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Investor Relations  
at RTL Group





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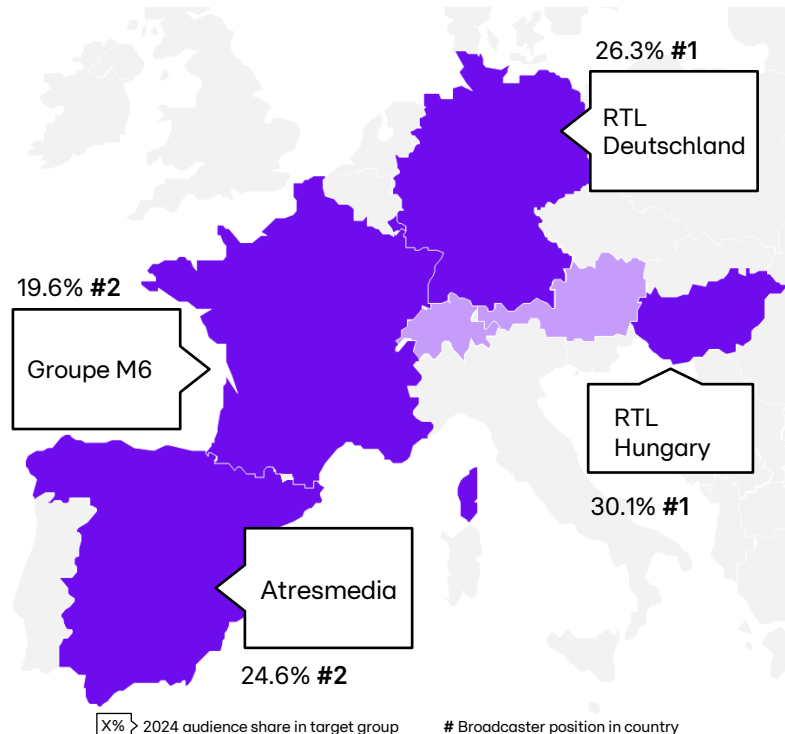


# 01 RTL Group at a glance



# A leader across broadcast, content and digital

## Leading commercial broadcaster in Europe



## Leading global content business

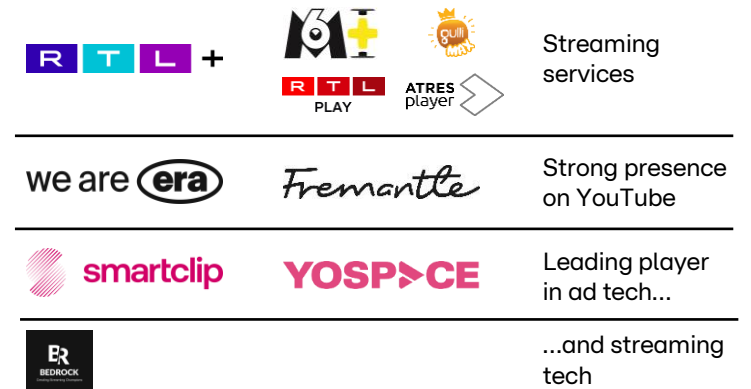
*Fremantle*

- Responsible for more than **11,000 hours** of programming per year
- International network of teams across production and distribution, operating in **28 countries**



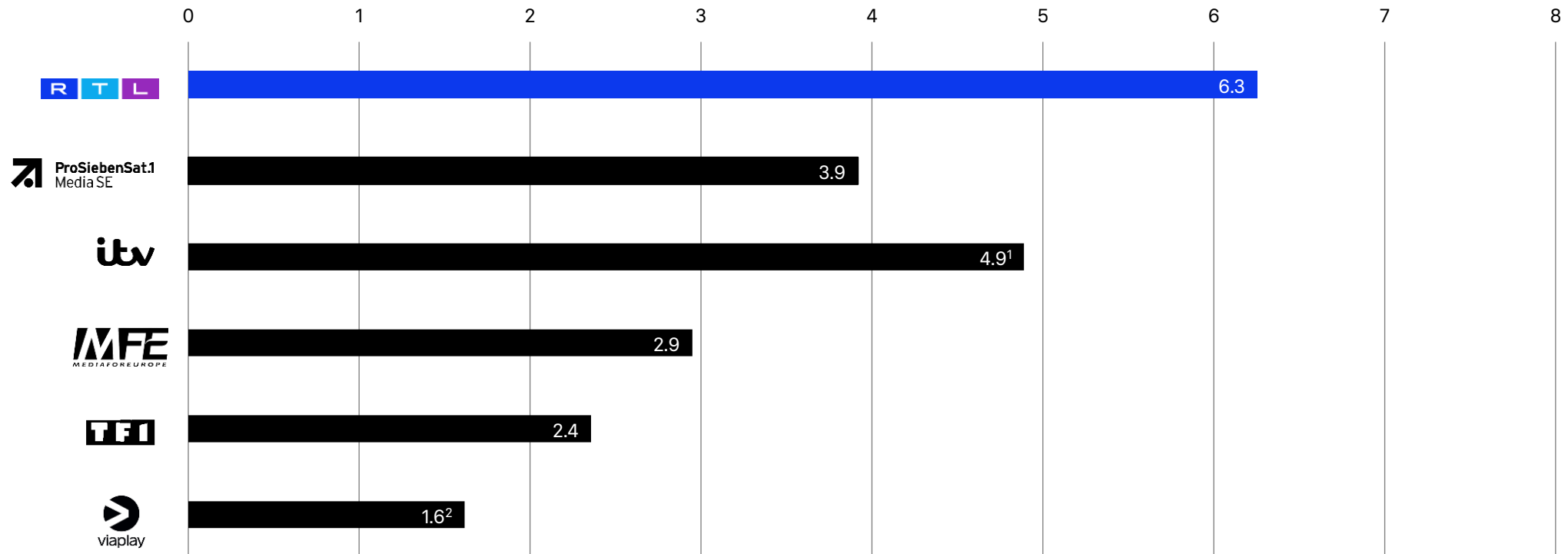
## Leading European media company in digital video

- Extensive portfolio of **national streaming champions**
- Strong online sales houses with multi-screen expertise



# Europe's leading free-to-air broadcaster...

## FY 2024 revenue in € billion



Source: published full-year results

<sup>1</sup> Converted at an exchange rate of £0.8466166 to €1.00

<sup>2</sup> Converted at an exchange rate of SEK 11.4325191 to €1.00

# ...with global content business...



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

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

# 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 togo plur VOXup RTL UP RTL LIVING RTL CRIME RTL PASSION  
RTL NITRO. ntv GEO

RTL

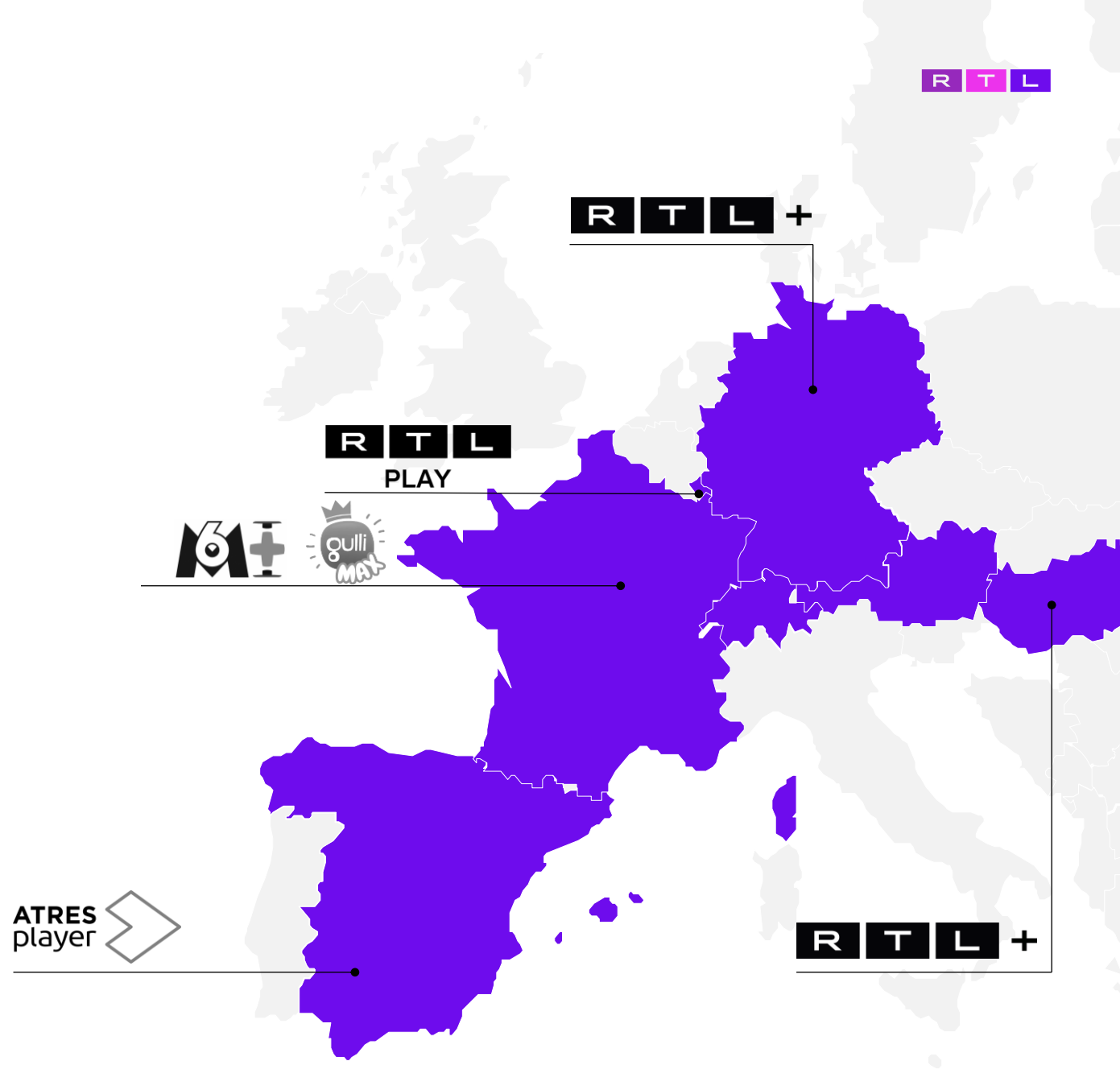
RTL

RTL KETTŐ RTL HÁROM  
RTL OTTHON RTL GOLD

C) KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

SOROZAT FILM muzsika.tv

# 6 streaming services





# 37 radio stations

in 4 European countries



# 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.

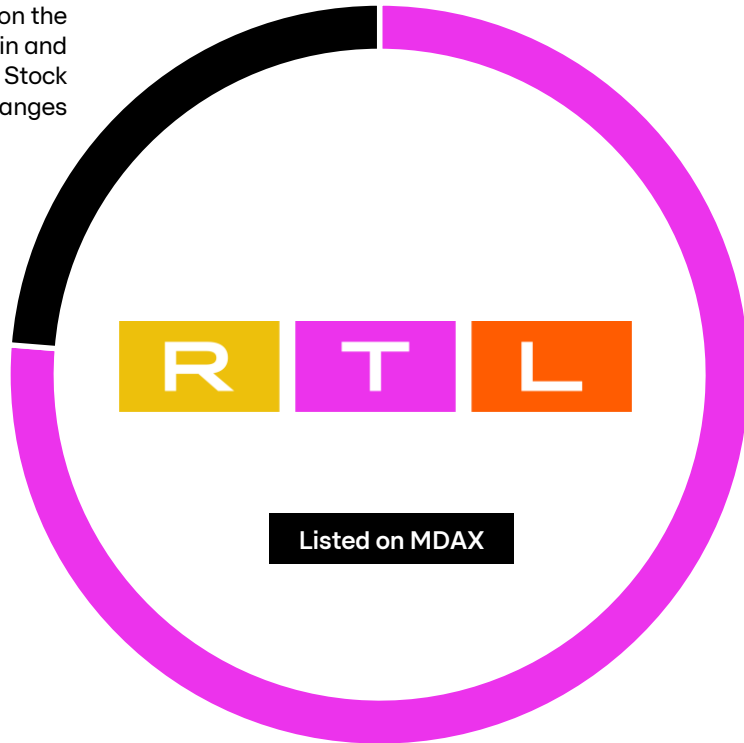
The multicoloured logo reflects the diversity of RTL's content and people and is also used for the streaming services RTL+ in Germany and Hungary and RTL Play in Luxembourg.

