



January 2026

RTL

An introduction  
to RTL Group

# Who we are



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

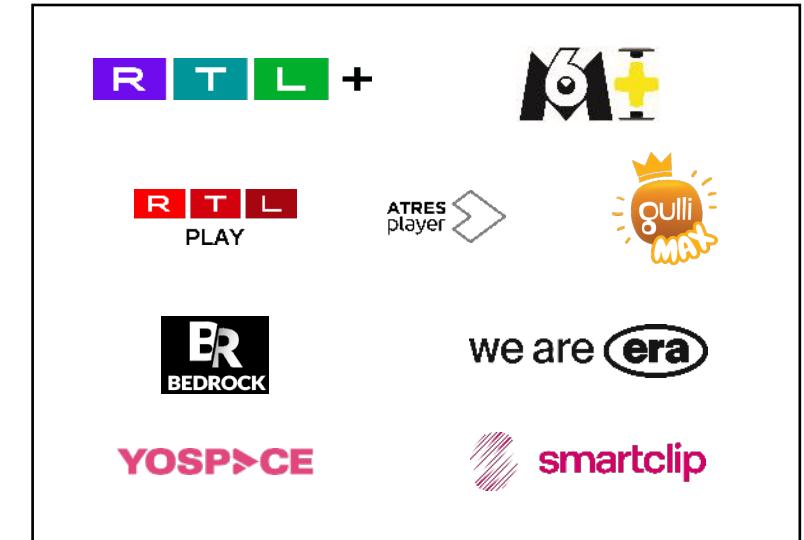
RTL



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



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.



Climate change



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.

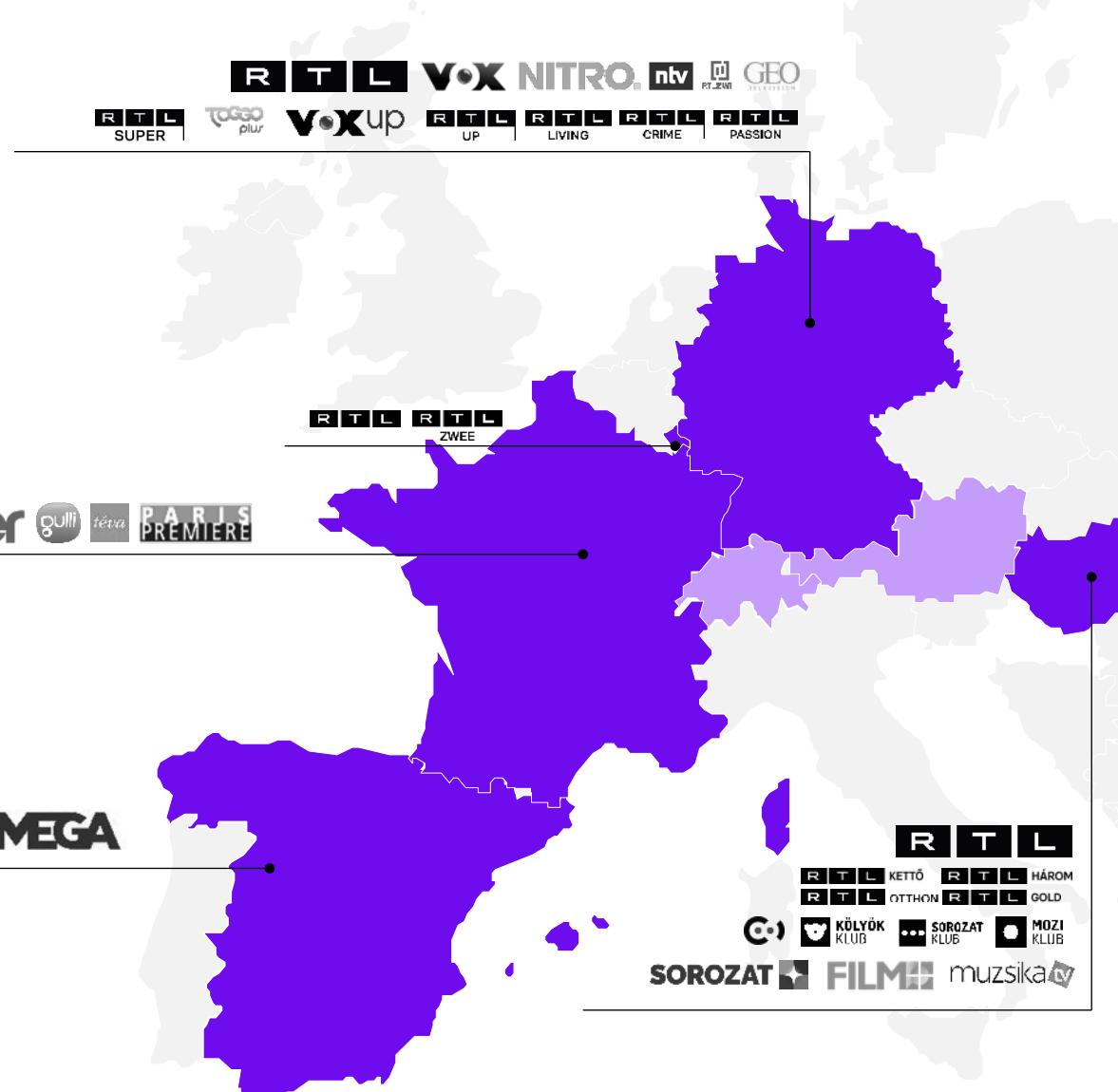
The multicoloured logo reflects the diversity of RTL's content and people. It's also used for streaming services RTL+ in Germany and Hungary and RTL Play in Luxembourg.

