

Key ratios of MAGIX Group according to IFRS					
	FY 2007	Change	FY 2006	Change	FY 2005
	kEUR	in %	kEUR	in %	kEUR
Profit & Loss					
Sales revenue	32,662.00	-8.7%	35,788.00	30.0%	27,531.00
Gross margin	28,467.00	-9.3%	31,402.00	34.4%	23,372.00
as % of revenues	87.2%		87.7%		84.9%
EBIT	3,063.00	-62.8%	8,230.00	69.5%	4,856.00
as % of revenues	9.4%		23.0%		17.6%
Net income	2,518.00	-50.9%	5,130.00	61.1%	3,185.00
as % of revenues	7.7%		14.3%		11.6%
Consolidated balance sheet profit	8,736.00	42.8%	6,118.00	> 100%	885.00
Balance Sheet					
Balance sheet total	58,406.00	1.6%	57,469.00	88.8%	30,433.00
Cash & cash equivalents	17,391.00	-50.4%	35,095.00	> 100%	13,148.00
Shares, lifetime					
> 3 months from purchase	11,520.00				
Other current assets	12,593.00	3.7%	12,143.00	50.2%	8,085.00
Long-term assets	15,470.00	51.2%	10,231.00	11.2%	9,200.00
Current liabilities	9,044.00	-15.8%	10,735.00	16.0%	9,253.00
Non-current liabilities	2,525.00	> 100%	657.00	-26.3%	891.00
Equity (without minority interests)	46,837.00	4.2%	44,952.00	> 100%	19,061.00
Equity ratio	80.2%		78.2%		62.6%
Cash flow					
Cash flow from operating activities	1,593.00	-74.2%	6,186.00	-0.9%	6,244.00
Cash flow from investing activities	-19,391.00	> 100%	-3,893.00	67.4%	-2,326.00
Cash flow from financing activities	-166.00	< -100%	19,690.00	>100%	36.00
Employees					
Total	319.00	5.3%	303.00	39.6%	217.00
Sales & Marketing	87.00	-12.1%	99.00	28.6%	77.00
Research & Development	180.00	11.8%	161.00	51.9%	106.00
General & Administration	52.00	20.9%	43.00	26.5%	34.00
Ratios					
Number of registered users	7,031,853.00	65.1%	4,260,000.00	60.2%	2,660,000.00
Conversion rate	0.05	-22.2%	0.06	21.3%	0.05
Average revenue per registered user	1.42	-21.1%	1.80	-5.3%	1.90
Average purchase price	28.63	1.5%	28.20	-9.0%	31.00