

August 2021



# An introduction to RTL Group



A full-page photograph of three hosts on a stage. On the left, a woman with short dark hair and a black dress with sheer sleeves waves her right hand. In the center, a woman with long dark hair and a colorful patterned dress smiles. On the right, a man in a dark suit and tie points towards the camera. The background features a large, stylized feather logo in shades of orange and red, with blue stage lights and a wooden floor.

# Who we are



# RTL Group is a leader across broadcast, content and digital



Leading commercial  
broadcaster in Europe



Leading global  
content business

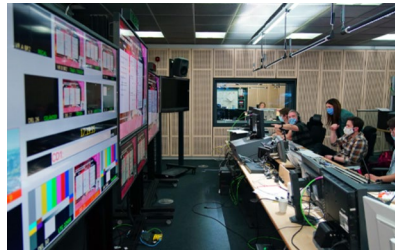


Leading European media  
company in digital video

# 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

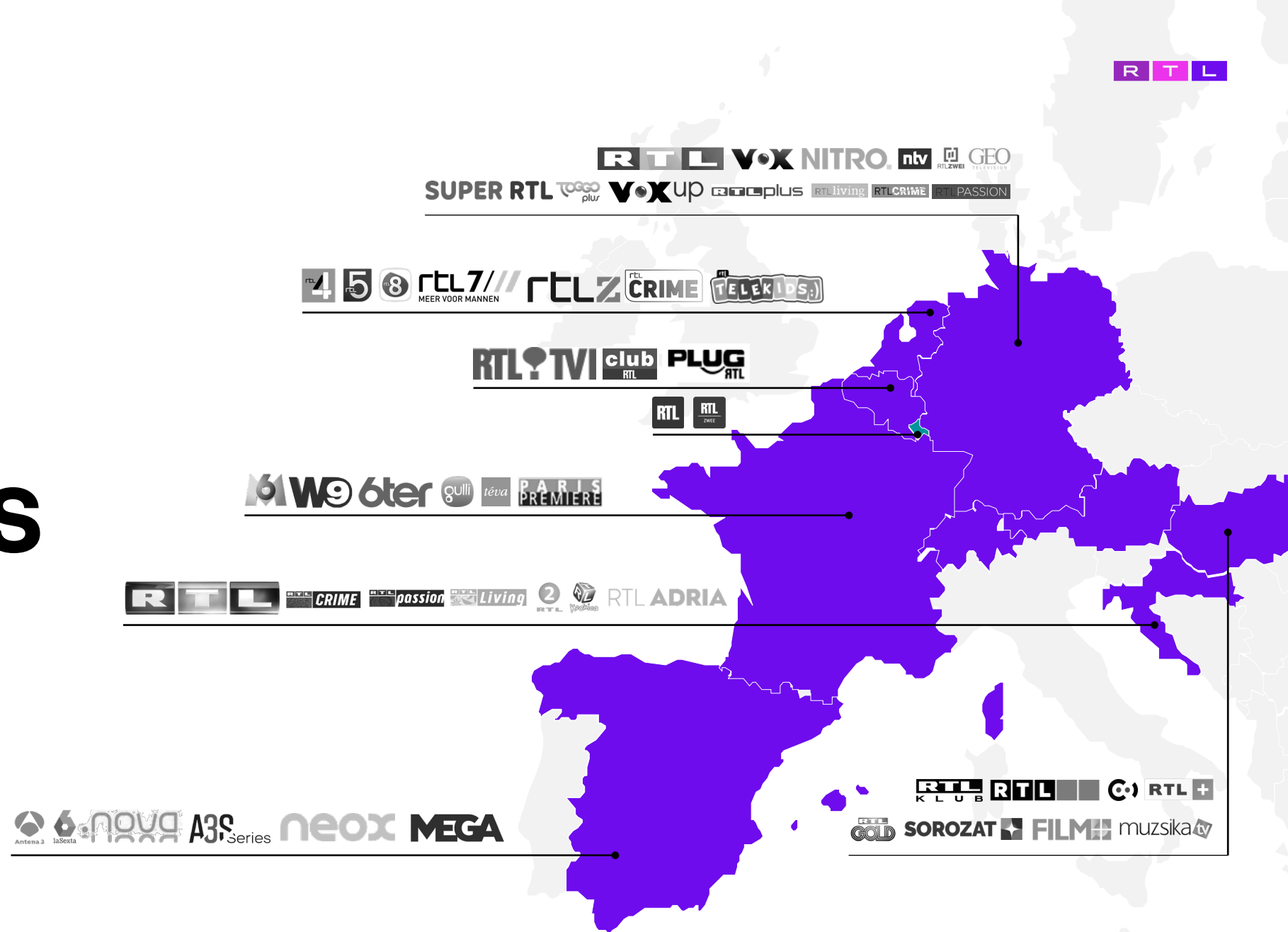
- Newly developed purpose, promise and brand principles
- Multicoloured logo reflects the diversity of RTL's content and people
- Roll-out starts with RTL Group and RTL Deutschland, followed by other RTL-branded units
- TV Now to be rebranded to RTL+ in autumn 2021

