

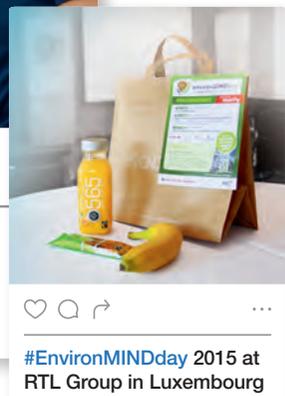
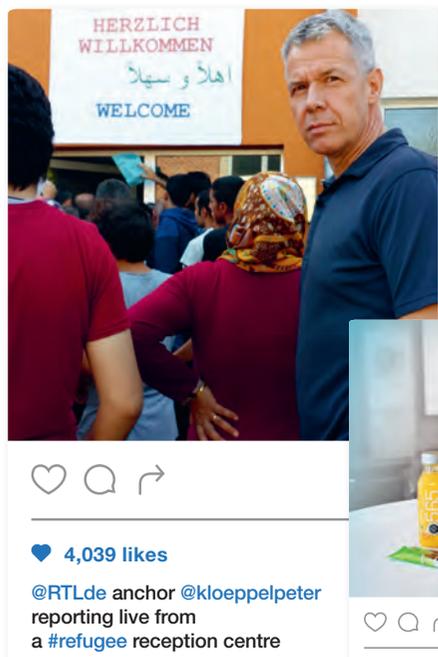
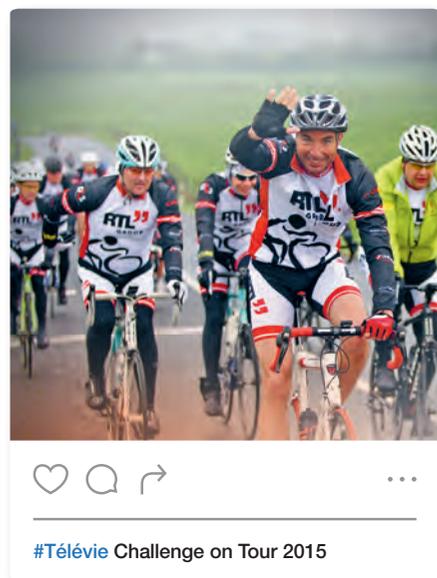


How RTL Group gives back to society



#RTL Gives Back

@RTLGroup



Contents

p. 4-5

Statement from the Co-CEOs

p. 6-7

Materiality results

p. 8-13

Press freedom

p. 14-19

Society

p. 20-27

Employees

Cover Vox/Martin Rottenkolber 2 RTL-TVI, RTL Lëtzebuerg/Roland Miny, RTL Television/Stefan Menne, Fabien Culot, RTL Television/Eike Werner
 4 Eric Catarina/Getty Images 9 RTL Nederland 10 RTL Radio (France) 11 RTL Hungary 12 RTL Television/Gordon Mühle, Jean-Yves Limet
 13 RTL Klub, N-TV, NDR/Matzen 15 BroadbandTV, RTL Television/Anja Degenhard, RTL Television/Rolf Baumgartner, Andrew Eccles/NBC/NBCU Photo Bank via Getty Images
 16 Fred Guerdin, RTL Télé Lëtzebuerg 17 RTL Television/Daniel van Moll, Instagram/getzemario 18 Vox/Martin Rottenkolber, Facebook/Tim Mälzer
 19 Instagram/brandonelliophotography, RTL Television/Andreas Friese 21 Olivier Cros, RTL Group 22 RTL Radio Deutschland, Groupe M6 23 Eric Chenal (5)
 24 RTL Television/Andreas Friese 25 FremantleMedia 26 RTL Hungary 27 Etienne Jeanneret/M6 (3)

At RTL Group, we care



Anke Schäferkordt and Guillaume de Posch,
Co-CEOs of RTL Group, share their views on the importance of
Corporate Responsibility at RTL Group

“We are aware of the special nature of the media business, as both an opinion former and information provider. Our scale, reach and popularity offer us a unique position to have a positive impact on society. But we recognise this popularity also brings with it great responsibility. Responsibility to our audience and to society has always been integral to our business. It’s deeply rooted in our values. For us, business success isn’t measured purely in financial terms. After all, acting responsibly and sustainably undoubtedly generates value for our company, and contributes to our long-term development. Therefore, Corporate Responsibility is fundamental to our everyday business activity.

While we maintain a decentralised organisation, we have as much to learn from collaboration on CR as we do on other business topics. We see this as a real incentive to developing a common CR framework across RTL Group, and that is something we have been working on over the past two years. Together, we will keep on discovering how we can create additional value through CR, and contribute to the long-term development of our business.

Most importantly, we don’t just talk about making a difference. We put our words into action, focusing our efforts on the three areas where we believe we can have the greatest impact:

Press freedom

We are careful to ensure high editorial standards and journalistic freedom throughout RTL Group.

