

November 2025

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An introduction
to RTL Group



Who we are

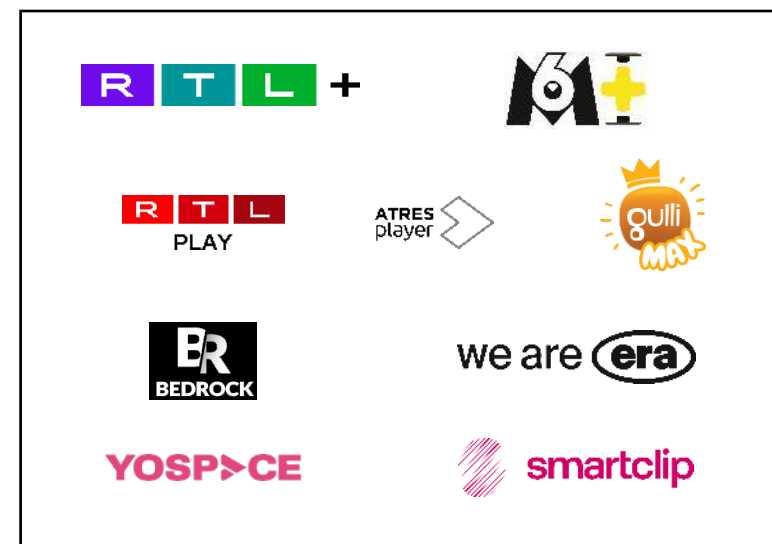
RTL Group is a leader across broadcast, content and digital



Leading commercial broadcaster in Europe



Leading global content business



Leading European media company in digital video

Our role in society

Our commitment to our main stakeholders ...



Viewers, listeners and digital users



The creative community



Our employees



Advertisers



Communities and charities

... in three focus areas #RTLcares



Content



Social & Society



Climate change



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

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

We are committed to protect the environment and support the international target of limiting global warming to 1.5°C compared to preindustrial level.

RTL – Europe's leading entertainment brand

In 2021, RTL strengthened its position as a leading European media brand by creating one unified RTL brand. RTL Group, RTL Deutschland, RTL Hungary, RTL Luxembourg and the international sales unit RTL AdAlliance all operate under one RTL brand. RTL is united by one joint design, purpose, promise and shared brand principles.

The multicoloured logo reflects the diversity of RTL's content and people. It's also used for streaming services RTL+ in Germany and Hungary and RTL Play in Luxembourg.