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



**23.71%**

Publicly traded on the  
Frankfurt/Main and  
Luxembourg Stock  
Exchanges



Listed on MDAX

**76.29%**

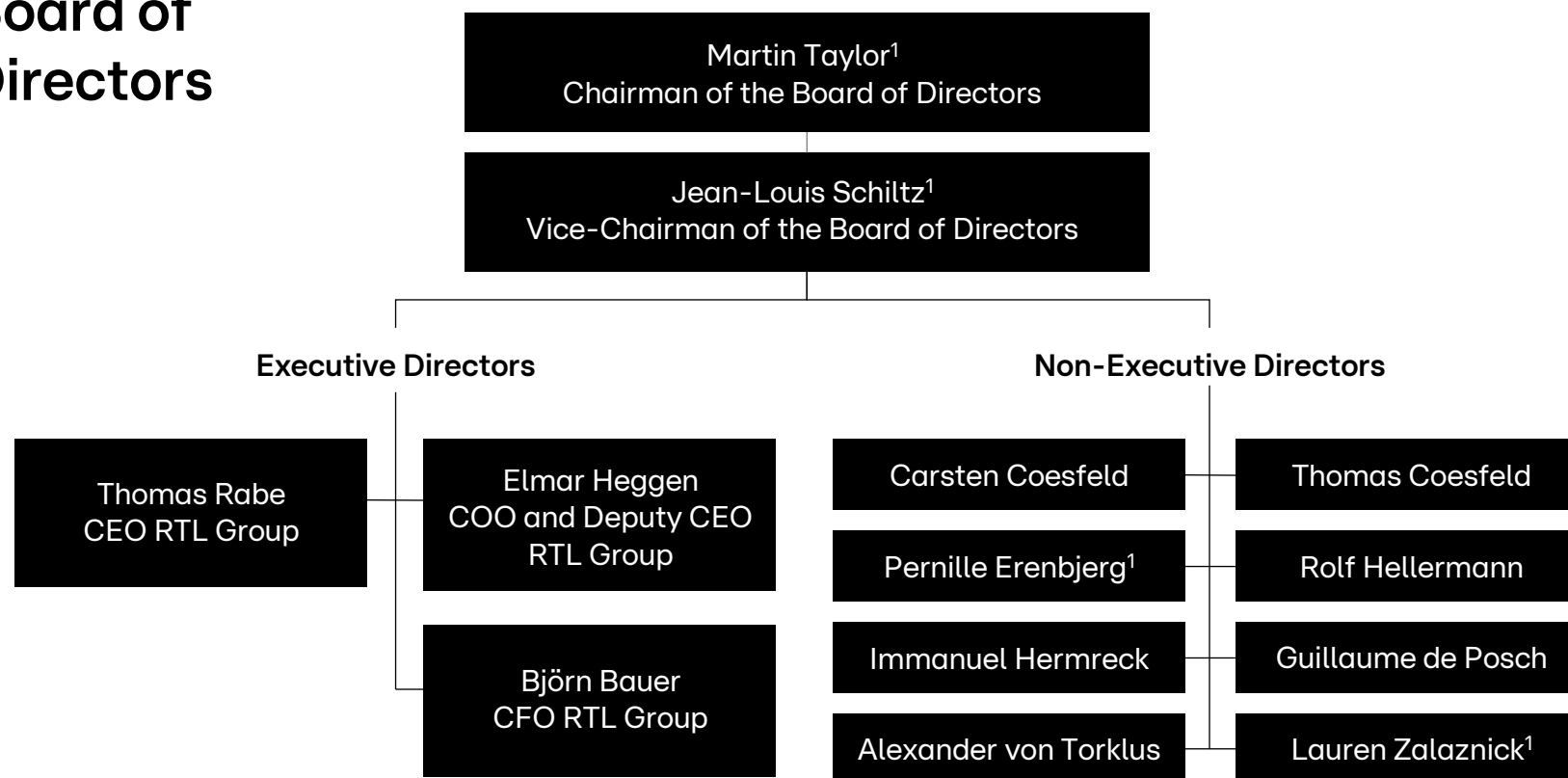
Bertelsmann

# Shareholding structure



# Corporate Governance (1/2)

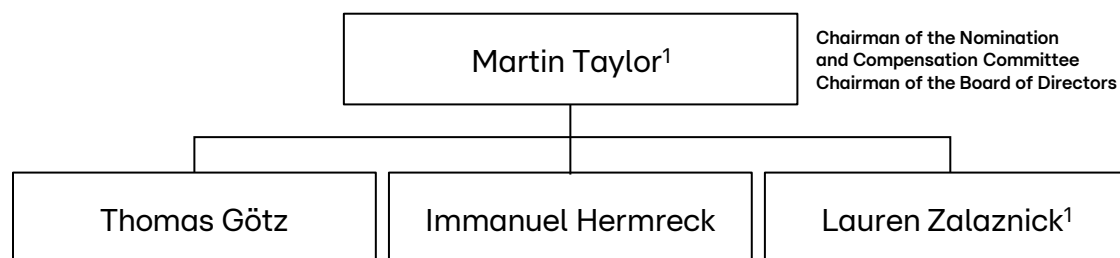
## Board of Directors



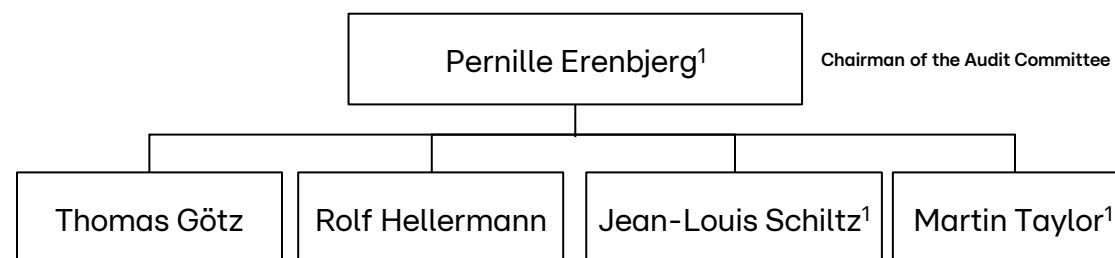
- 01** Approval of RTL Group's annual budget
- 02** Oversight of significant acquisitions and disposals
- 03** Management of the Group's financial statements
- 04** Review, with expert help if requested, that any transaction between RTL Group or any of its subsidiaries on the one hand and any of the shareholders or any of their respective subsidiaries on the other hand is at arm's length terms

# Corporate Governance (2/2)

## Nomination & Compensation Committee



## Audit Committee



## Responsibilities

- Consulting the CEO and giving prior consent on the appointment and removal of executive directors and senior management
- Proposals on the appointment and removal of non-executive directors to the General Meeting of the shareholders
- Establishing the Group's compensation policy

- Oversight of the Group's financial reporting, risk management and internal control as well as standards of business conduct and compliance
- Monitoring of financial reporting, statutory audit of the legal and consolidated accounts, independence of the external auditors, effectiveness of the Group's internal controls, compliance programme and risk management
- Review of the Group's financial disclosures and recommendation to the Board of Directors regarding the appointment of external auditors

<sup>1</sup>Independent Director  
For more information on Corporate Governance and the Corporate Governance charter, please see [rtl.com](http://rtl.com)

# Strong Management Team



Thomas Rabe  
Chief Executive Officer

- CEO since 2019
- Portfolio responsibility:  
RTL Deutschland and Fremantle
- Corporate Centre responsibility:  
Audit and European Affairs



Elmar Heggen  
Chief Operating Officer & Deputy CEO

- Deputy CEO since 2018
- COO since 2019
- Portfolio responsibility:  
Groupe M6, RTL Hungary, We Are Era and Luxembourg operations
- Representing RTL Group on the  
Board of Atresmedia, Spain
- Corporate Centre responsibility:  
Business Development,  
Legal, Communications &  
Marketing and HR



Björn Bauer  
Chief Financial Officer

- CFO since 2019
- Corporate Centre  
responsibility: Finance, Investor  
Relations, IT and Compliance

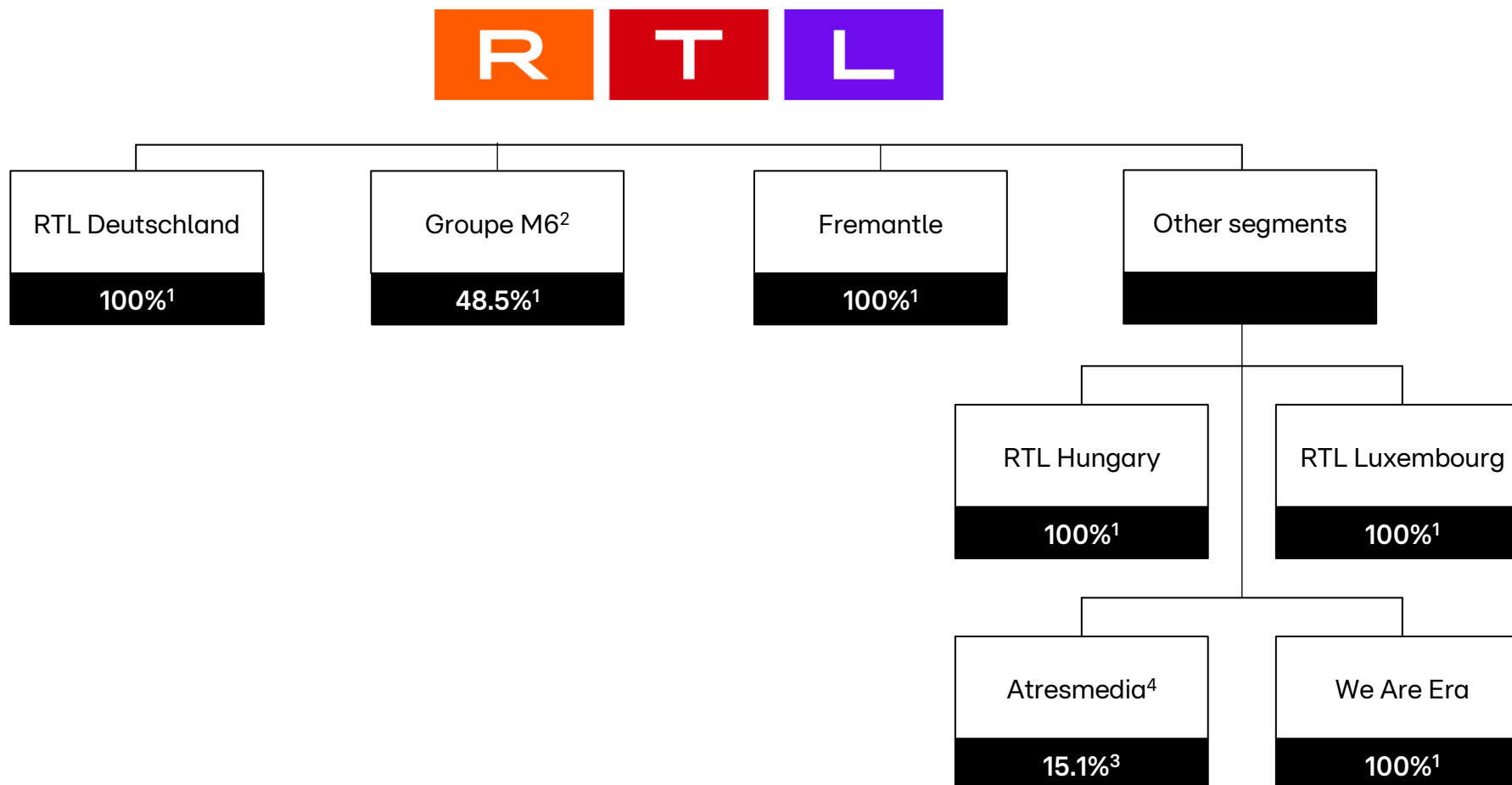
## Responsibilities of the Executive Committee

- 01** The Executive Committee is vested with internal management authority
- 02** Active dialogue with the Board of Directors about the status and development of the Group
- 03** Proposal of annual budgets, to be approved by the Board of Directors



# RTL Group corporate structure (simplified)

as at 31 December 2024



1 Fully consolidated

2 Net of treasury shares and own shares held by Métropole Télévision SA under liquidity contract

3 Net of treasury shares

4 Investment accounted for using the equity method

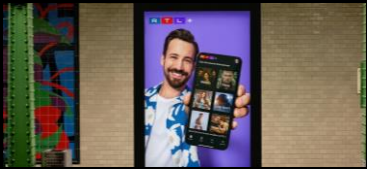
# 02 Responsibility





# 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.



# Our Sustainability report

**The Sustainability report 2024 represents an important milestone in our ongoing commitment to sustainability.**

This year's report reflects our efforts to align with the European Union's Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS). In line with these new requirements, RTL Group has made significant strides in enhancing its disclosures on its material Environment, Social and Governance (ESG) topics.

RTL Group is voluntarily reporting in accordance with the ESRS for the first time this year.



# Our material ESG topics

## CSRD Topics

### Environmental



### Social



### Governance



### RTL Group specific

## RTL Group's material ESG topics derived from its double materiality assessment

### Environment



#### Climate Change

- Energy
- Climate change mitigation

### Social



#### Own Workforce

- Working conditions
- Equal treatment and opportunities for all

#### Consumers and end-users

- Information-related impacts
- Personal safety
- Social inclusion

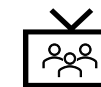
### Governance



#### Business Conduct

- Corporate culture
- Protection of whistleblowers
- Political engagement and lobbying activities
- Management of relationships with suppliers including payment practices
- Corruption and bribery

### RTL Group specific



- Content responsibility
- Creative editorial independence and freedom of expression
- (Digital) media literacy
- Artificial Intelligence
- Handling of data
- Intellectual property and copyrights
- Representation of society and access to content

# Overview on selected ESG initiatives and measures (1/2)

## Environmental



### Employee and content related initiatives

- Promoting sustainable mobility in the company (such as bicycles, e-mobility)
- Employee initiatives, such as waste collection campaigns
- Sustainability weeks such as 'Packen wir's an' (Let's do it!) at RTL Deutschland

### Business activities related measures

- Implementation of heat pumps and expansion of photovoltaic systems
- 96% share of green electricity in electricity purchases
- Green productions
- Participation in global carbon calculator for production business
- Environmental policy and a manual for greenhouse gas emission accounting for tv and film productions

## Social



### Human rights

- Newsroom guidelines
- Investigative journalism
- Human rights statement and policy

### Diversity

- Diversity-related targets and policy
- Voluntary diversity and inclusion initiatives on and off screen
- Employee networks

### Fair working conditions

- European Works Council
- Fair recognition, treatment and opportunities
- Flexible home office working arrangements
- Policy on fair working conditions

### Health, safety and well-being

- Fitness offers, health check-ups and well-being campaigns
- Policies on health, safety and well-being

### Learning

- Trainee programmes and training for employees
- Internal mobility programmes

## Governance



- RTL Group's Code of Conduct and Supplier Code of Conduct and related training
- Anti-corruption training programme and related policies
- Speak-up channels
- Guidelines on donations, sponsoring and memberships



# Overview on selected ESG initiatives and measures (2/2)

## Content related initiatives



- Partnerships such as Stiftung Lesen
- Child-protection standards
- Hosting child-friendly programmes
- Media literacy initiatives
- Cross-media optimism initiative 'Mein Grund für Zuversicht' (Why I feel confident)
- Part of Bertelsmann's cross-divisional 'Freedom of the Press' working group
- Artificial Intelligence (AI) Hub and AI-related guidelines and training

## Community investment



- Free airtime or donated media time given to charities in 2024
- Significant cash donations and budget allocated to corporate foundations or charity initiatives supported internally



*Let's Dance* star Motsi Mabuse travelled to South Africa on behalf of Stiftung RTL – Wir helfen Kindern



As part of a media camp, RTL Hungary supported young people to develop their media skills



'Mein Grund für Zuversicht' promotes social cohesion and positively dealing with topics such as democracy, diversity and anti-racism



The 29th edition of the *RTL-Spendenmarathon* raised over €16 million for disadvantaged children

# Our ambitions and targets

## Our content

Our news organisations strive for truthful, fair and impartial reporting, while protecting individual rights and shielding minors from inappropriate content.