Society

We ensure our output reflects the diversity of our society, protects media consumers and intellectual property rights. We also use our high profile to raise money and awareness to help to make a difference to disadvantaged members of society.

Employees

We do everything we can to ensure each of our employees has fair recognition, treatment, and working conditions, alongside development opportunities.

This report covers some of our Corporate Responsibility initiatives and opinions in these three areas, and we invite you to read more about them.”

Anke Schäferkordt and Guillaume de Posch
Co-CEOs of RTL Group

Materiality results

Relevance for the business

Materiality assessment 2014

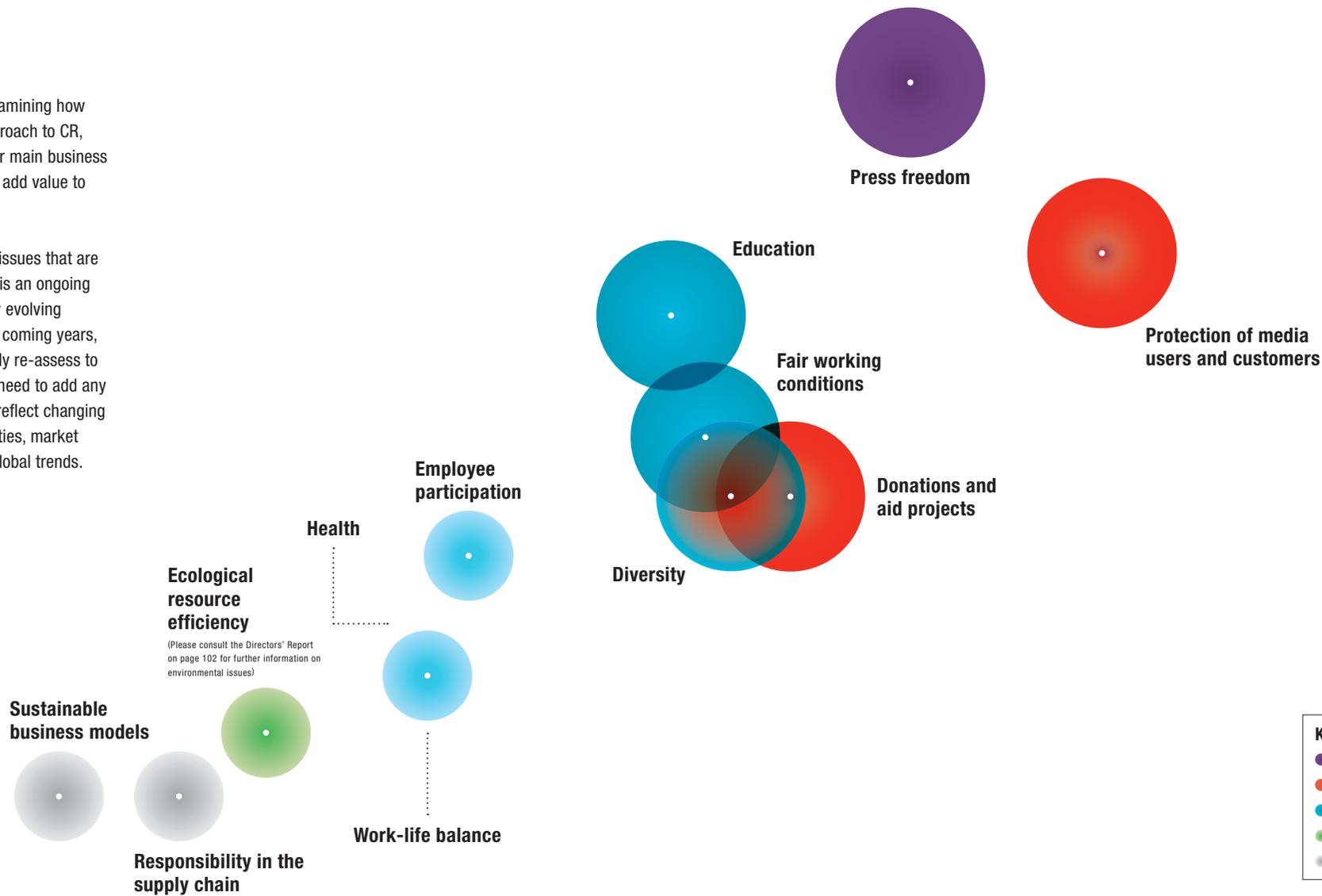
Knowing which CR issues are important helps us set the right priorities and take whatever action matters most. We aim to understand what opportunities, risks and impact are important to our business and our stakeholders, and the relative priority of those issues, so we can maximise the value of our CR initiatives.

In 2014, we completed a materiality analysis – in close cooperation with RTL Group’s business units and our majority shareholder Bertelsmann – to identify our most relevant CR topics. The results are presented here. In the coming years, together with our business units, we will concentrate our efforts on these topics, and ensure they feature prominently in our CR strategy.

