

July 2025

RTL

An introduction  
to RTL Group



A promotional image for the RTL show 'Who we are'. Three hosts are standing in front of a red background with glowing concentric circles. On the left, a woman with short, dark, beaded hair is wearing a black and silver sequined off-the-shoulder dress. In the center, a woman with long, dark hair is wearing a bright pink off-the-shoulder dress with large, puffed sleeves. On the right, a man with short, dark hair is wearing a black tuxedo with a white shirt and a black bow tie. The text 'Who we are' is written in large, white, sans-serif font across the middle of the image.

# Who we are

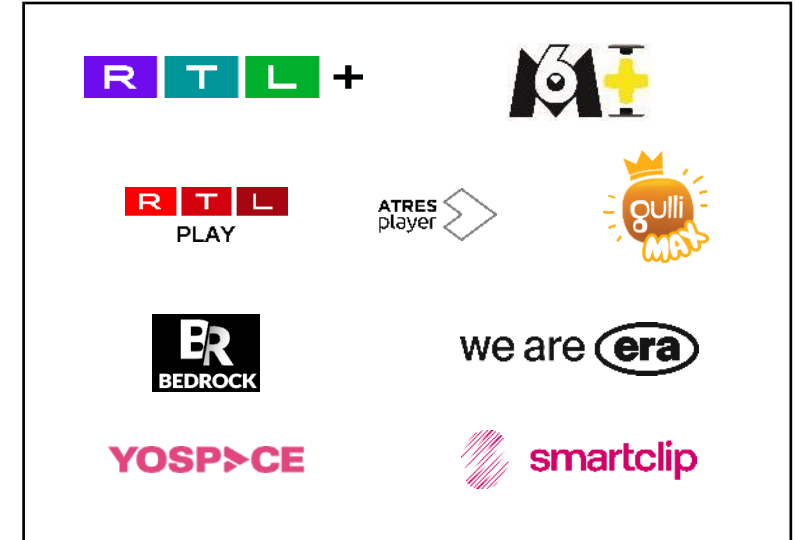
# RTL Group is a leader across broadcast, content and digital



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 laSexta 6:nova A3Series neox MEGA