We ensure our output reflects the diversity of the various cultures we serve.

## Our climate target

According to RTL Group's current climate target, the greenhouse gas emissions reported in the base year 2018 are **to be reduced by 50% by 2030**. By the end of 2024, RTL Group achieved a **reduction of 30%** compared to 2018.

Due to the revised methods for Scope 3 in accordance with the new reporting requirements, an adjustment of the base year 2018 values and a revision of the 2030 target is planned for 2025.

## Our diversity target

Our long-term ambition is for women and men to be represented equally at all levels.

By the end of **2030**, we aim to increase the percentage of woman in top management<sup>1</sup> to at least **40%**.

We do not tolerate discrimination against employees or applicants for employment because of race, national or ethnic origin, gender, pregnancy, marital or parental status, age, disability, religion or belief, sexual orientation or any other characteristic specified under applicable anti-discrimination law or company policy.



**More information on  
our targets can be  
found in our  
Sustainability report**

**RTL Group's  
corporate culture  
is founded on  
fairness, partnership,  
mutual trust and  
commitment.**

<sup>1</sup> The definition of RTL Group's top management was refined in 2024 to be in line with the European Sustainability Reporting Standards (ESRS).



# 03 Financials





# 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
- **Adjusted EBITA 2025** to increase to around **€780 million**
- On track for **streaming profitability** in 2026
- Regulatory approvals/closing of the **sale of RTL Nederland** to DPG Media expected in Q2/2025



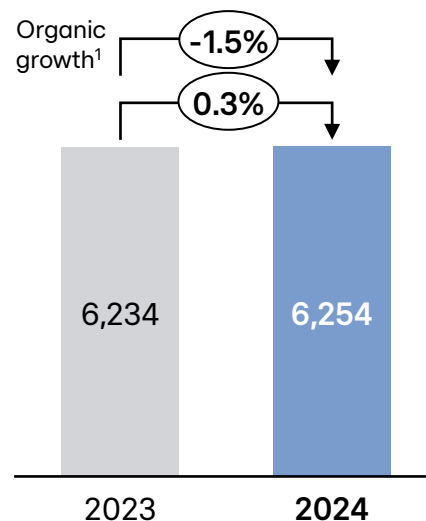
# Key financials

in € million

## Group revenue

Pro forma

6,854      6,888



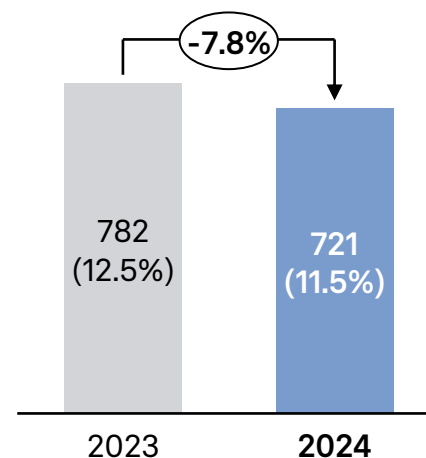
Continuing operations

Adj. EBITDA, cont.

Adj. EBITDA margin, cont.

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

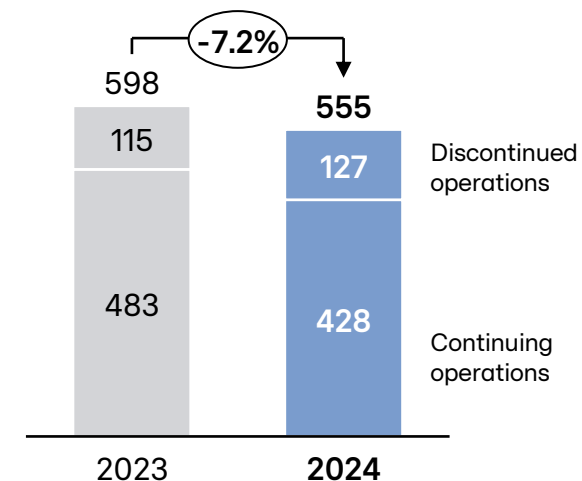
927      887



1,019      992

16.3%      15.9%

## Total Group profit

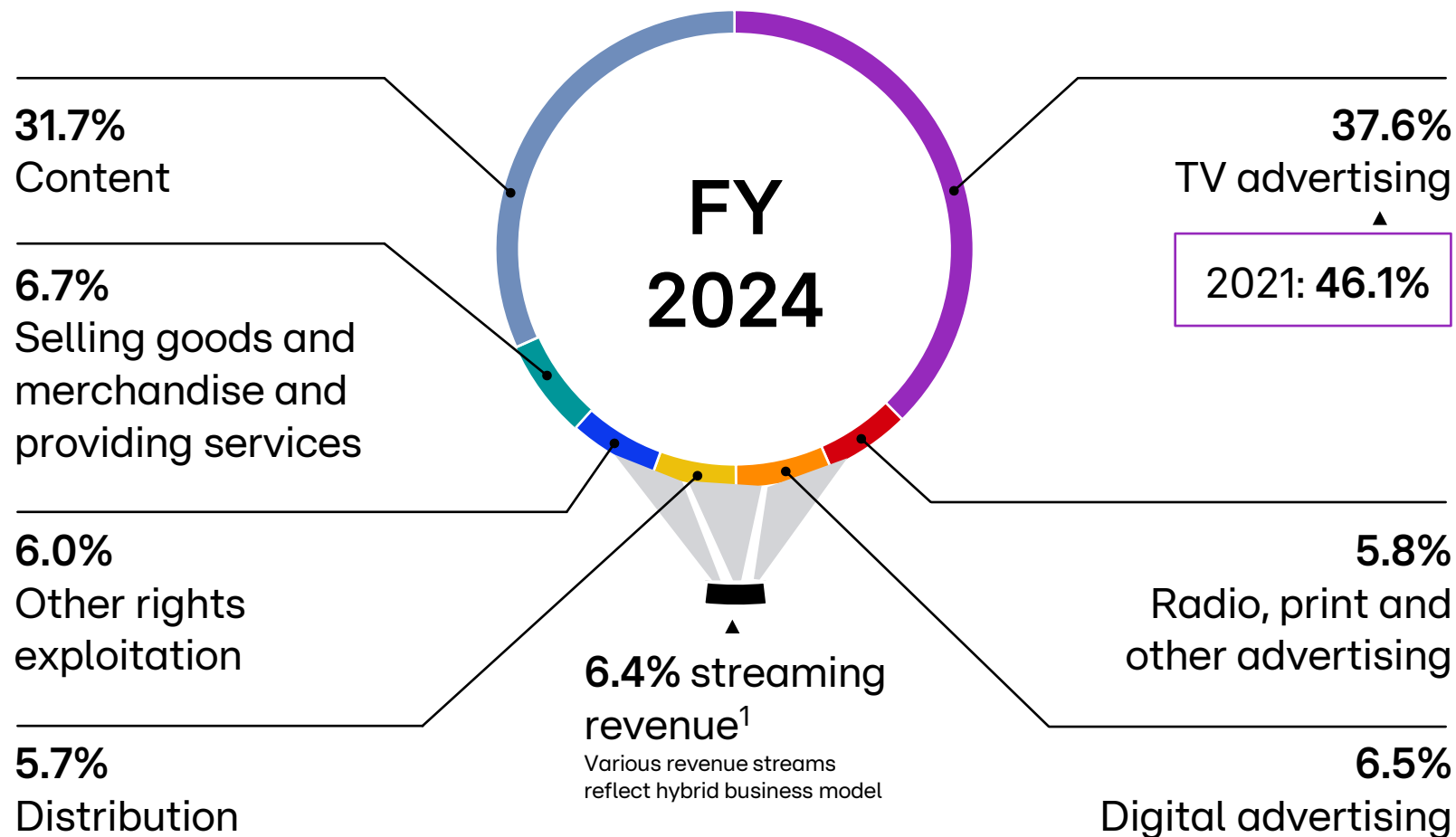


€3.02      €2.97

Basic & diluted EPS

# RTL Group is transforming its revenue streams

RTL Group revenue split



Note: 1. Streaming revenue included in digital advertising, distribution and other rights exploitation (SVOD)

# Group profit

R T L

| in € million   | FY2024     | FY2023     |
|--|------------|------------|
| <b>Adjusted EBITA</b>  | <b>721</b> | <b>782</b> |
| Significant special items  | (87)       | (125)      |
| <b>EBITA</b>   | <b>634</b> | <b>657</b> |
| Impairment of goodwill of subsidiaries   | -          | -          |
| Amortisation and impairment of fair value adjustments on acquisitions of subsidiaries  | (54)       | (43)       |
| Impairment and reversals of impairment losses of investments accounted for using the equity method                             | (7)        | -          |
| Impairment and reversals of impairment losses on other financial assets at amortised cost                                      | 1          | (2)        |
| Fair value measurement of investments and re-measurement of earn-out arrangements  | 39         | (32)       |
| Gain/(loss) from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree | -          | 40         |
| <b>EBIT</b>  | <b>613</b> | <b>620</b> |
| Financial result   | (33)       | (13)       |
| Income tax expense   | (152)      | (124)      |
| <b>Group profit from continuing operations</b>   | <b>428</b> | <b>483</b> |
| <b>Group profit from discontinued operations</b>   | <b>127</b> | <b>115</b> |
| <b>Total Group profit</b>  | <b>555</b> | <b>598</b> |



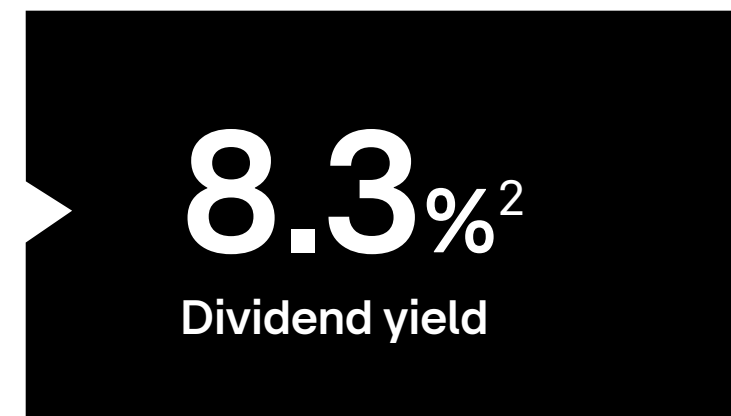
# Cash flow

R T L

| in € million   | FY2024      | FY2023      |
|--|-------------|-------------|
| <b>Net cash from/(used in) operating activities</b>                                      | <b>761</b>  | <b>537</b>  |
| -thereof discontinued operations   | 110         | 77          |
| <b>Operating free cash flow</b>  | <b>750</b>  | <b>523</b>  |
| - thereof discontinued operations  | 106         | 74          |
| Income tax paid  | (154)       | (162)       |
| Acquisitions/disposals of subsidiaries, at-equity investments and other financial assets | (46)        | (18)        |
| Transactions with shareholders and their subsidiaries (deposits)                         | 76          | 199         |
| Transactions with shareholders and their subsidiaries (loans)                            | 88          | 229         |
| Dividends paid   | (516)       | (696)       |
| Other changes  | (196)       | (90)        |
| <b>Net increase/(decrease) in cash and cash equivalents</b>                              | <b>2</b>    | <b>(15)</b> |
| <b>Operating cash conversion rate for continuing operations</b>                          | <b>102%</b> | <b>68%</b>  |

# Attractive dividend yield

| in € million  | FY2024      |
|---|-------------|
| <b>Total Group profit</b>   | <b>555</b>  |
| <b>of which attributable to RTL Group shareholders</b>                    | <b>460</b>  |
| Dividend policy adjustments   | 8           |
| <b>Adjusted Total Group profit attributable to RTL Group shareholders</b> | <b>468</b>  |
| <b>Dividend, in € per share</b>   | <b>2.50</b> |
| <b>Dividend, absolute amount</b>  | <b>387</b>  |
| <b>Dividend payout ratio, in %<sup>1</sup></b>                            | <b>83%</b>  |