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



52 TV channels

Europe's largest
commercial broadcaster

Antena.3 6: NOVA A3S Series neox MEGA

W9 6ter gulli téva PARIS PREMIERE

RTL RTL
ZWEE

RTL SUPER TOGO plur VOXup RTL UP RTL LIVING RTL CRIME RTL PASSION
RTL NITRO. ntv GEO

RTL

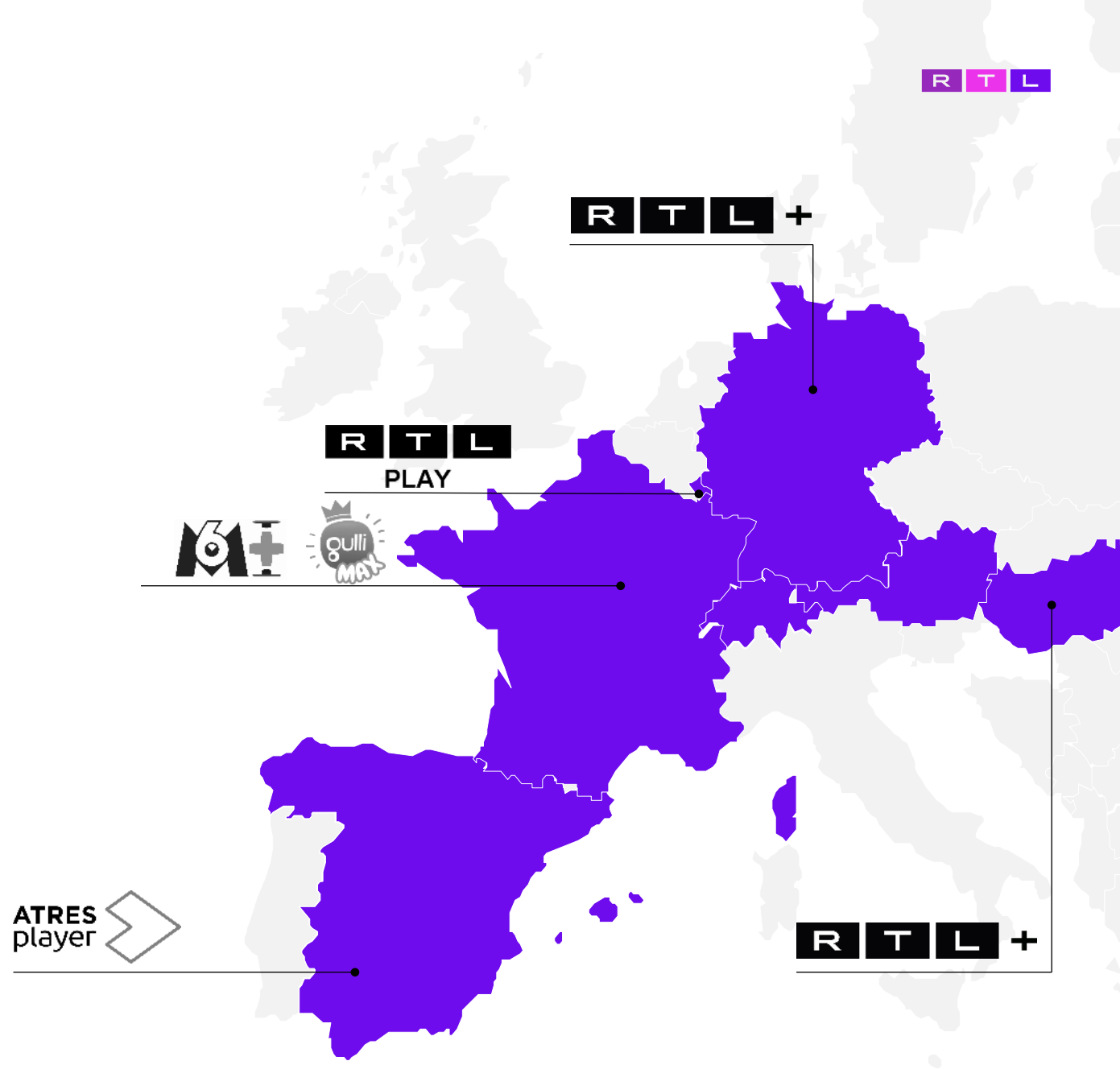
RTL

RTL KETTŐ RTL HÁROM
RTL OTTHON RTL GOLD

C: KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

SOROZAT FILM muzsika.tv

6 streaming services



40 radio stations

in 4 European countries



Fremantle is a world leader in entertainment, drama and film, and documentaries.



