

September 2026

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An introduction
to RTL Group

A photograph of three people, two men and one woman, posing together on a stage. The man on the left has a beard and is wearing a dark jacket over a white shirt, with his right arm raised and resting on a metal truss. The woman in the center has long blonde hair and is wearing a white blouse and a light-colored skirt. The man on the right is wearing a brown jacket over a white shirt and is pointing towards the camera. They are all smiling. The background features bright blue and red neon lights, including a large red star with the text 'Wer ist der Chef?' inside it. A metal truss structure is visible on the left side of the frame.

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



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 brand. RTL is united by one joint design, purpose, promise and shared brand principles.

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



A house of powerful brands



Masterbrand

RTL

Corporate

RTL Group, RTL Deutschland, RTL Hungary,
RTL Luxembourg, RTL AdAlliance



Product

RTL+
RTL, RTL Up, RTL Passion, RTL Crime, RTL Living, RTL Super,
RTL Nord, RTL West, RTL Hessen, RTL 104.6, RTL 89.0
RTL Három, RTL Kettő, RTL Gold, RTL Otthon
RTL Play, RTL Zweek, RTL Radio, RTL Today, RTL Gold, RTL LX



Content

RTL Sport, RTL Aktuell, RTL Punkt 12, RTL Nachtjournal
RTL Today, RTL de Journal, RTL de Magazin



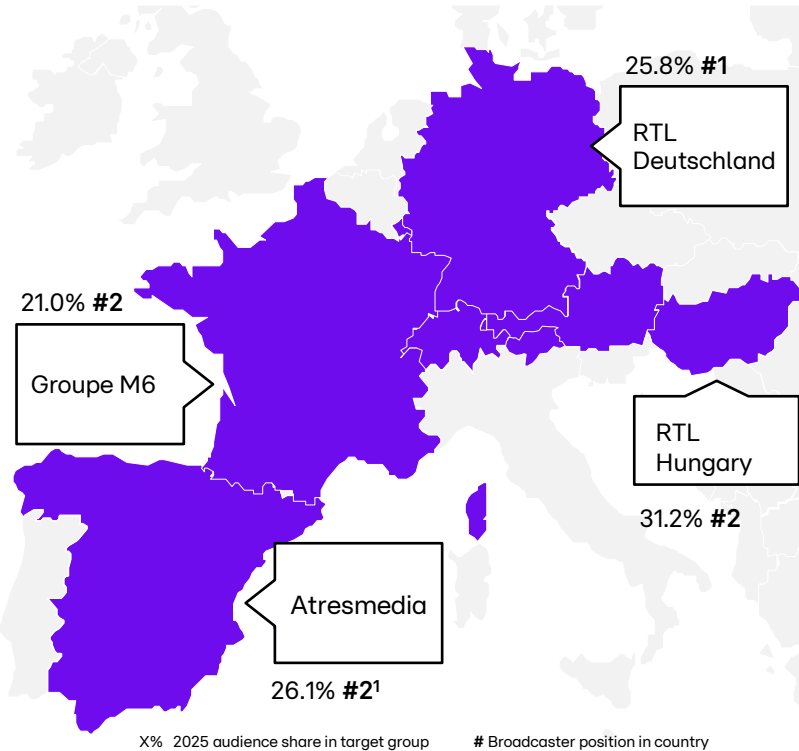
Associated
Non-RTL brands



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

RTL +

WOW

M6

RTL PLAY

ATRES

player

Streaming services

we are **era**

Fremantle

Strong presence on YouTube

smartclip

YOSP>CE

Leading player in ad tech...

BEDROCK
Creating Streaming Champions

...and streaming tech

¹ Total audience share

86 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 sky vox NITRO. ntv GEO
RTL SUPER togo plur voxup RTL UP LIVING CRIME PASSION