# FY2024: Statement of financial position (balance sheet)

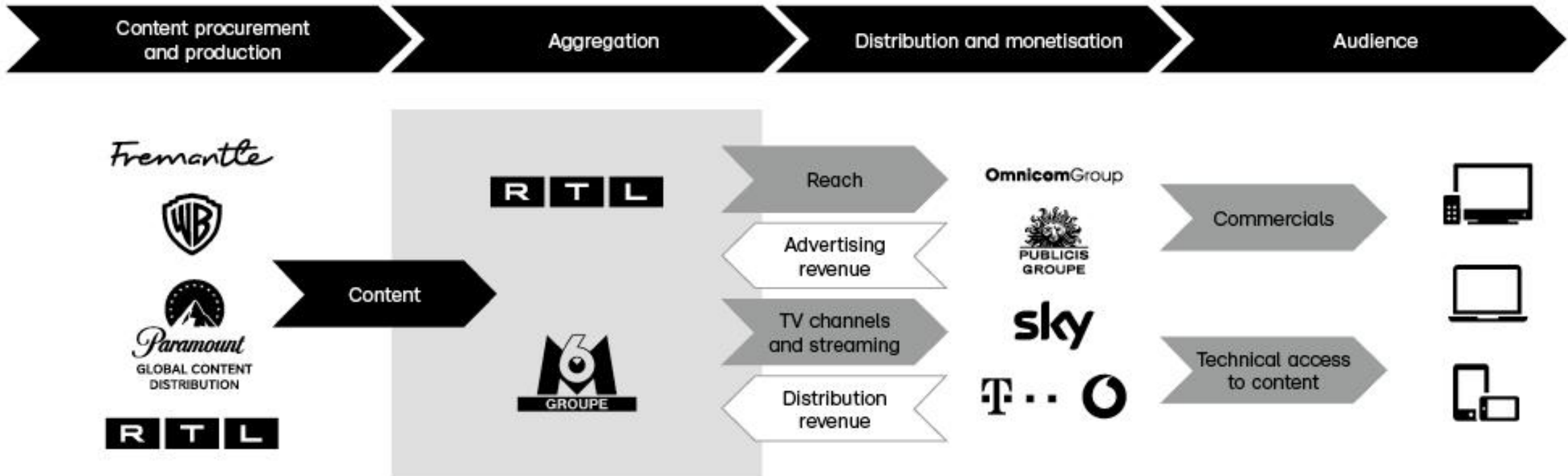
| In € million   | 31 December 2024 | 31 December 2023 |
|--|------------------|------------------|
| Goodwill   | 3,363            | 3,148            |
| Other intangible assets/programme rights               | 707              | 625              |
| Property, plant and equipment                          | 254              | 257              |
| Other non-current assets                               | 1,080            | 1,091            |
| <b>Non-current assets</b>                              | <b>5,404</b>     | <b>5,121</b>     |
| Current assets   | 4,394            | 4,130            |
| Current liabilities                                    | (3,062)          | (2,630)          |
| Assets held for sale, net of liabilities held for sale | 218              | 189              |
| <b>Net current assets</b>                              | <b>1,550</b>     | <b>1,689</b>     |
| Non-current liabilities                                | (1,761)          | (1,710)          |
| <b>Net assets</b>                                      | <b>5,193</b>     | <b>5,100</b>     |

# 04 Our industry in the digital media world



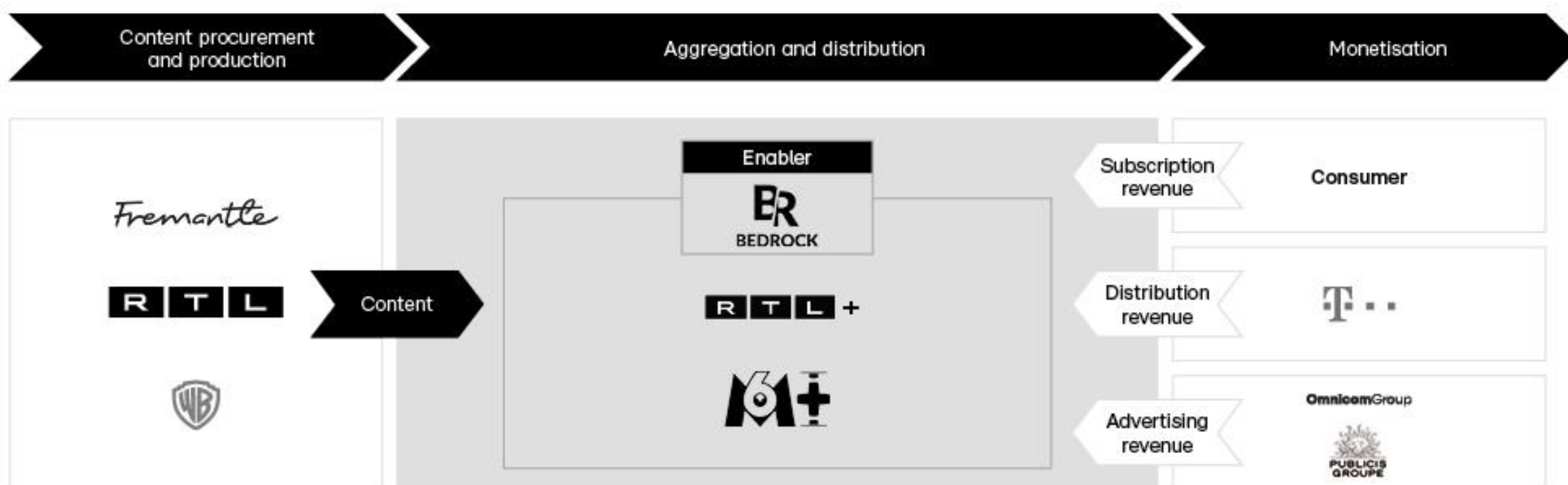
# RTL Group's business model

## Generic broadcast value chain



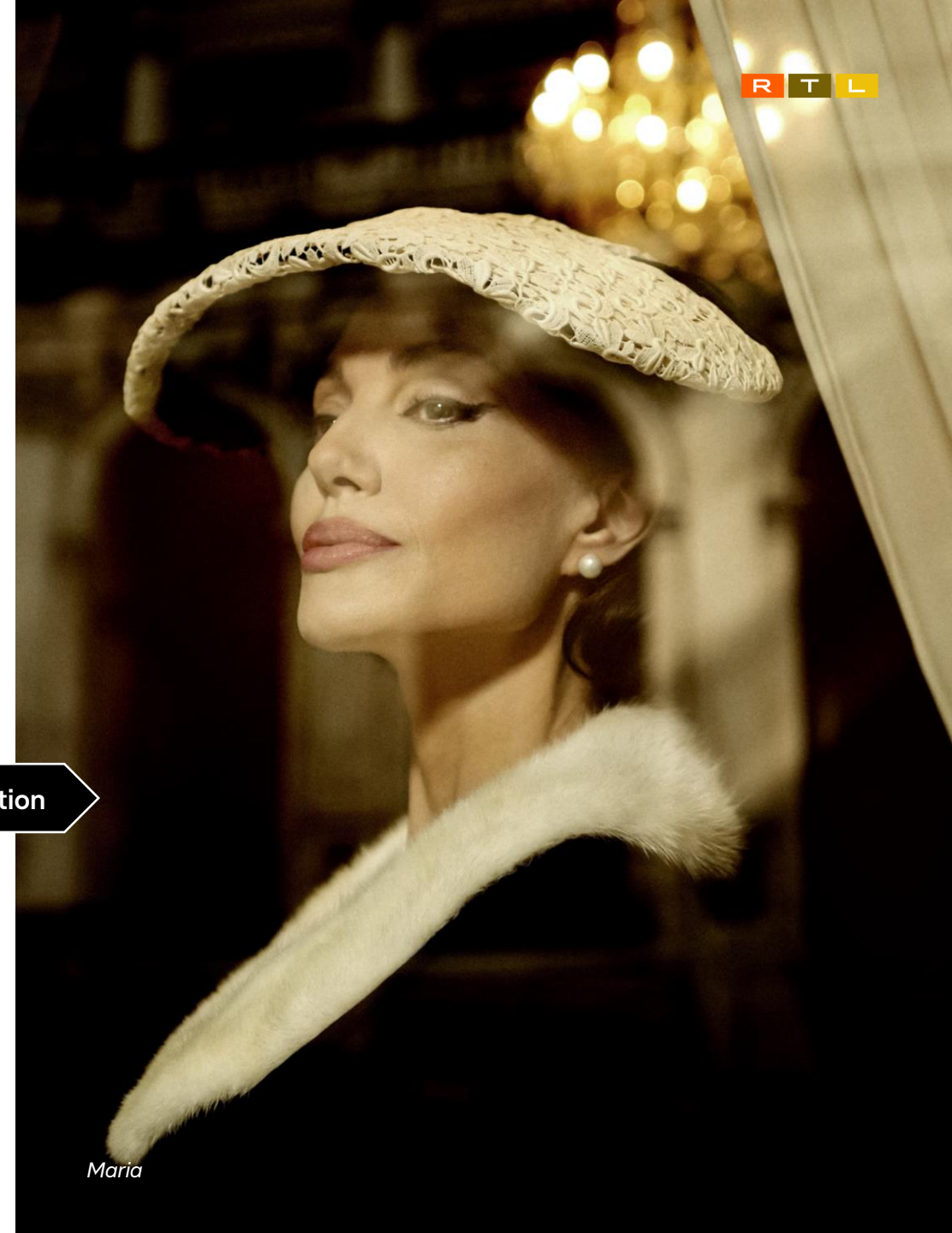
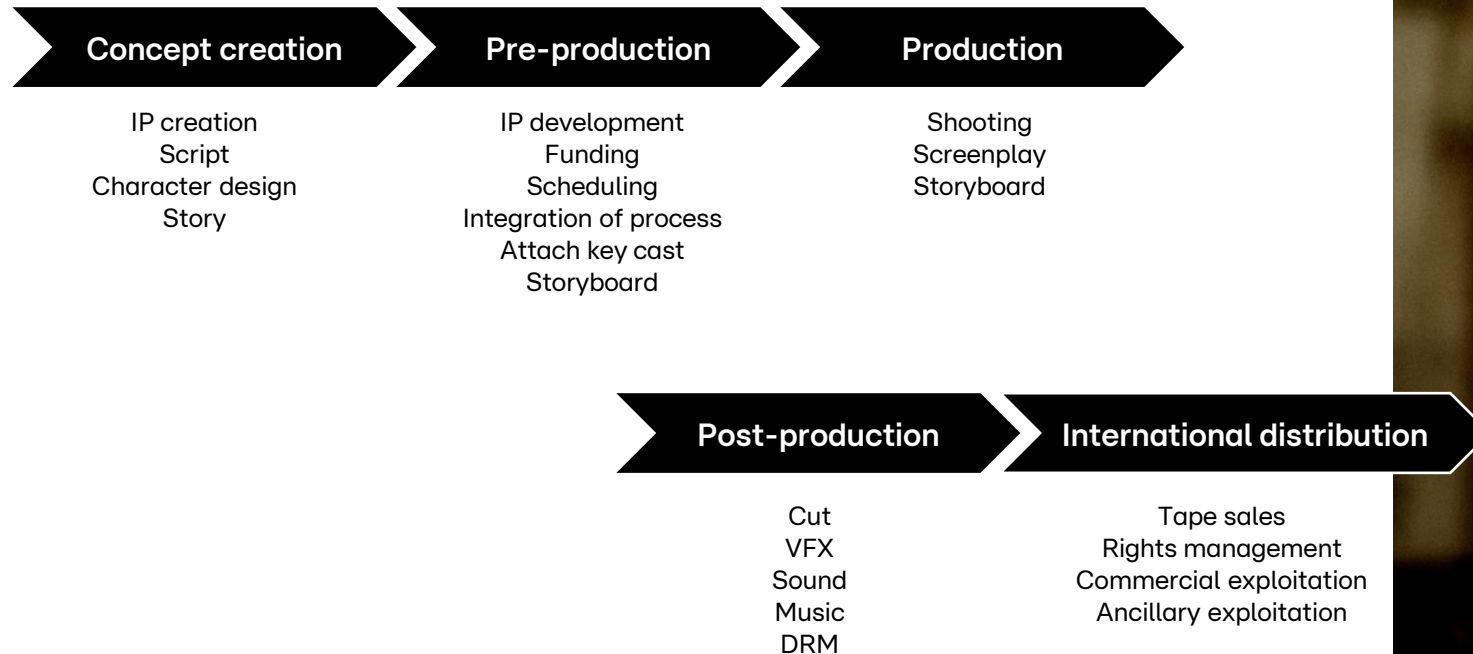
# RTL Group's business model

## Streaming value chain



# RTL Group's business model

## Content production value chain



Maria



# RTL Group's business model

## Ad-tech value chain



Controlling our ad-tech strategy requires a full stack approach,  
secure TV data and programmatic addressable TV advertising

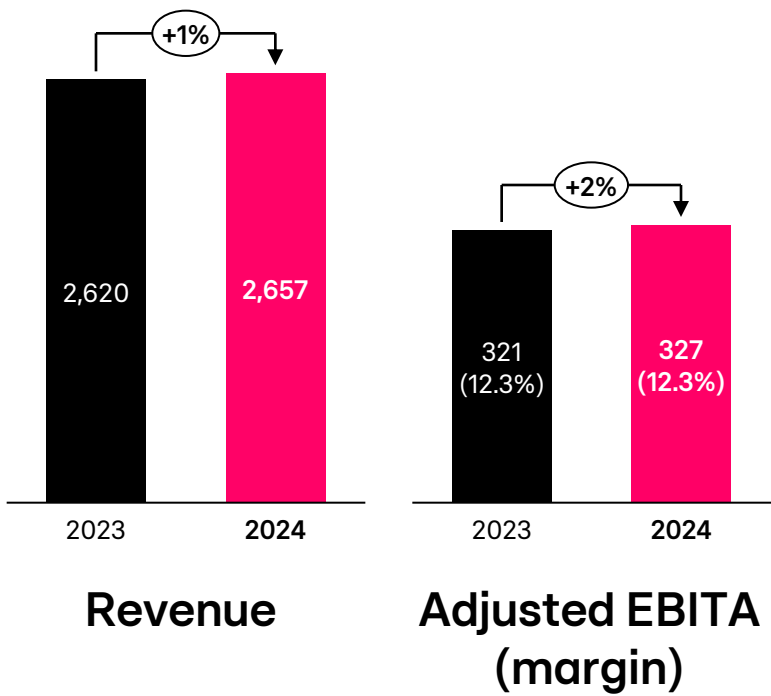
# 05 Business update





## Key financials

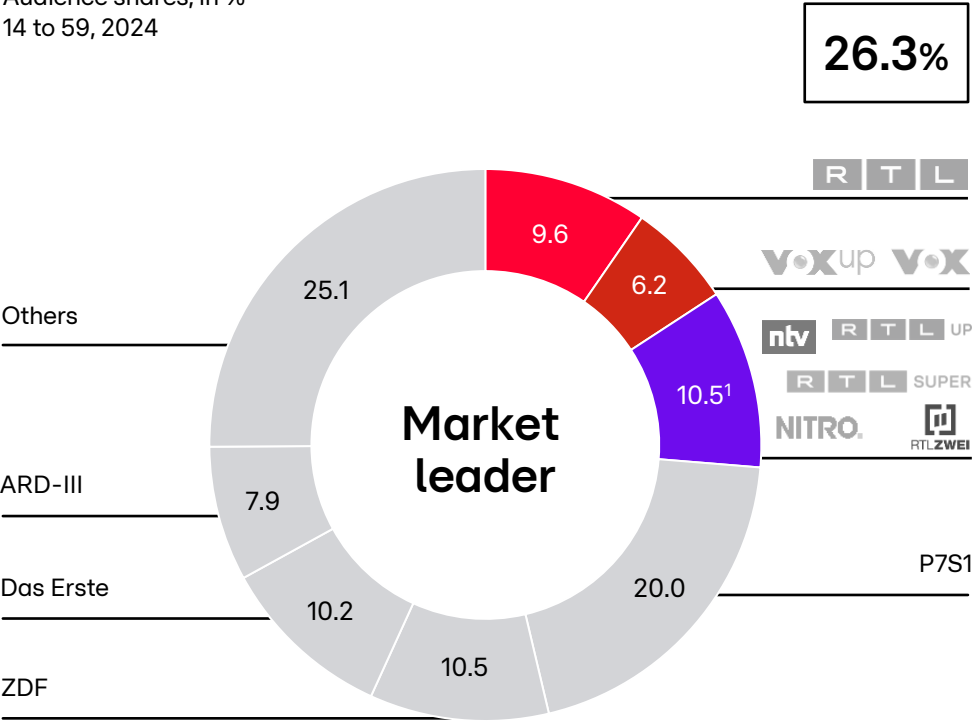
in € million



Note: 1. Including pay-TV channels RTL Crime, RTL Living, RTL Passion and Geo Television