Jamie Cooks



Jane Austen: Rise of a Genius



Farmer Wants a Wife



Maria



Britain's Got Talent



Queer



Poor Things

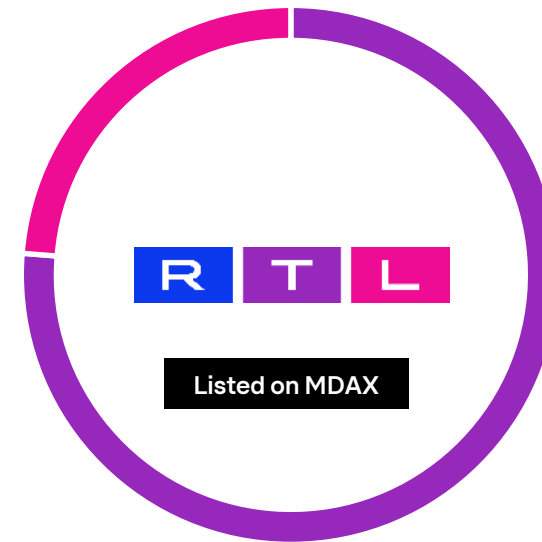
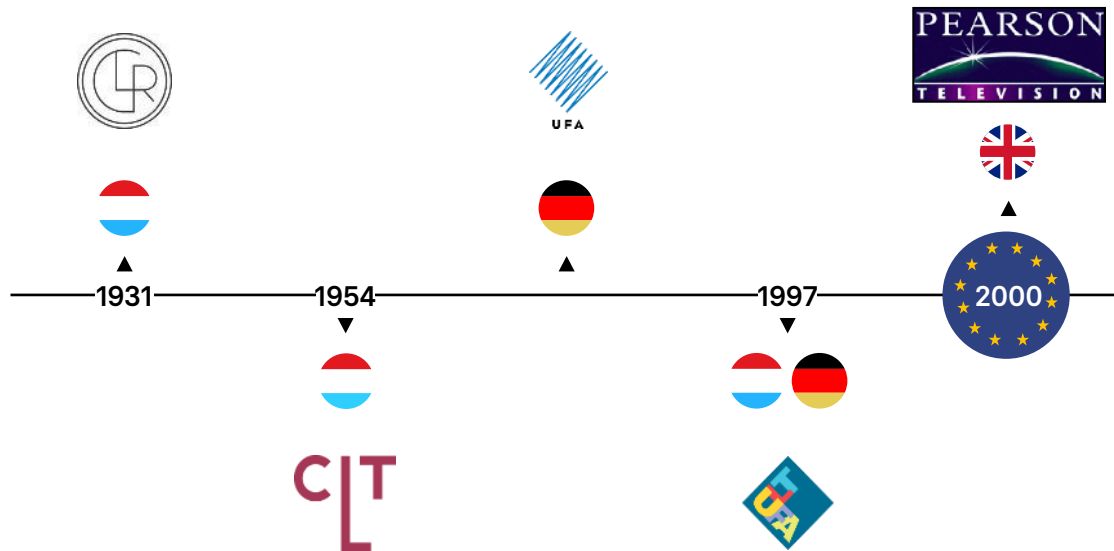
Fremantle

Operating in 28 countries and responsible for more than 11,000 hours of programming each year

600 new formats, series and films every year

History of creating, producing, distributing and investing in worldwide content for over 100 years

From a European company to a truly global Group



23.71%

Publicly traded on the
Frankfurt/Main and Luxembourg
Stock Exchanges

76.29%

Bertelsmann

Today, more than 12,900 employees in 28
countries worldwide are **#partofRTL**



How we do

2024 Highlights

- 2024 results in line with guidance
- **Dynamic growth of streaming services** and significant reduction of start-up losses
- **Strong operating performance in Germany:** increased audience lead over P7S1, TV advertising market share gain
- **Fremantle** with substantial **profit growth** and higher margins
- **Dividend** of €2.50 per share
- **Adjusted EBITA 2025** to increase to around **€780 million**
- On track for **streaming profitability** in 2026



