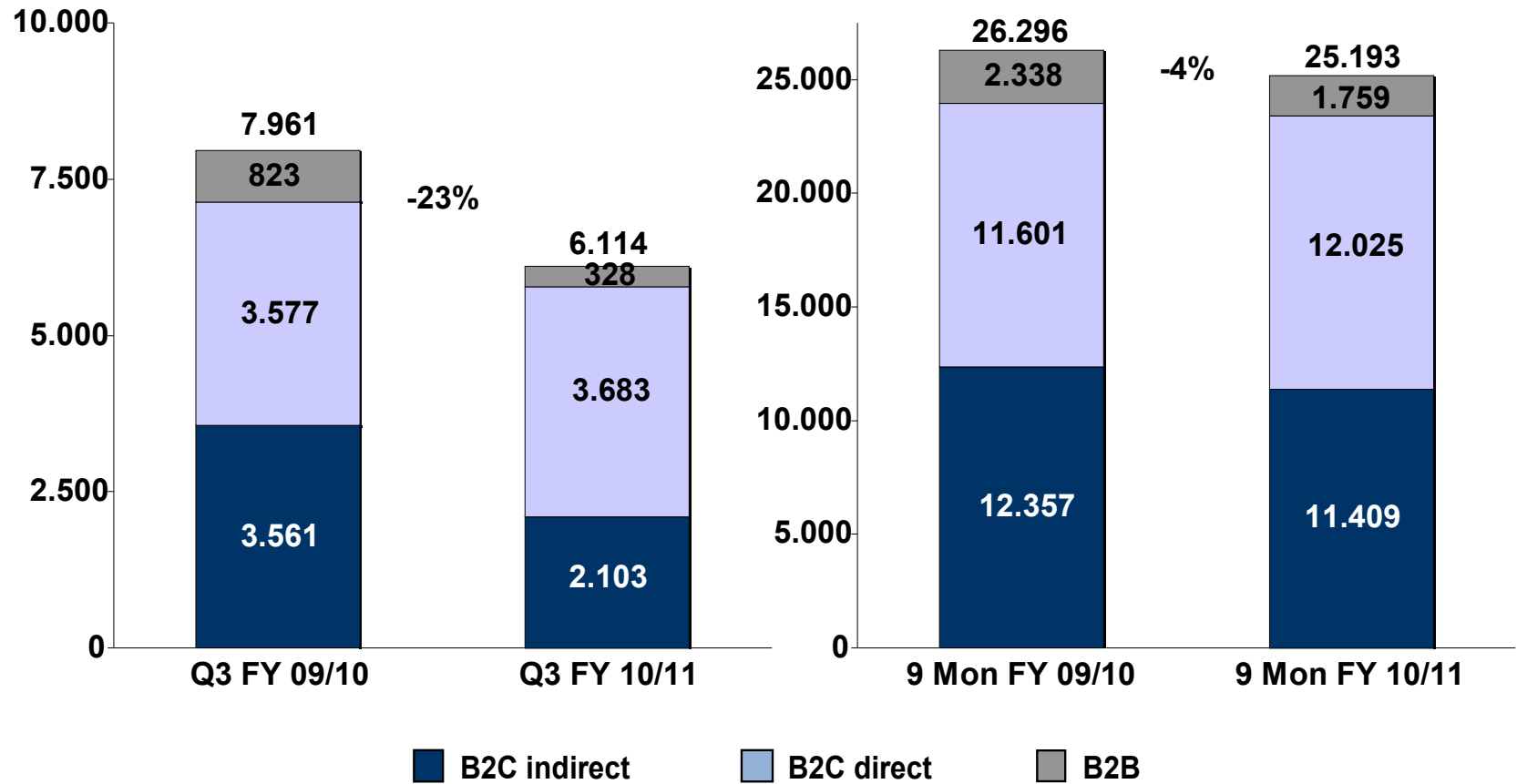
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9m FY 2010/2011

