

August 2021



An introduction to RTL Group

A promotional image for the RTL show 'Who we are'. Three hosts are standing on a stage with a large, stylized feather logo in the background. The host on the left is a woman with short dark hair, wearing a black dress with sheer sleeves and a sheer skirt, with one arm raised. The host in the center is a woman with long dark hair, wearing a colorful patterned dress. The host on the right is a man with short dark hair, wearing a dark suit and tie, pointing towards the camera. The stage is lit with blue and orange lights, and there are stairs on the right side.

Who we are

RTL Group is a leader across broadcast, content and digital



Leading commercial
broadcaster in Europe



Leading global
content business

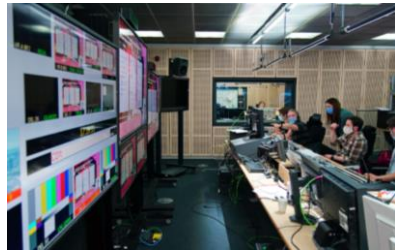


Leading European media
company in digital video

Our responsibility

Focus areas:

Content



We create and share stories
that entertain, inform, and engage audiences around the world.

Social & society



We embrace independence and diversity
in our people, our content and our businesses.

Environment



We are committed to protect the environment and becoming
carbon neutral by 2030.

RTL – Europe's leading entertainment brand

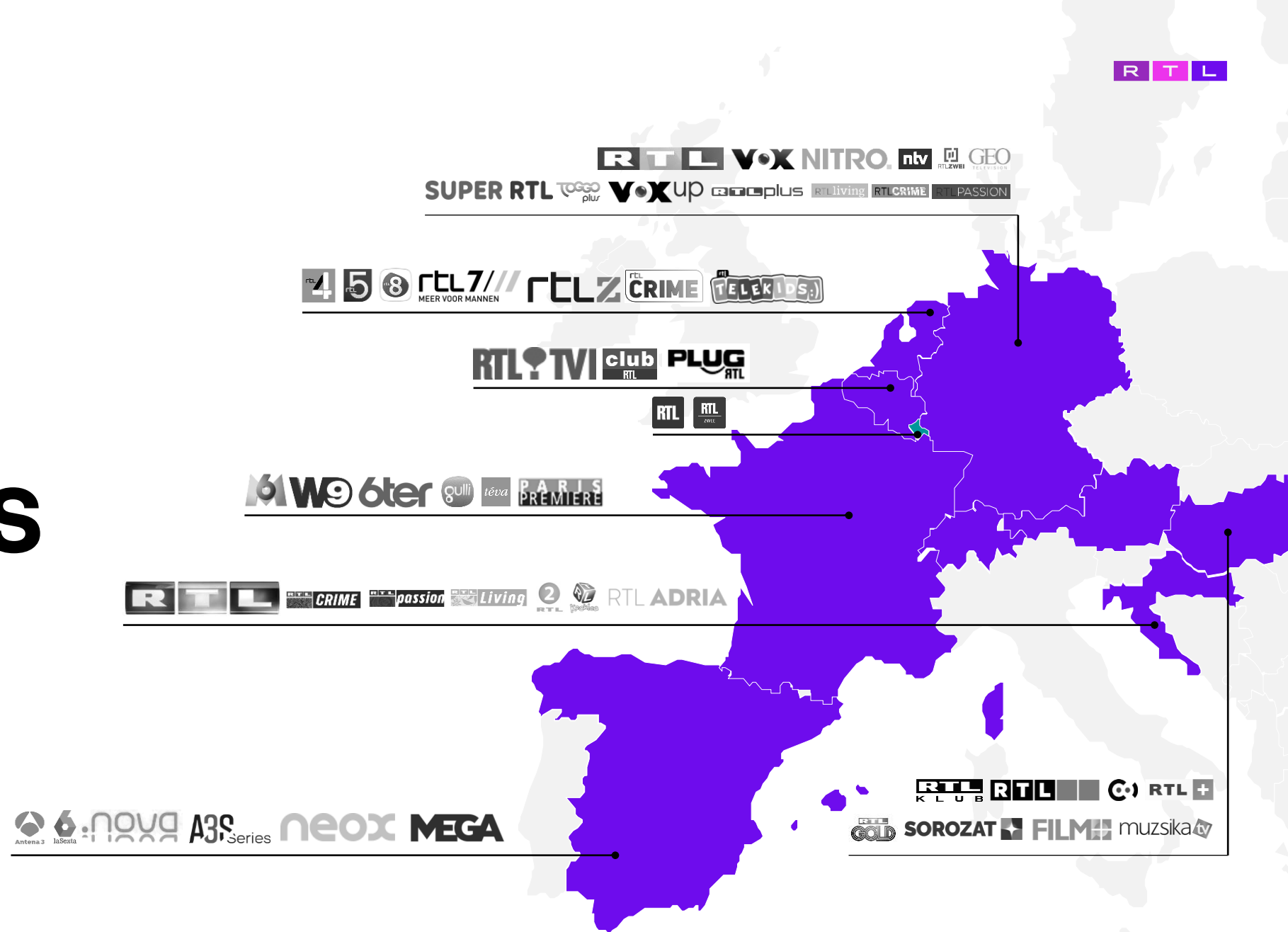
- Newly developed purpose, promise and brand principles
- Multicoloured logo reflects the diversity of RTL's content and people
- Roll-out starts with RTL Group and RTL Deutschland, followed by other RTL-branded units
- TV Now to be rebranded to RTL+ in autumn 2021