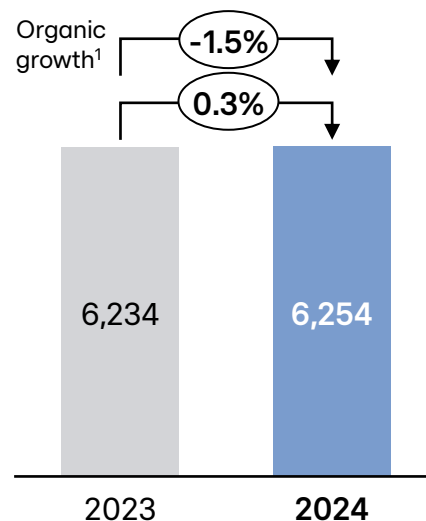
Key financials

in € million

Group revenue

Pro forma

6,854 6,888



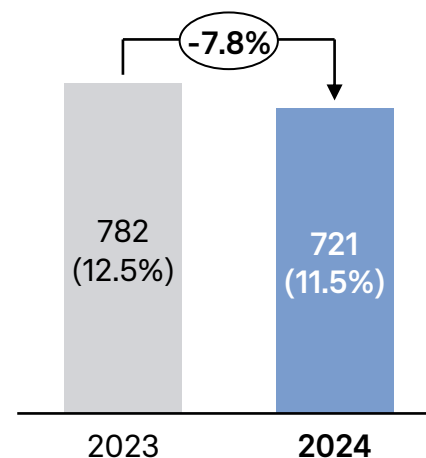
Continuing operations

Adj. EBITDA, cont.

Adj. EBITDA margin, cont.

Adjusted EBITA (margin)¹

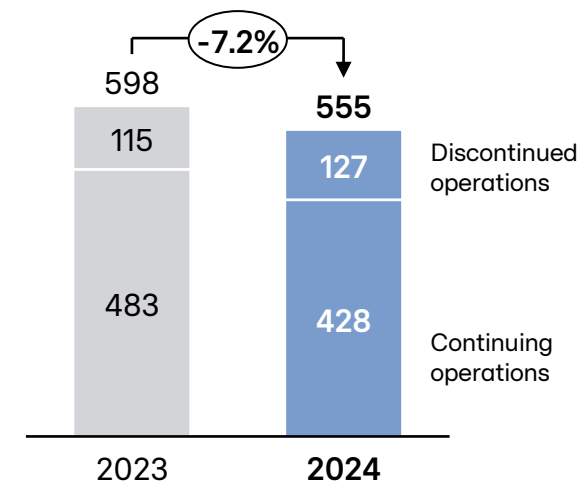
927 887



1,019 992

16.3% 15.9%

Total Group profit



€3.02 €2.97

Basic & diluted EPS



Where we go

Strategy framework

Core

Growth

Alliances & partnerships



Portfolio transformation

Creativity & entrepreneurship	People	Communications & marketing	Regulation	AI
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Enabler