RTL

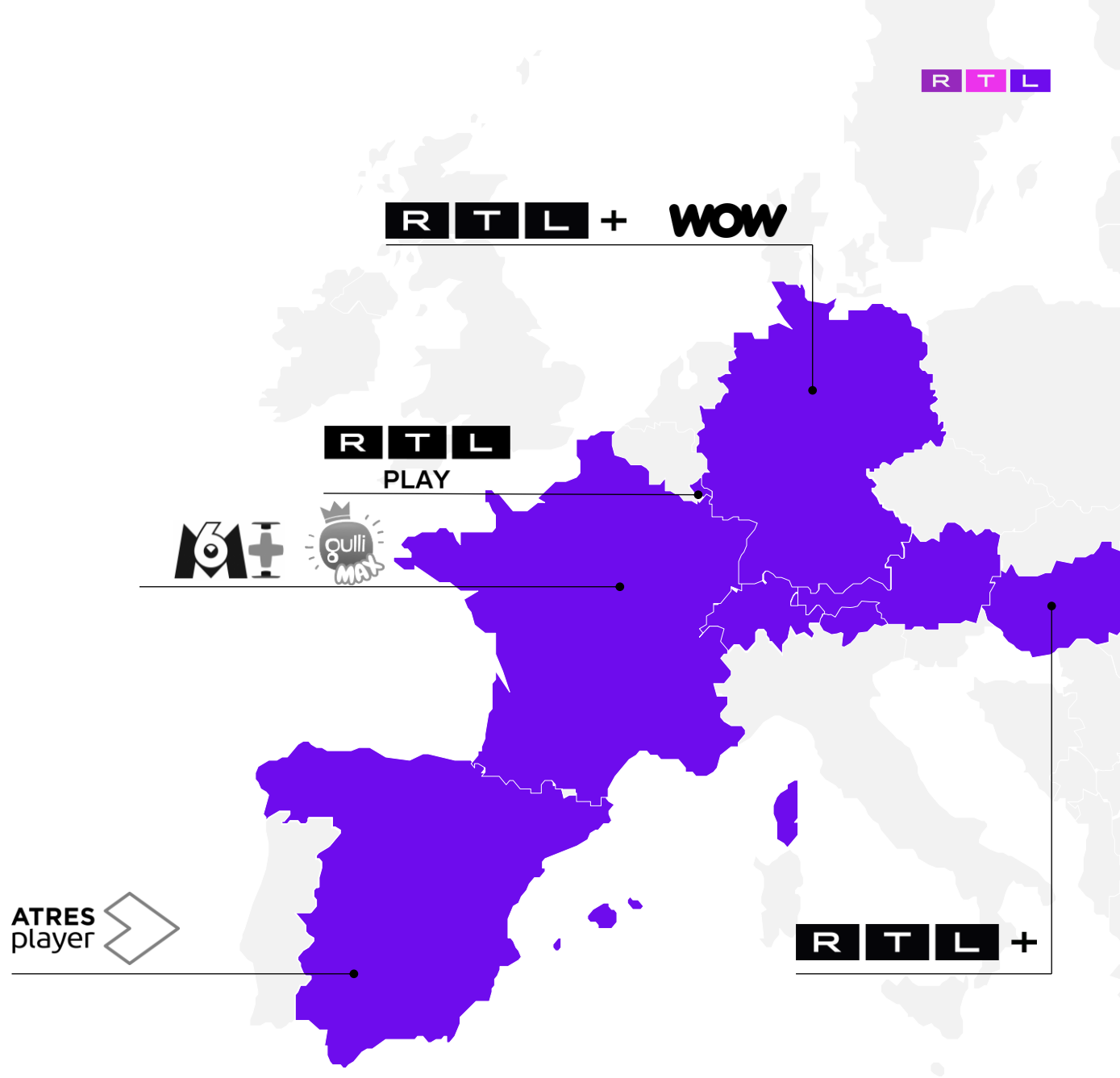
RTL

RTL KETTŐ RTL HÁROM
RTL OTTHON RTL GOLD

C) KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

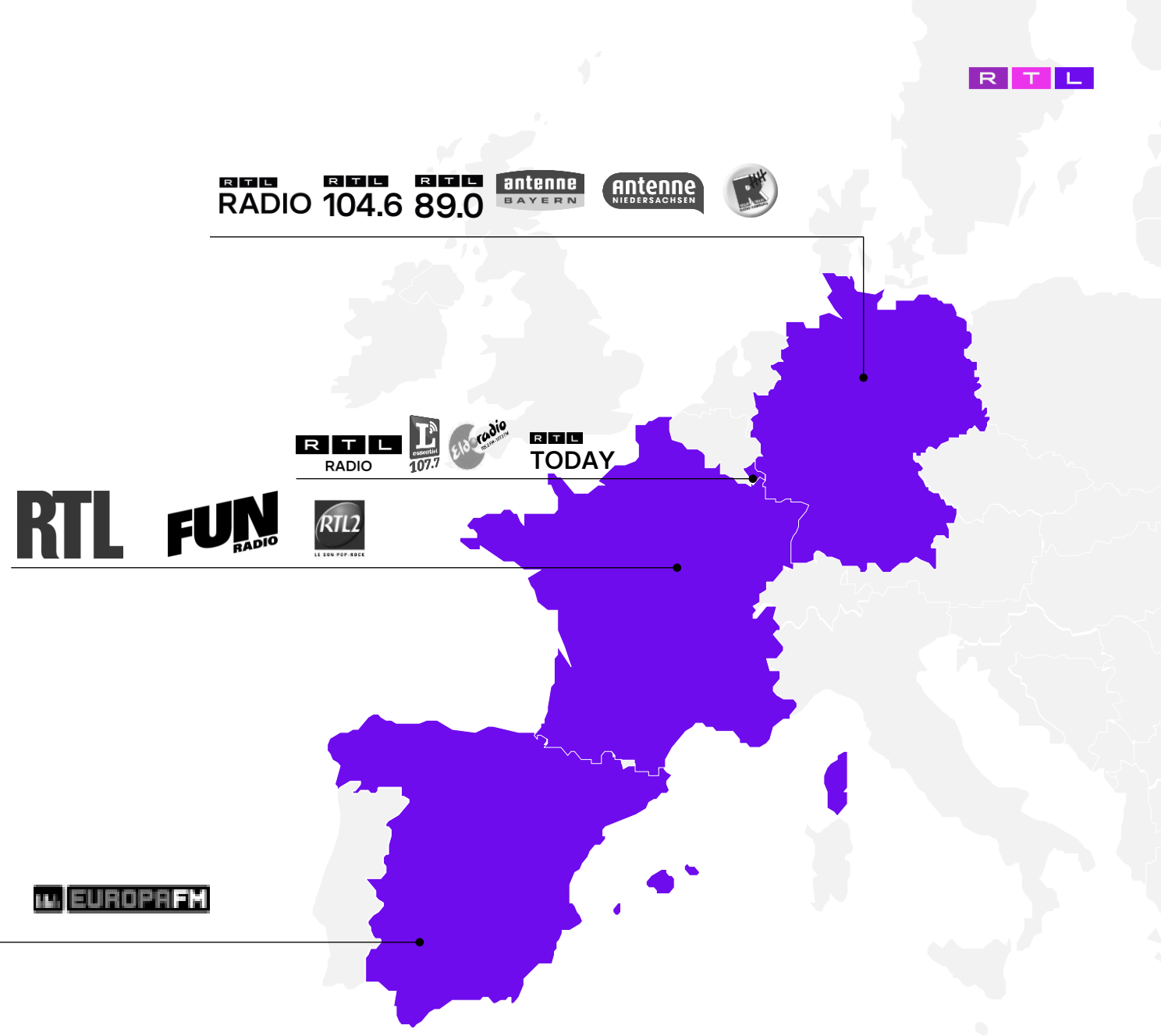
SOROZAT FILM muzsika.tv

7 streaming services



42 radio stations

in 4 European countries



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