RTL stands for positive entertainment, independent journalism, inspiration, energy and attitude.

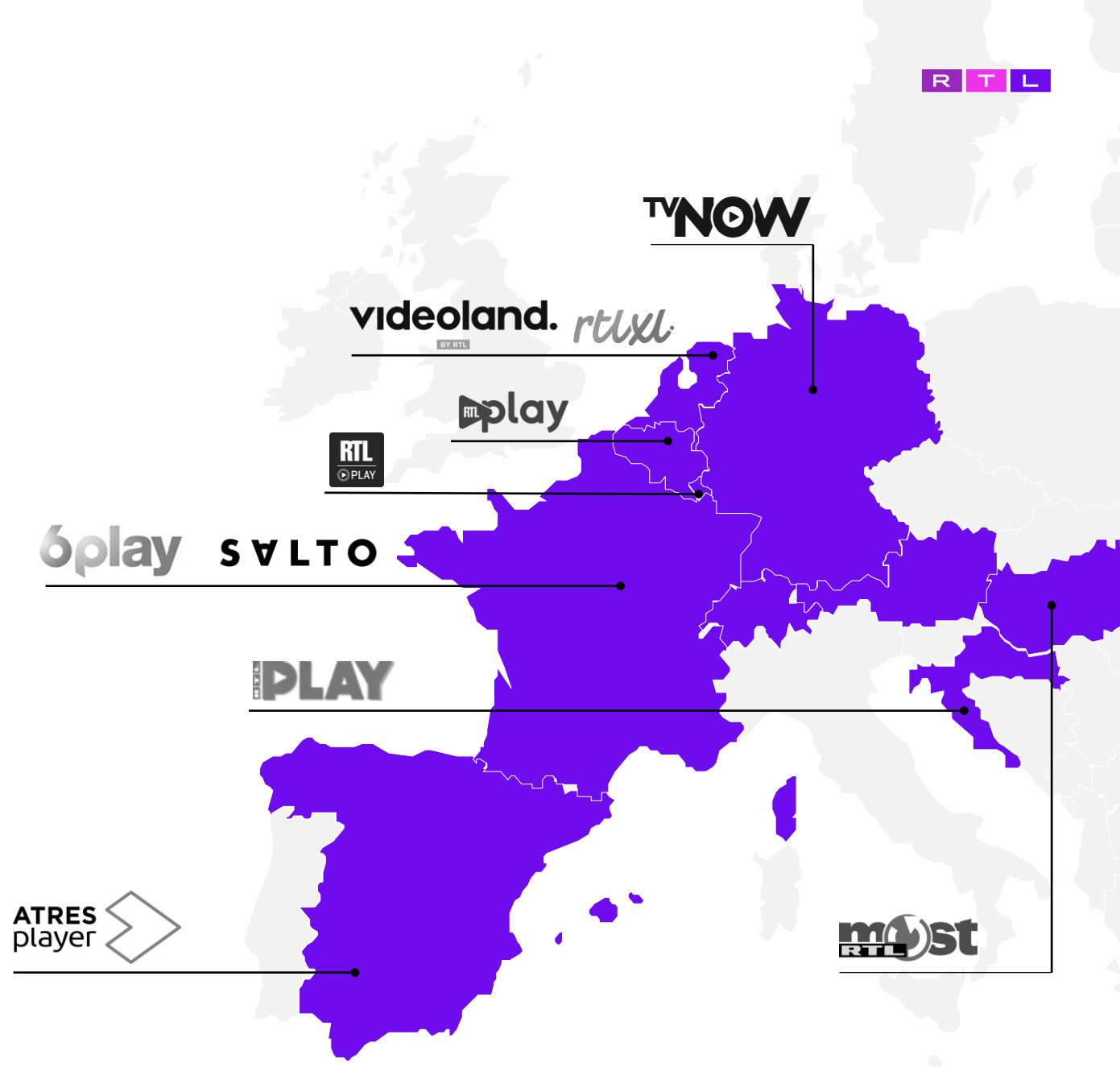


68 TV channels

Europe's largest commercial broadcaster



10 Streaming services



37 Radio stations

in 5 European countries