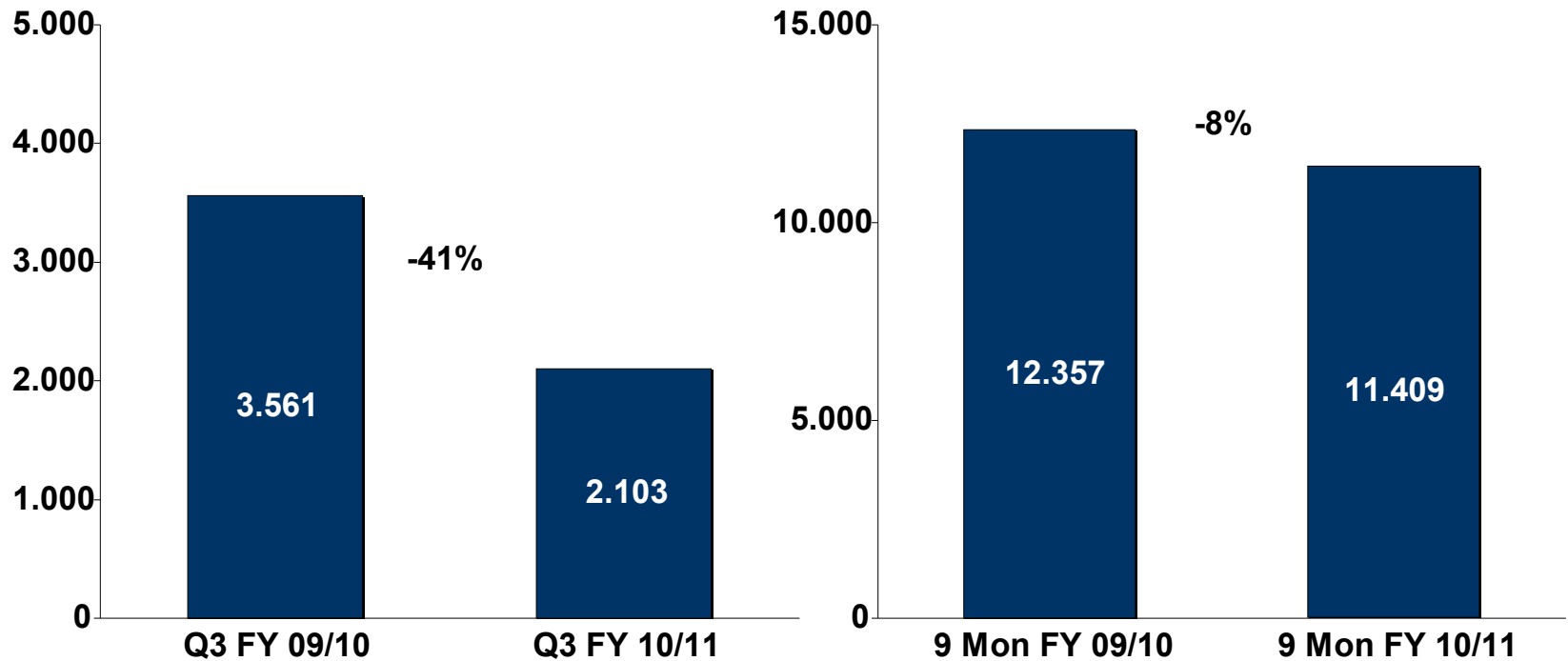
Revenues by Division (kEUR)



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Revenues B2C indirect (kEUR)



Q3 10/11: decreased in all regions at 2.103 kEUR (-41%)

- GAS -59%, Western Europe -8%, US -13%
- return shipments

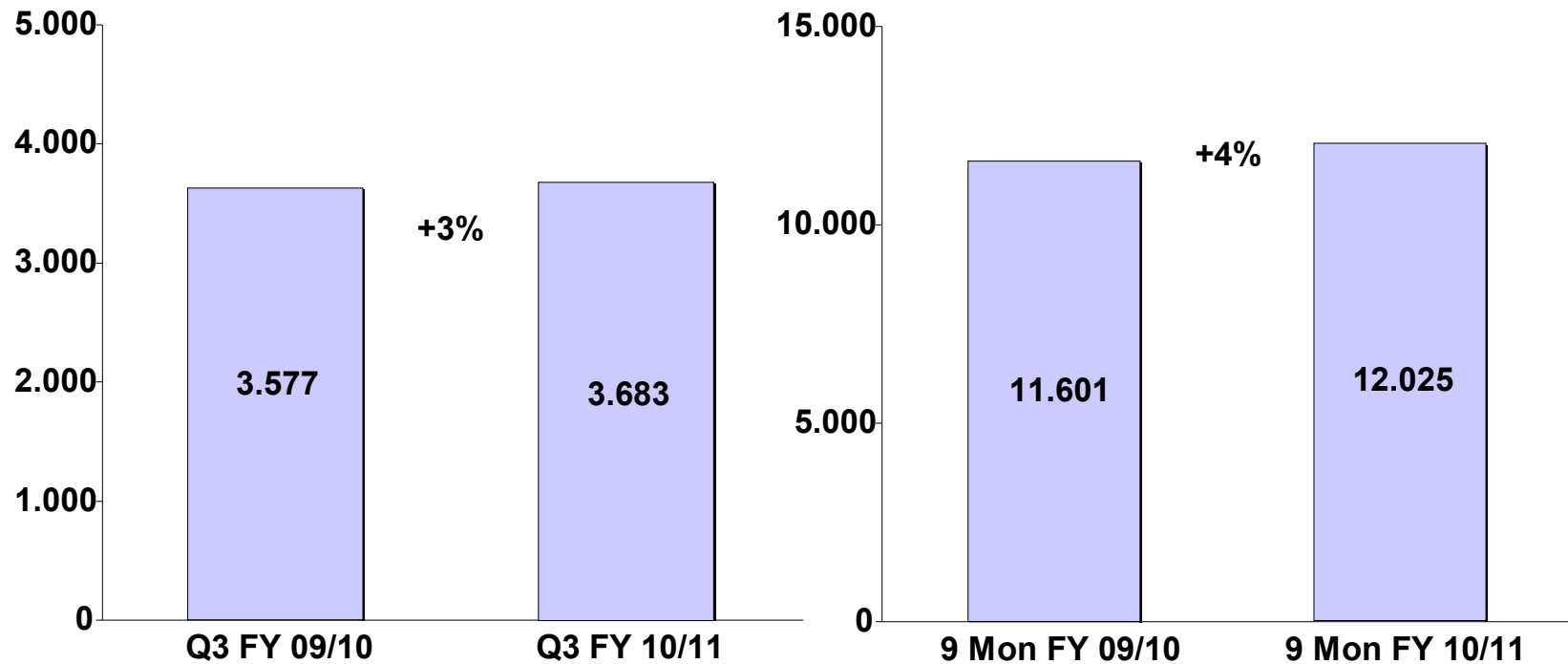
9 Month: decreased in all regions at 11.409 kEUR (-8%)