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

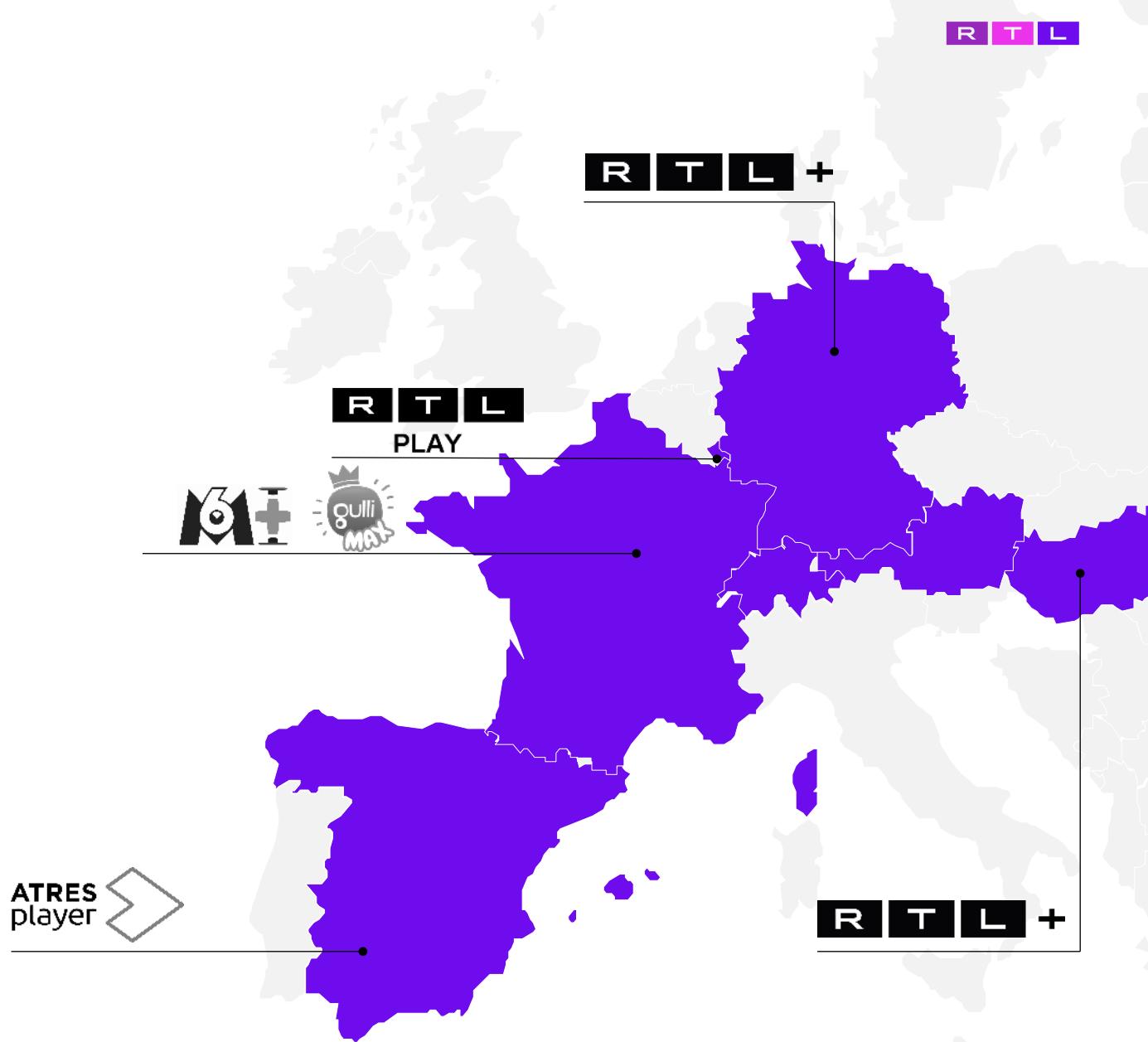


# 52 TV channels

Europe's largest  
commercial broadcaster



# 6 streaming services



# 40 radio stations

in 4 European countries



**RTL** **FUN**  
RADIO

**RTL** **RTL** **RTL**  
**RADIO 104.6 89.0**



**RTL** **RADIO**  
107.7

**RTL2**  
LE SON DU ROCK



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

RTL



Jamie Cooks



Jane Austen: Rise of a Genius



Farmer Wants a Wife



Maria



Britain's Got Talent



Queer



Poor Things

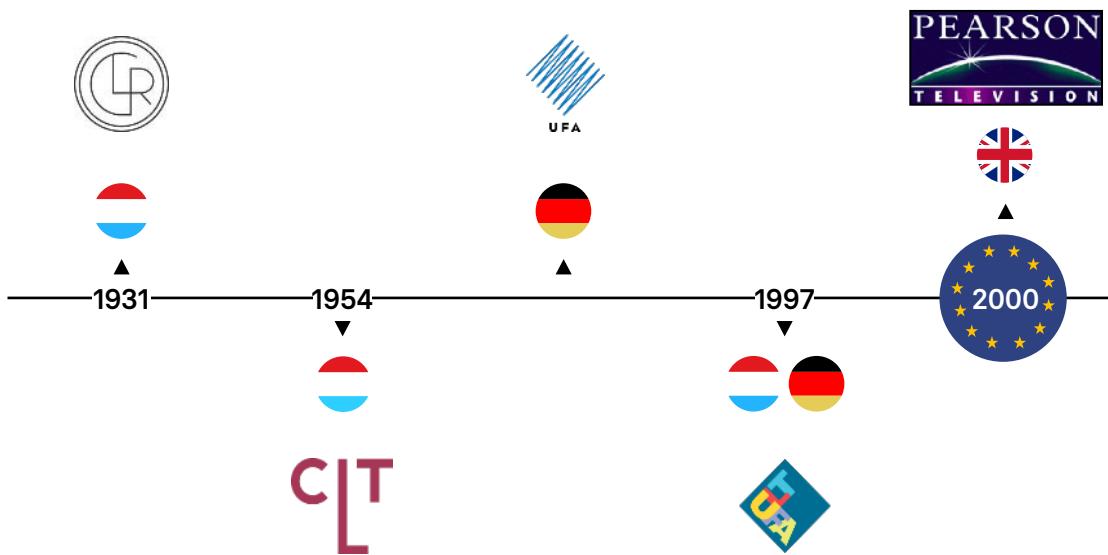
*Fremantle*

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