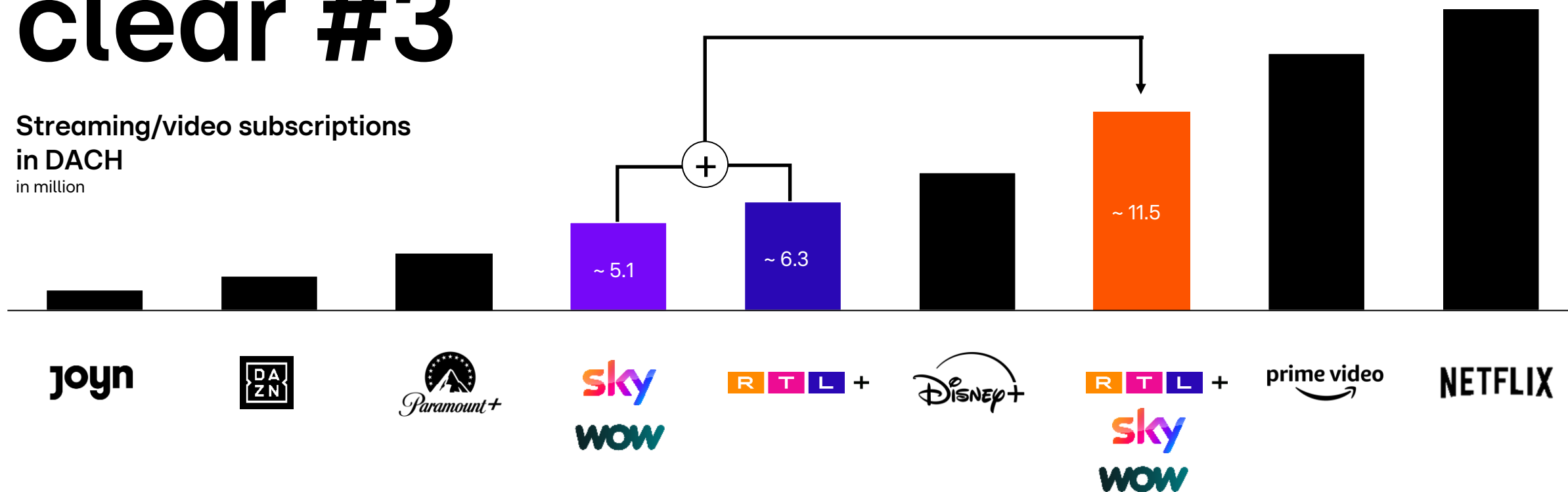
RTL Group to acquire Sky Deutschland

- **Transformational move for RTL Group**, bringing full-year revenue to over €8 billion
- **Combination of RTL Deutschland and Sky Deutschland (DACH)**
 - unique proposition across free TV, pay TV, streaming
 - highly complementary (target groups, content, business expertise)
 - strong commitment to invest in Germany and Europe
- **Value creation:** ~€250 million (run-rate) annual synergies
- **Regulatory approvals and closing** expected in 2026