- 45% of total revenues (47% previous year)
- GAS -4%, Western Europe -13%, US -13%

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Revenues B2C direct (kEUR)



Q3 10/11: increased at 3.683 kEUR (+3%)

- stronger GAS +2% and Western Europe +13%
- weaker US -10%

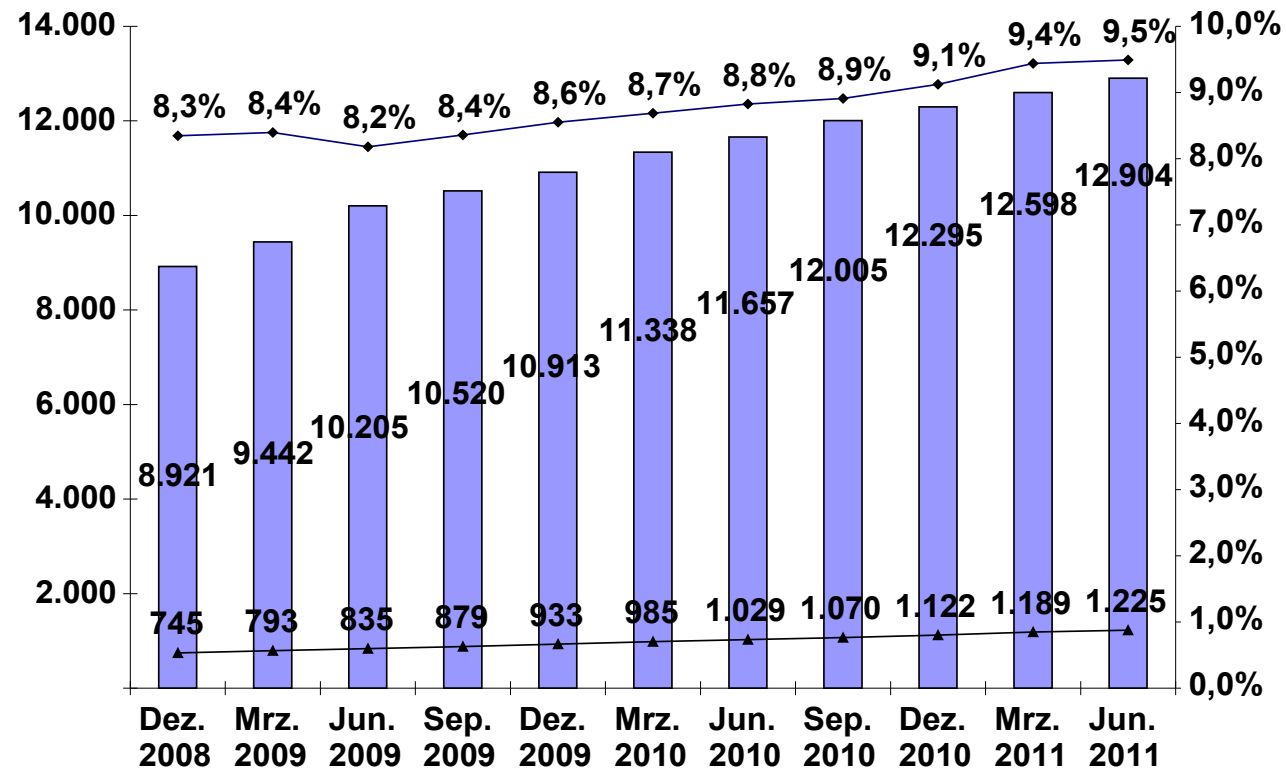
9 Month: increased at 12.025 kEUR (+4%)