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

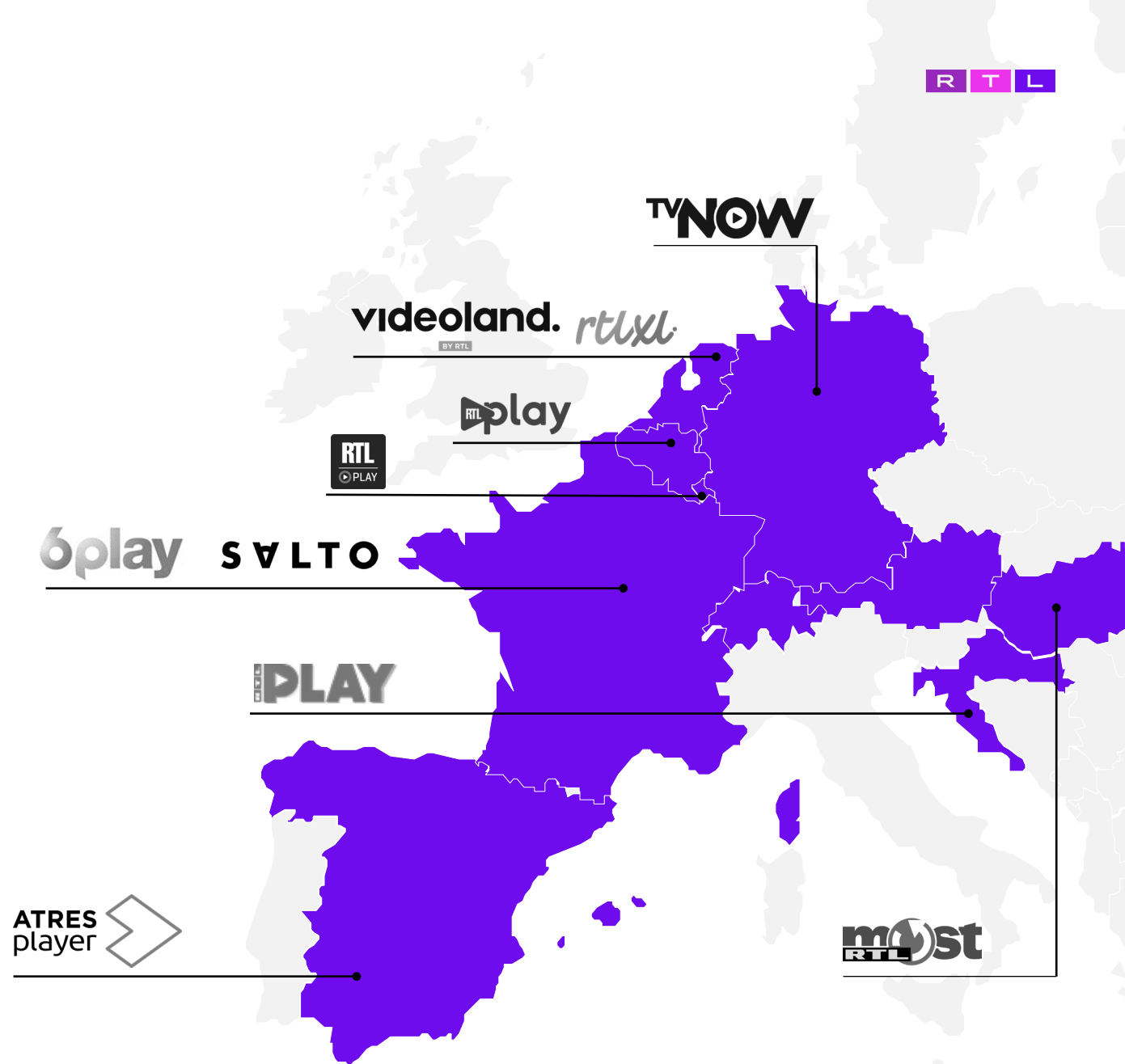


# 68 TV channels

