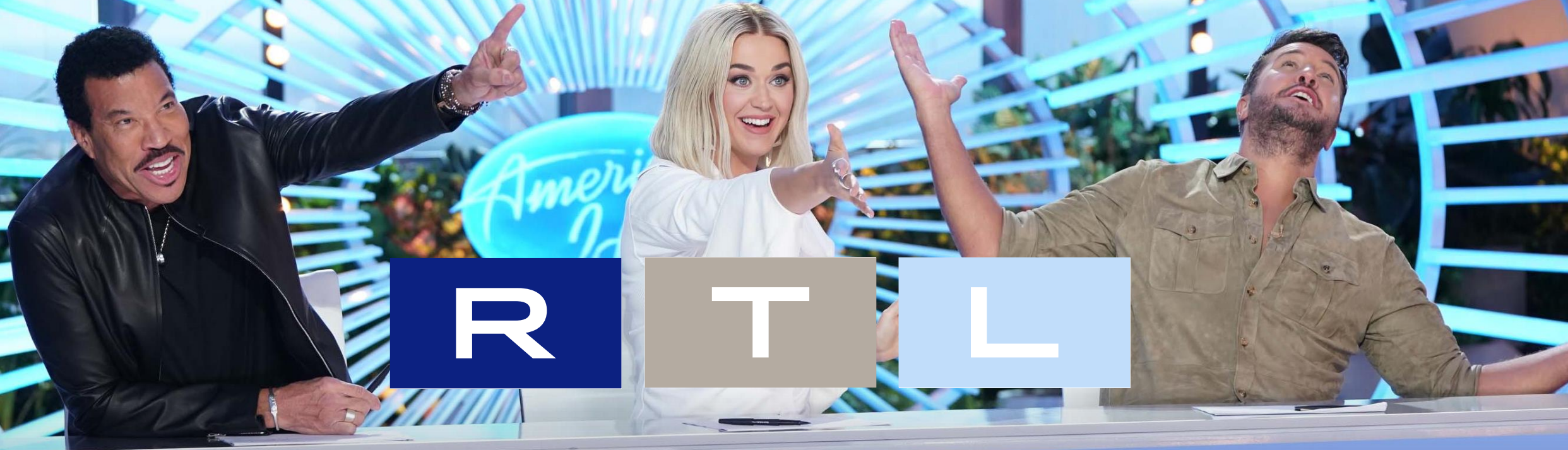


August 2023



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

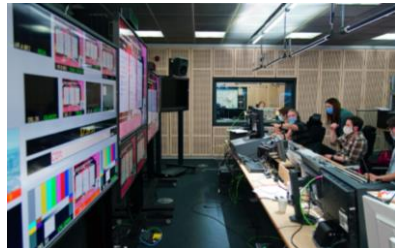


Leading European media company in digital video

Our responsibility

Focus areas:

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.

Environment



We are committed to protect the environment and becoming carbon neutral by 2030.

RTL – Europe’s leading entertainment brand

- Newly developed purpose, promise and brand principles
- Multicoloured logo reflects the diversity of RTL’s content and people
- Roll-out started with RTL Group and RTL Deutschland in 2021, followed by RTL Ad Alliance and RTL Hungary in 2022, and RTL Luxembourg and RTL Nederland in 2023
- In Germany, TV Now was rebranded to RTL+ in November 2021 and in Hungary, RTL+ was launched in November 2022