Based on the outcome of the materiality analysis, we have started to define CR key performance indicators (KPIs)¹, which we are gradually introducing into our reporting.

We are also examining how a strategic approach to CR, that links to our main business objectives, will add value to our business.

Reviewing the issues that are material to CR is an ongoing and continually evolving process. In the coming years, we will regularly re-assess to discover if we need to add any new issues to reflect changing business priorities, market conditions or global trends.



Key:

- Press Freedom
- Society
- Employees
- Environment
- Others

In 2014, out of 12 CR topics assessed (on a scale of 0 to 3), six issues have been identified as being of most relevance to RTL Group’s business operations and to key stakeholders

¹ Throughout the report all boxes with this icon show relevant key performance indicators

Relevance for stakeholders

What? Why? How?

trust (noun) // expression Trust is the basis of all good journalistic communication. A healthy, varied and high-quality broadcasting and internet landscape is hugely important to a democratic and diverse society. Each day, tens of millions of people use RTL Group's news and magazines to learn about events and information, whether local or from around the world.

Politicians, regulators and – most importantly – our millions of viewers and listeners, expect to be able to trust RTL Group to inform them responsibly, impartially, credibly and truthfully. Our audience means everything to us, and is at the heart of what we do. Of course, guaranteeing high standards and press freedom is also fundamental to attracting talented journalists, maintaining our reputation, and minimising complaints and legal issues.

★
RTL Group ensures editorial and journalistic independence

At RTL Group, our independence means we can uphold strong principles of journalistic balance, which reflect society's diversity and democracy. Our local CEOs act as publishers and don't interfere in the production of content. This is the responsibility of the local editor-in-chief, who applies rigorous ethical standards using local guidelines, and ensures diversity of opinion through journalistic freedom. Our news programmes may vary from country to country, but they share many traits that explain their popularity: they are credible, easy to understand, up to date and, above all, independent.

Here we look at how we maintain editorial and journalistic independence, asking the views of the editors-in-chief at three of our profit centres.

Impartial by decree, as well as by principle

RTLnieuws
 @RTLnieuws

Discussing the issue with
Pieter Klein, Deputy Editor-in-Chief, RTL Nederland

Your editorial independence has been set down in writing. Tell us more.
PK: Our 'Redactiestatuut' is a legally binding agreement between the news organisation and our parent company. It was introduced when we first started our news programming, to ensure editorial independence and rule out interference in editorial decisions for whatever reasons. The board of RTL Nederland sets out the strategic and financial goals for the company as a whole. The CEO of RTL Nederland and the editor-in-chief of *RTL Nieuws* will discuss those goals, and the editor will inform the CEO of any issues that may arise as a consequence of our publications or editorial decisions.

How does this play out on a daily basis?
PK: As the principle of press freedom within RTL Nederland is part of our values and culture, it is fair to say we don't actually need to refer to the 'Redactiestatuut' in our day-to-day business – there is no interference with our editorial decisions, nor are there any attempts to do so. The editorial independence of *RTL Nieuws* is important for our reputation as a reliable and trustworthy news organisation. This is broadly recognised in the Netherlands, and the trust it elicits is a foundation of the success of our news programmes.



“The editorial independence of *RTL Nieuws* is important for our reputation as a reliable and trustworthy news organisation.”

Pieter Klein

Double degree neutrality



◀ Jacques Esnous



▲ Marie-Bénédicte Allaire

Here we examine a two-fold approach to ethical reporting with Jacques Esnous, Editor-in-Chief of RTL Radio (France) and Marie-Bénédicte Allaire, representative of the French Society of Journalists (SDJ)

Why is being independent so important?

J.E.: With the rising power of social networks and 24-hour news, our success hinges on our credibility. But independence can't simply be proclaimed, we must practise it afresh every day, so our listeners recognise that our editorial line is politically impartial.

How do you ensure this independence ?

J.E.: People's roles are clearly defined, with highly professional journalists maintaining the quality and accuracy of the stories, and providing information to help listeners understand current affairs, and with editorial writers analysing events. Then at clearly identified times, we talk to prominent opinion leaders so we can present the widest possible range of opinions on the news. And, although we are a commercial radio operator, we don't hide away from discussing issues concerning advertisers. **M-BA:** Occasionally, some interviewees may try to influence how a topic is covered. In the vast majority of cases, the journalists on the editorial team have their managers' backing to withstand this type of pressure.

What form does the collaboration with the French Society of Journalists (SDJ) take?

M-BA: The vast majority of journalists at RTL Radio (France) are members of SDJ. The society's job is to oversee ethical aspects of topics covered by the station. We may approach management about the content of a news analysis, the angle a subject is tackled from, or even the station's overall approach to coverage of an event. **J.E.:** The door to my office is always open. As soon as a concern or question arises, I'm there to discuss it. Our journalists know that in CEO Christopher Baldelli and myself, they have two fierce defenders of their editorial freedom.