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



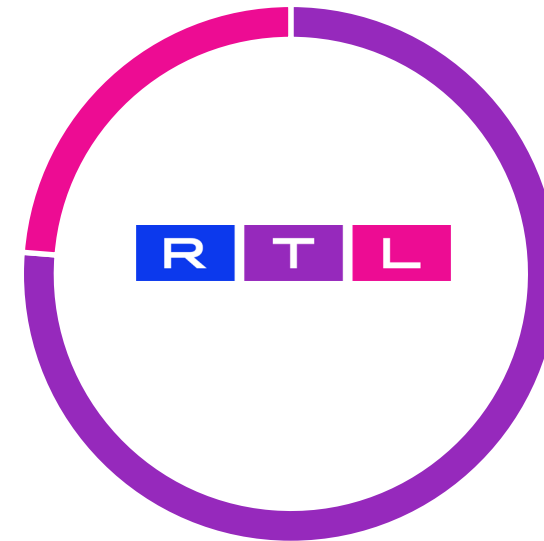
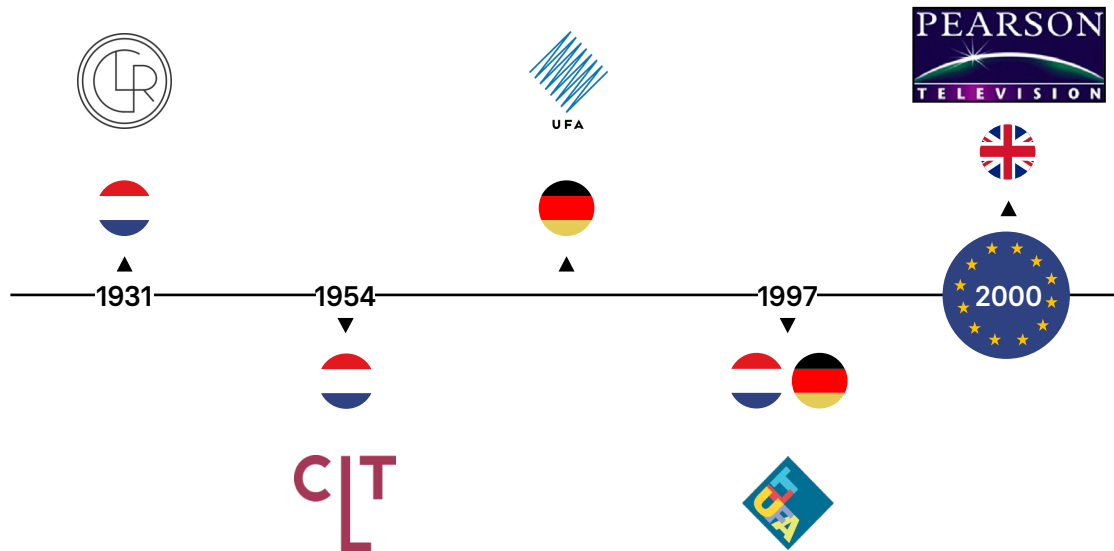
Deutschland 83, 86, 89