Become the clear #3

Streaming/video subscriptions
in DACH
in million

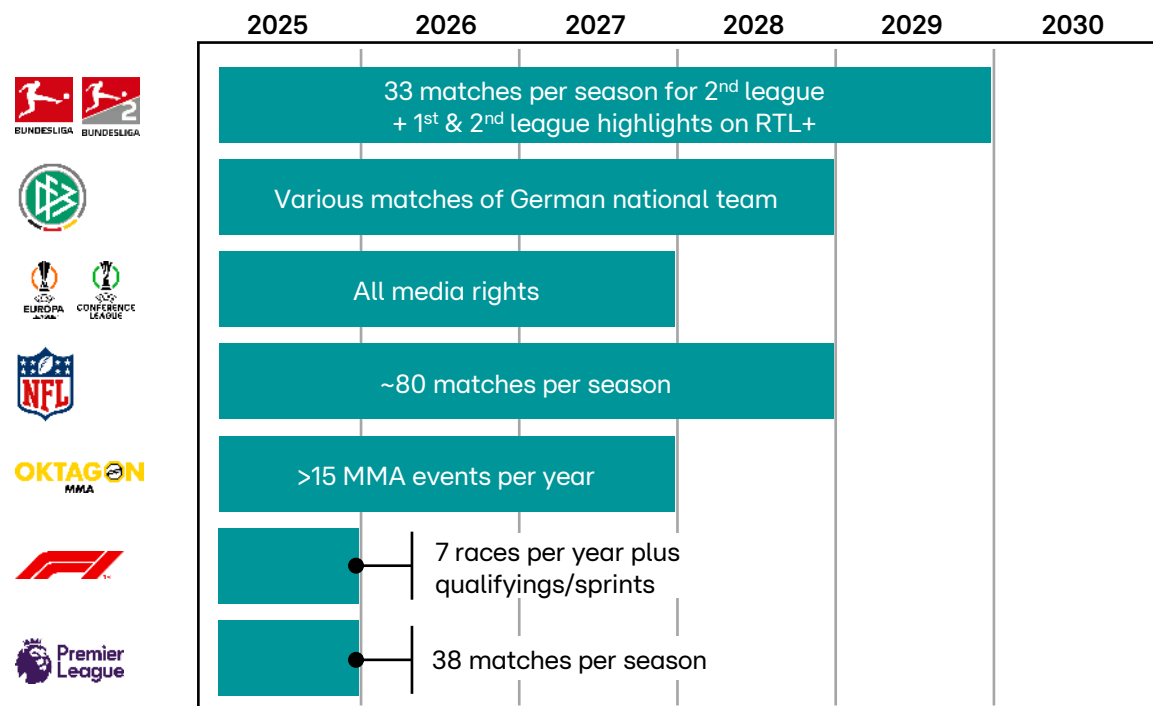


Note: Based on latest available data

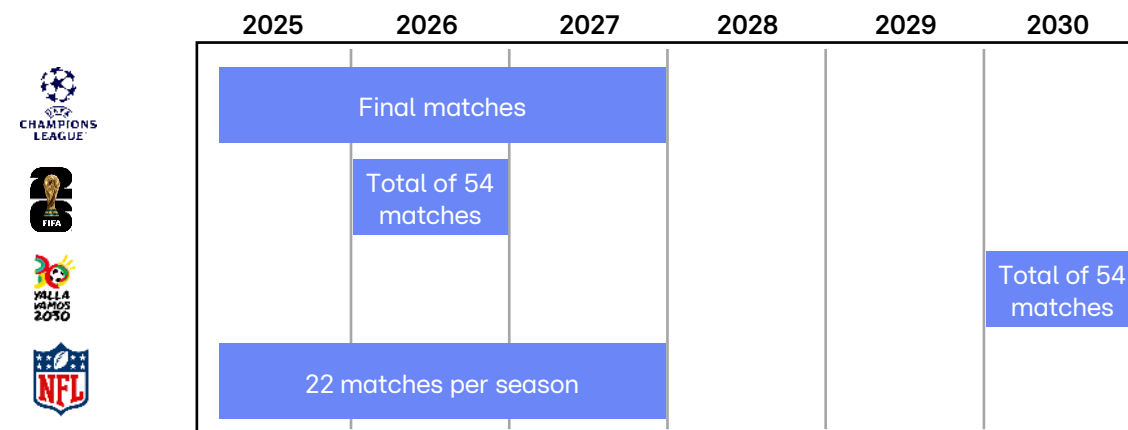
Strategy update – Core

Investing in premium sports content: essential for linear TV and streaming

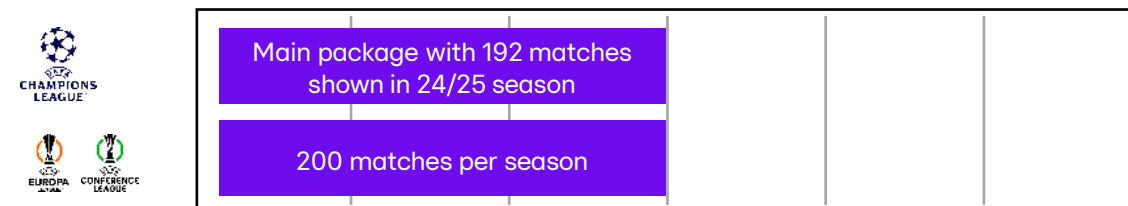
RTL Deutschland



Groupe M6



RTL Hungary



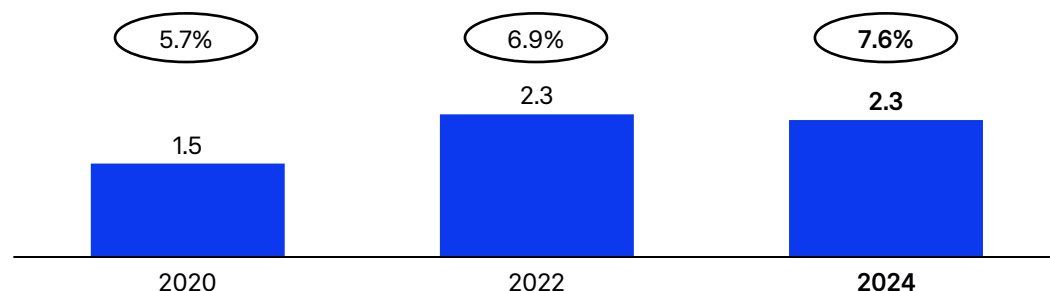
Strategy update – Growth

Expand global content business *Fremantle*

Revenue growth and margin expansion

FY, in € billion

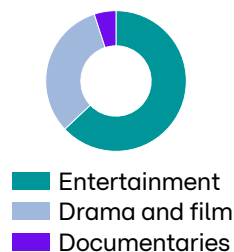
Adj. EBITA margin



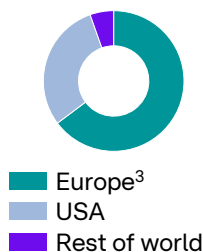
Highly diversified revenue streams

FY 2024, in %

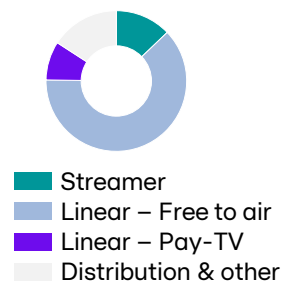
By genre¹



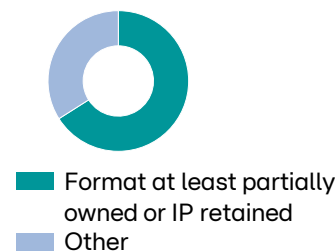
By region^{1,2}



By customer⁴



By IP ownership⁵



Notes: 1. Based on total segment revenue 2. Location of legal entity 3. Belgium, Denmark, Finland, France, Germany, Hungary, Israel, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, UK 4. Indicative analysis based on production companies 5. Indicative analysis based on significant brands

Strategic priorities

1. Ramp-up of own IP development
2. Rapid AI deployment across the value chain
3. Focus on IP-driven small to mid-size M&A
4. Expansion into attractive new geographies & genres
5. Continued cost discipline & operating leverage