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



56 TV channels

Europe's largest commercial broadcaster

Antena 3 **6**:NOVA **A3S** Series **neox** **MEGA**

W9 **6ter** **Gulli** **iéva** **PARIS PREMIERE**

RTL **RTL**
ZWEE

RTL 4 **RTL 5** **RTL 7** **RTL 8** **RTL 2** **RTL** **RTL**
CRIME TELEKIDS

RTL SUPER **TOGO plur** **VOX up** **RTL UP** **RTL LIVING** **RTL CRIME** **RTL PASSION**

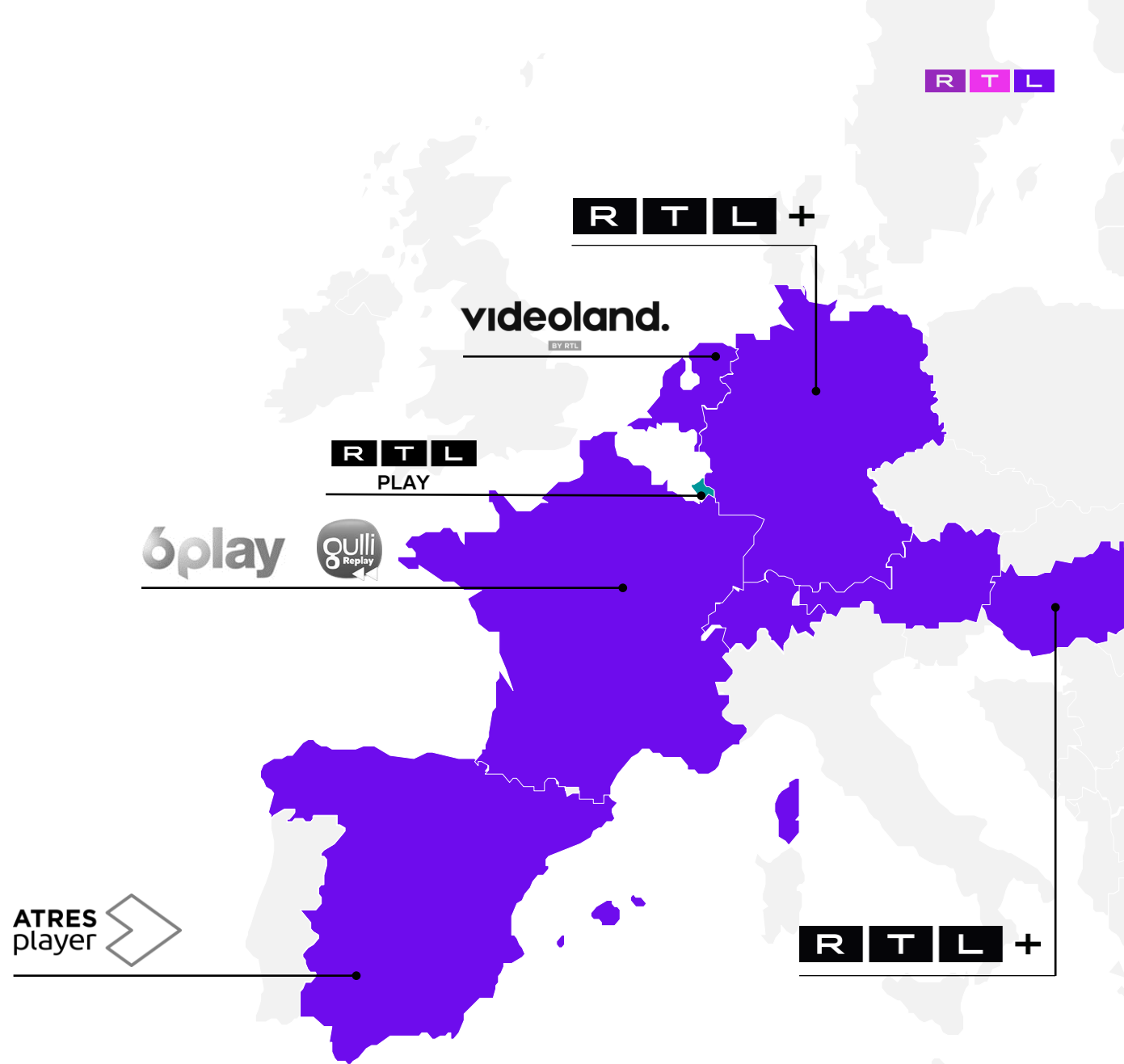
RTL **VOX** **NITRO** **ntv** **RTLZWEI** **GEO**