- 48% of total revenues (44% previous year)
- stronger GAS +6% and US +5%
- weaker Western Europe -1%



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Registered Users



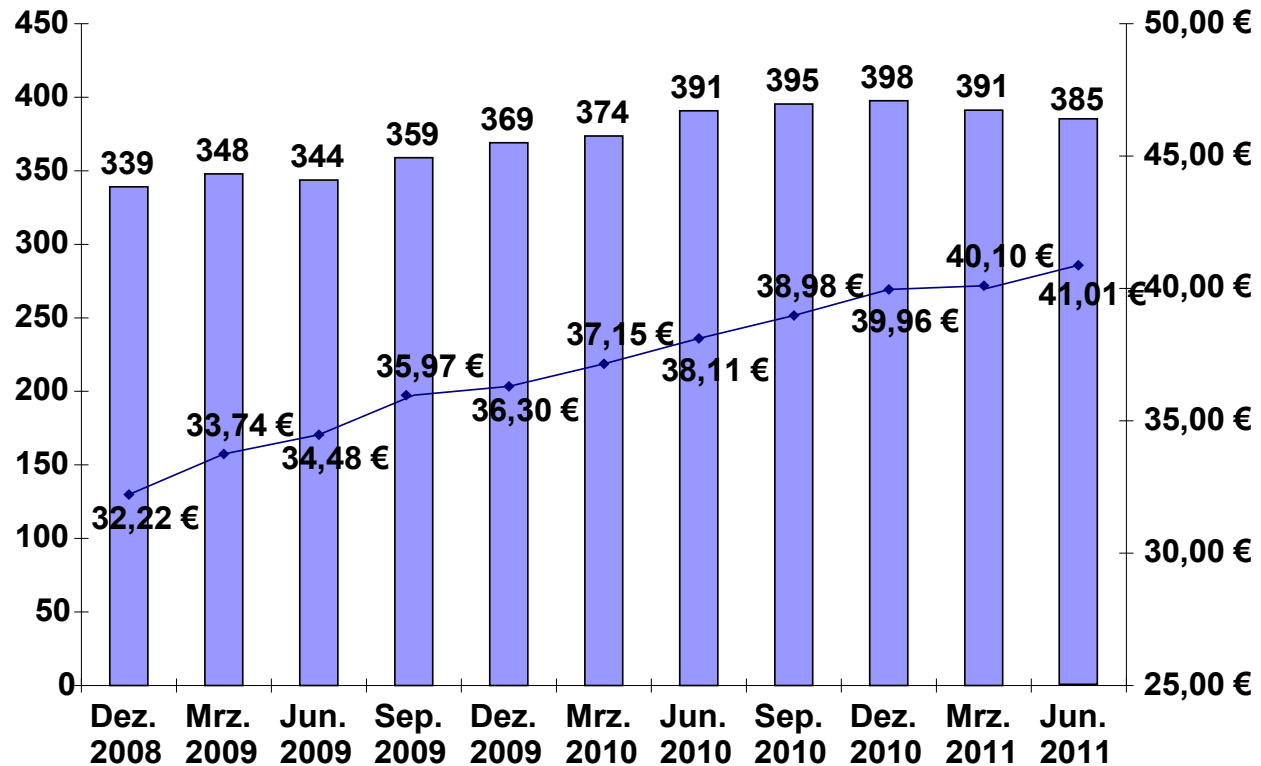
- **12,9 million Registered Users**
 - in Q3 +306k (+2%)
 - last 12 month +1.247k (+11%)
- **Conversion Users into direct Customers**
 - increased to 9,5%
 - 1.225k Customers until June 2011
 - 36k new Customers in Q3 2010/11
 - last 12 month +196k Customers



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Transactions per year (k) & average Price of Transaction