Fremantle is RTL Group's content powerhouse and a global leader in content production and rights



Got Talent



The Masked Singer



The Farmer Wants A Wife



American Idol



American Gods



Gute Zeiten, Schlechte Zeiten



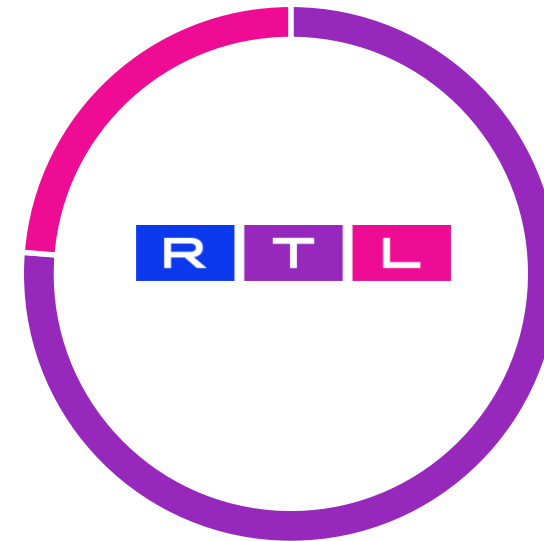
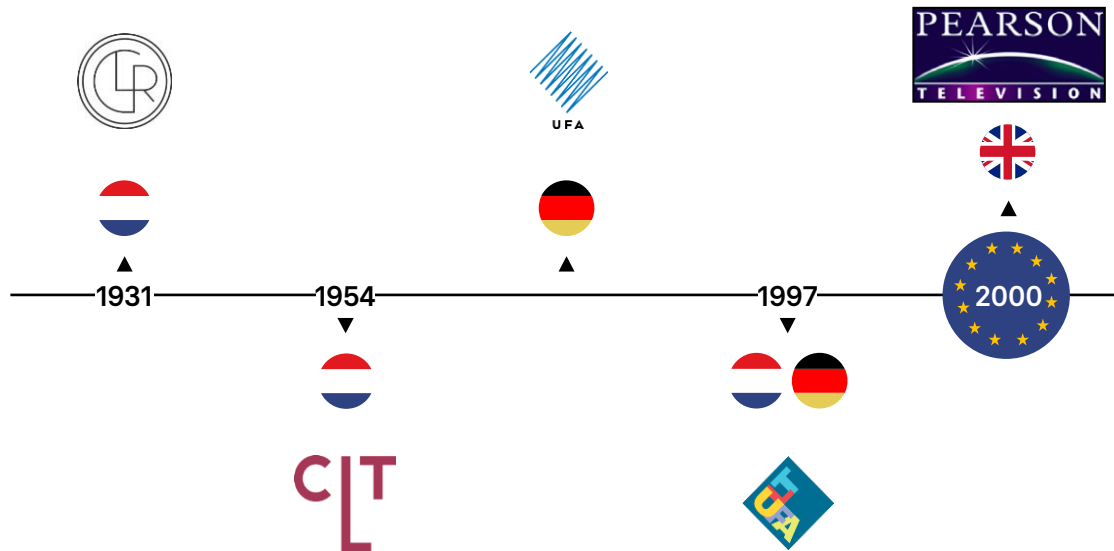
Deutschland 83, 86, 89