RTL

RTL

RTL KETTŐ **RTL HÁROM** **RTL GOLD**
SOROZAT **FILM** **muzsika**

7 streaming services



36 radio stations

in 4 European countries



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



American Idol



Got Talent



The Masked Singer



The Mosquito Coast



Farmer Wants A Wife



Gute Zeiten, Schlechte Zeiten



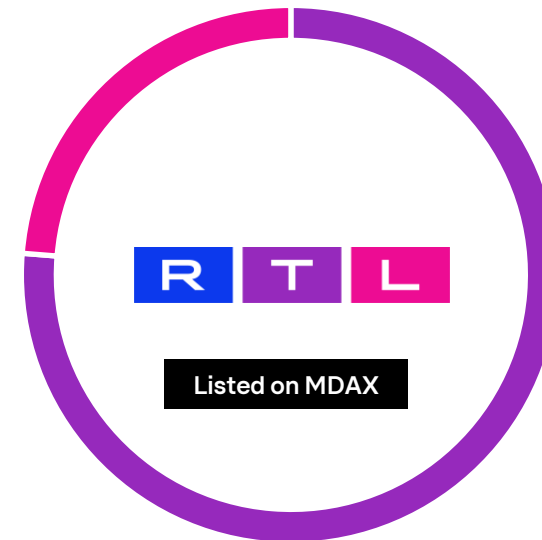
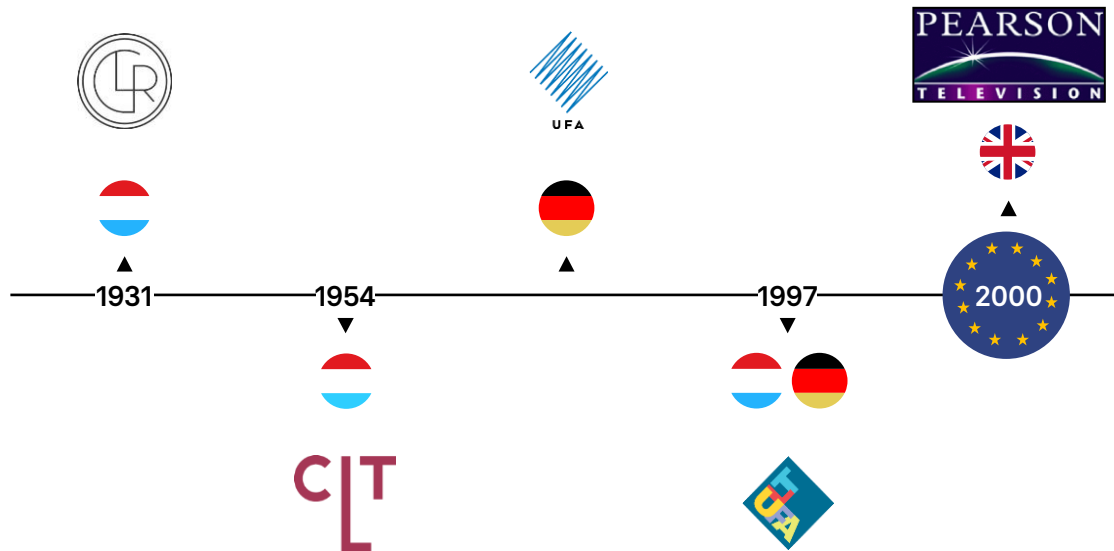
The Responder

Operating in 27 countries and responsible for around 12,000 hours of programming each year