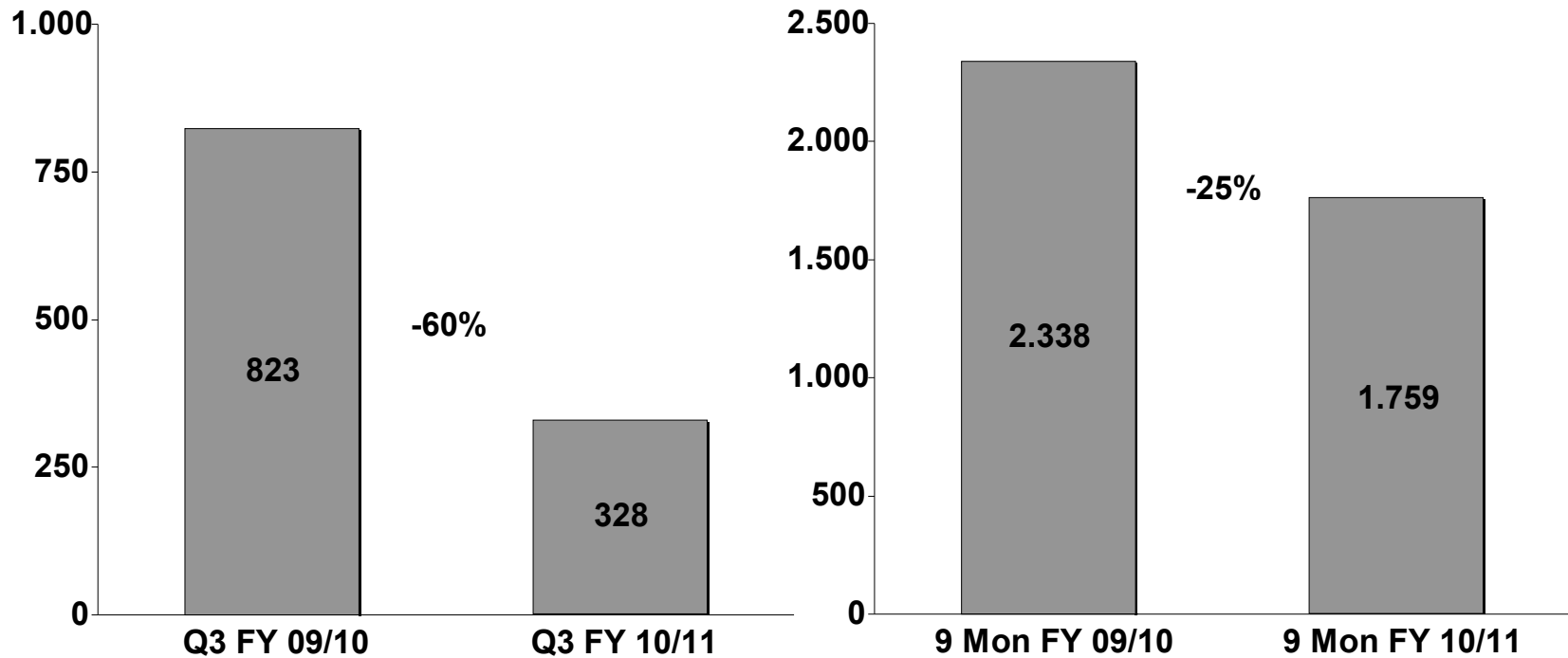
- Jul 2010 to Jun 2011 385k transactions
- increased Price of Transaction
- avg Transaction last 12 month 41,01 EUR

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Revenues B2B (kEUR)



Q3 10/11: strongly decreased at 328 kEUR (-60%)