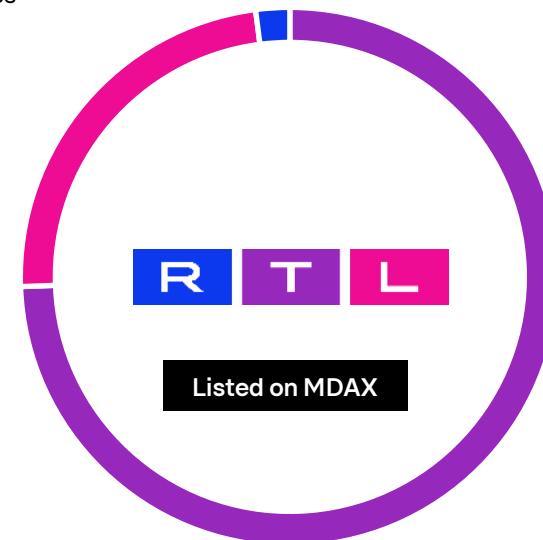


**22.76%**

Publicly traded on the  
Frankfurt/Main and Luxembourg  
Stock Exchanges

**2.24%**

Treasury



**75.00%**

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

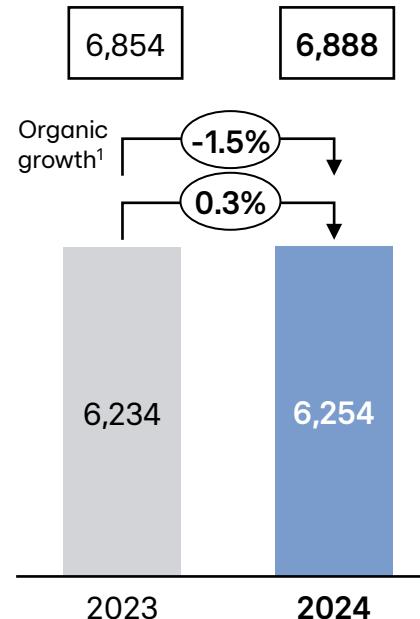


# Key financials

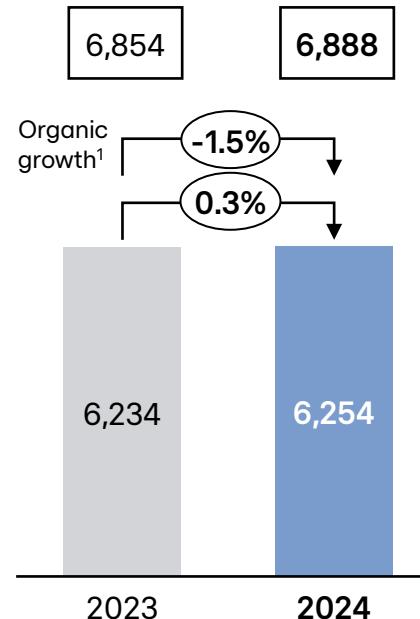
in € million

## Group revenue

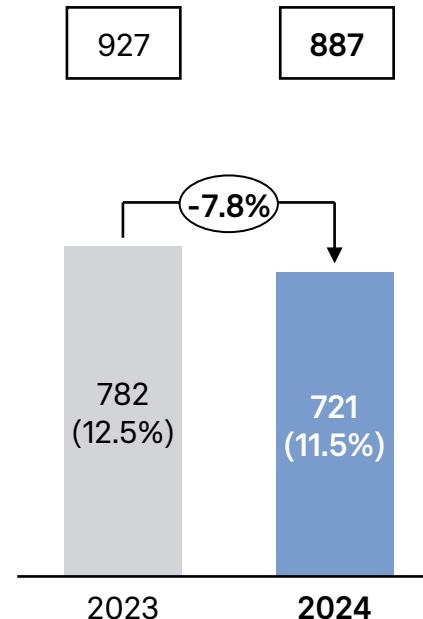
Pro forma



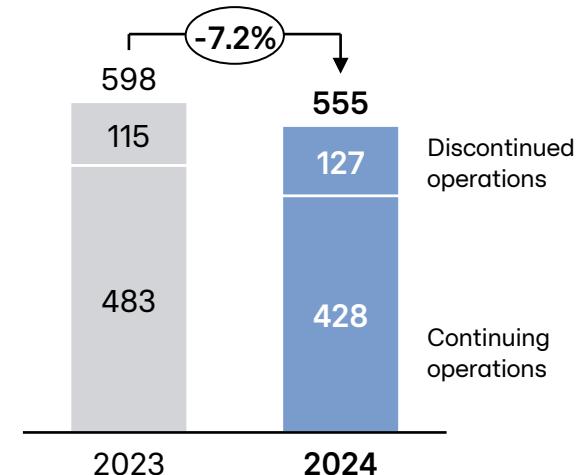
Continuing operations



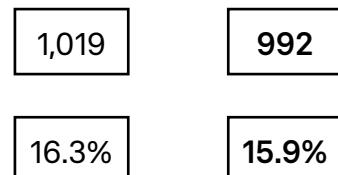
## Adjusted EBITA (margin)<sup>1</sup>



## Total Group profit



Adj. EBITDA, cont.



Adj. EBITDA margin, cont.