Jamie Cooks



Monster of Florence



Farmer Wants a Wife



Hotel Costiera



Britain's Got Talent



Kill Jackie



Maxton Hall

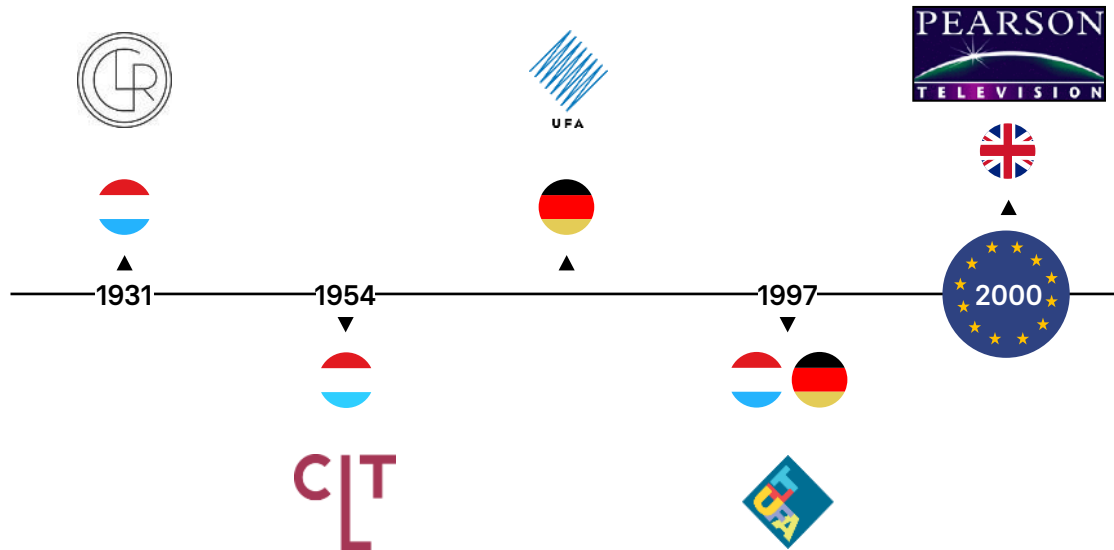
Fremantle

Operating in 28 countries and responsible for more than 11,000 hours of new content 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