- OEM business weak
- Samplitude/Sequoia to be released in Q4

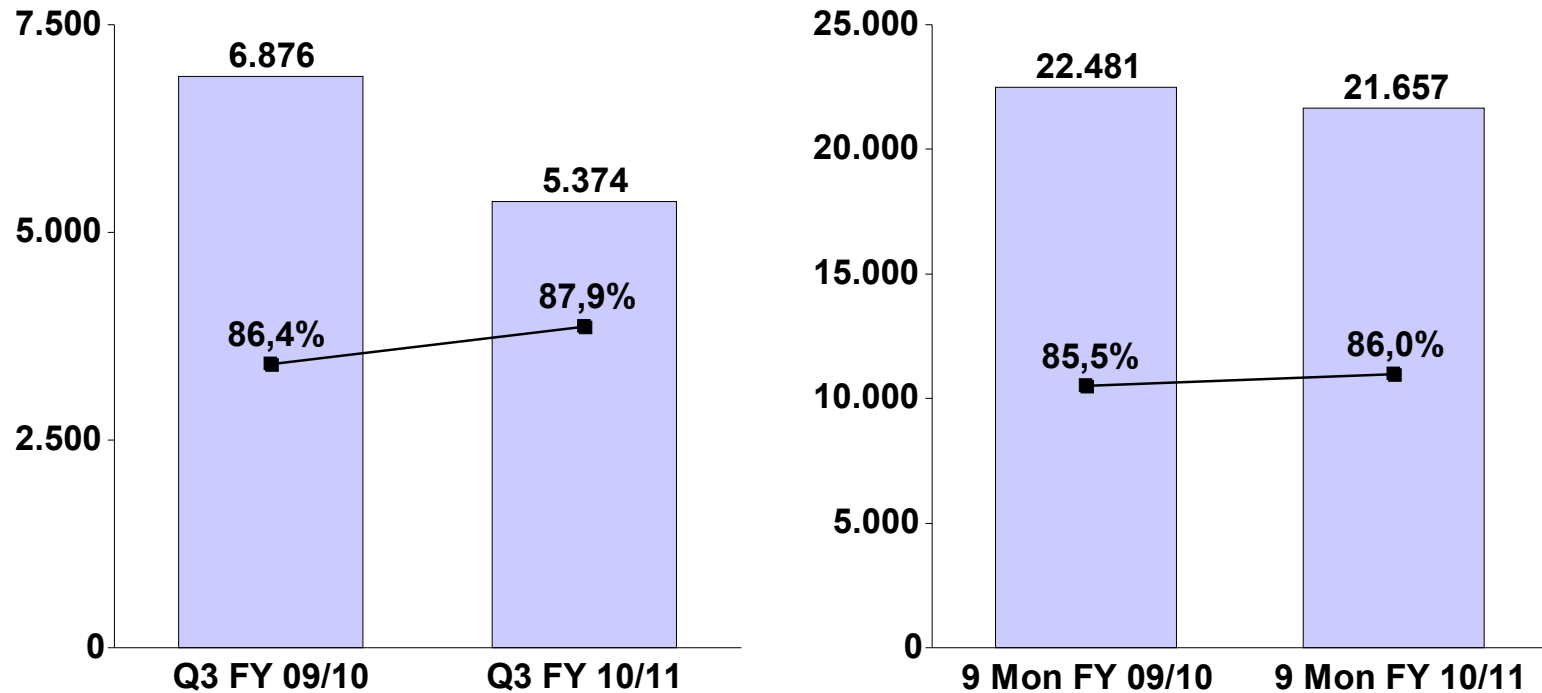
9 Month: decreased at 1.759 kEUR (-25%)



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Gross Margin (kEUR and %)



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Relative Margin grew

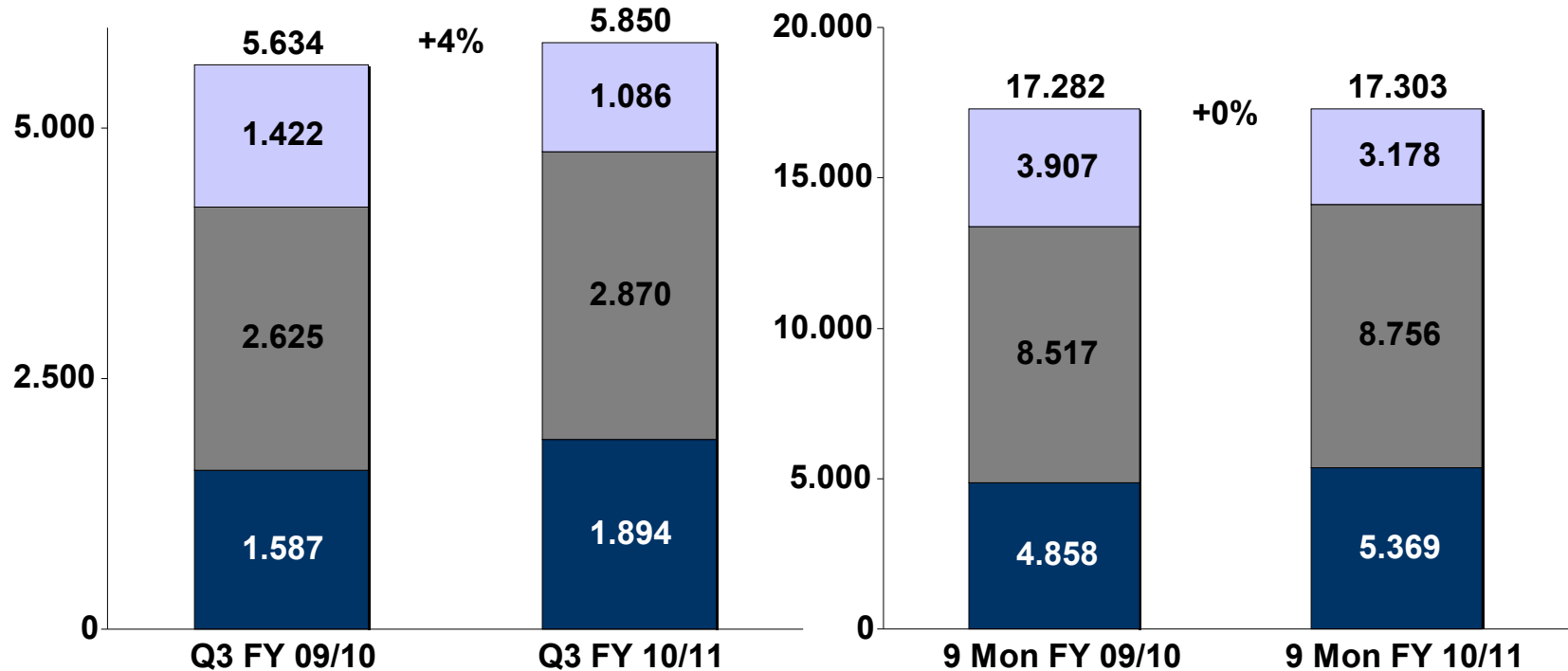
- Q3 up to 87,9% from 86,4% last year
- 9 Month up to 86,0% from 85,5% last year