**Basic & diluted EPS**



# Where we go



# Strategy framework

RTL

Core

Growth

Alliances & partnerships



Portfolio transformation

Creativity & entrepreneurship

People

Communications & marketing

Regulation

AI

Enabler

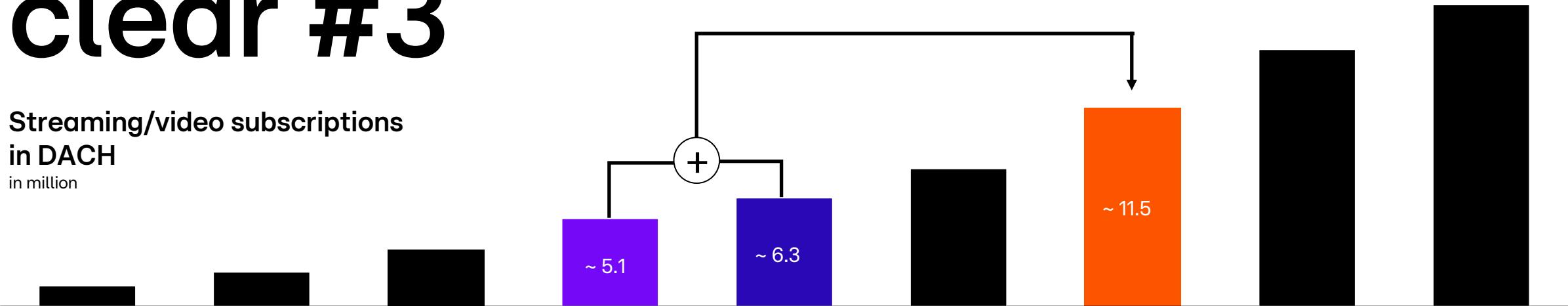
# RTL Group to acquire Sky Deutschland

- **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



joyn

DAZN

Paramount+

sky  
wow

RTL+

Disney+

RTL+  
sky  
wow

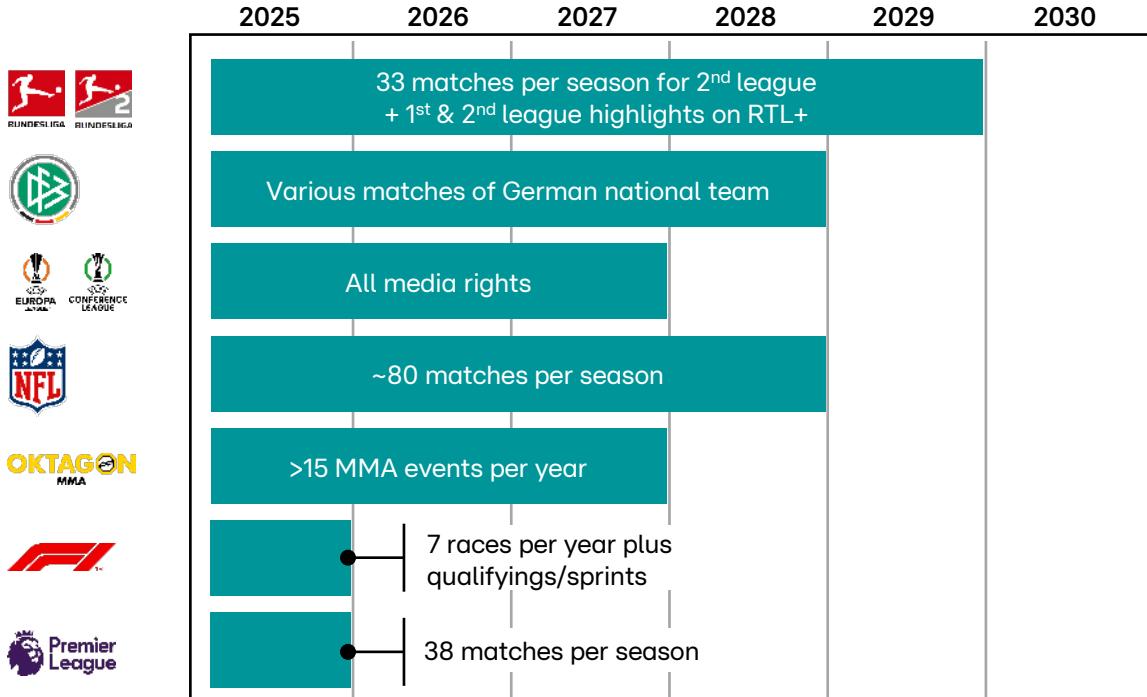
prime video

NETFLIX

# Strategy update – Core

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

## RTL Deutschland



## Groupe M6



## RTL Hungary



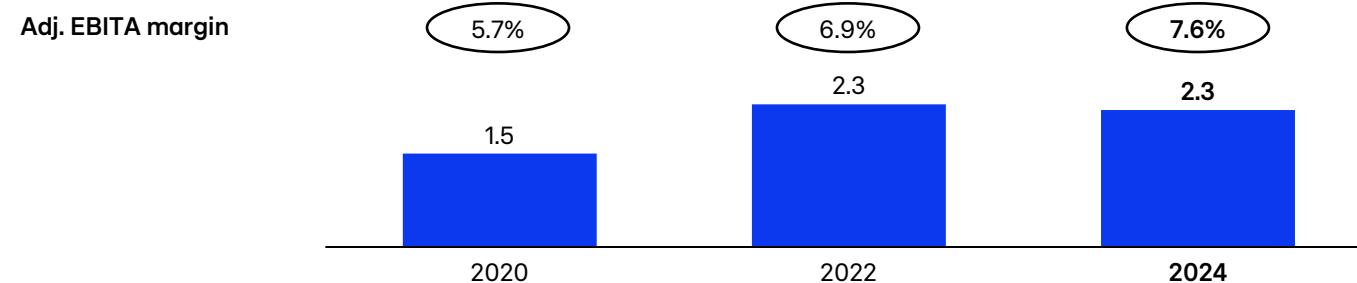
# Strategy update – Growth

Expand global content business

*Fremantle*

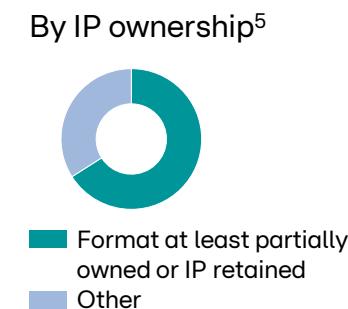
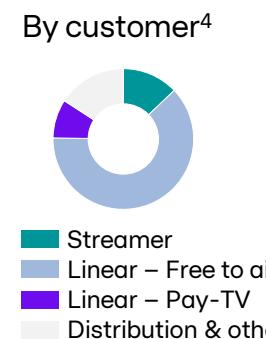
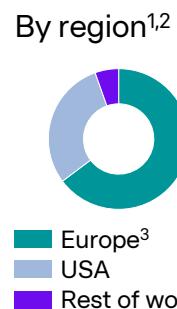
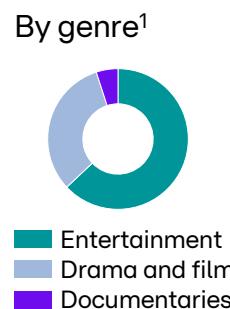
## Revenue growth and margin expansion