## Family of channels

Audience shares, in %  
14 to 59, 2024



## Highlights

6.061 million paying subscribers at 31 Dec 2024 +23% yoy  
Viewing time +67% yoy

Only major commercial channel to gain audience share (14-59) in Germany

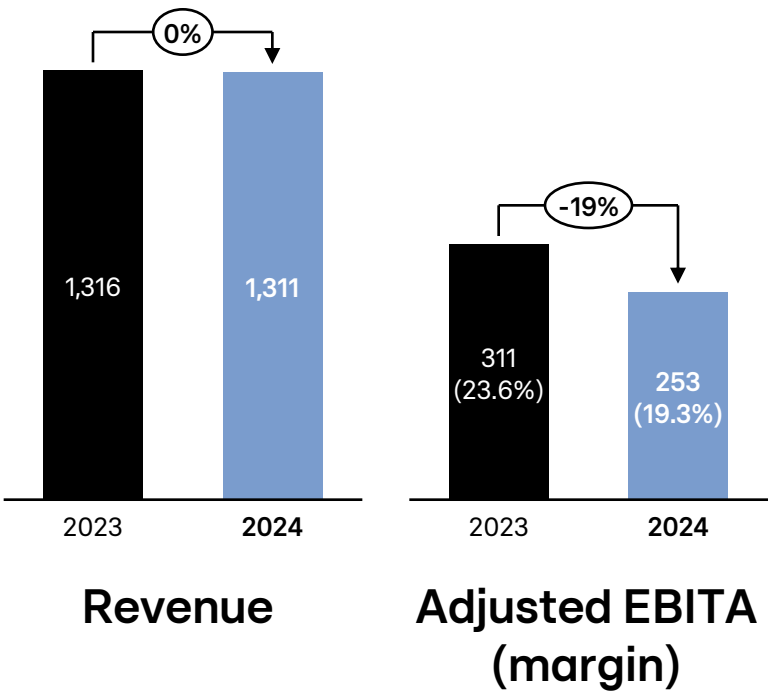
Content: Selective highlight sports rights and exclusive five-year deal with Stefan Raab

Strong partnerships in streaming, content and advertising technology



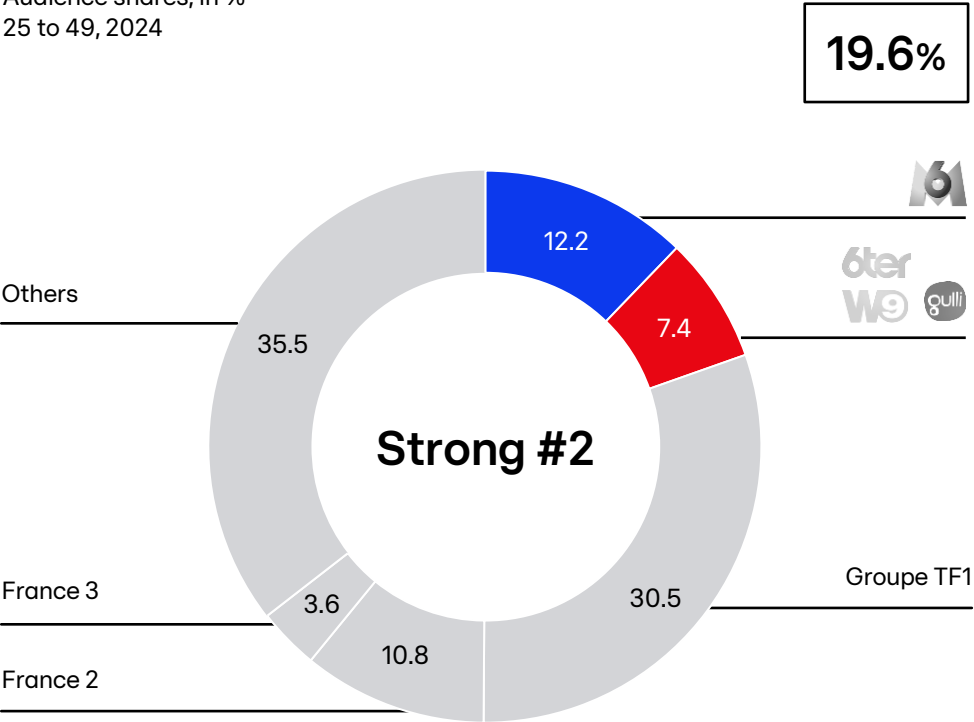
## Key financials

in € million



## Family of channels

Audience shares, in %  
25 to 49, 2024



## Highlights



Successful launch of M6+  
Monthly users +30% yoy  
Viewing time +35%<sup>1</sup>yoy



Acquisition of free-TV rights for 54 matches each for the Fifa World Cups 2026 & 2030



DTT licences for W9, Gulli and Paris Première retained for renewal

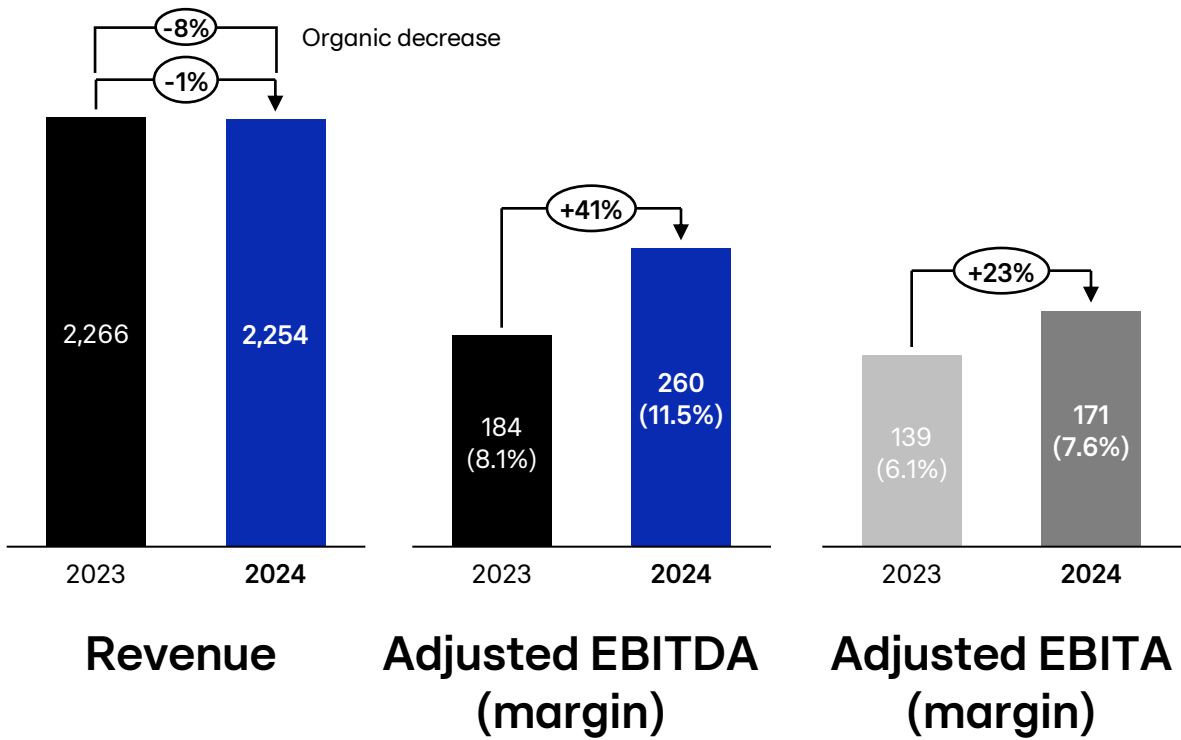


Ad-tech partnership between M6 Publicité and Smartclip

Notes: 1. Source: In-house measurement "heartbeat", includes content exclusive to the platform on a like-for-like basis. According to Médiamétrie, viewing hours were up 11% to 575 million hours (FY 2023: 518 million hours). Médiamétrie – 4 Screens in 2023 / Médiamétrie – Médiamat in 2024 – Médiamétrie does not include viewing of exclusive programmes

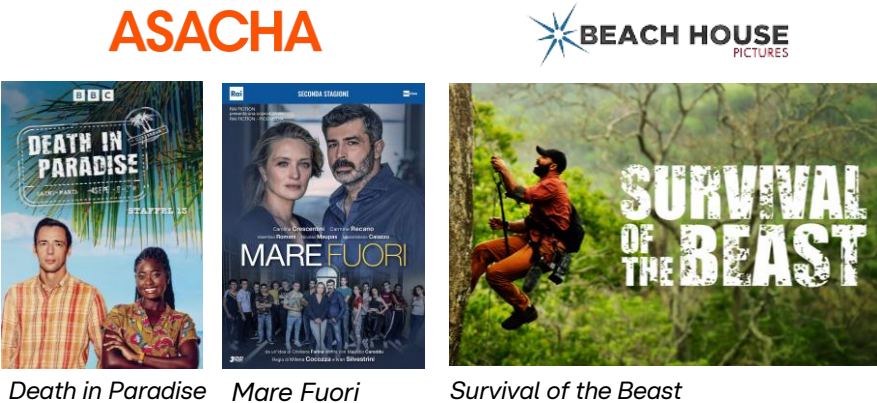
## Key financials

in € million

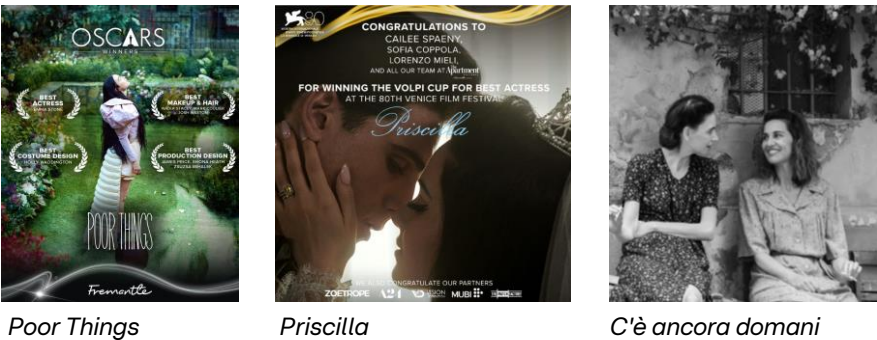


## Highlights

Acquisition of strong catalogues



190 awards won in 2024







# 06 Strategy update



# Strategy framework

Core

Growth

Alliances & partnerships



Portfolio transformation

|                               |        |                            |            |    |
|-------------------------------|--------|----------------------------|------------|----|
| Creativity & entrepreneurship | People | Communications & marketing | Regulation | AI |
|-------------------------------|--------|----------------------------|------------|----|