Operating in 25 countries and producing 12,700 hours of original programming each year

Distributing and licensing more than 30,000 hours of content in over 180 countries globally

Over 450 titles on air or in production at any one time

From a truly European company to a global Group



23.72%

Publicly traded on the Frankfurt/Main and Luxembourg Stock Exchanges

76.28%

Bertelsmann

Today, over 16,000 employees in more than 25 countries worldwide are **#PARTofRTL**



How
we do

Our highlights in H1/2021

- Rebound of TV advertising markets
- Strong financial and operating performance
 - Higher TV advertising market shares in FR, NL, HU, CR
- Streaming: paying subscribers +72% to more than 3 million
- Fremantle revenue +29%
- Major consolidation moves to build national cross-media champions
- Further boost of Fremantle, targeting full-year revenue of €3bn by 2025
- Full-year outlook for 2021 raised

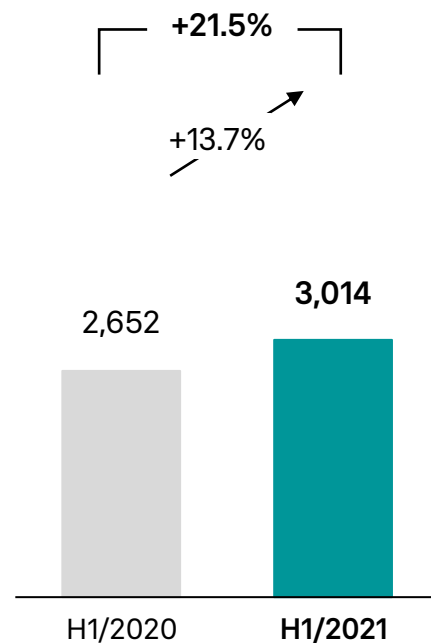


Key financials for H1/2021

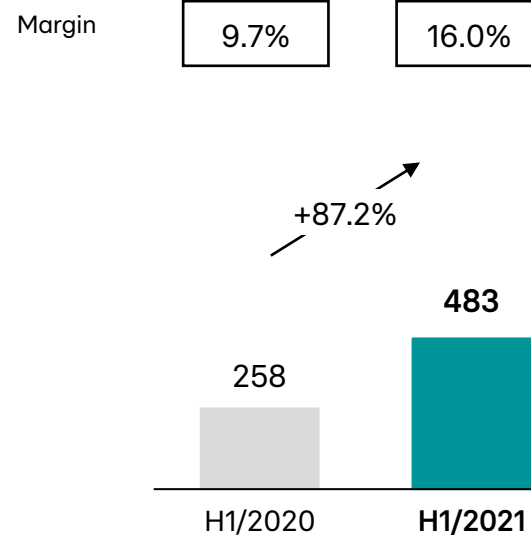
in € million

Organic growth

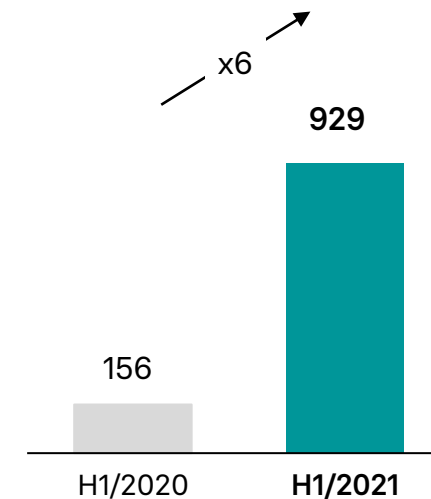
Change



Group revenue



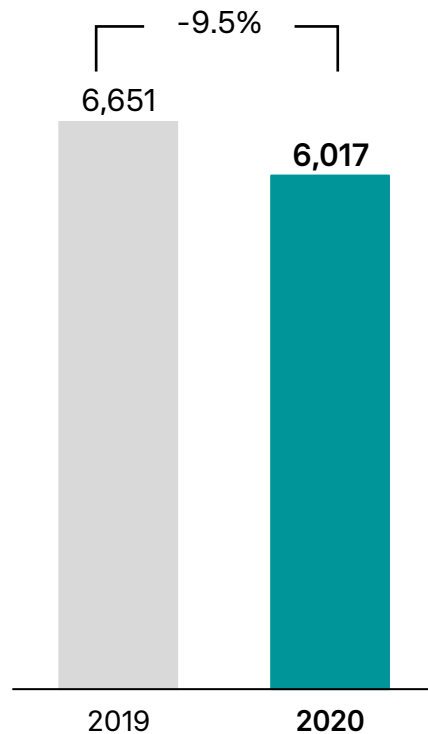
Adjusted EBITA



Group profit

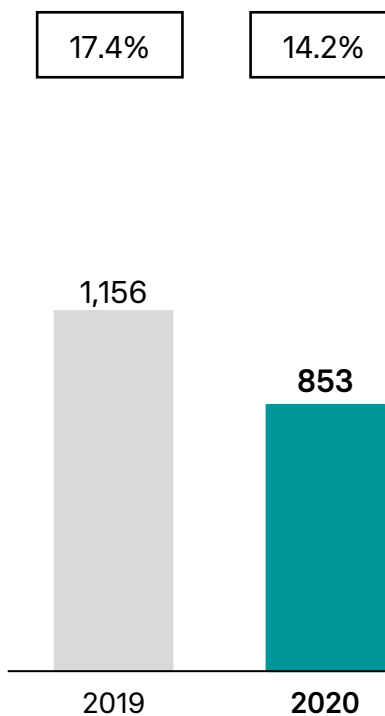
Key financials for 2020

in € million
Change

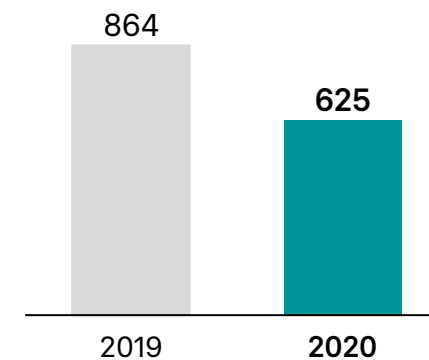


Group revenue

Margin



Adjusted EBITA



Group profit



Where
we go

Strategy framework