FY, in € billion



## Highly diversified revenue streams

FY 2024, in %



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**

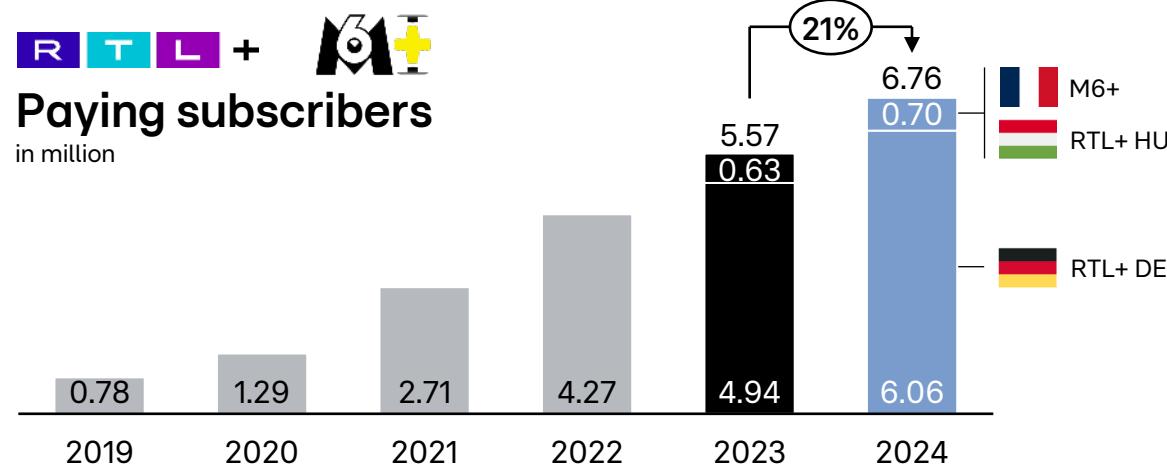
Revenue in the mid-term

**9%**

Adjusted EBITA margin by 2026

# Strategy update – Growth

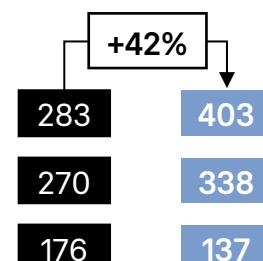
## Dynamic growth in subscribers and revenue