W9 6ter gulli téva PARIS PREMIERE

RTL RTL  
ZWEE

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

RTL

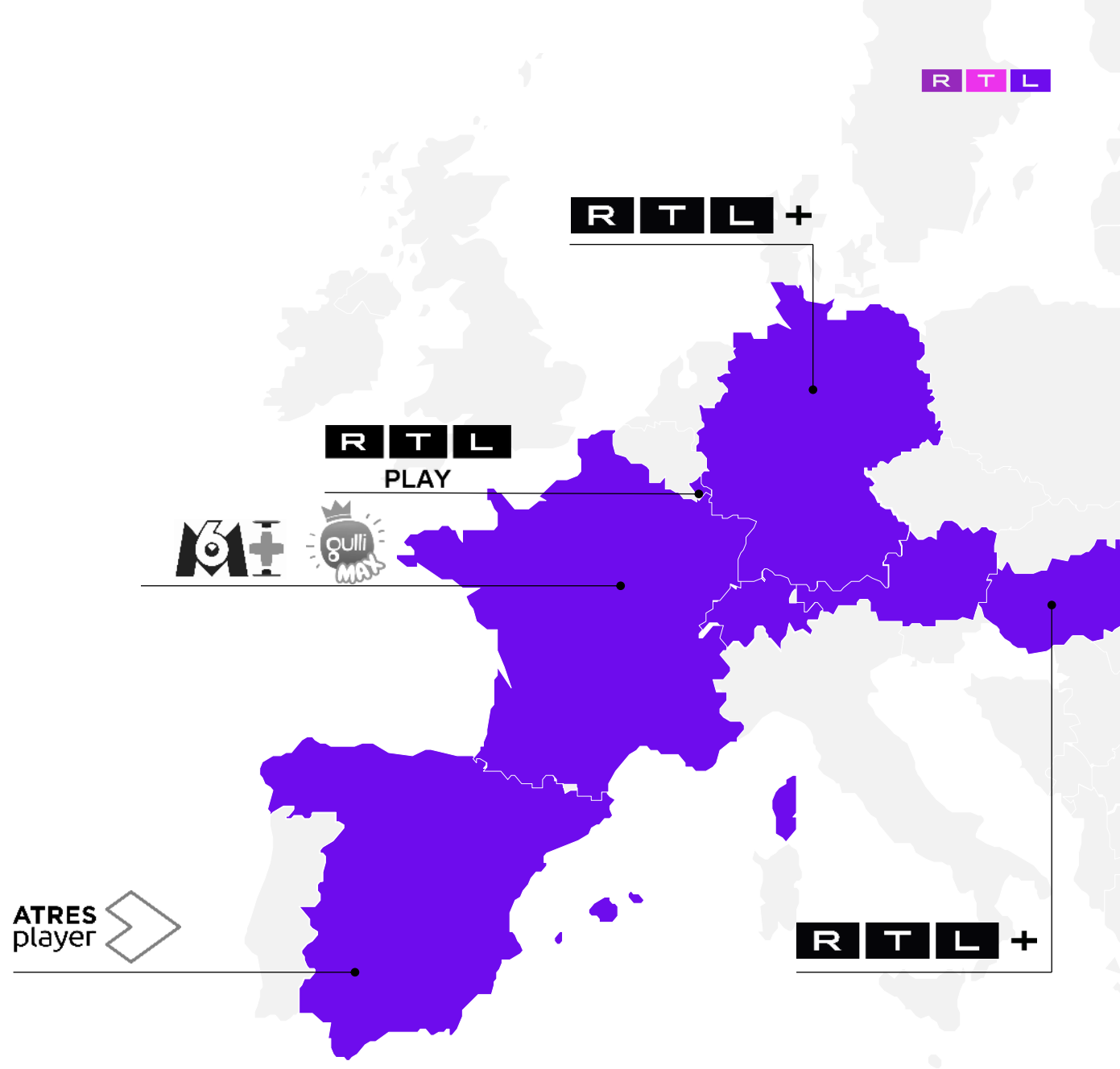
RTL

RTL KETTŐ RTL HÁROM  
RTL OTTHON RTL GOLD

C: KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

SOROZAT FILM muzsika.tv

# 6 streaming services



# 37 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

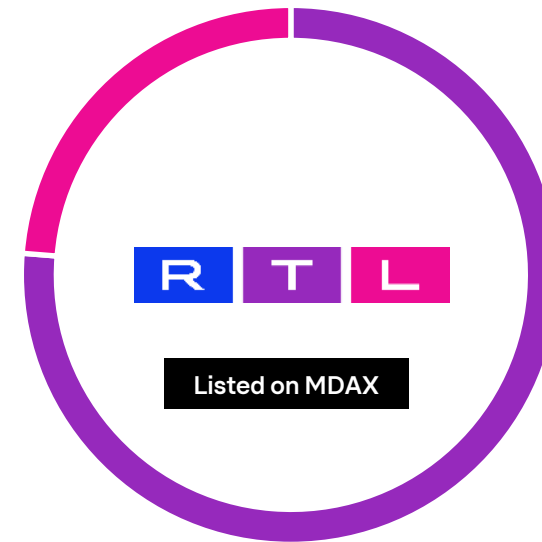
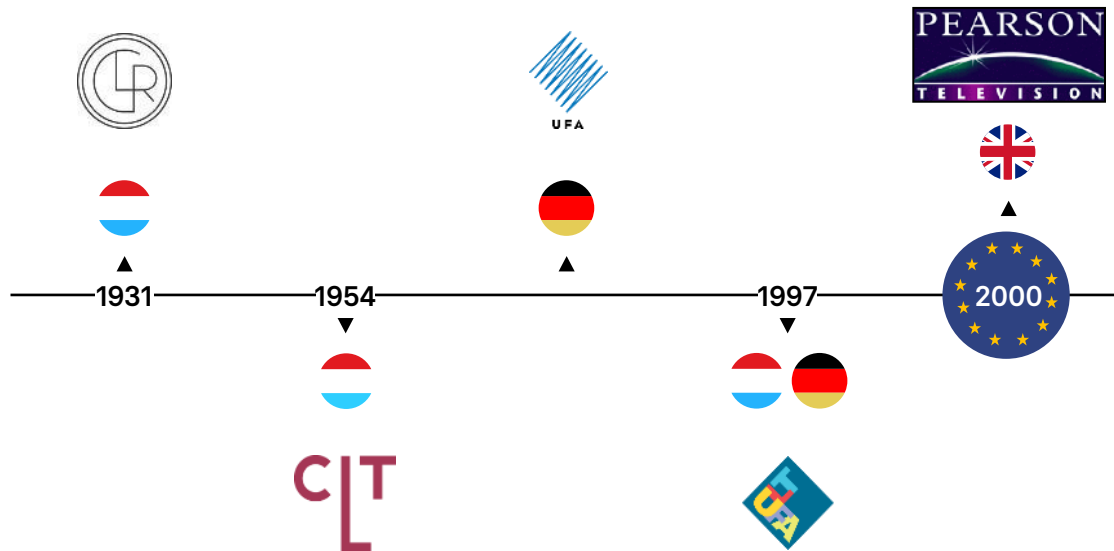
*Fremantle*