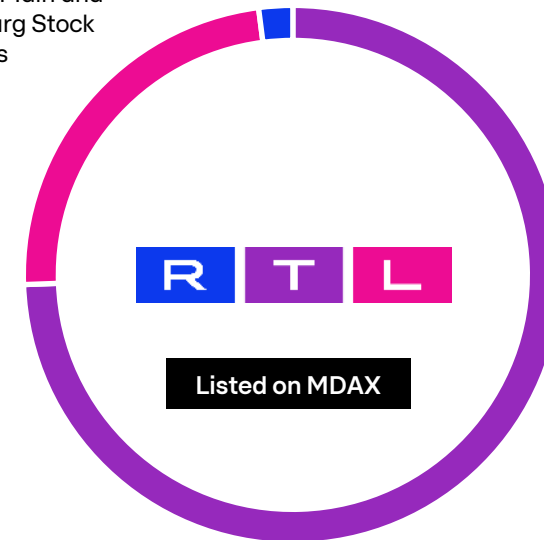


22.41%

Publicly traded on the
Frankfurt/Main and
Luxembourg Stock
Exchanges

2.59%

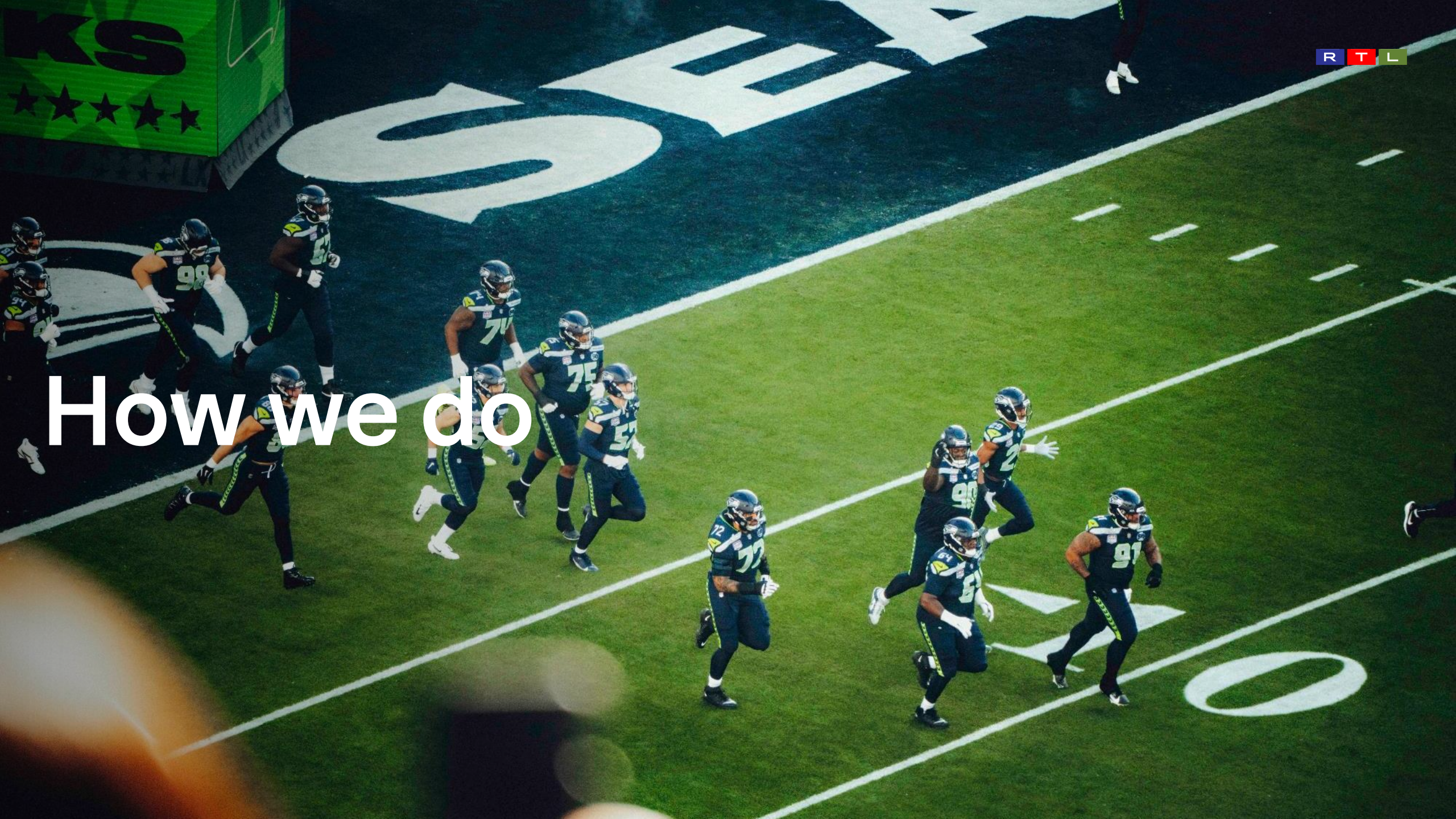
Treasury



75.00%

Bertelsmann

Today, more than 15,700 employees in 28
countries worldwide are **#partofRTL**



How we do

Highlights in H1/2026

RTL Group delivers on transformation strategy

- Sky Deutschland (DACH) acquisition closed on 1 June 2026
- Dynamic growth of streaming services; streaming businesses profitable
- Streaming businesses to contribute ~€100 million to Adjusted EBITA in full year 2026
- TV advertising and audience share gains in Germany and France
- Full-year Adjusted EBITA 2026 to increase to ~€725 million, in line with previous guidance
- Medium-term Adjusted EBITA target of €1 billion confirmed