## Key figures

in € million

Streaming revenue<sup>1</sup>



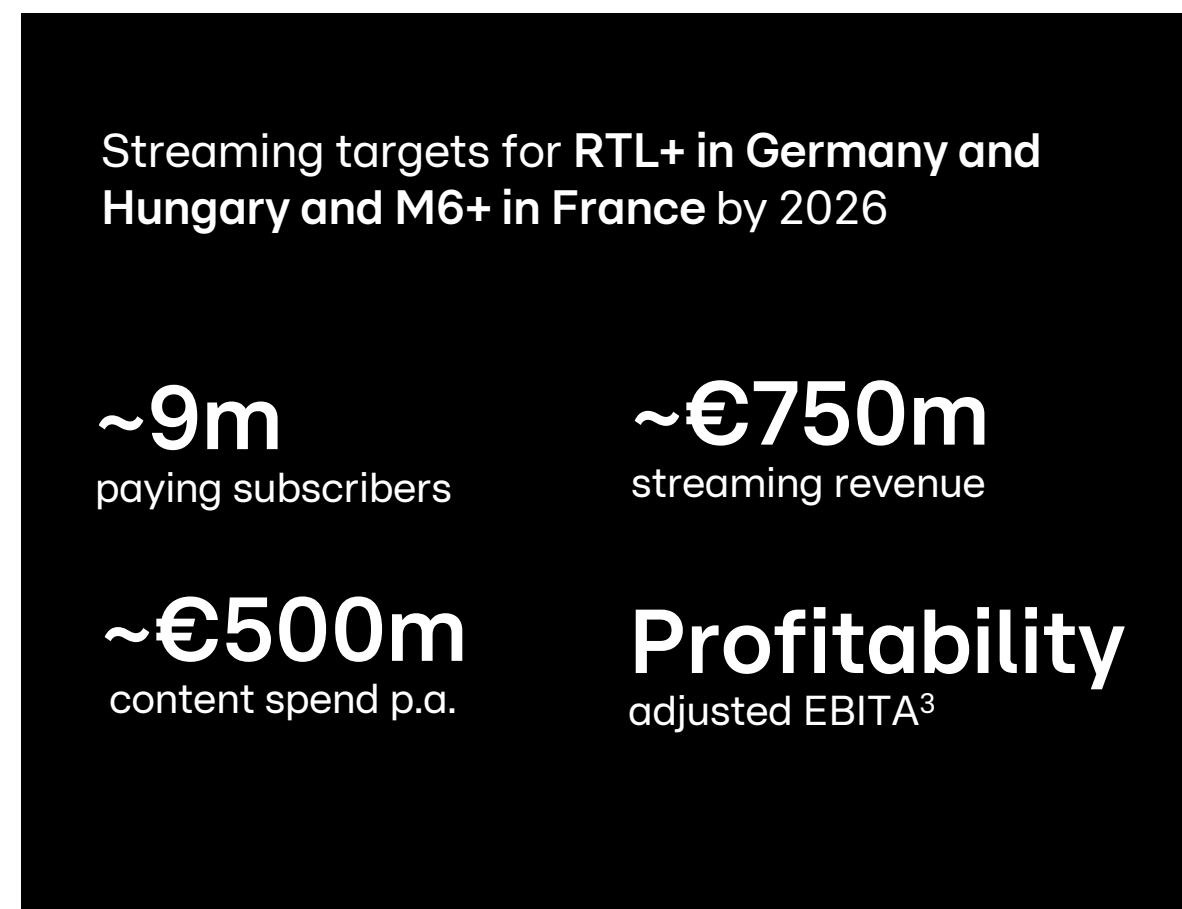
Content spend



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



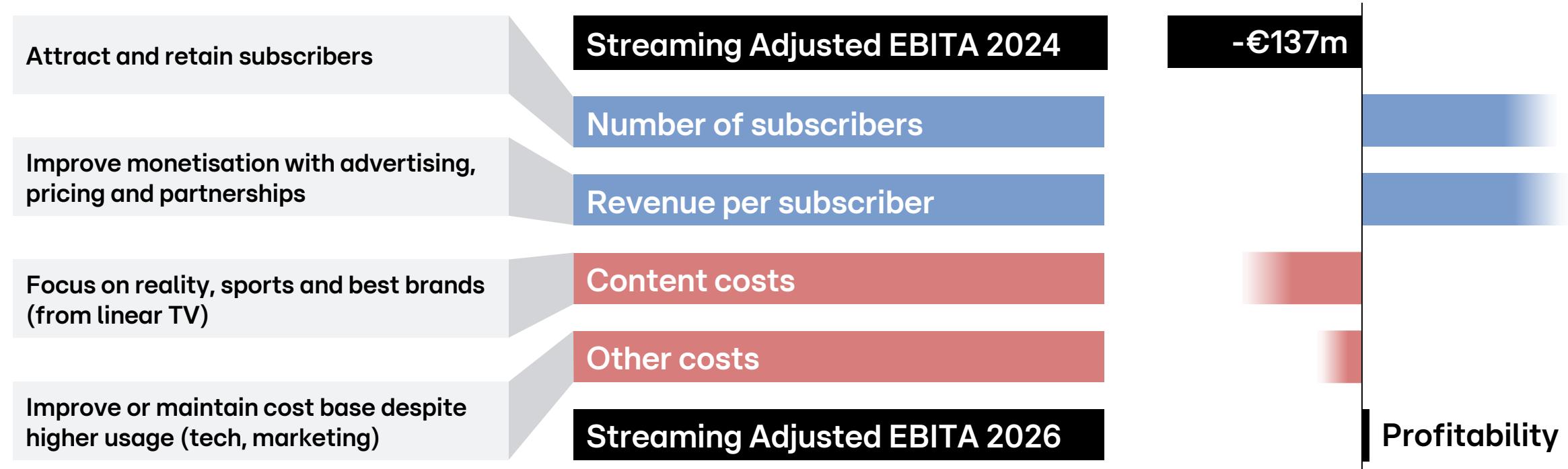