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





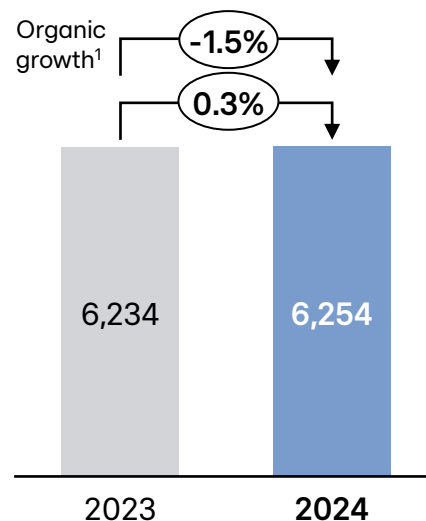
# Key financials

in € million

## Group revenue

Pro forma

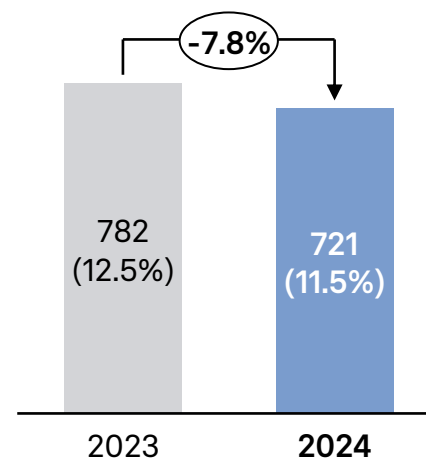
6,854      6,888



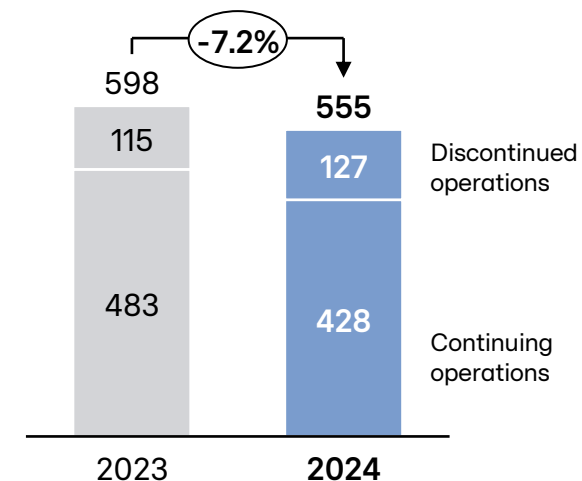
Continuing operations

## Adjusted EBITA (margin)<sup>1</sup>

927      887



## Total Group profit



Adj. EBITDA, cont.