Enabler

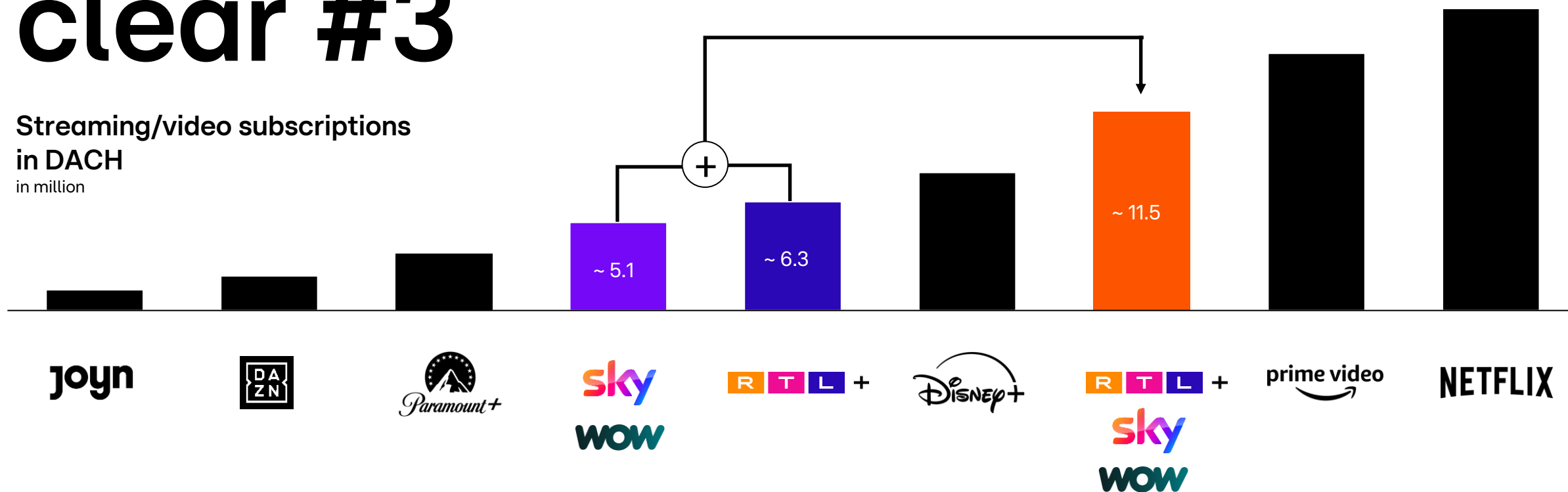
# RTL Group to acquire Sky Deutschland

- **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

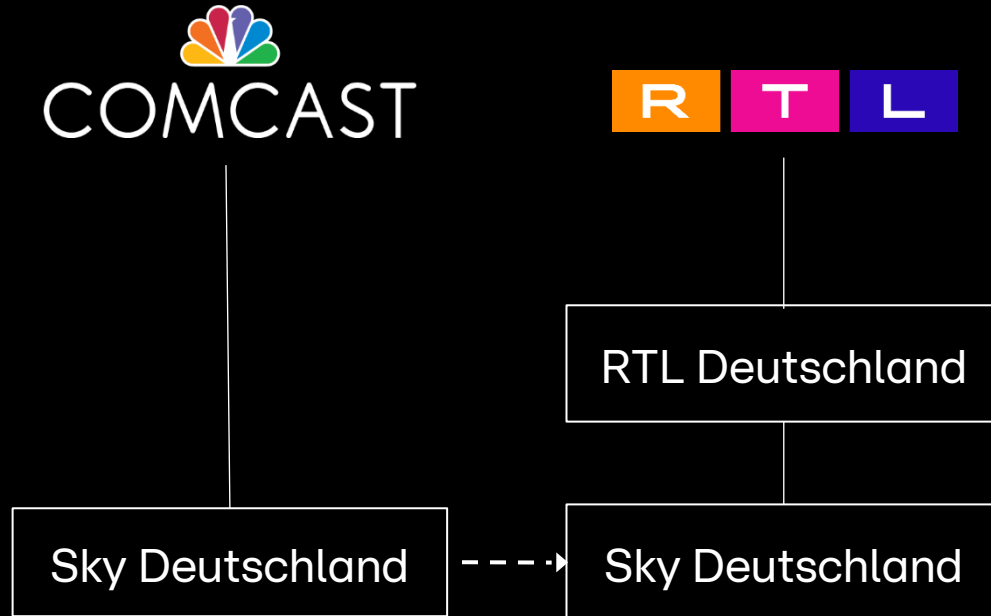
Streaming/video subscriptions  
in DACH  
in million



Note: Based on latest available data



# Transaction overview



**Scope:** RTL Group acquires 100% of Sky's businesses in Germany, Austria, Switzerland, including customer relationships in Luxembourg, Liechtenstein and South Tyrol; on a cash- and debt-free basis and normalised net working capital

**Upfront consideration:** €150 million in cash

**Variable consideration:** linked to RTL Group's share price performance; can be triggered by Comcast at any time within 5 years after closing if share prices exceeds €41; capped at €377 million, if share prices reaches €70

**Leadership:** RTL Deutschland CEO, Stephan Schmitter, to lead the combined company after closing of the transaction

**Location:** RTL Deutschland will remain headquartered in Cologne, Sky Deutschland in Munich

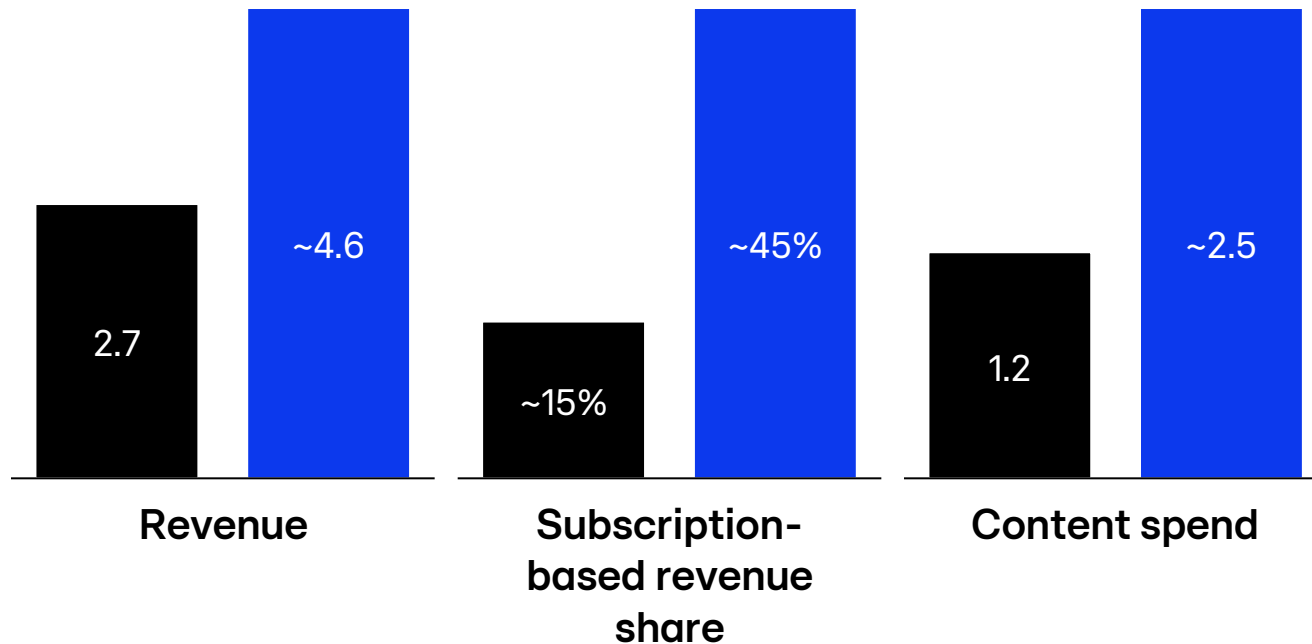
# Transformational move for RTL

## RTL Deutschland

2024 actuals

2024 pro-forma incl. Sky DACH

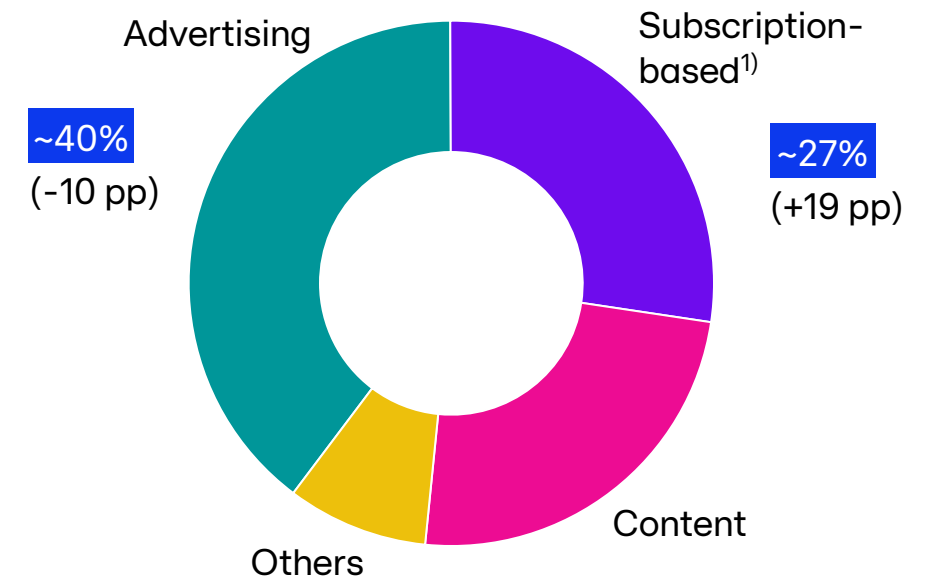
in €bn



## RTL Group revenue split incl. Sky DACH

2024 pro-forma<sup>2)</sup>

(xx pp) delta vs. actuals

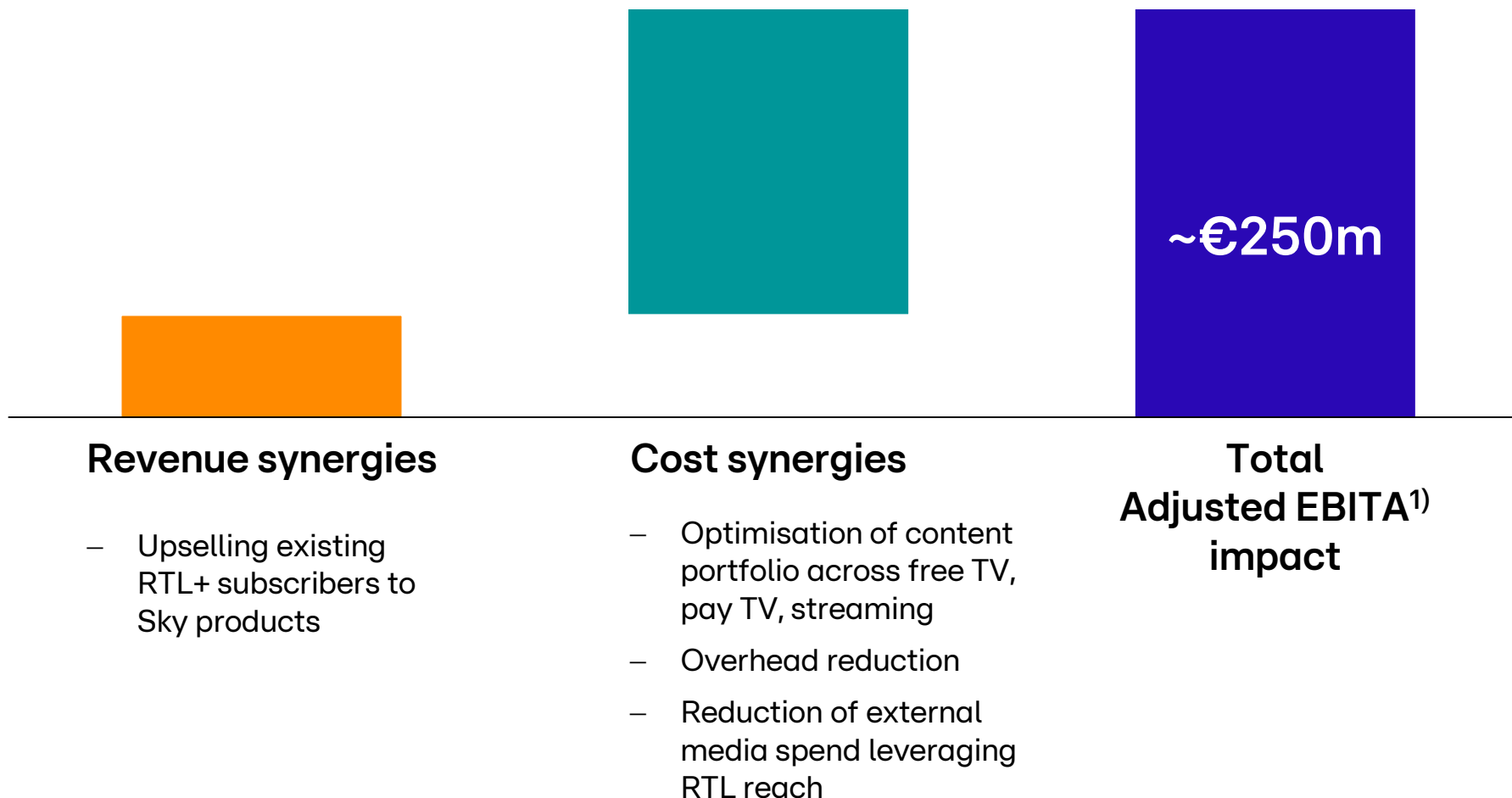


<sup>1)</sup> Includes distribution revenue and streaming subscription revenue (part of other rights exploitation)

<sup>2)</sup> Pro-forma, unaudited: RTL Group continuing operations incl. Sky Deutschland

# Value creation: high synergies

Run-rate estimated  
annual synergies in €m,  
to be fully realised  
3 years after closing



1) Further details on the definition can be found in Key performance indicators on pages 59 to 60 of RTL Group's Annual Report 2024



# RTL Group welcomes final approval for the sale of RTL Nederland to DPG Media



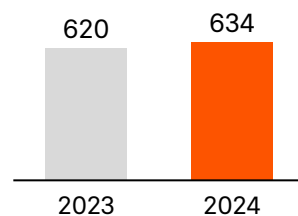
## Value creation

+ strategic partnership with DPG Media<sup>1)</sup>

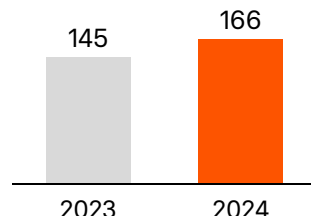


## Key figures

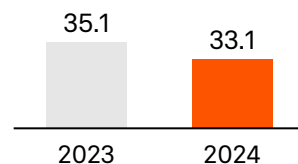
Revenue  
in € million



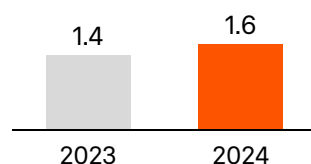
Adjusted EBITA  
in € million



Audience shares  
in %, adults 25 to 54, prime time



Paying subs Videoland  
in million



## Key items

- Closing on 1 July 2025
- **€1.1bn cash** on debt- and cash-free basis
- **Capital gain** of approx. €0.9bn (mostly tax free)
- **Expected dividend of €5.00 per share**
- Payment schedule: **May 2026**; together with the ordinary dividend for the full year 2025<sup>2)</sup>