## Long-term targets confirmed



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

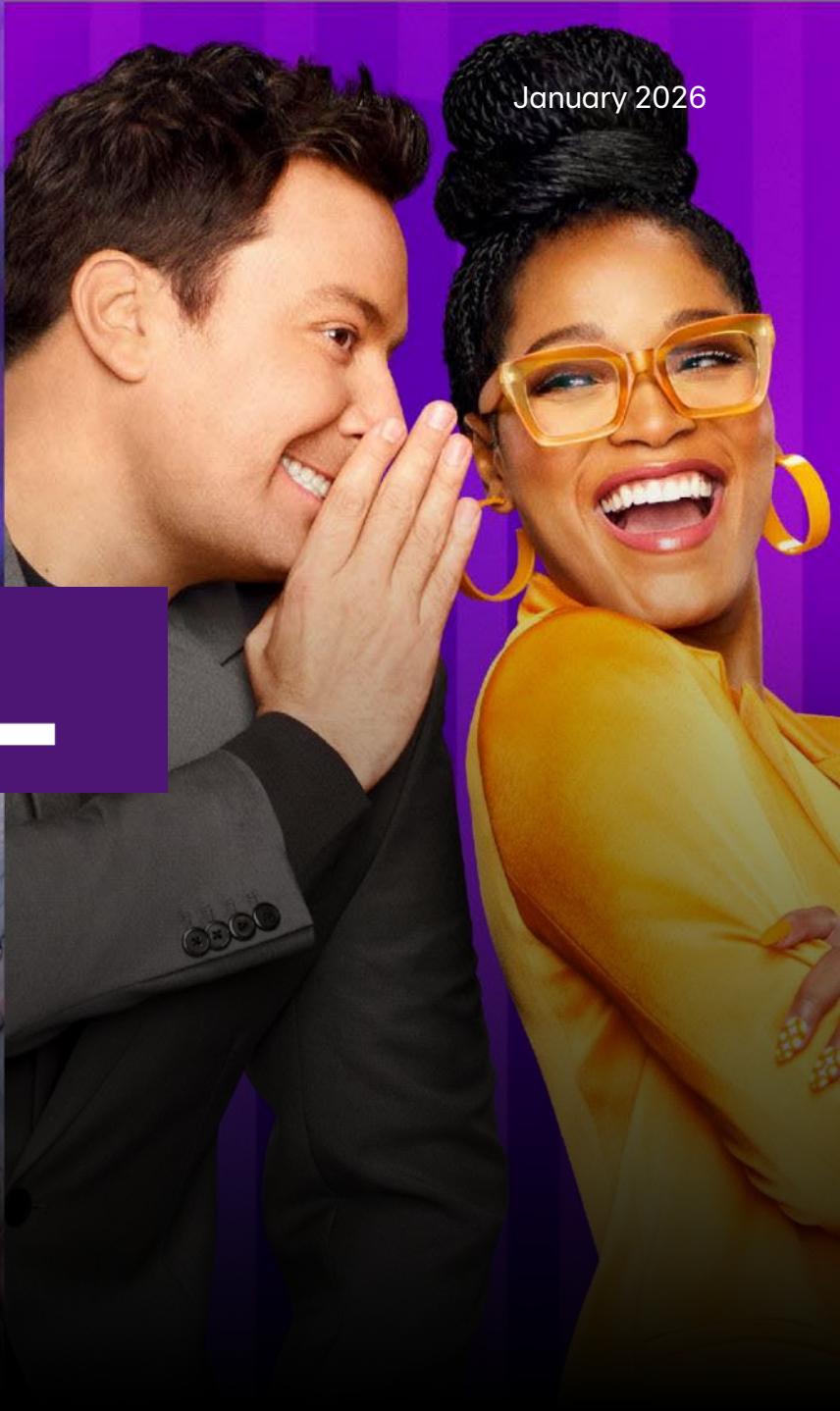
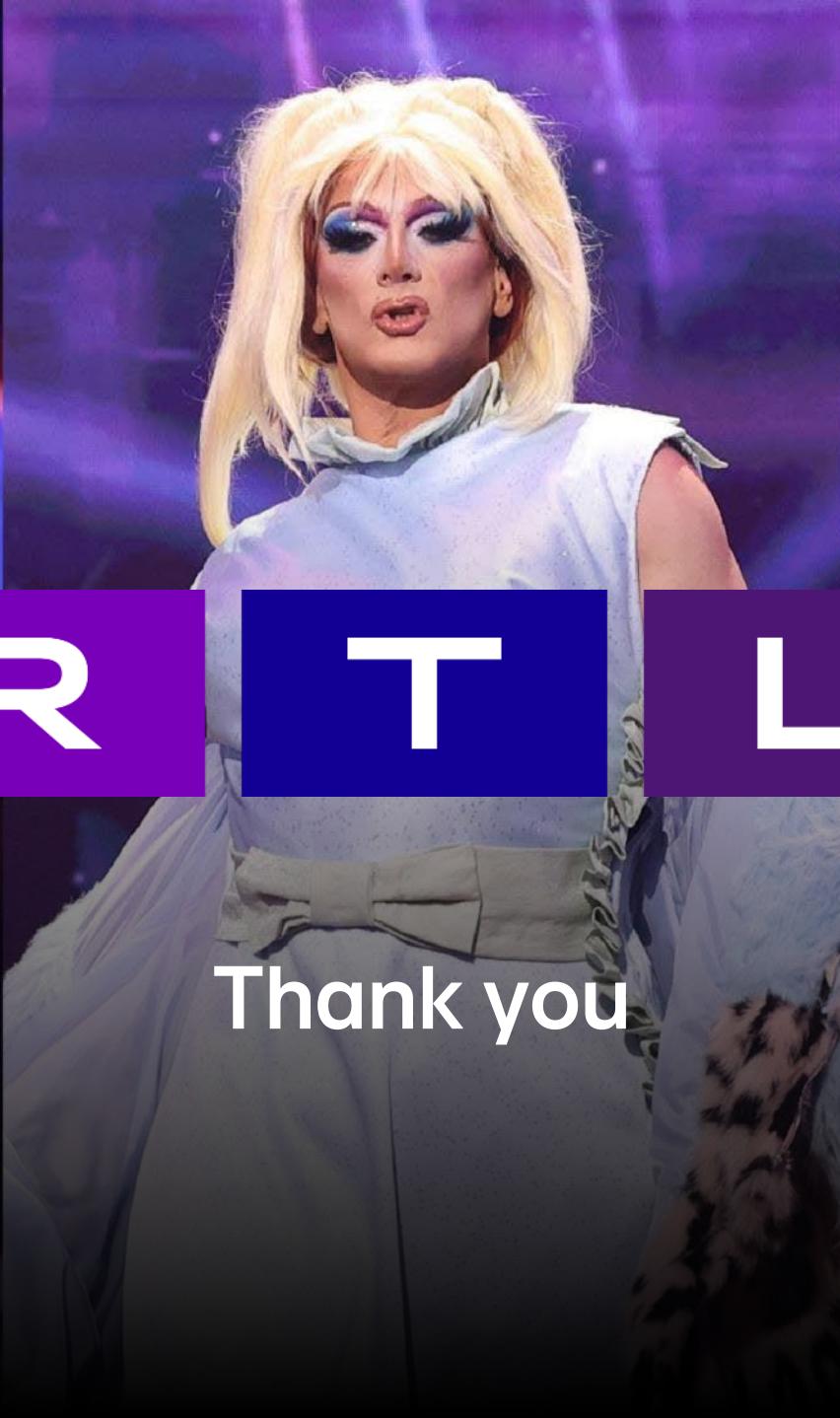


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# Alliances & partnerships

## Strategic partnerships across RTL Group's value chain

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



R T L

Thank you

Stay connected with RTL Group