1,019      992

Adj. EBITDA margin, cont.

16.3%      15.9%

€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

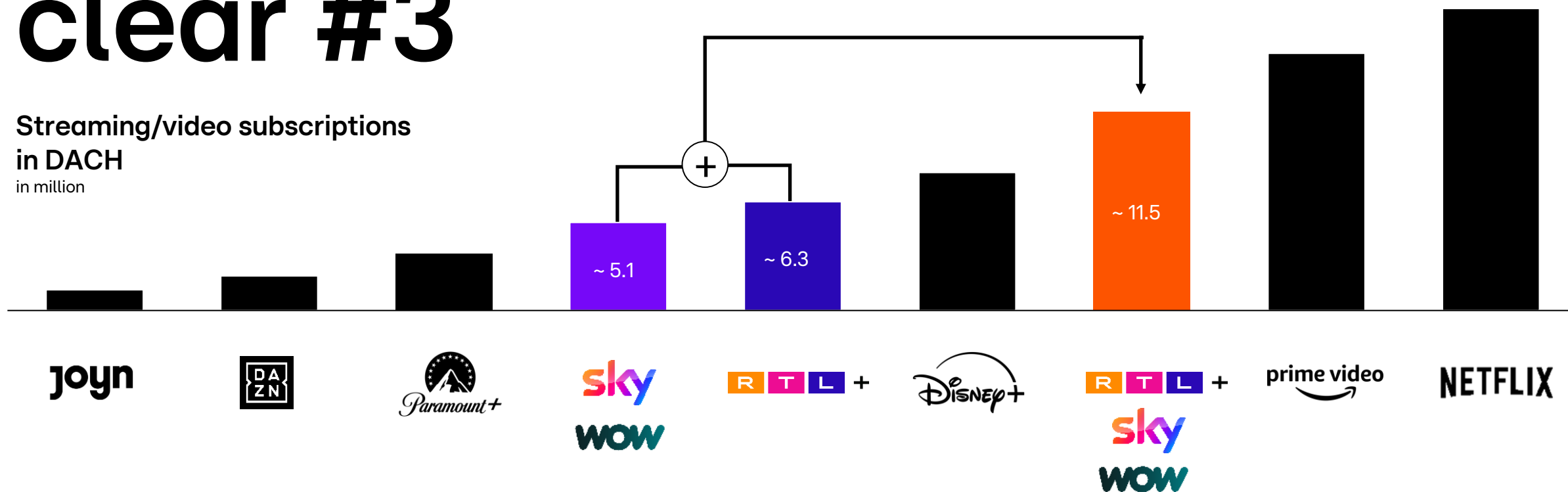
- **Transformational move for RTL Group**, bringing full-year revenue to over €8 billion
- **Combination of RTL Deutschland and Sky Deutschland (DACH)**
  - unique proposition across free TV, pay TV, streaming
  - highly complementary (target groups, content, business expertise)
  - strong commitment 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