Key financials: 2025

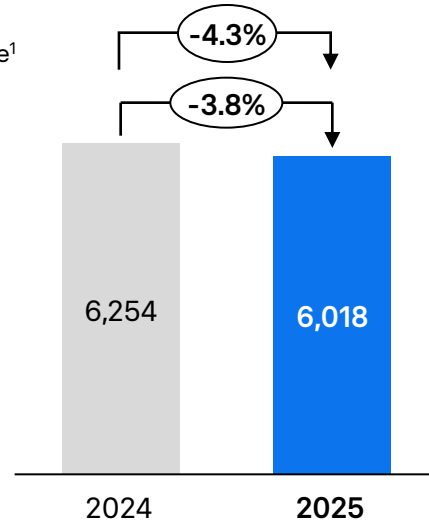
in € million

Group revenue

Pro forma



Organic decrease¹

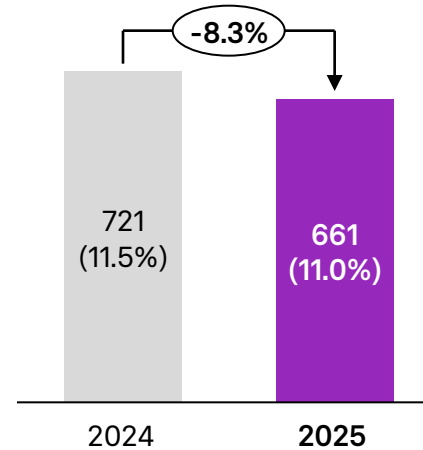


Continuing operations

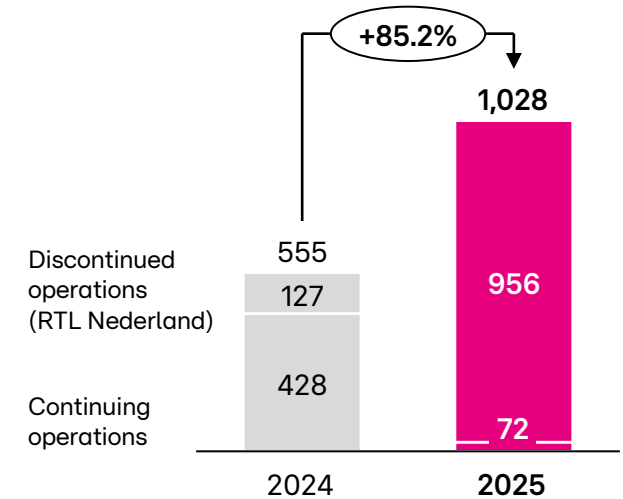
Adj. EBITDA, cont.

Adj. EBITDA margin, cont.