Operating in over 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



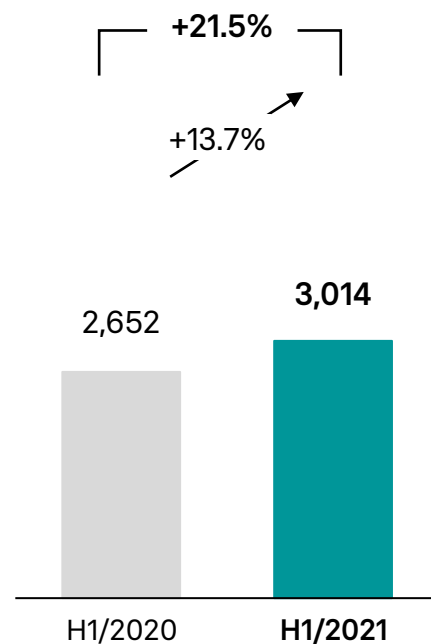


# Key financials for H1/2021

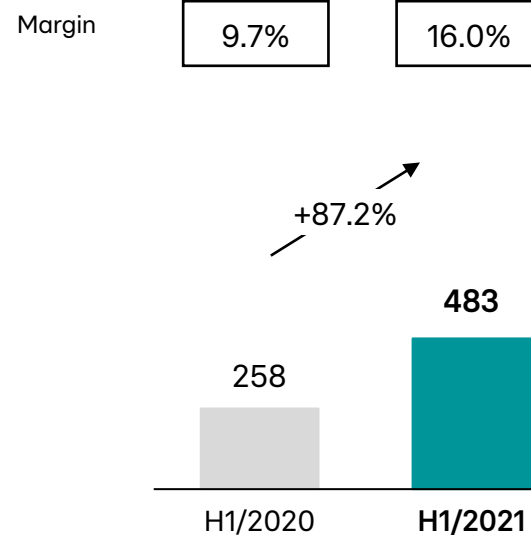
in € million

**Organic growth**

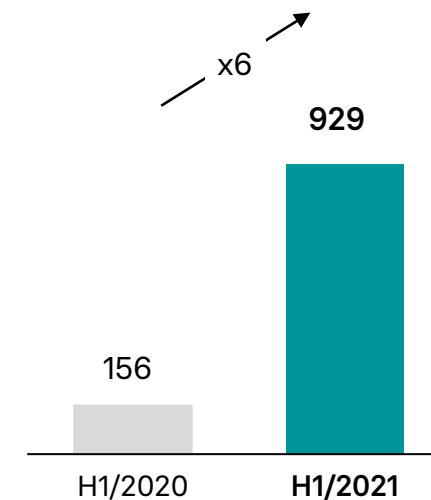
Change



**Group revenue**



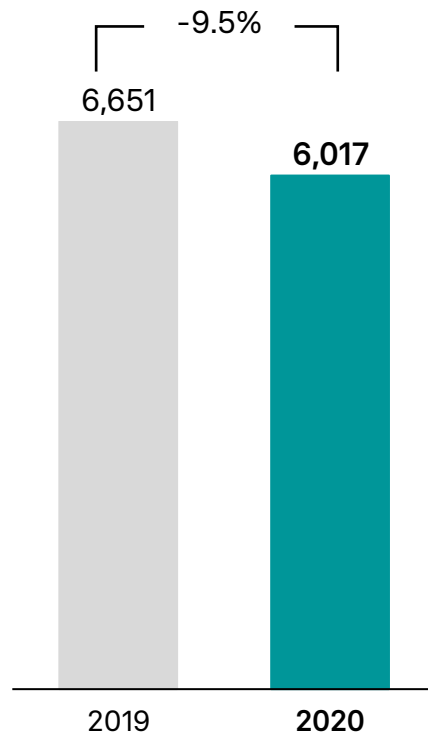
**Adjusted EBITA**



**Group profit**

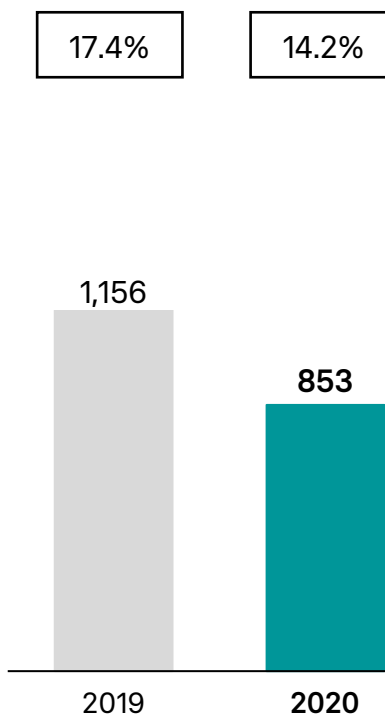
# Key financials for 2020

in € million  
Change

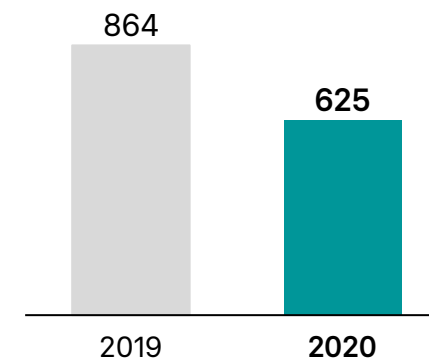


Group revenue

Margin



Adjusted EBITA



Group profit





Where  
we go

# Strategy framework

Core