Core



Growth



Alliances & Partnerships



▶ Portfolio transformation

Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

Strategy – Core

Scale broadcasting businesses

- **Rationale:** National media groups with scale and resources to compete with global tech platforms
- **Content:** Enhanced capabilities to invest in premium local content
- **Tech & Data:** Develop cutting-edge technology in streaming and in addressable TV advertising

Value creation potential



- ▶ ~ **€250-350m**
run-rate synergies
within 3 years after closing



- ▶ ~ **€100-120m**
run-rate synergies
to be fully realised in 2025



- ▶ **€250m**
preliminary total cash
proceeds – expected to
close in Q4/2021

Strategy – Core

Create German cross-media champion



- **Rationale:** Cross-media champion with the scale, resources and creative power to compete with global tech platforms in Germany
- **Growth opportunities:** Further boost of RTL+, the leading German streaming service; partner of choice for Germany's creative talent
- **Journalistic powerhouse:** Joint editorial team with more than 1,500 journalists

Transaction terms

€230m acquisition price

~ €100m run-rate synergies to be fully realised in 2025

~ €2.63bn pro-forma revenue 2020

€496m pro-forma Adjusted EBITA 2020

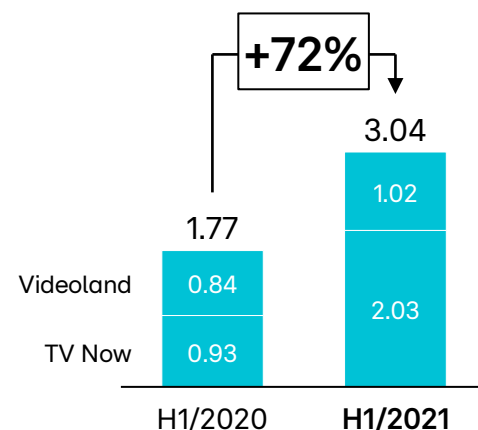
Strategy – Growth

Build national streaming champions

TV NOW / **RTL** +¹ videoland.