!
SOCIÉTÉ
DES JOURNALISTES
(SDJ)

SDJ is a voluntary association which exists in every news-room in France. Its aim is to ensure a minimum of journalistic independence, and compliance with the code of ethics for journalists. The SDJ branch at RTL Radio in France was founded in 1976 and is represented by ten members, elected by the journalists there.

Maintaining credibility with the audience



Robert Kotroczó is the News Director of RTL Hungary

In recent years, there have been many concerns about the freedom of media in Hungary. How is your relationship with the Hungarian Government?

RK: When the government tried to put an extra 50 per cent advertising tax on RTL Hungary, then our teams were not welcome in press conferences, as we were seen as 'too critical'. Now the government has a Ministry for Communication. We have to send our questions there and we're sent answers, or ministers with answers. The relationship is more normal and we have built many new personal contacts. Although we rarely had to correct a story, we've changed our methods of editing to check information over and over again, many more times than we did before. We have added further lawyers and researchers to our team to be 100 per cent accurate.



“We make our own agenda – based on our audience – rather than following the agenda of the government or any other party.”

Robert Kotroczó

How else do you ensure independence in Hungary?

RK: We make our own agenda – based on our audience – rather than following the agenda of the government or any other party. Since our launch, we have had a book of standards, and trained all newcomers. If there is an issue, the editors refer to that book. If the situation is still not clear, a group of editors makes a judgement – sometimes the whole editorial board can be involved. Our viewers like to tune to our political news because they believe what we report. We also try to show the lives of the poor and those who need help.

Does it make a difference that RTL Hungary is owned by a foreign company?

RK: Absolutely. RTL Hungary has underlined its credibility over 18 years by not being imbalanced or being a mouth-piece. It helps that our owner is not based in Hungary – it has an objective view, and is financially more stable than any Hungarian media company.



Investing in news

Providing independent news requires a great deal of investment, but to do so is our responsibility as a good corporate citizen. Above all, our commitment to news and magazine programmes is a cornerstone of the success of our general interest channels.

SCAN THE CODE TO WATCH THE RTL Z TRAILER

Mediengruppe RTL Deutschland moves into new Berlin studios



RTL Z – the new RTL Nederland business news channel

“We want to establish RTL Z as a channel that perfectly combines news coverage and entertainment.” With these words, Marco Louwerens, Programme Director for RTL 7 and RTL Z, launched a brand new platform – including TV, digital and live events – that focuses on business, finance, technology and lifestyle.

RTL Belgium's refreshed newsroom



Investing in news for France and Belgium

How people keep up with the news continues to evolve, which is why RTL Group is at the forefront of keeping news broadcasts looking and feeling up to date, using the latest technology to stay one step ahead. This includes well-respected and long-running news shows, *Le 12:45* and *Le 19:45* on M6 in France, and *RTL Info* on RTL-TV. Both have recently revamped their newsrooms to improve rapport with viewers, including new decor, computer graphics, and broadcast design, more studio capacity and large screens controlled by newsreaders using touchscreen tablets.

New studios for Mediengruppe RTL Deutschland

Mediengruppe RTL Deutschland opened brand new 240-square-metre studios in the heart of Berlin, in September 2015. CEO Anke Schäferkordt commented: “The strong figures for news and online content at RTL Television, N-TV and RTL II are proof that this high level of dedication is paying off.”

#news @rtlinfo

Reporting the refugee crisis

Throughout 2015, RTL Group faced the refugee crisis across Europe head on, with comprehensive reporting and programmes about this key news story. Throughout this humanitarian crisis, our role is to help people understand all facets of the situation, and raise awareness of the issues.

SCAN TO WATCH N-TV'S MARHABA

#Marhaba @ConstantinNTV

Helping viewers understand the refugee crisis



N-TV reveals life as a refugee

Journalist Constantin Schreiber is steeped in Arabic tradition and has a unique understanding of life for Arabic refugees in Germany. His Grimme-Preis award-winning series of short films *Marhaba – Ankommen in Deutschland* (Marhaba – Arriving In Germany), broadcast in Arabic with either German or Arabic subtitles, is viewable on the N-TV homepage. Each film explores one aspect of German daily life, for example religion or women's rights. No topic is too sensitive: he even devoted an episode to the recent sexual assaults of women in Cologne.

N-TV reporter, Constantin Schreiber, interviewing refugees in Arabic



Award for outstanding journalism for 105.5 Spreeradio

Berlin-based radio station 105.5 Spreeradio won the German Radio Award (Deutscher Radiopreis) for its current affairs report on people smugglers. Yvonne Fricke and Toni Schmitt highlighted the problem by interviewing smugglers, refugees, volunteers, agency officials and the German Federal Police. 105.5 Spreeradio is the first commercial radio station ever to win a prize in the Best Current Affairs Report category at the German Radio Awards in Hamburg.