Adjusted EBITA (margin)¹



Total Group profit



Basic & diluted EPS





Where we go

Strategy framework

Core

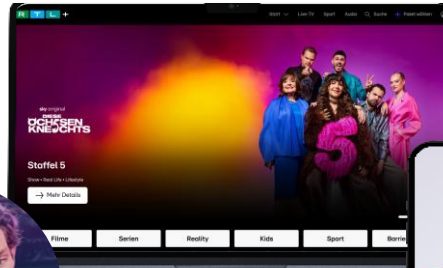
Growth

Alliances & partnerships



RTL +

WOW



Fremantle



amazon



dpg media



Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

AI

Enabler

Portfolio transformation

Portfolio management

Portfolio focused: selected asset disposals



2020	BroadbandTV
2021	SpotX
2021	Ludia
2022	VideoAmp
2022	RTL Belgium
2022	RTL Croatia
2025	RTL Nederland

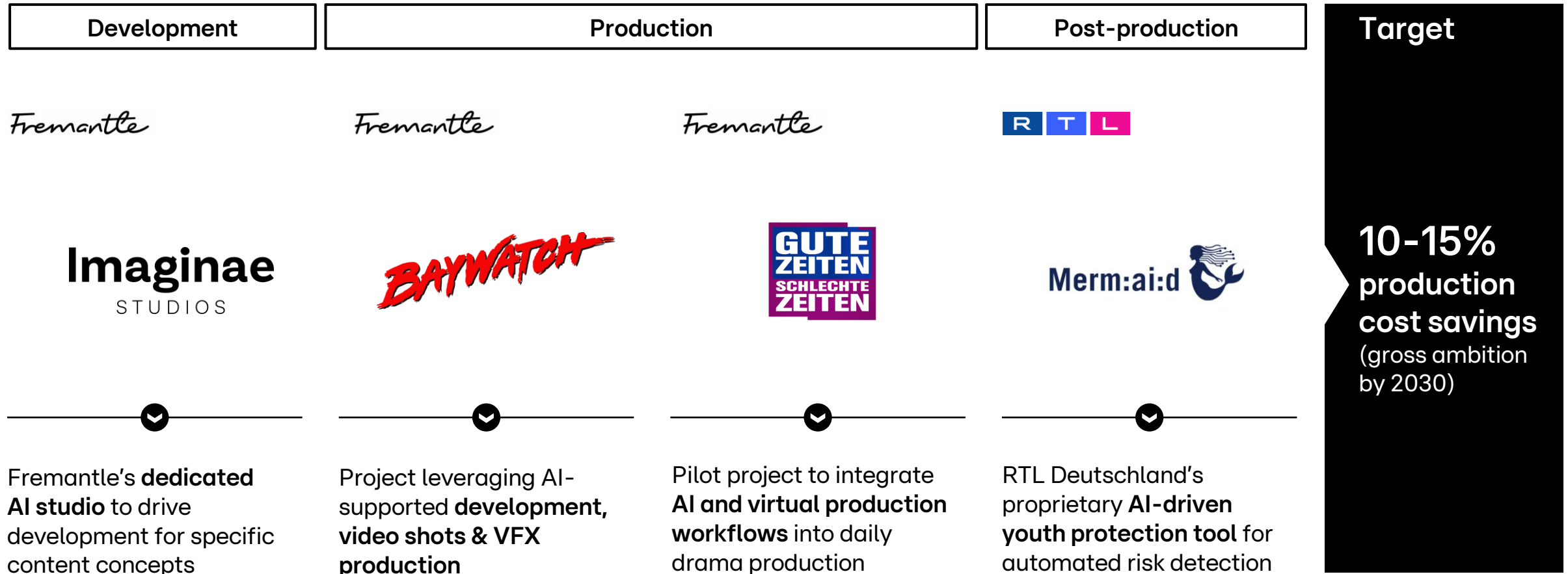
Total proceeds since 2019: **€2.7bn**

Dividend payments since 2019¹

€25.75/share
or
€4.0bn

Strategy update – Core

AI opportunities across the content value chain



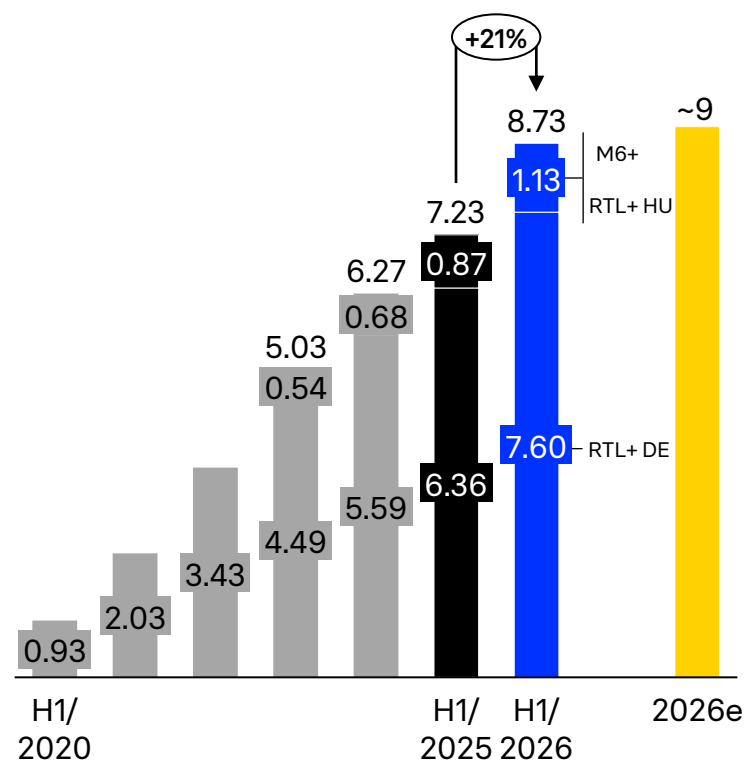
10-15% production cost savings
(gross ambition by 2030)