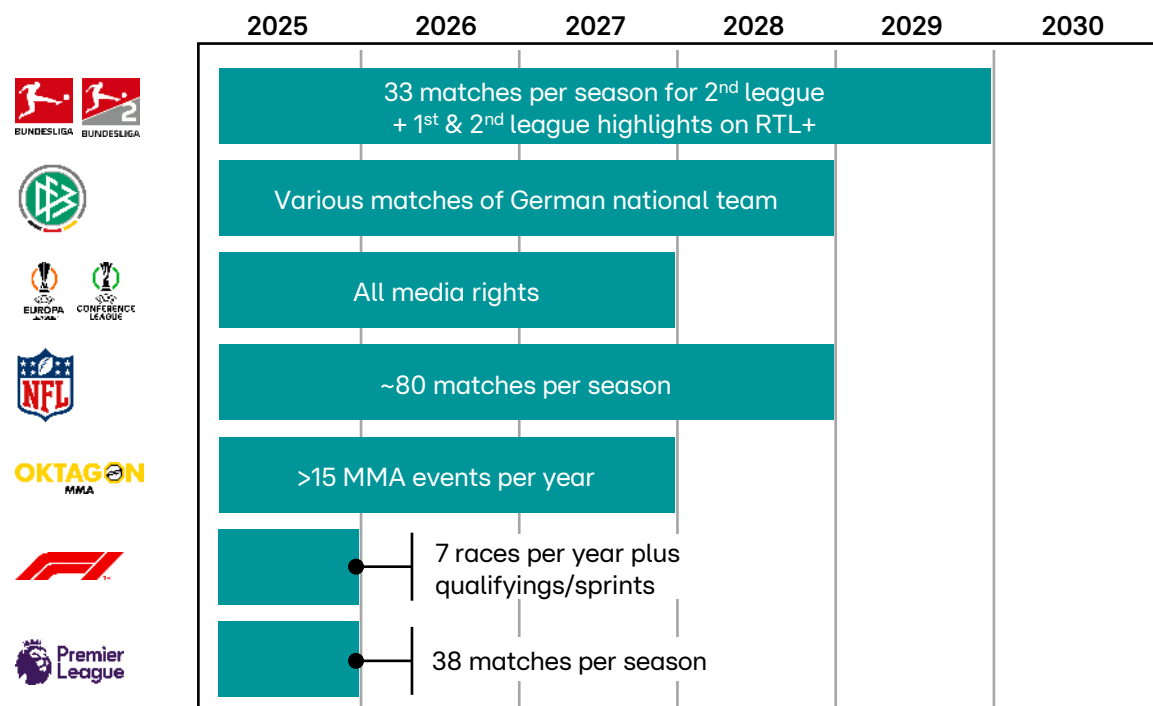


Note: Based on latest available data

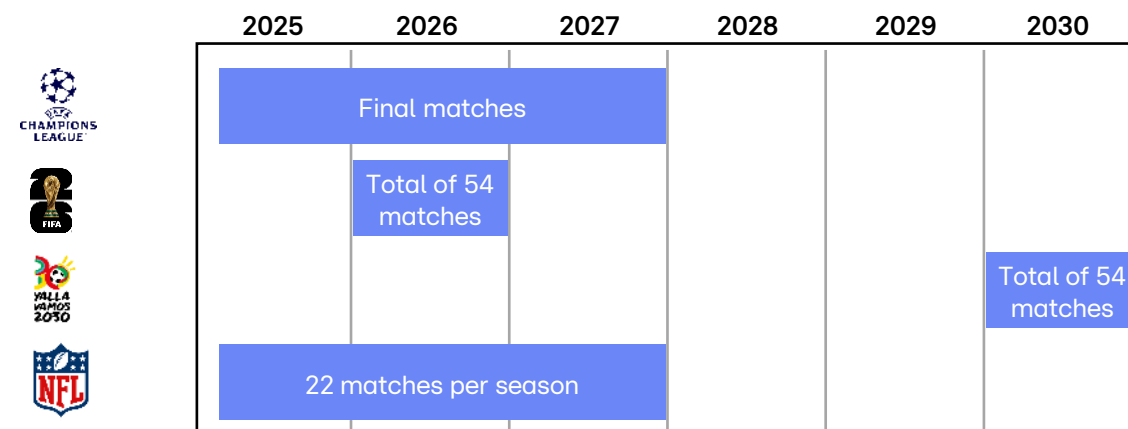
# Strategy update – Core

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

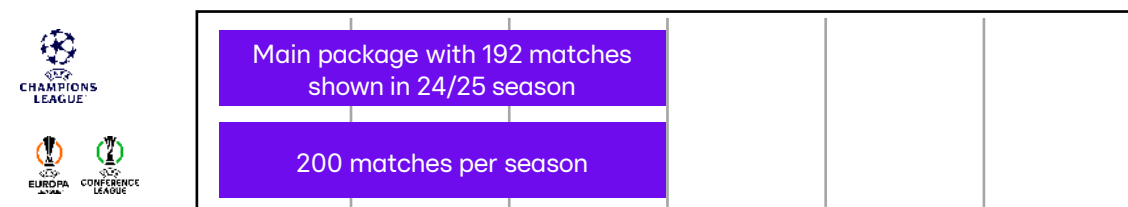
### RTL Deutschland



### Groupe M6



### RTL Hungary



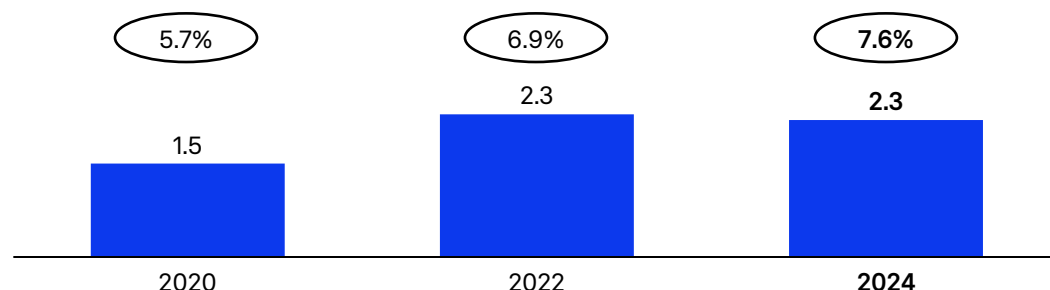
# Strategy update – Growth

## Expand global content business *Fremantle*

### Revenue growth and margin expansion

FY, in € billion

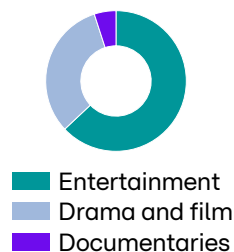
Adj. EBITA margin



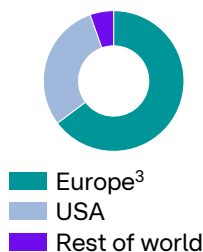