Technical services  
(4 years)



Streaming tech  
(3 years)



International advertising sales  
(3 years)



First-look rights for content developed by RTL Nederland  
(3 years)



Explore ad-tech cooperation

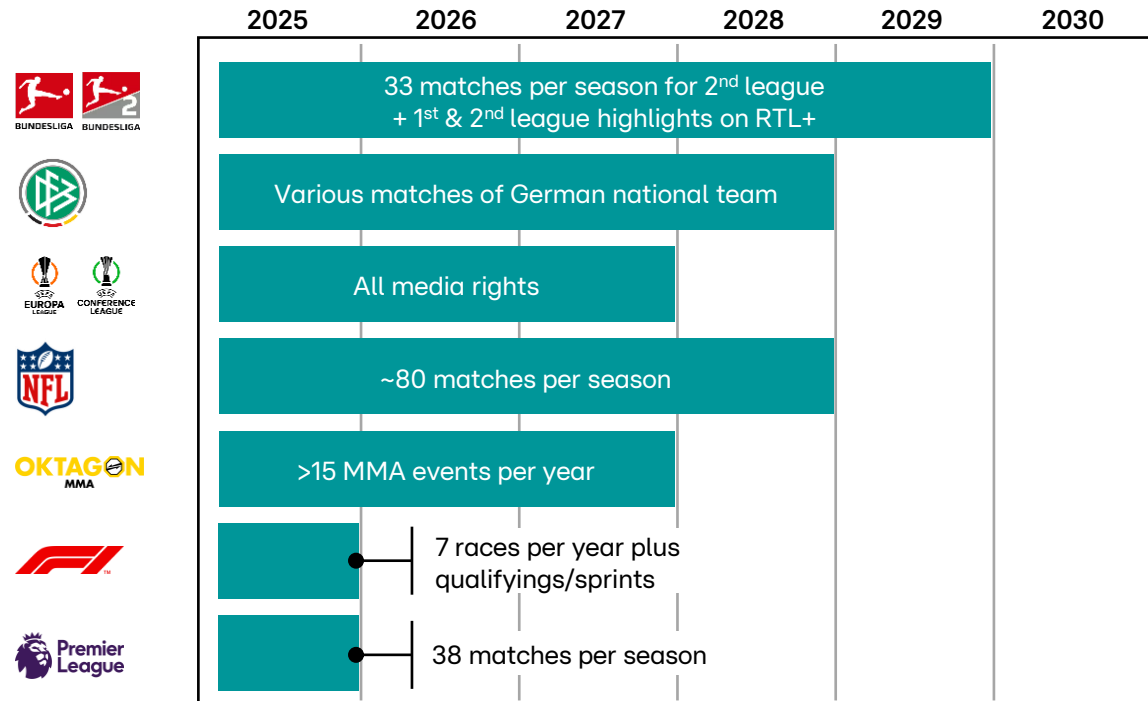


<sup>1)</sup> Upon closing of the transaction <sup>2)</sup> Subject to the final capital gain from the transaction, RTL Group's Board of Directors will propose the dividend for the full year 2025, including the dividend attributable to the sale of RTL Nederland, to the Group's Annual General Meeting, to be held end of April 2026

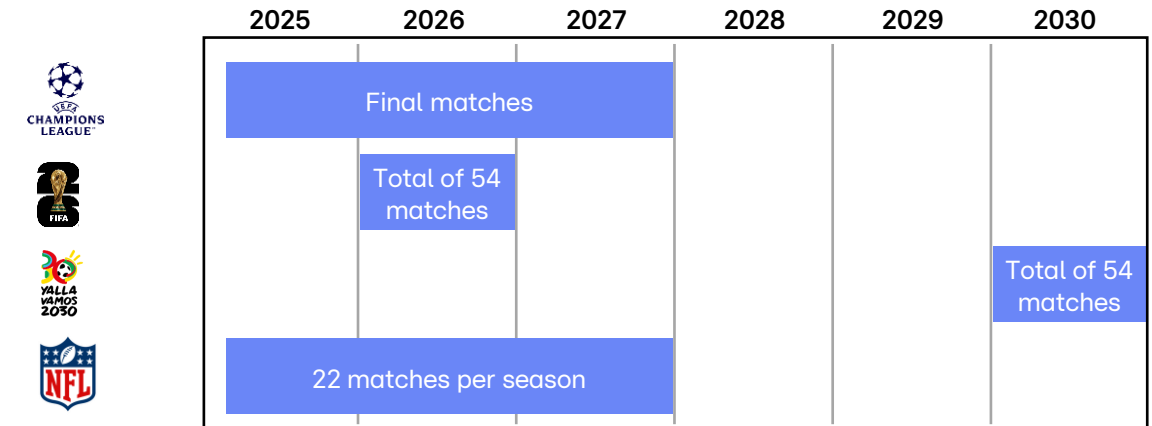
# Strategy update – Core

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

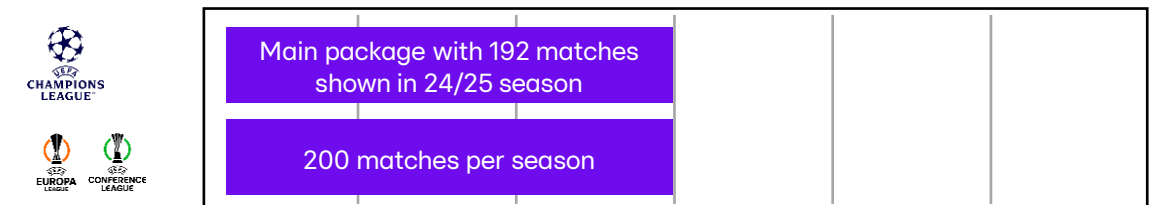
### RTL Deutschland



### Groupe M6



### RTL Hungary



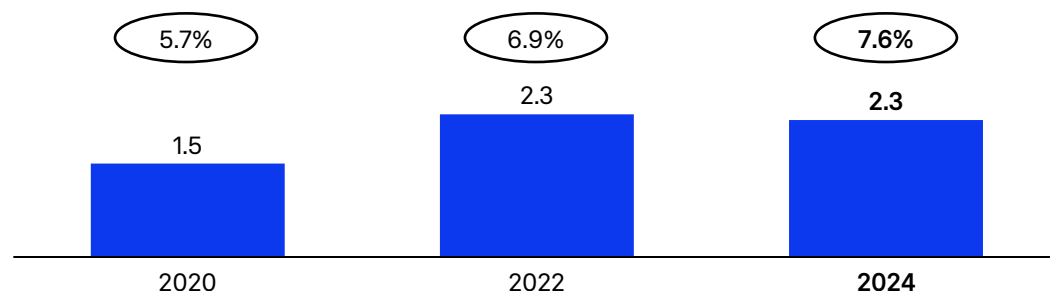
# Strategy update – Growth

## Expand global content business *Fremantle*

### Revenue growth and margin expansion

FY, in € billion

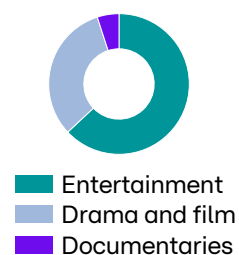
Adj. EBITA margin



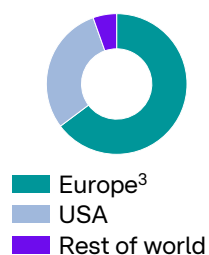
### Highly diversified revenue streams

FY 2024, in %

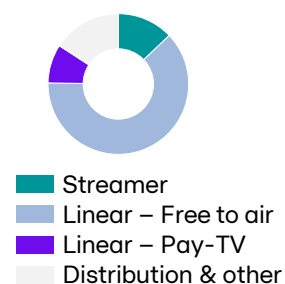
By genre<sup>1</sup>



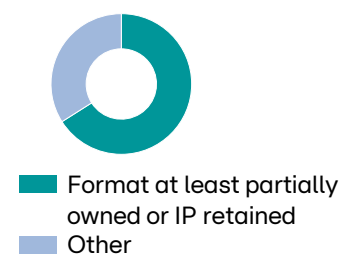
By region<sup>1,2</sup>



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

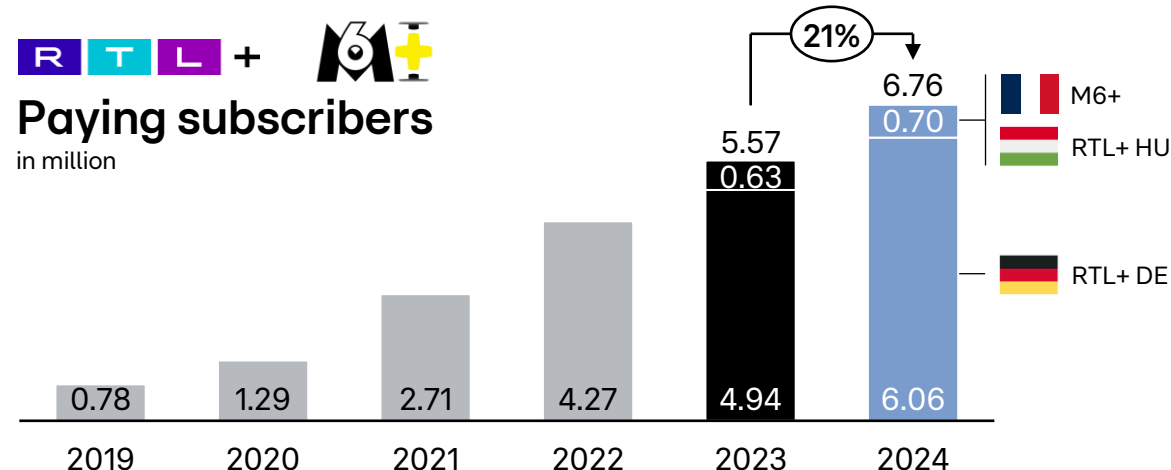
9%

Adjusted EBITA margin by 2026



# Strategy update – Growth

## Dynamic growth in subscribers and revenue



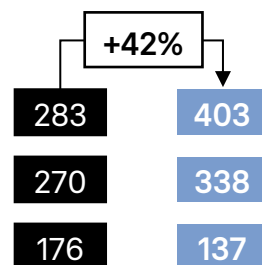
## Key figures

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

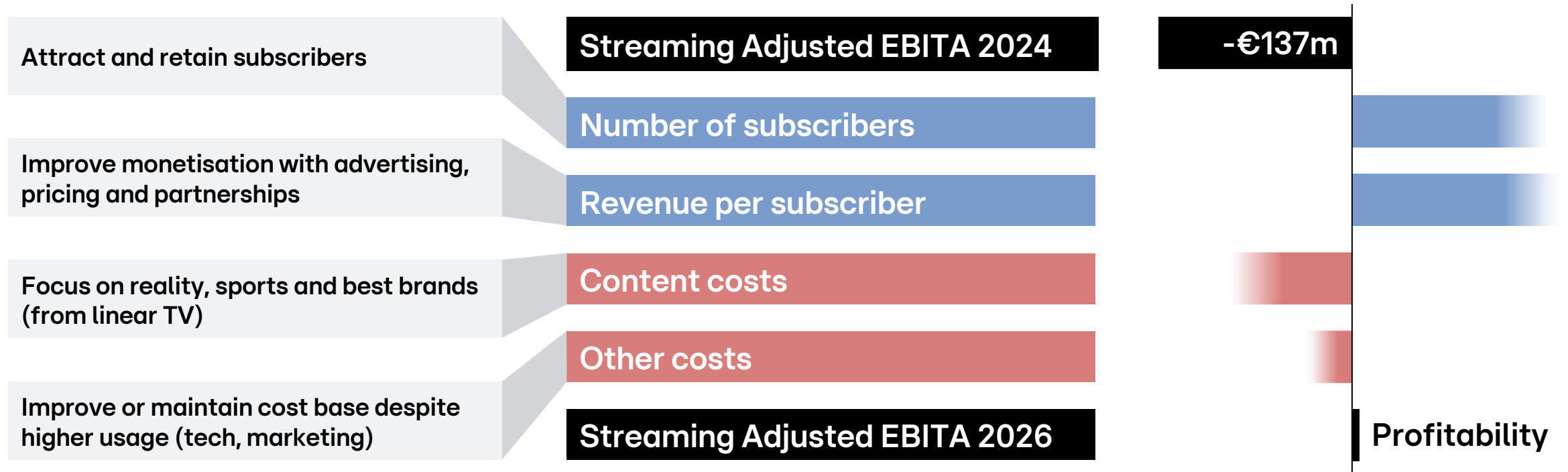
**~€500m**  
content spend p.a.