480 new shows created every year

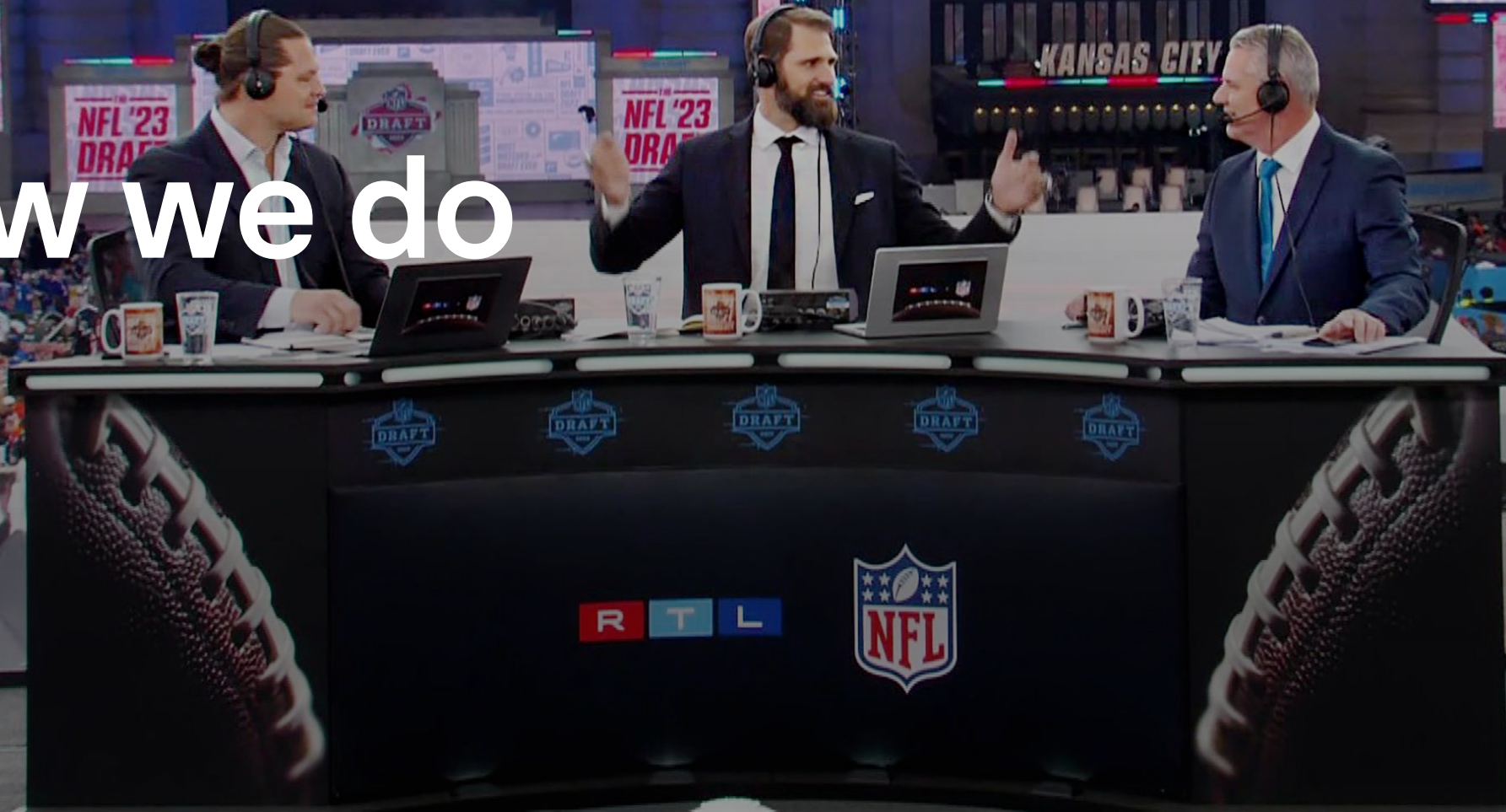
History of creating, producing, distributing and investing in worldwide content for over 100 years

From a European company to a truly global Group



Today, 18,900 employees in more than 30 countries worldwide are **#partofRTL**

How we do



Highlights in H1/2023

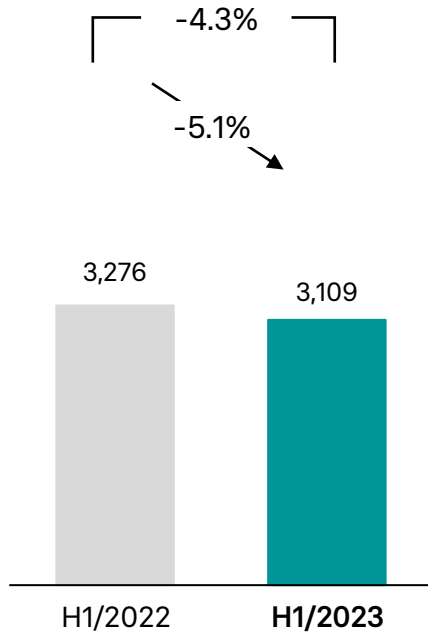
- **Streaming:** paying subscribers **+34%** to >6.0 million
- Continued **high investments** in content, streaming, tech & data
- Germany: renewal of Uefa Europa League rights
- Continued international rollout of success format *The Traitors*: strong ratings in France and the Netherlands; launch in Germany and Hungary in the second half of 2023
- Hungary: acquisition of Uefa Champions League rights
- Higher **TV audience shares** in Germany, RTL and Vox now the no. 1 & no. 2 commercial TV channels
- **Challenging TV advertising markets** in H1/2023, but first signs of market stabilisation in H2/2023
- **Outlook** for full year 2023 revised: Adjusted EBITA of ~€950m, after streaming start-up losses of ~€200m
- **Mid-term growth targets** for streaming and Fremantle confirmed