Growth



Alliances & Partnerships



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

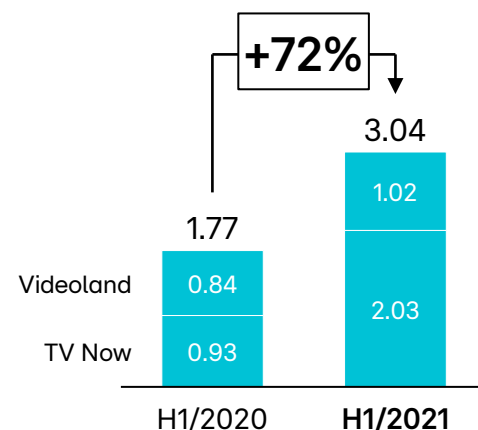
# Strategy – Growth

Build national streaming champions

TV NOW / **RTL** +<sup>1</sup> videoland.

Paying subscribers

in million



Key figures<sup>2</sup>

in € million

Streaming revenue<sup>3</sup>

Content spend

Streaming start-up losses<sup>4</sup>

80	107
48	85
-9	-54

Targets 2025<sup>2</sup> 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



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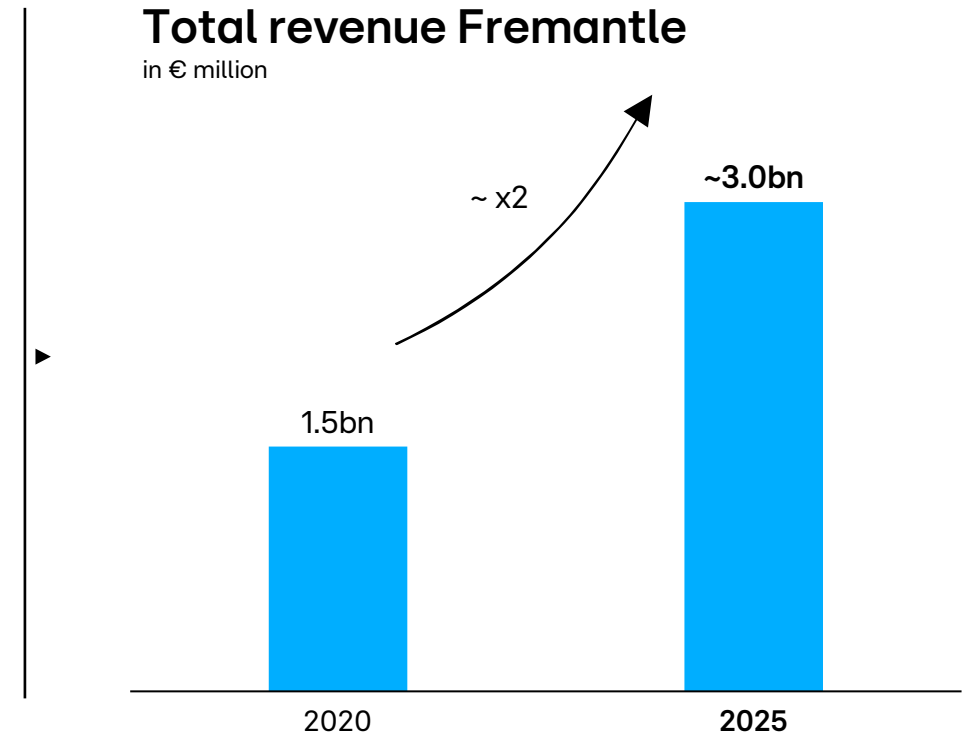