### Highly diversified revenue streams

FY 2024, in %

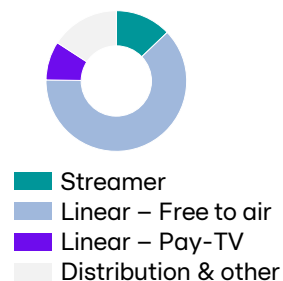
By genre<sup>1</sup>



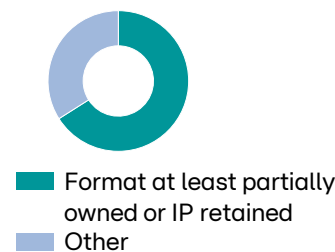
By region<sup>1,2</sup>



By customer<sup>4</sup>



By IP ownership<sup>5</sup>



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

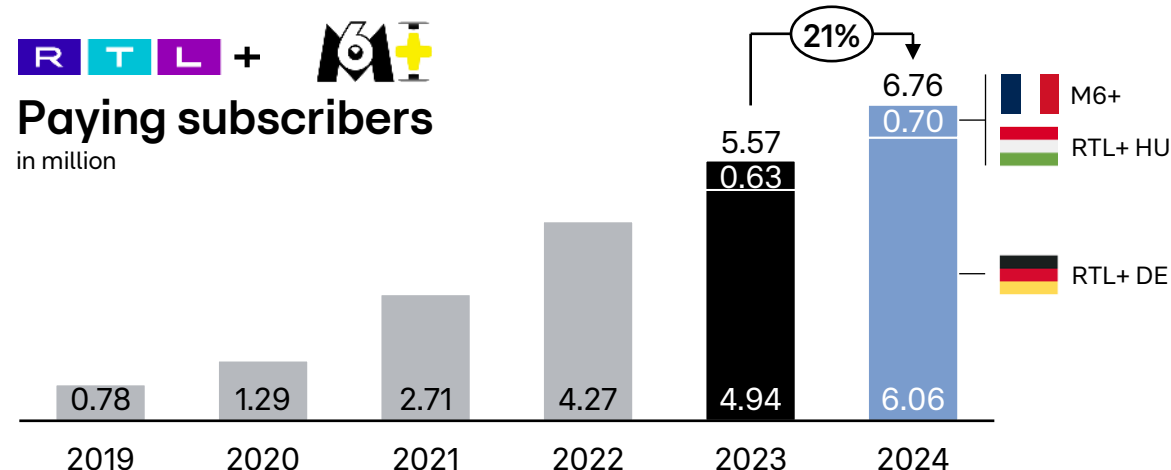
9%

Adjusted EBITA margin by 2026



# Strategy update – Growth

## Dynamic growth in subscribers and revenue



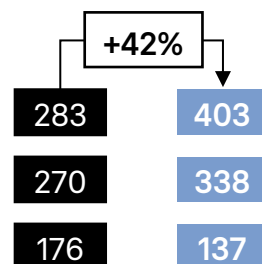
## Key figures

in € million

Streaming revenue<sup>1</sup>

Content spend

Streaming start-up losses<sup>2</sup>