Key financials for H1/2023

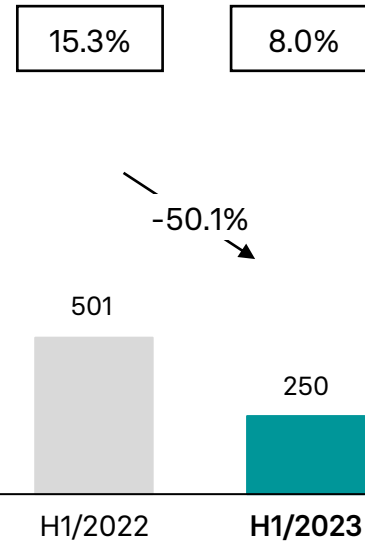
in € million
Organic growth/
decrease

Change

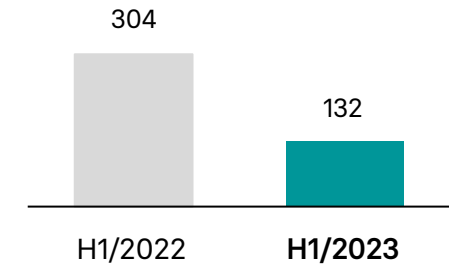


Group revenue

Margin



Adjusted EBITA



Group profit

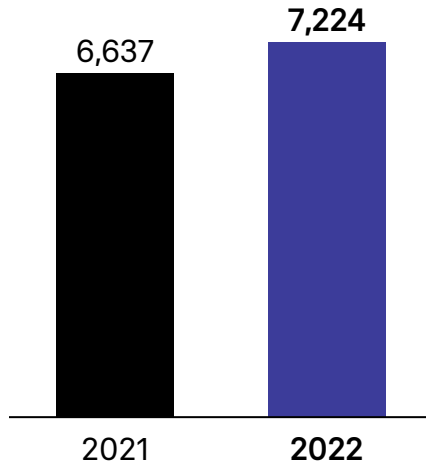
Key financials for 2022

in € million

Organic growth

+1.6%

+8.8%



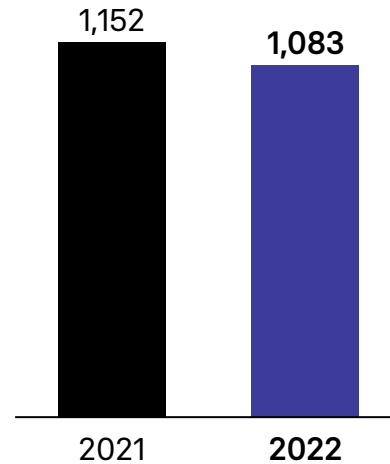
Group revenue

Adjusted EBITA margin

+17.4%

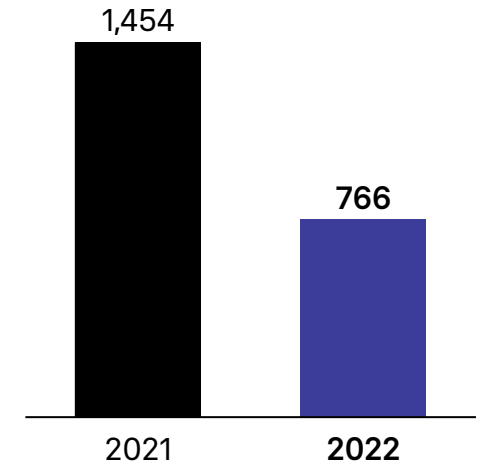
+15.0%

-6.0%



Adjusted EBITA

Significantly impacted by capital gains, primarily SpotX



Group profit

Where we go

Strategy framework

Core

Growth

Alliances & partnerships



Portfolio transformation

Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

Strategy update – Alternative paths to scale

Initial consolidation plans blocked by regulators



	▶	~€250-350m run-rate synergies to be fully realised by 2026
	▶	~€100-120m run-rate synergies to be fully realised by 2025

	▶	~€100m run-rate synergies to be fully realised by 2025
--	---	---



- Portfolio review completed
- Integration approach adjusted
- Synergy target ~ €75m