Winners Yvonne Fricke and Toni Schmitt with politician Heiner Geißler (middle)



What? Why? How?

responsibility (noun) // expression RTL Group has always been aware of the great responsibility that comes with being an opinion former and information provider in society. As a leading media organisation, we are in an excellent position to bring to people's attention important social and environmental issues through reports, magazine shows and series.

Our responsibilities to society include:



Donations and aid projects

RTL Group is well positioned to support a wide range of good causes and raise money for charities, and this is something we feel it is important to do. Also, our high profile helps us contribute to heightening awareness of important challenges around the world, and bringing social issues to the public's attention, particularly those that might otherwise go unreported or under-funded. We see this contribution to society as our duty as responsible citizens.



Diversity

We offer our audiences the broadest and most inclusive spectrum of entertainment and informational programmes possible: high-quality programming for all – regardless of age, gender, ethnicity, religion, disability or sexual orientation.



Protecting media users and customers

RTL Group produces and broadcasts a wide variety of entertaining programmes for younger audiences. We must ensure our content is suitable and responsible, particularly for those who may not be in a position to decide or understand what is not suitable. In addition, we protect and respect intellectual property rights, as they are the building blocks of a creative and diverse media landscape.

▶ YoBoHo's edutainment for kids



▲ Maxi Biewer for Stiftung RTL – Wir helfen Kindern in Tanzania



▲ The daily *Gute Zeiten, Schlechte Zeiten* (Good Times, Bad Times) covers many important social topics



▲ The jury of *America's Got Talent*

♥ Donations and aid projects

Every year, RTL Group raises awareness of a wide range of important social and environmental issues, and vital funds for a host of charities and good causes. In addition, RTL Group's different profit centres have established charitable foundations or support corporate charity partners in their operations.

@Televie



Philippe Delusinne, CEO of RTL Belgium, presenting the amount raised for Télévie



Télévie in Luxembourg

Another record-breaking Télévie

Since it was founded in 1989, *Télévie* has raised a total of €152,399,182 towards scientific research to fight cancer – particularly leukaemia in children. The *Télévie* fundraising event 2015, culminating in the grand finale broadcast live on RTL-TV1 and RTL Télé Lëtzebuerg, raised a new record of €9,502,675 for cancer research, which was all donated directly to the Fund for Scientific Research F.R.S.-FNRS.

Journalists and presenters from RTL Belgium also joined celebrities, scientists and volunteers to make the 27th *Télévie* the biggest success yet. The live programme showed scientific reports, testimonials from patients and researchers, and performances from well-known artists. Viewers even got to see Belgian Prime Minister Charles Michel and the Minister of Public Health, Maggie de Block, take each other on in a culinary challenge.

#RTL Spendenmarathon



Improving children's lives for 20 years

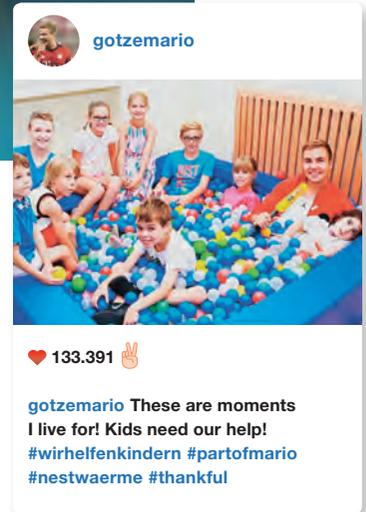
2015 saw the 20th anniversary of the *RTL-Spendenmarathon* – the RTL Television telethon that has raised over €143 million for children in need in Germany, and around the world, since 1995. To celebrate, 2015's broadcast was extended by five and a half hours – running for a total of 30 hours non-stop. This year was the best yet, raising a record €10,068,215.

Everything *RTL-Spendenmarathon* raises is managed by the Stiftung RTL – Wir helfen Kindern (Foundation RTL – We Help Children), with a different celebrity attached to each project. Over the years, big names who've helped out include Ben Stiller, Shakira, Ricky Martin and Michael Schumacher. So far, the foundation has supported more than 140 children's aid projects.

This year's donations helped refugee children and their families, and seriously disabled children in Germany. The money



Top model Lena Gercke helping improve children's lives in India



RTL-Spendenmarathon ambassador Mario Götze supports Stiftung RTL – Wir helfen Kindern projects

also went towards integration and equal opportunities for socially disadvantaged children in Germany, supporting refugee children in Jordan, building a centre for girls with HIV in India and classrooms for slum children in Argentina. The money also helped existing projects, such as the RTL Kinderhäuser (Children's Houses) established in Germany in 2009.





▼ The cast of *Club der roten Bänder* with author Albert Espinosa (middle of the back row)



Raising money with red bracelets

Hit drama *Club der roten Bänder* (Red Bracelets), about a group of hospitalised youngsters who form a special society to help get through their illnesses, has inspired Vox to raise money with the red bracelets from the series.