**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 and 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> |

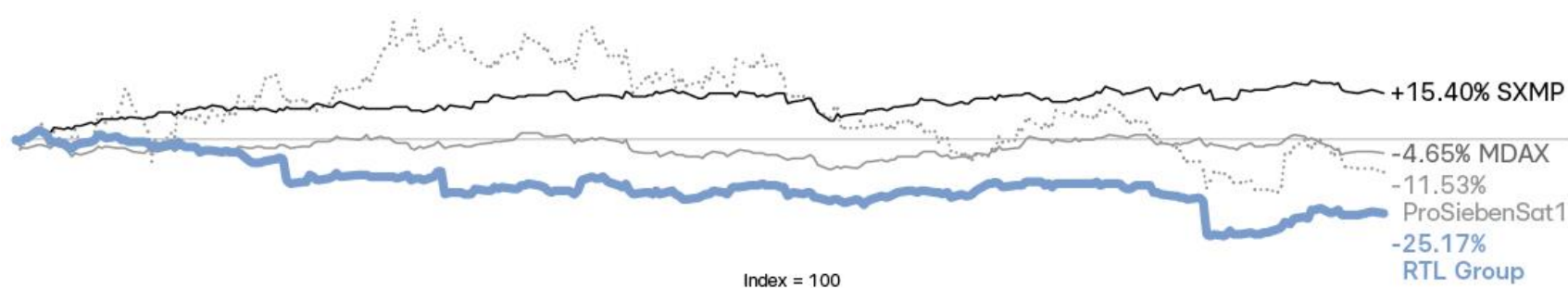


07

# RTL Group share

# FY2024: Share price performance

1 January 2024 to  
31 December 2024



RTL Group share price development for January to December 2023 based on the Frankfurt Stock Exchange (Xetra) against MDAX, Euro Stoxx 600 Media (SXMP) and ProSiebenSat1

# RTL Group's dividend policy

**RTL Group's dividend policy, which was updated in August 2019, states that the Group will pay out at least 80 per cent of the adjusted full year net result.**

**The adjusted net result is the reported net result available to RTL Group shareholders, adjusted for any material non-cash impacts (both positive and negative). The Group reports its adjusted net result at the time of its full-year results announcement.**

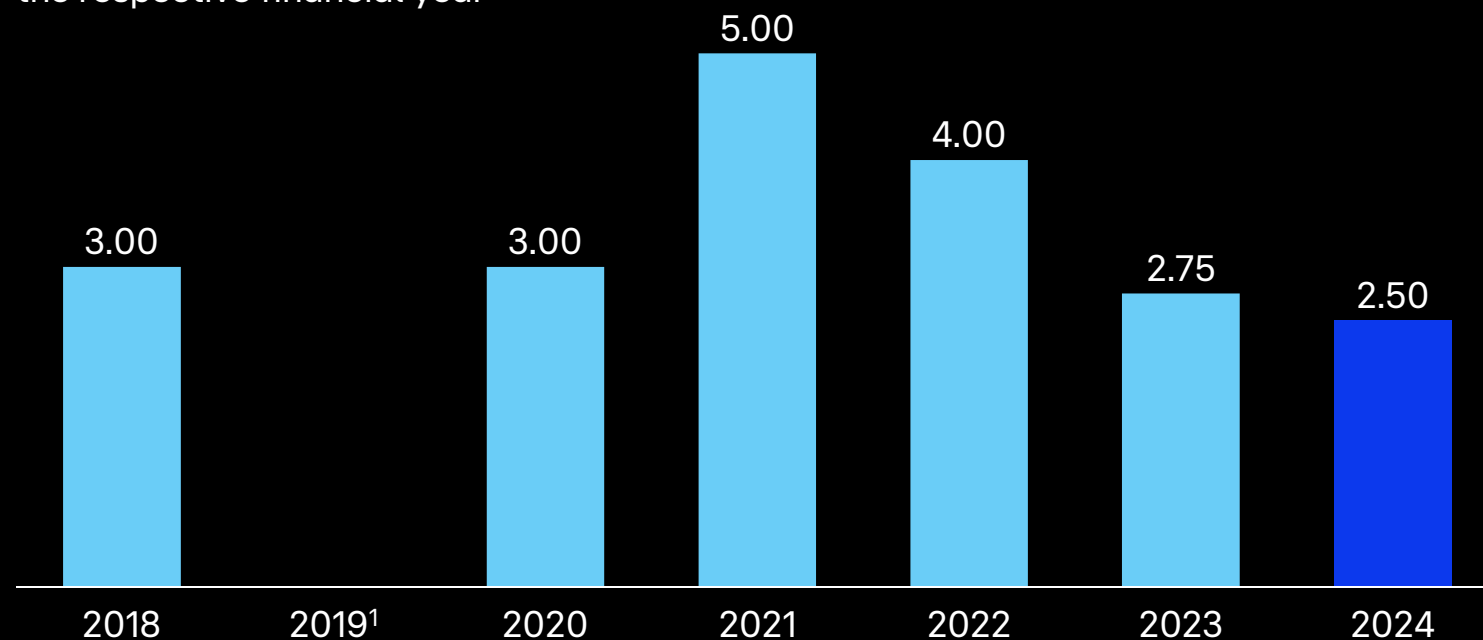
A Luxembourg withholding tax of 15%<sup>1</sup> is applied on the gross dividend amount paid to RTL Group shareholders. However, an exemption from withholding tax at source may apply under the provisions of Article 147 of the Luxembourg Income Tax law (LIR).

<sup>1</sup>Such 15% withholding tax may be reduced by relevant double tax treaties entered into between Luxembourg and the country of residence of RTL Group shareholders, if applicable



# RTL Group's historical dividends

Dividend in € per share for  
the respective financial year



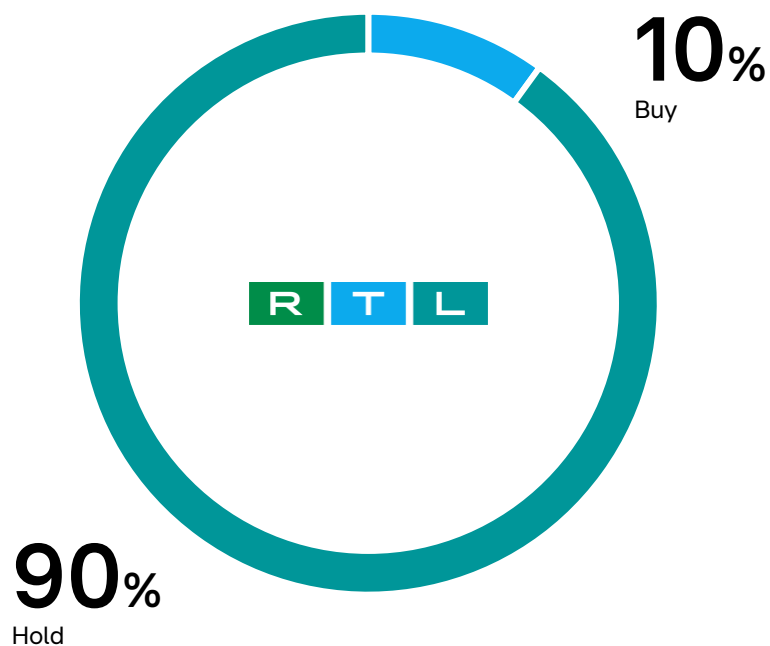
Dividend payments since  
2019: **€20.25/share** or  
**€3.1 billion**

<sup>1</sup>FY 2019: no dividend paid for FY2019 due to Covid-19 (dividend proposal withdrawn in April 2020)

# Analysts' view



## Recommendation by Analysts in %



## Analysts covering RTL Group Latest update: June 2025

| Date <sup>1</sup> | Bank                       | Analyst           | Latest recommendation | Target price (in €) |
|-------------------|----------------------------|-------------------|-----------------------|---------------------|
| 06/07/2023        | Barclays Capital           | Julien Roch       | Equal weight          | 37.00               |
| 17/03/2023        | Bernstein/Société Générale | Annick Maas       | Market perform        | 28.00               |
| 21/02/2025        | Deutsche Bank              | Nizla Naizer      | Hold                  | 35.00               |
| 25/03/2025        | Goldman Sachs              | Lisa Yang         | Neutral               | 34.90               |
| 21/07/2023        | JP Morgan                  | Daniel Kerven     | Overweight            | 43.00               |
| 14/11/2024        | Kepler Cheuvreux           | Conor O'Shea      | Hold                  | 38.00               |
| 31/03/2025        | LBBW                       | Sarah Lenz        | Hold                  | 38.00               |
| 16/01/2023        | Oddo-BHF                   | Jérôme Bodin      | Neutral               | 40.00               |
| 22/01/2024        | UBS                        | Adam Berlin       | Neutral               | 29.00               |
| 21/03/2024        | Warburg Research           | Jörg Philipp Frey | Hold                  | 41.00               |

Average target share price: €36.39

1) Date of first issuance of the recommendation

# RTL Group's equity story



## 01 National cross-media champions

RTL Group is leading the consolidation of the European media industry

## 02 A leading global content business

With Fremantle, RTL Group owns one of the world's largest independent creators, producers and distributors of content

## 03 Well-diversified & growing revenue streams

## 04 Efficient cost structures and cash flow generation

Enable attractive shareholder returns

## 05 Attractive dividend policy

## 06 Leading entertainment brand

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

## 07 Responsible corporate citizen

Creating value for users, partners, shareholders, employees and the wider society

# 08 Outlook





# Outlook 2025

|                           | 2024   | 2025e    |
|---------------------------|--------|----------|
| Revenue                   | €6.3bn | ~€6.45bn |
| Adjusted EBITA            | €721m  | ~€780m   |
| Streaming start-up losses | €137m  | ~€80m    |



# Financial calendar 2025

## RTL Group Financial Results

20 March 2025

at 08:00 CET  
Full-Year Results: January to December 2024

30 April 2025

at 15:00 CEST  
Annual General Meeting

15 May 2025

at 08:00 CEST  
Quarterly Statement: January to March 2025

8 August 2025

at 08:00 CEST  
Interim Results: January to June 2025

18 November 2025

at 08:00 CET  
Quarterly Statement: January to September 2025

## Dividend payment schedule

- 30 April 2025: Annual General Meeting
- 2 May 2025: Ex-dividend date
- 5 May 2025: Record date
- 6 May 2025: Payment date

|           |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
|-----------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|--|
| January   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| February  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |    |    |    |  |  |  |
| March     |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| April     |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |  |  |  |
| May       |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| June      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |  |  |  |
| July      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| August    |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| September |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |  |  |  |
| October   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |
| November  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |  |  |  |
| December  |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |  |  |
| 1         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |  |  |  |

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July 2025

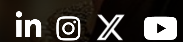
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# Investor Relations at RTL Group

Stay connected with RTL Group





## Alternative performance measure

## Explanation

Adjusted EBITA

Adjusted EBITA represents a recurring operating result and excludes significant special items. RTL Group management has established an 'Adjusted EBITA' that neutralises the impacts of structural distortions for the sake of transparency. Based on the accelerated industry trends explained in **Market** on page 14 ff and **Strategy** on page 17 ff, RTL Group plans to increase its investments in business transformation including streaming, premium content, technology and data. At the same time, management continually assesses opportunities to reduce costs in the Group's traditional broadcasting activities – for example, reallocating resources from its traditional businesses to its growing digital businesses – and this may lead to restructuring expenses that are neutralised in the Adjusted EBITA.

Adjusted EBITA is determined as earnings before interest and taxes (EBIT) as disclosed in the income statement excluding the following elements:

- Impairment of goodwill of subsidiaries
- Amortisation and impairment of fair value adjustments on acquisitions of subsidiaries
- Impairment and reversals of impairment losses of investments accounted for using the equity method
- Impairment and reversals of impairment losses on other financial assets at amortised cost presented in 'Other operating expenses' or 'Other operating income'
- Re-measurement of earn-out arrangements presented in 'Other operating income' or 'Other operating expenses'
- Fair value measurement of investments presented in 'Other operating income' or 'Other operating expenses'
- (Gain)/loss from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree
- Significant special items

Adjusted EBITA margin

The Adjusted EBITA margin as a percentage of Adjusted EBITA of revenue is used as an additional criterion for assessing business performance.

Adjusted EBITDA/margin

For assessing business performance of its business unit Fremantle, RTL Group estimates and reports the Adjusted EBITDA margin as a percentage of Fremantle's Adjusted EBITDA of revenue.

## Alternative performance measure

## Explanation

Streaming start-up losses

In line with RTL Group's strategy, the company continued to invest heavily in its streaming services, RTL+ in Germany and Hungary and M6+ in France. The Group's streaming services have seen a rapid increase in the number of paying subscribers (for further details please see Building national streaming champions on page 18). As part of this strategy, RTL Group's Adjusted EBITA has been impacted by losses associated with the expansion of its streaming services. These losses are operational in nature and are therefore not classified under 'Significant special items.' RTL Group has historically reported 'streaming start-up losses' separately to provide transparency regarding the impact of its streaming investments on overall business performance. However, the Group has decided to discontinue the separate reporting of Adjusted EBITA before streaming start-up losses. This decision is based on the fact that streaming start-up losses have declined significantly over the past year and are projected to decrease further in 2025. As streaming operations continue to scale and mature, their financial impact is becoming less of a distinct factor within RTL Group's overall profitability. By 2026, the Group anticipates that its streaming business will achieve overall profitability. Streaming start-up losses are defined as a total of Adjusted EBITA from RTL+ in Germany and Hungary, M6+ in France, Salto and Bedrock as consolidated at RTL Group level.

Significant special items

Significant special items exceeding the cumulative threshold of €5 million need to be approved by management, and primarily consist of restructuring expenses or reversal of restructuring provisions and other special factors or distortions. The adjustments for special items serve to determine a sustainable operating result that could be repeated under normal economic circumstances and is not affected by special factors or structural distortions.

Operating free cash flow

Operating free cash flow is equal to net cash from operating activities adjusted by income tax paid; transaction-related costs with regard to significant disposals of subsidiaries; cash outflows from the acquisitions of programme and other rights and other intangible assets and tangible assets; and cash inflows from proceeds from the sale of intangible and tangible assets.

## Alternative performance measure

## Explanation

Operating cash conversion rate

Operating cash conversion rate means operating free cash flow divided by EBITA.

Net cash/(debt)

The net cash/(debt) is the gross balance sheet financial debt adjusted for 'Cash and cash equivalents'; and current deposits with shareholder and its subsidiaries, reported in 'Accounts receivable and other financial assets'.

Organic growth/decline

Organic growth is calculated by adjusting the reported revenue growth mainly for the impact of exchange rate effects, corporate acquisitions and disposals. It should be seen as a component of the reported revenue shown in the income statement. Its main objective is for the reader to isolate the impacts of portfolio changes and exchange rates on the reported revenue. When determining the exchange rate effects, the functional currency that is valid in the respective country is used. Potential other effects may include changes in methods and reporting.

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