Financial targets

€3bn

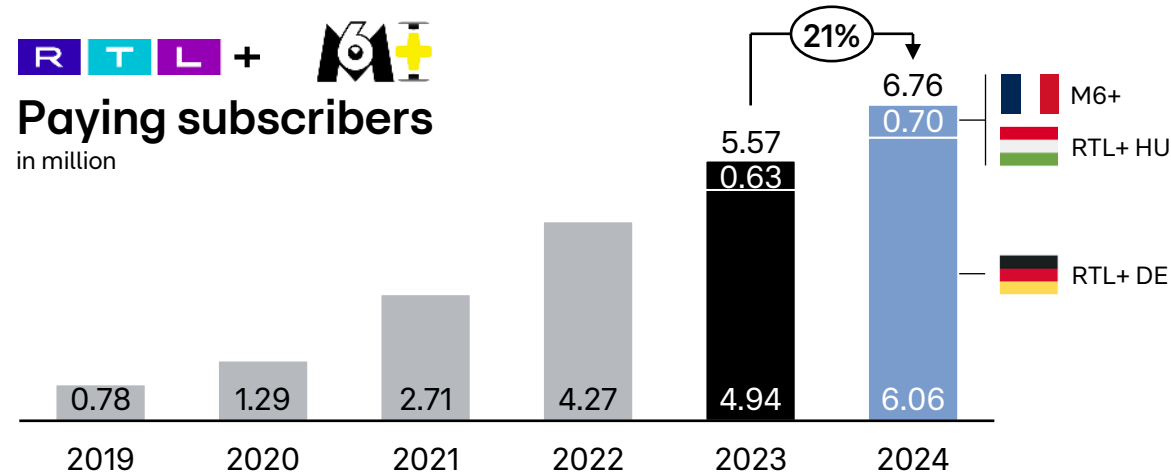
Revenue in the mid-term

9%

Adjusted EBITA margin by 2026

Strategy update – Growth

Dynamic growth in subscribers and revenue



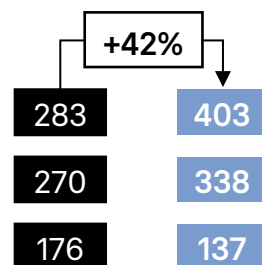
Key figures

in € million

Streaming revenue¹

Content spend

Streaming start-up losses²



Long-term targets confirmed

Streaming targets for RTL+ in Germany and Hungary and M6+ in France by 2026

~9m
paying subscribers

~€750m
streaming revenue

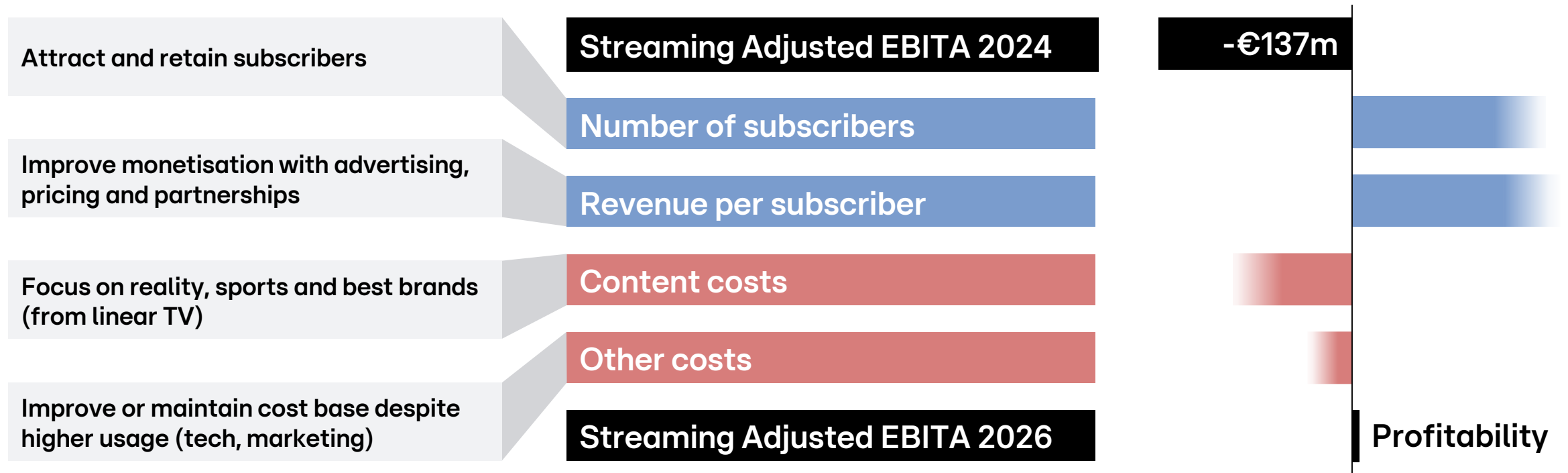
~€500m
content spend p.a.

Profitability
adjusted EBITA³

Notes: 1. Streaming revenue includes SVOD, advertising and distribution revenue from RTL+ in Germany, M6+ in France (previously 6play) and RTL+ in Hungary (including RTL+/RTL+ Active/RTL+ Light) 2. Total of Adjusted EBITA from RTL+ in Germany and Hungary, M6+/6play in France, Salto and Bedrock as consolidated on RTL Group level. The Adjusted EBITA of RTL+ in Germany and Hungary and M6+/6play in France includes synergies with TV channels at business unit level 3. Includes RTL+ in Germany and Hungary, M6+ in France and Bedrock.

Strategy update – Growth

Streaming: clear path to profitability



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Alliances & partnerships

Strategic partnerships across RTL Group's value chain

Content	Aggregation/distribution	Monetisation	AI	
RTL Deutschland and Sky Deutschland  Content sublicensing partnership since January 2024	RTL Deutschland and Deutsche Telekom  Renewal of RTL+ and MagentaTV bundling until 2030	RTL Deutschland and ProSiebenSat1  Ad-tech partnership started in December 2024	Smartclip and M6 Publicité  Ad-tech partnership announced in December 2024	Bertelsmann/RTL Group and OpenAI  R&D partnership including video generation and intelligent search in streaming



Thank you

Stay connected with RTL Group