Fans of the show could order a red band on Vox.de to show solidarity. For each request Vox sent out six free red bands to be distributed to friends and colleagues. Vox also encouraged

recipients to donate to one of three related charities.

Both the show and the fundraising were successful, with 18,000 requests for red bands during the first six hours. In total, 200,000 red bands were sent to fans, and celebrities such as Tim Mälzer, a German chef, who raised further awareness of the cause on Facebook. Donations to the three charities raised € 29,434.



◀ Celebrity chef Tim Mälzer joins the club

DONATIONS AND AID		
<p>€ 12,138,667 Estimated net value of free air time / donated media time given to charities</p>	<p>€ 3,488,557 Cash donations and budget allocated to corporate foundations or charity initiatives supported internally</p>	<p>€ 20,712,433 Funds raised for charity during flagship events</p>



#TechPong

BroadbandTV participated in TechPong 2.0, a ping pong tournament to help raise money for Syrian refugees. Hosted by Chimp and Shoes.com, the event raised over \$71,000.

Bringing together generations and cultures

2015's RTL Commit Award, RTL Television's media award, was called 'Die Musik macht's' (Music Matters). It gave talented young musicians the chance to use their music to bring together different generations and cultures.

RTL Television produced short films from the best submissions, then presented them to the celebrity jury: BMG artist Nena, DJ Antoine, Mrs Greenbird and Peter Kloeppel. The short films were also broadcast on the RTL Television youth programme *Yolo* and online, with viewers voting for the winner of the audience award. Both the group and audience awards went to Baff – 'Bands auf festen Füßen' – a 60-strong group



from Brandenburg. The group makes music as a plea for tolerance, such as playing and performing with refugees to help them integrate. They won the chance to support singer Nena at one of her concerts, meet and greet tickets for one of DJ Antoine's live sessions, and places at a music video seminar at RTL Television.

The winner of the individual category was 23-year-old music student Susanne Uhl, who leads her community's Vespers church choir in Mannheim and performs with the choir in nursing homes and homeless shelters. She will now get to spend a day at RTL Television with star violinist David Garrett.

SCAN TO LEARN MORE ABOUT THE COMMIT AWARD

"I promise we'll continue to give our full commitment to supporting children."

Anke Schäferkordt, Co-CEO of RTL Group



▶ The Commit Award jury, including Peter Kloeppel, Nena, DJ Antoine and Mrs Greenbird meet the winners



TV FOR PEOPLE WITH DISABILITIES

35,119.5*
Number of hours of subtitled, signed and audio described programmes for disabled people

*Atresmedia with 27,683 hours not included (minority shareholding)

What? Why? How?

employer (noun) // expression RTL Group believes in being a ‘first-choice employer’. As an essential part of our corporate culture, we do everything in our power to ensure everyone has fair recognition, treatment and opportunities. Becoming a first-choice employer means attracting and retaining the best talents. Ultimately, this increases employee productivity, engagement and satisfaction, and helps us remain competitive.

Our business is a people business; our employees’ creativity and motivation are key to success, and a culture of pioneering and innovation can only thrive based on fair working conditions. Finally we want our business to reflect the diversity of our audiences, and therefore we want a workplace within a diverse environment.

How does RTL Group address these issues?



Education and training

We make a wide range of training and development opportunities available to help employees develop both personally and professionally. We also have talent management and succession planning programmes to promote career opportunities for employees in collaboration with Bertelsmann University. In addition, many of our business units operate internal mobility programmes.



Fair working conditions

We offer these through attractive salaries, reward systems, profit-share distribution, company pension and other financial incentives, as well as providing training and development opportunities, career advancement, high quality work environments and general wellbeing initiatives. In line with our decentralised structure, local management teams implement their own programmes to suit their business needs and local laws.



Diversity

We offer equal opportunities in all recruiting and promotion decisions, and disciplinary measures, so long as criteria such as qualifications, performance and leadership determine those decisions. We will not tolerate any form of discrimination against employees or applicants based on age, disability, religion or belief, sexual orientation or any other specific characteristic allowed for under anti-discrimination laws.



European Works Council – representing employees’ interests

The European Works Council (EWC) consists of representatives from RTL Group’s local works councils in the EU. The EWC and the Senior Group Management team meet twice a year, maintaining an open dialogue to address cross-border employment issues, and to represent employee interests at the top level of the company.

2015 was a difficult year for the EWC, but ultimately, a very successful one. “We started the year fearful of job losses due to a plan to outsource the accounting functions of the Group to a European shared service center,” says Kai Brettmann, Chairman of RTL Group’s EWC. “After deep discussions with Bertelsmann’s and RTL Group’s management, and the works councils of majority shareholder Bertelsmann, the plan was shelved in favour of keeping local functions, but working to achieve standardised processes. The management was open to discussion, and all works councils across Bertelsmann have worked together to reach this goal.”