Paying subscribers

in million



Key figures²

in € million

Streaming revenue³

Content spend

Streaming start-up losses⁴

80	107
48	85
-9	-54

Targets 2025² unchanged

5m to 7m paying subscribers

> €500m streaming revenue

~ €350m content spend p.a.

break-even Adjusted EBITA

Notes: 1. As part of the new RTL branding, TV Now will rebrand to RTL+ in autumn 2021. 2. Refers to TV Now and Videoland combined. 3. Streaming revenue includes SVOD, TVOD and in-stream revenue from TV Now and Videoland/RTL XL. 4. Total of Adjusted EBITA from TV Now, Videoland/RTL XL, Salto and Bedrock as consolidated on RTL Group level. The Adjusted EBITA of TV Now and Videoland/RTL XL includes synergies with TV channels on business unit level

Strategy – Growth

Expand global content business

Fremantle

- **High-end factual:** Grow high-end factual talent pool and production capabilities with newly established global factual division
- **Scale:** Leverage global footprint and become preferred partner for global streamers
- **Acquisitions:** Pursue targeted investments in production companies, talent and content



1

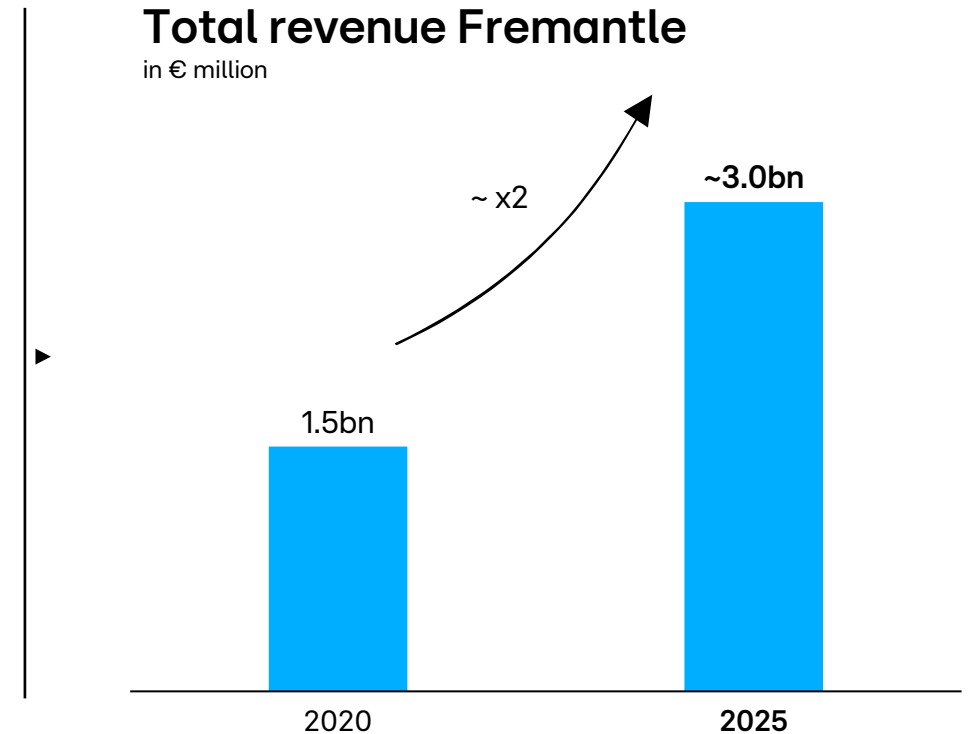


The three companies combined generate full-year revenue of around €0.3bn

New target 2025

Total revenue Fremantle

in € million



Strategy– Alliances & Partnerships

Expand advertising sales

- **Ad Alliance:** Build one-stop advertising sales houses for cross-media campaigns



- **RTL AdConnect:** Drive international advertising sales to access large TV and streaming portfolio