Need to scale, alternative paths defined



01 National advertising sales/subscription management

02 International advertising sales

03 Advertising technology

04 Streaming distribution partnerships

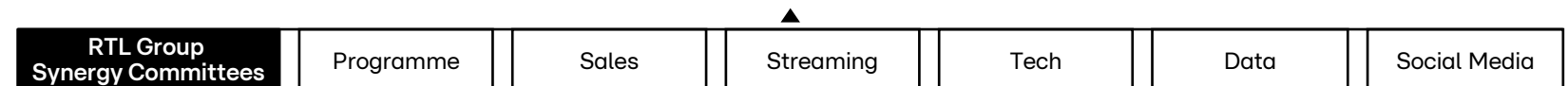
05 Streaming technology

06 Data

07 Joint content generation & distribution

08 Smaller consolidation steps

Main vehicles/partner examples



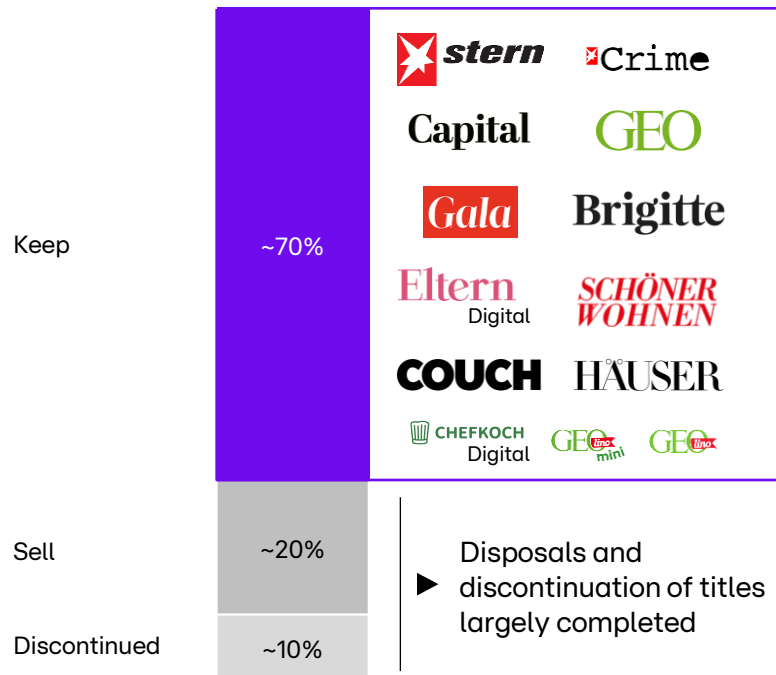
Strategy update – Core

RTL Deutschland: Reorganisation of publishing business

Focus on core brands and titles



Proportion of sold copies per year (in %)



Cost reduction

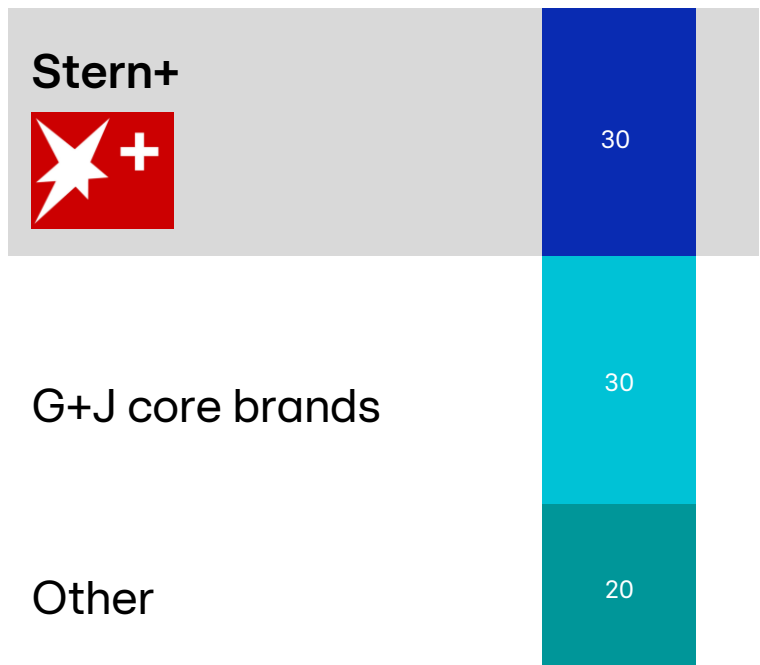


- Cost reduction of €70m per annum until 2025, primarily in corporate functions, facilities, IT
- Social plan is being implemented, staff reduction of ~700 FTEs