Strategy update – Growth



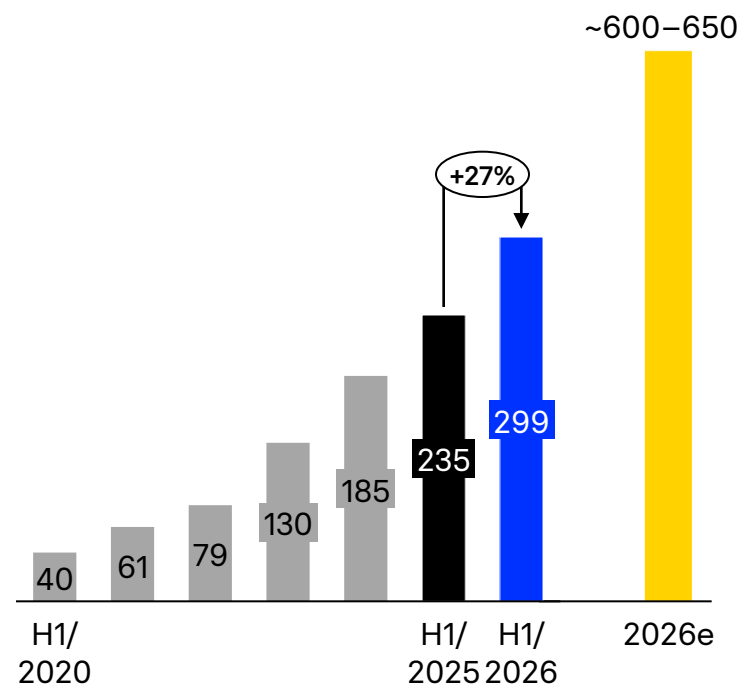
Paid subscriptions

in million



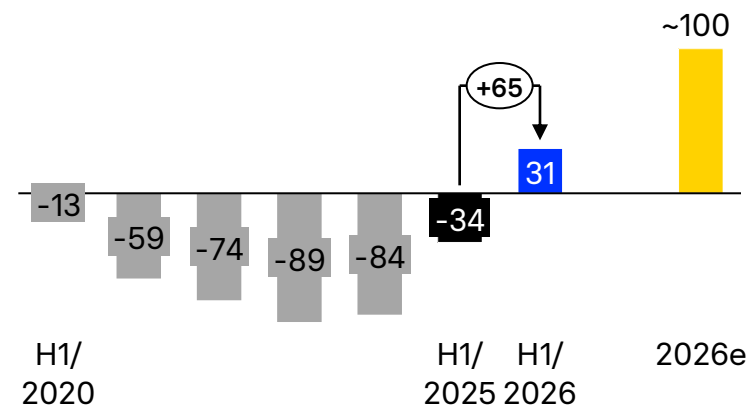
Streaming revenue¹

in € million



Adjusted EBITA from streaming²

in € million



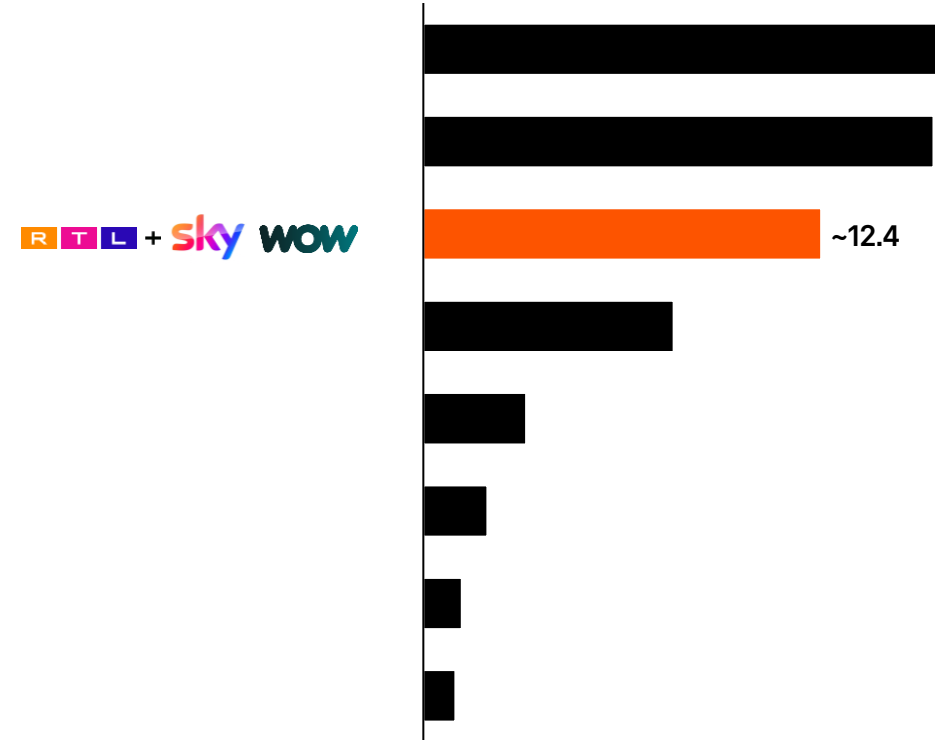
Notes: 1. Streaming revenue includes SVOD, advertising and distribution revenue from RTL+ in Germany, M6+ in France (previously 6play), RTL+ in Hungary (including RTL+/RTL+ Active/RTL+ Light), and external revenue of Bedrock 2. Total of Adjusted EBITA from RTL+ in Germany and Hungary, M6+/6play in France, 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

Strategy update – Growth

RTL Group acquired Sky Deutschland (DACH)...

- Transformational move for RTL Group, bringing full-year revenue to €8 billion
- Combination of RTL Deutschland and Sky Deutschland (DACH)
 - unique proposition across free TV, pay TV, streaming
 - highly complementary (business model, target groups, content)
- **Value creation:** ~€250 million (run-rate) annual synergies
- **Unconditional approval from European Commission received;** transaction closed on 1 June 2026

... becoming the clear #3



Streaming/video subscriptions in the DACH region
in million

Strategy update – Growth

Entertainment and information at scale

Content

>€2.5bn content spend



Entertainment



Films & series



Sports



News



Consumer

100m people in the DACH region



Free-TV

48 channels



Pay-TV



Streaming



Digital publishing

10+ magazines



Audio

31 radio stations

180 podcasts

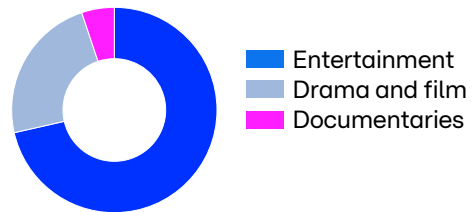


Strategy update – Growth

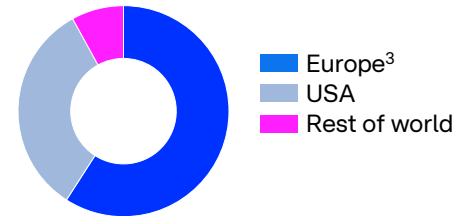
Highly diversified revenue streams

H1/2026, in %

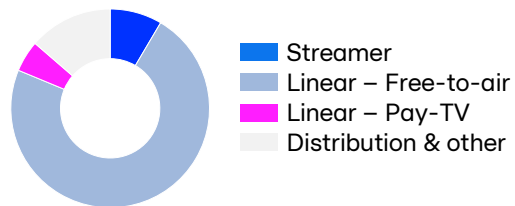
By genre¹



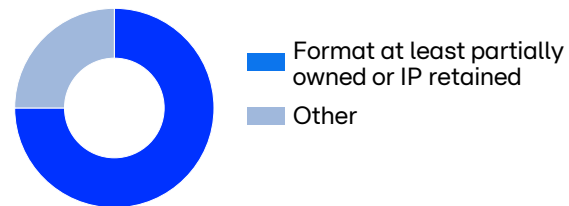
By region^{1,2}



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

Fremantle

RTL

Strategic priorities

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

Creative successes



4 Oscar nominations

Strategy update – Alliances & partnerships

Streaming and distribution partnerships



RTL Deutschland

Renewal of RTL+ and Magenta TV bundling until 2030
RTL+ bundling with HBO Max from January 2026
RTL+ channel on Amazon Prime Video from October 2025
RTL+ bundling with Oneplus in Switzerland from March 2026