▼

99% Ad Alliance's reach of German population

Leverage content expertise

- **Content alliance:** Create and exploit cross-media content

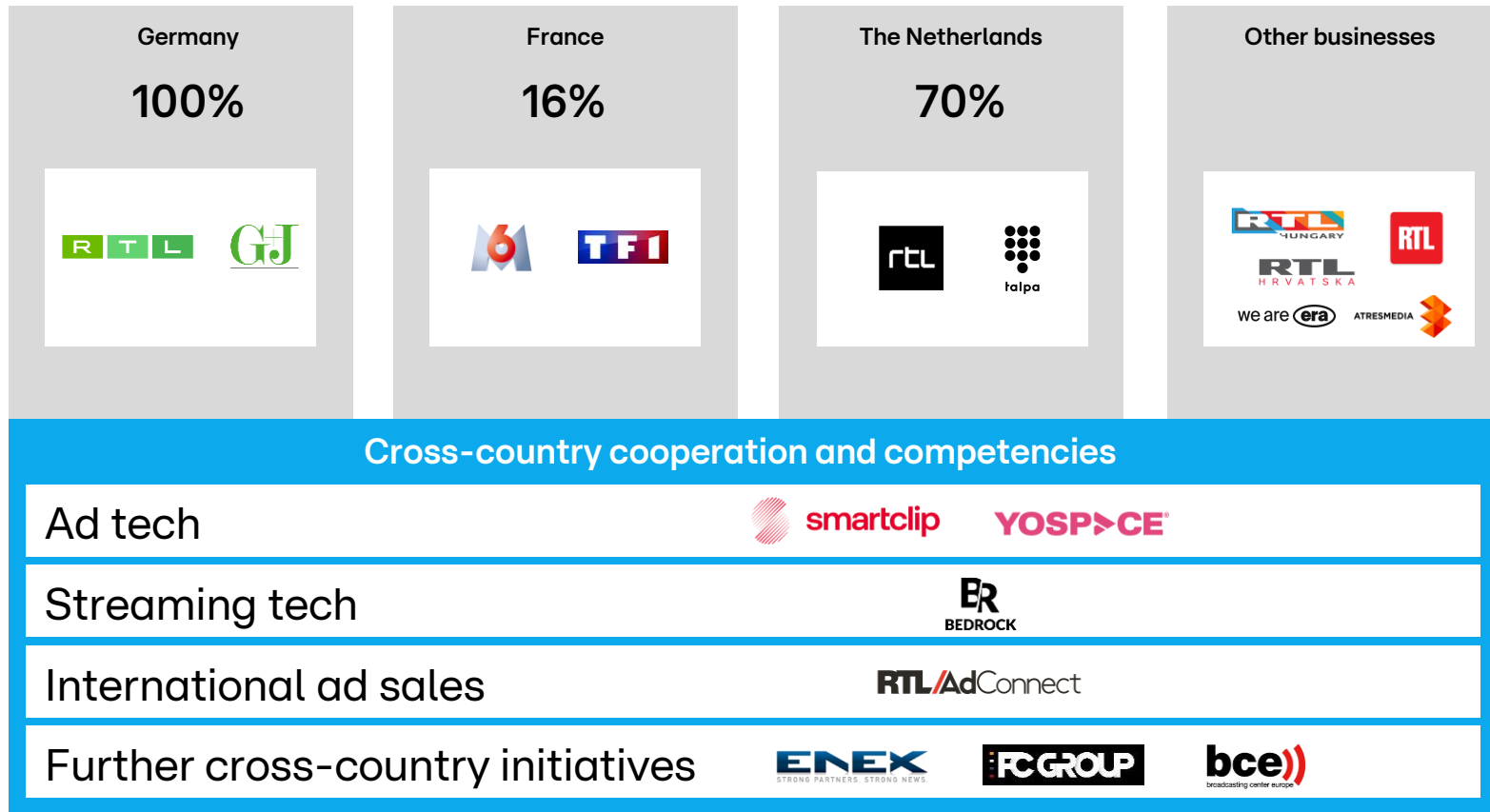


▼

~ €2.0bn content investment p.a. in Germany

Strategy – Target structure

National cross-media champions



Global content business



August 2021



Thank you!

Stay connected with RTL Group