Significant investments

Investments in € million

80



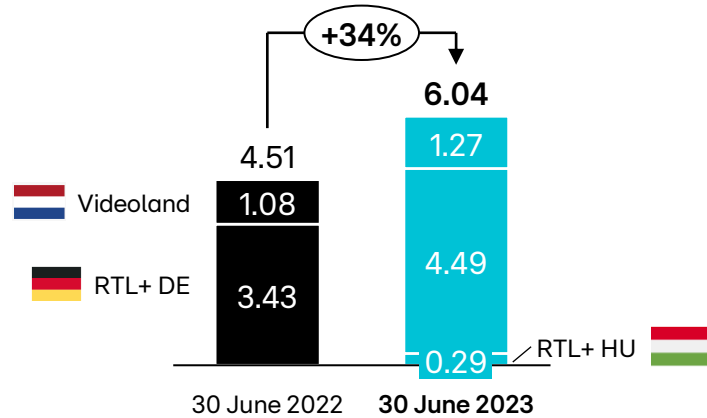
Strategy update – Growth

Build national streaming champions

RTL + videoland.

Paying subscribers

in million



Key figures

in € million

Streaming revenue ¹	130	152
Content spend	124	158
Streaming start-up losses ²	74	87

Targets by 2026

10m

paying subscribers

€1bn

streaming revenue

~ €600m











content spend p.a.