Total Margin decreased with Revenues

- total margin down to 5.374 kEUR (-22%)
- total margin down to 21.657 kEUR (-4%)

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Operating Costs (kEUR)



Q3 10/11 increased +4% up to 5.850 kEUR

- Selling & Marketing +9%
- General & Administration -24%
- R&D costs +19%

9 Month: almost unchanged at 17.303 kEUR

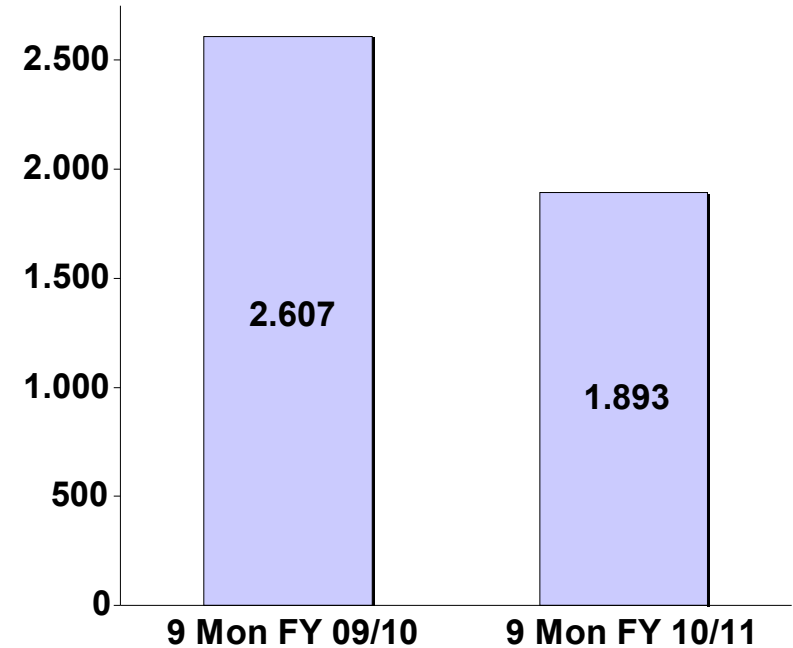
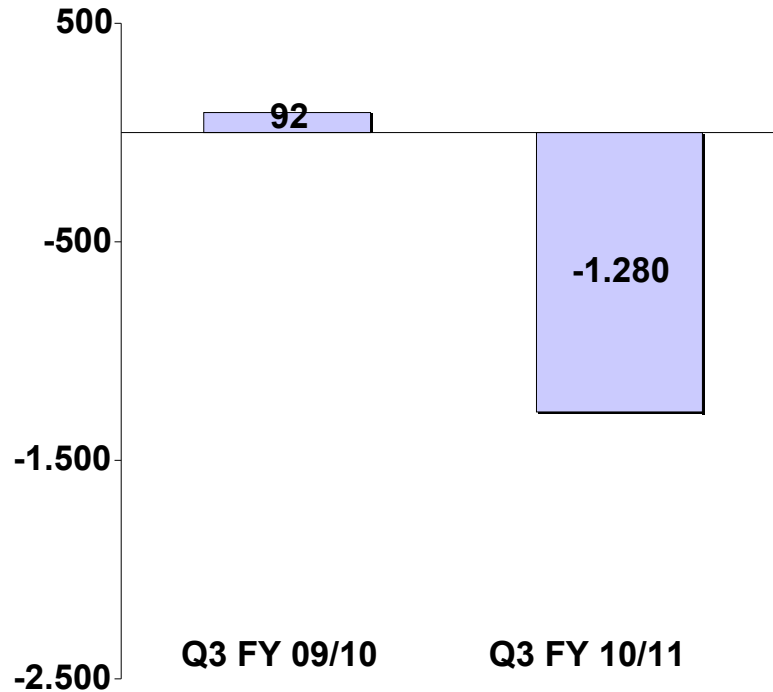
- Selling & Marketing +3%
- General & Administration -19% (less doubtful debtors)
- R&D costs +11%