Constructive social dialogue also helped reassure and encourage employees at RTL Hungary in a difficult political environment. This was due to the dispute between RTL Group and the Hungarian Government, who had imposed severe tax rates on advertising sales, clearly aimed at RTL Hungary. Fortunately, this has since been resolved.

Themes regularly on the agenda for the EWC are those such as fair working conditions, work-life balance and training. “While we clearly see some progress, there is always room to improve further,” says Kai Brettmann. “The digital transformation of RTL Group is the most important strategic topic in our ongoing dialogue, helping ensure we have the right age and skills profiles to grow our online video businesses and strengthen online advertising sales.”



“The digital transformation of RTL Group is the most important strategic topic in our ongoing dialogue.”

Kai Brettmann

EWC members with RTL Group’s senior management team





THESE ARE THE JOURNALISTS WE'RE LOOKING FOR!

Education and training

Inspiring the next generation of journalists

As journalism changes with the times, so does RTL Journalistenschule, the RTL School of Journalism. In 2015, we expanded the practical training and redesigned the selection process. Now applicants for the two-year training course show off their teamwork, problem-solving and creativity by working in groups to make a news video. Successful candidates enjoy internships at Mediengruppe RTL Deutschland companies and elsewhere, and go on excursions to Brussels, Berlin, Washington DC and New York.



Investing in the workforce of the future

Every year, Groupe M6 offers 35 internships in a variety of fields, for example: production, journalism, marketing and management. It's a key element of the Group's HR policy. In June 2015, it welcomed 225 students to its second annual 'sandwich training' fair, where

they met 45 current employees to discuss the positions available this year. The event serves two purposes: future trainees get to discover more about working at Groupe M6, while for managers, the initial selection process is streamlined, with successful candidates all interviewed within 10 days.

Making radio waves with the Academy

RTL Radio Deutschland's RTL Radio Academy is unique in German radio. It gives talented employees the chance to develop their leadership, strategic thinking and organisational skills with seminars, workshops and events. These three key areas are taught through a series of modules designed to advance their careers, help them take responsibility and make informed strategic decisions.

Any employee from any level or role can get involved, and in 2015, RTL Radio Academy added the 'Next Generation PD' programme. This course helps develop special talents to become programme directors by teaching the essential skills and knowledge for the role. Each seminar is designed to be fun, informal and open, as we want people to learn while they are enjoying themselves.



▲ RTL Radio Academy developing leadership skills



Fair working conditions

Fair working conditions are very important to RTL Group. In a people business, employees' creativity and motivation are key to success. In addition to attractive salaries, in most of our profit centres, employee benefit schemes include participation in profit or reward schemes, or pension arrangements. Local management teams implement these to suit their business needs and local circumstances.



▲ Employees of RTL Group in Luxembourg



Flexible life planning with the value account at Mediengruppe RTL Deutschland

Mediengruppe RTL Deutschland is helping its employees make their own lifestyle plans come true. With the flexible tool 'Wertkonto' (Value Account), launched in October 2014, employees can set aside part of their salary to an interest-bearing account. With the accumulating deposit, and contribution provided by the company, employees can choose to finance an early retirement, care plans, sabbatical leave or occupational training opportunities. Over 800 employees are taking part, and had deposited nearly €4 million by the end of 2015.

Diversity

Three of our women leaders talk about management issues, which are important to them.

“We need diversity and flexibility, not stereotypes.”

Anke Schäferkordt

#tonefromthetop

Anke Schäferkordt, Co-CEO of RTL Group, discusses females in senior management

What makes a successful manager? And how would you characterise yourself?

AS: Managers are first judged by the success they achieve in business. That's an essential criterion, and I would make no distinction between male and female managers. One thing that's very important to me, though, is that we managers should live by our own values and rules. As for what characterises me, I'll leave that for others to decide, but authenticity has always played a prominent role in my career. When I'm asked for my opinion, I give it. Greater authenticity means greater diversity. Emerging talents often believe they have to work through a career plan or study a specific course. But in a rapidly changing sector such as ours, we need diversity and flexibility, not stereotypes.

Although there are more and more top female managers, there are still too few. Can we speed the process up? Do we need a quota?

AS: RTL Group has set itself the clear objective of getting more women into management posts and we are making decent headway. So far, I've not felt that a quota for women is the right instrument. When management posts are filled, the decisive factors should always be professional qualifications and proven leadership qualities. However, the discussion about introducing a binding quota has really moved things forward.

What advice would you give up-and-coming female managers today?