## Long-term targets confirmed

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

**~9m**  
paying subscribers

**~€750m**  
streaming revenue

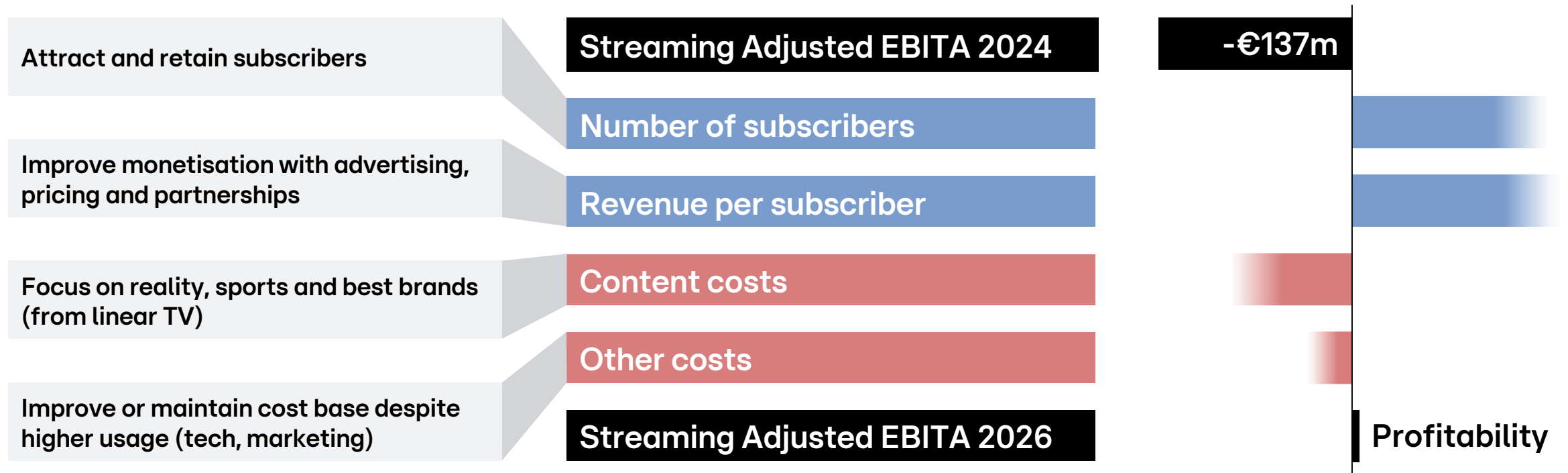
**~€500m**  
content spend p.a.

**Profitability**  
adjusted EBITA<sup>3</sup>

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



# Alliances & partnerships

## Strategic partnerships across RTL Group's value chain

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



July 2025

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Thank you

Stay connected with RTL Group