The three companies combined generate full-year revenue of around €0.3bn

## 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



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▼

**99%** Ad Alliance's reach of German population

## Leverage content expertise

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



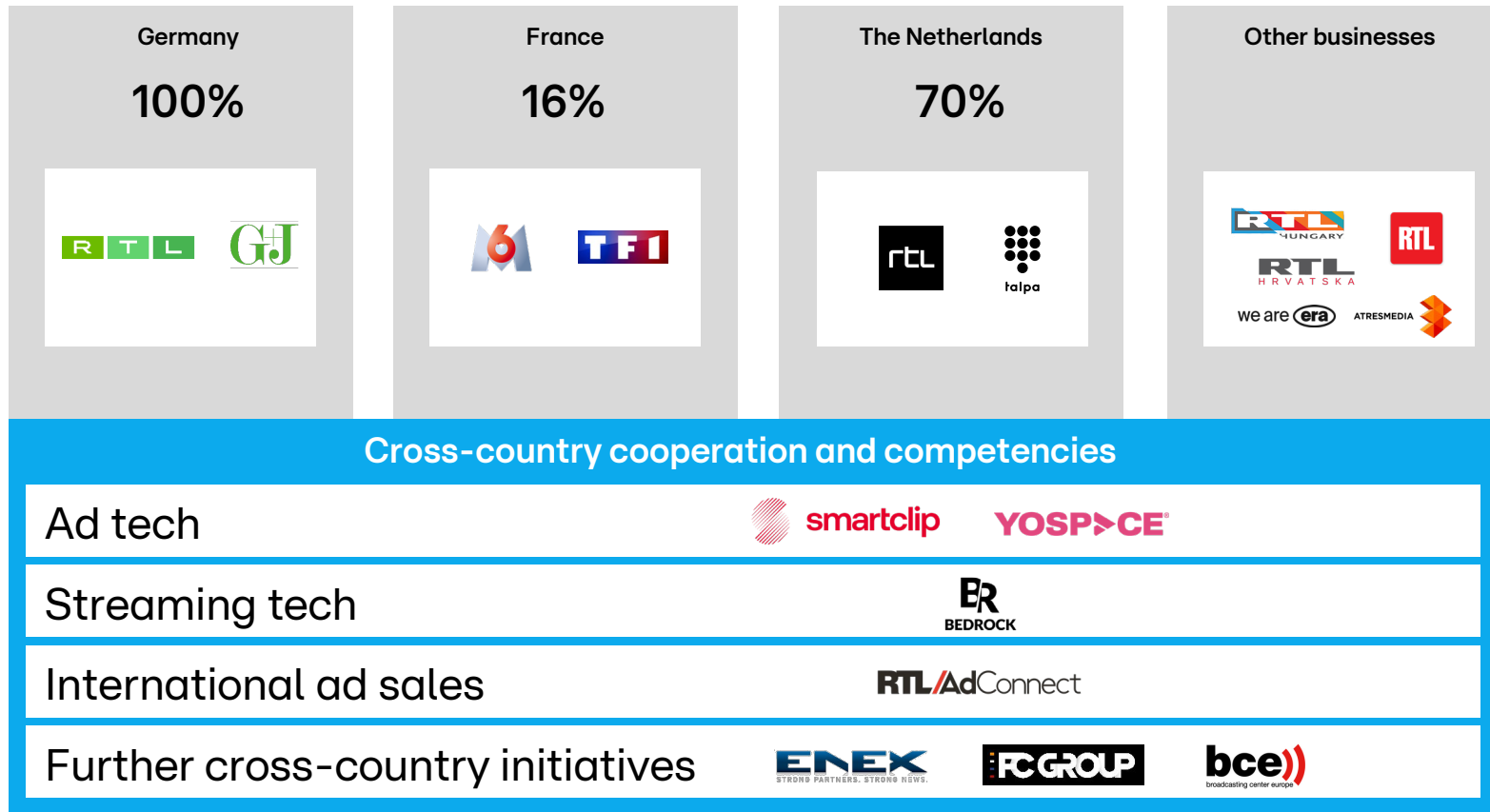
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▼

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

# Strategy – Target structure

## National cross-media champions



## Global content business



Target:  
€3bn in revenue via organic growth and M&A by 2025

Growth with global streaming platforms

August 2021



Thank you!

Stay connected with RTL Group