Profitability

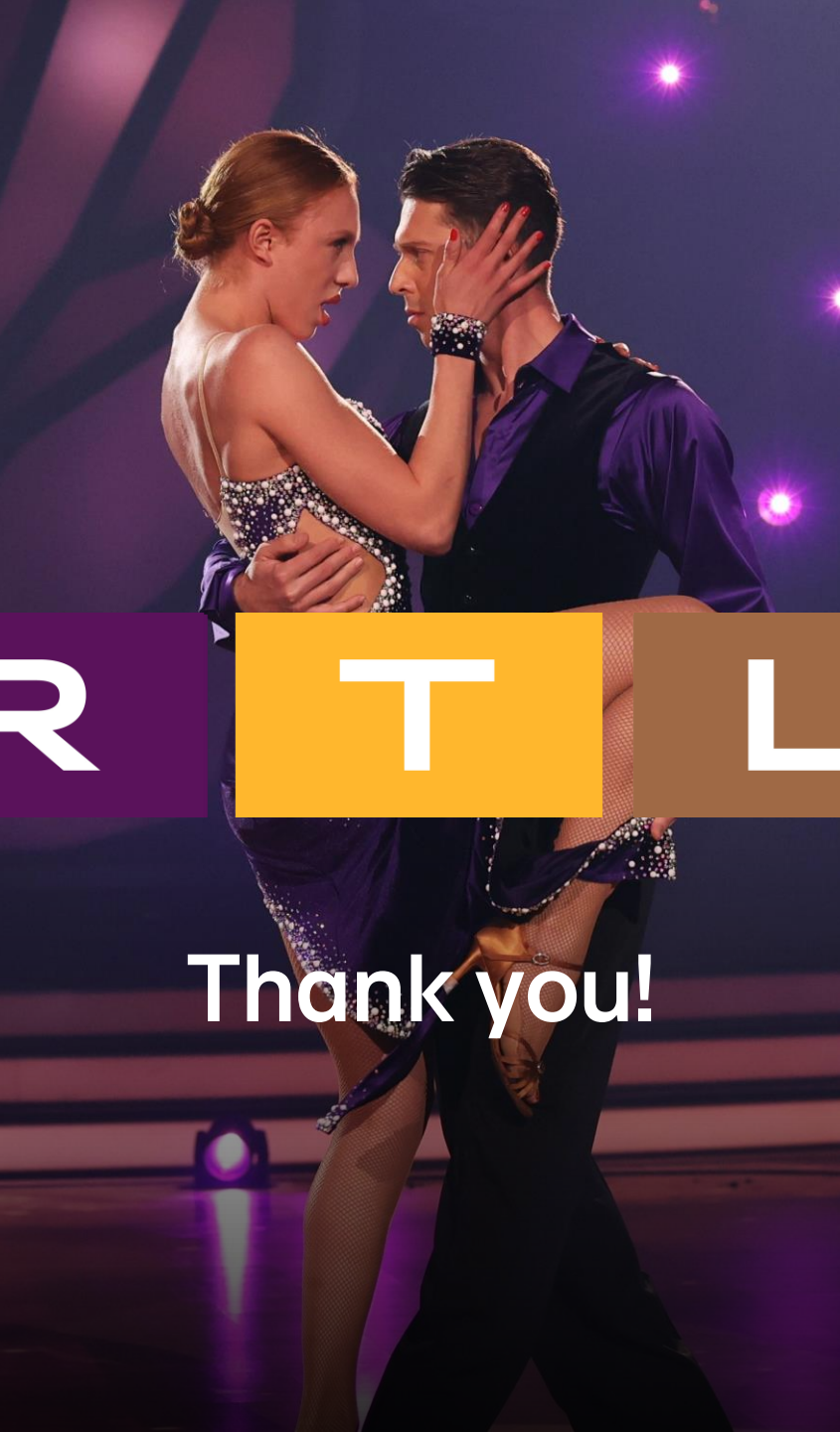
Adjusted EBITA

Strategy update – Growth

Expand global content business *Fremantle*

Content pillar	Strategy	Deep dive							
Entertainment	<ul style="list-style-type: none"> – Remain leading producer & distributor of quality entertainment shows – Invest in new formats & expand client base with global streaming platforms 	<div data-bbox="1263 554 1378 582">Growth</div> <p data-bbox="1263 611 1696 686">18 labels in 12 territories telling local and global stories</p> <table data-bbox="1263 711 1658 872"> <tr> <td>2021</td> <td>31 documentaries</td> </tr> <tr> <td>2022</td> <td>52 documentaries</td> </tr> <tr> <td>2023</td> <td>80 documentaries</td> </tr> </table> <div data-bbox="1819 561 2117 589">Launch of new label</div> <div data-bbox="1819 625 1977 743">  <p>Undeniable <small>a Fremantle label</small></p> </div> <p data-bbox="2007 632 2300 704">New premium documentaries label</p> <p data-bbox="1819 779 2198 808">9 projects in development</p> <p data-bbox="1819 839 2168 868">8 projects in production</p>		2021	31 documentaries	2022	52 documentaries	2023	80 documentaries
2021	31 documentaries								
2022	52 documentaries								
2023	80 documentaries								
Drama & film	<ul style="list-style-type: none"> – Invest in founder-led scripted labels – Be the best choice for talent 	<div data-bbox="1263 946 1447 975">Acquisitions</div> <p data-bbox="1263 1018 1403 1046">72 Films</p> <table data-bbox="1263 1011 2428 1232"> <tr> <td data-bbox="1263 1072 1421 1232">  <p>8 titles aired Jan 2022 - June 2023</p> <p>11 titles in production</p> </td> <td data-bbox="1658 1011 1816 1232">  <p>4 titles aired Jan 2022 - June 2023</p> <p>7 titles in production</p> </td> <td data-bbox="2058 1018 2211 1232">  <p>3 titles aired Jan 2022 - June 2023</p> <p>2 titles in production</p> </td> </tr> </table>		 <p>8 titles aired Jan 2022 - June 2023</p> <p>11 titles in production</p>	 <p>4 titles aired Jan 2022 - June 2023</p> <p>7 titles in production</p>	 <p>3 titles aired Jan 2022 - June 2023</p> <p>2 titles in production</p>			
 <p>8 titles aired Jan 2022 - June 2023</p> <p>11 titles in production</p>	 <p>4 titles aired Jan 2022 - June 2023</p> <p>7 titles in production</p>	 <p>3 titles aired Jan 2022 - June 2023</p> <p>2 titles in production</p>							
Documentaries	<ul style="list-style-type: none"> – Become leading producer of high-end documentaries – Elevate and grow labels – Seek M&A opportunities – Diversity in storytelling – Strategic broadening of commissioning partners 								

August 2023



R T L

Thank you!

Stay connected with RTL Group