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EBIT (kEUR)



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Q3 10/11 down to -1.280 kEUR

- lower Revenues, lower Gross Margin
- higher operative costs & depreciations

9 Month: decreased to 1.893 kEUR (-27%)

- lower revenues, stable relative gross margin
- stable operative costs, higher depreciations
- EBIT-margin 8%, after 10% last year

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The MAGIX Share



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- **MAGIX Share gained 3% in 9m FY 2010/2011**

- on Sep 30, 2010 at 5,10 EUR, on Jun 30, 2011 at 5,25 EUR
- TEXDAX gained 14%, DAXSECTOR SOFTWARE gained 19%

- **Dividend payment 0,88 EUR per share on Mar 17, 2011**

- **Special distribution 1,12 EUR delayed**

- District Court Charlottenburg denied entry into commercial register
- complaint submitted to higher court (Kammergericht)

Revenues

- Weak revenues in the 3rd quarter in all areas
- B2C indirect : GAS
- B2C direct : slower growth
- B2B : release of Sam/Seq slows down sales
- Q4 2010/2011 ca. on last year's level (q4 2010 at 10,8 m€)
- FY 2010/2011 around 36,0m€ (-3%)

Expenses

- constant relative gross margin
- slightly increasing costs

EBIT around 4,2 m€





9m FY 2010/2011

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Investor Relations

Financial Calendar

- **29 August 2011** 9-month report 2010/2011
- **November 2011** Deutsches Eigenkapitalforum
- **January 2012** Annual Report 2010/2011
- **February 2012** 3-month Report 2011/2012
- **May 2012** 6-month Report 2011/2012
- **August 2012** 9-month Report 2011/2012

Contact for Investor Relations

MAGIX AG

Investor Relations - Dr. Sven Reichardt

Friedrichstraße 200, 10117 Berlin, Germany

Telephone: +49 (0)30 - 29 39 2 -280

Fax: +49 (0)30 - 29 39 2 -415

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Summary Balance sheet (kEUR)

	Jun 30, 2011	Sep 30, 2010
Property, plant and equipment	921	901
Intangible assets	11.493	11.561
Goodwill	2.116	2.116
Total long term assets	14.530	14.578
Inventories	1.323	1.359
Trade accounts receivable	6.237	9.688
Financial assets (held until final maturity)	15.718	1.007
Other financial assets	700	700
Cash and cash equivalents	10.335	33.773
Total short term assets	34.313	46.527
Provisions	4.244	4.889
Other liabilities (short term portion)	2.729	4.775
Trade accounts payable	604	1.431
Tax liabilities	404	1.114
Total short term liabilities	7.981	12.209
Other liabilities (short term portion)	81	122
Deferred tax liabilities	433	616
Total long term liabilities	514	738
Common stock	12.662	12.662
Additional paid-in capital	26.259	26.188
Retained earnings	1.360	9.076
Currency translation adjustment	67	232
Total equity	40.348	48.158
Total balance sheet	48.843	61.105



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Summary Profit & Loss (kEUR)

	9m 2010/11	9m 2009/10
Revenues	25.193	26.296
Cost of goods	-3.536	-3.815
<i>in % of sales</i>	14,0	14,4
Gross profit	21.657	22.481
<i>in % of sales</i>	86,0	85,5
Selling & distribution	-8.756	-8.517
<i>in % of sales</i>	34,8	33,4
General & administration	-3.179	-3.907
<i>in % of sales</i>	12,6	14,9
Research & development	-5.369	-4.858
<i>in % of sales</i>	21,3	18,5
Other income	446	-21
EBITDA	4.799	5.178
<i>in % of sales</i>	27,0	19,7
Depreciation	-2.906	-2.571
<i>in % of sales</i>	10,3	9,8
EBIT	1.893	2.607
<i>in % of sales</i>	7,5	9,9
Net income	1.452	2.433
<i>in % of sales</i>	5,8	9,3



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Summary Cash Flow (kEUR)

	9m 2010/11	9m 2009/10
Net cash flow from operating activities	3.576	6.092
Net cash flow from investing activities	-17.697	-2.148
Net cash flow from financing activities	-9.152	276
Foreign exchange differences	-165	103
Changes in cash	-23.438	4.323



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