Groupe M6

Launch of M6+ section on Amazon Prime Video from January 2026



RTL Hungary

Exclusive distribution of RTL+ and linear channels via One from January 2025



RTL Group

DPG Media deal across content, tech and international ad sales

Strategy update – YouTube monetisation

- Enhance **monetisation** of content libraries & IP
- Reach **complementary audiences** beyond linear TV and streaming
- Drive **inflow** to streaming services
- Strengthen **brands** & audience **engagement**



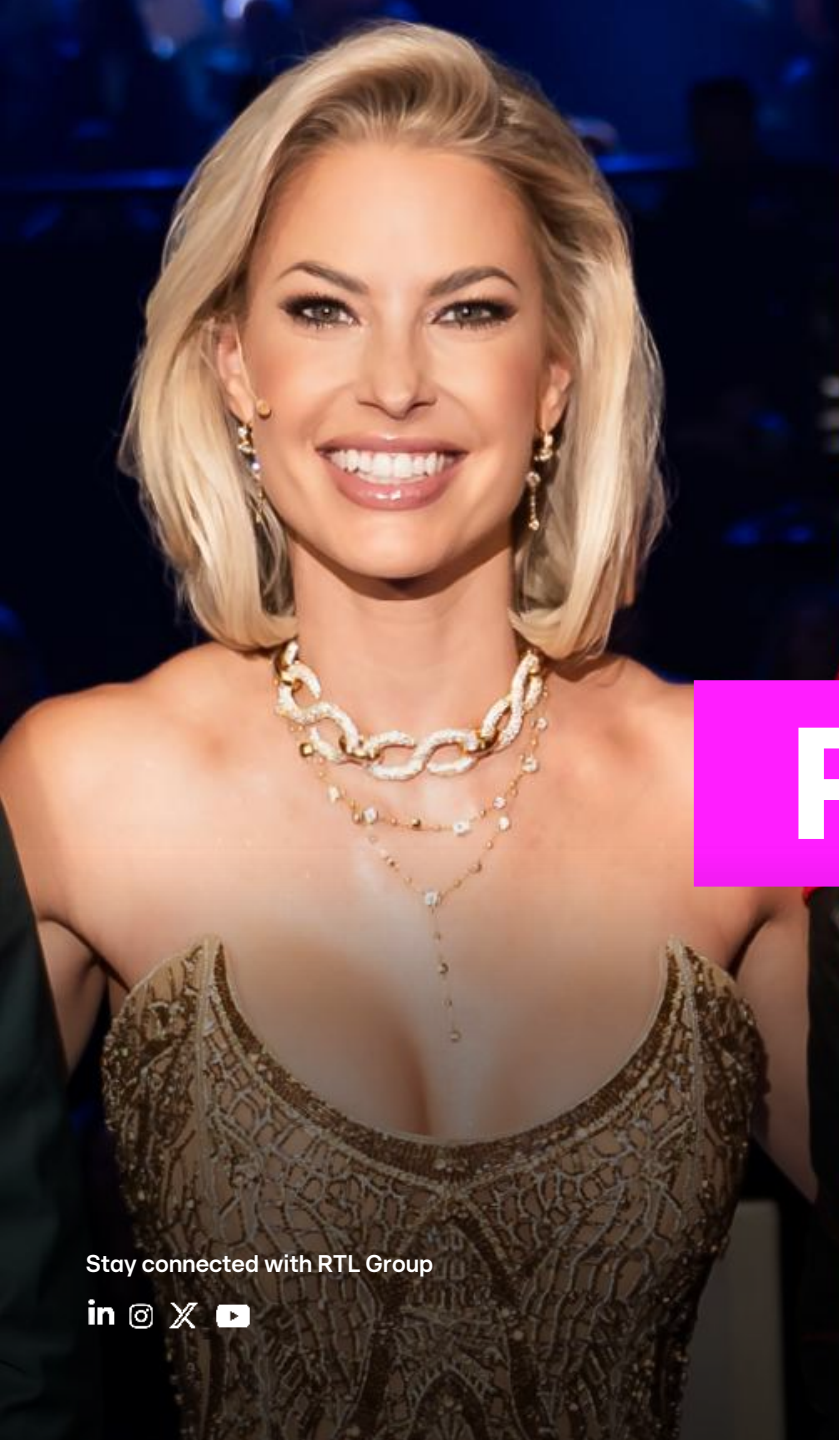
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Channels	452	495
Views ¹	6bn	10bn
	H1/2025	H1/2026



Channels	47	70
Views	0.8bn	1.6bn
	H1/2025	H1/2026

Cumulated numbers of
RTL Deutschland, Groupe
M6, RTL Hungary and
RTL Luxembourg



September 2026

RTL

Thank you

Stay connected with RTL Group