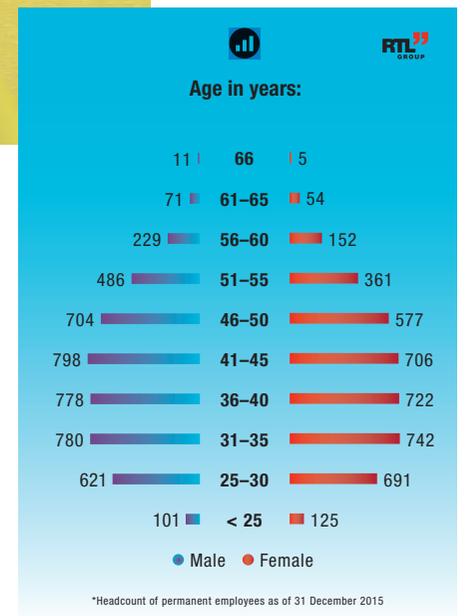
AS: Be more confident. Believe in yourself, remain true to yourself, have faith in your abilities, because sometimes we women fall short in these areas. You may have to stick your neck out and show you can do what is required. And if it doesn't work out the first time, don't give up.



#womenincharge

Cécile Frot-Coutaz, CEO of FremantleMedia, explains the importance of a diverse workforce

“Having a diverse workforce is very important to FremantleMedia. As a global content business, making shows for a wide range of audiences across all platforms, it's essential we represent the audiences we entertain, and embrace a diverse culture within our business. And by that I mean all aspects of a diverse population – including areas such as ethnicity, disability and socio-economic cultural diversity. This ethos forms part of our recruitment strategy for our teams around the world.”





Diversity

Gabriella Vidus, CEO of RTL Hungary, describes her route to the top, and her philosophy

“The television world is full of fanatics who are in love with the industry, which is good because we couldn’t operate without them. My background, however, is marketing and sales, so I have always been interested in the business side of television. I was there when commercial television was launched in Hungary in 1997, accompanying a female commercial director to important meetings and getting involved in business negotiations. This was a huge help at the beginning of my career – you could say I had a female mentor. Fortunately, I have always worked in an environment based on equality.

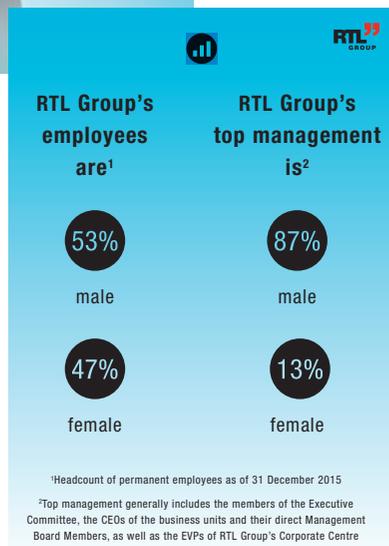
There are a number of key positions held by female executives at RTL Hungary – legal and financial director, HR and marketing communications

departments, cable portfolio, all managed by women. But while equality is an important value, we select executives on professional attitude, knowledge and aptitude as well.

Diversity in age is important, too, and the age composition here is quite varied. Many people have been working here since the start, but our team is young compared to what is usual in Hungary. Often we change together as technology changes, so it’s an environment that requires flexibility and keeping up to date.”



#leanin



Groupe M6 supports Disabled Persons Employment Week for the ninth year

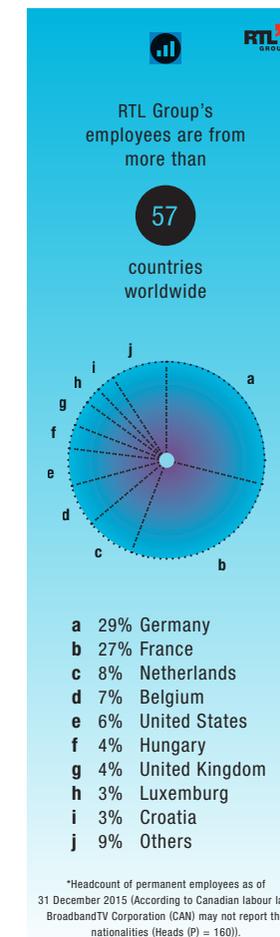
Groupe M6 joined forces with Adecco for ‘One day, one profession in action’, an initiative that gave handicapped job-seekers the chance to spend a day working at Groupe M6. Everyone that took part shadowed an employee to explore employment opportunities, raise awareness and promote diversity in the workplace.

Groupe M6 also broadcast six short programmes called

Différent et alors! (Different So What!) that followed a Paralympic athlete introducing a well-known Groupe M6 presenter, such as Louise Ekland, Nathalie Renoux, Kareen Guiock, François-Xavier Ménage, Norbert Tarayre and Kamel Ouali, to a particular sport. The programmes were produced by the Jaris class of 2015, part of the Act’Pro–Jaris Productions charity, which teaches people with disabilities about journalism and broadcasting.



Sport moments during the Disabled Persons Employment Week



Cover Visual taken from
Club der roten Bänder,
Vox's first commissioned drama
series, which narrates in a
human and touching way the
stories of hospitalised children

RTL Group
Corporate Communications
45, boulevard Pierre Frieden
L-1543 Luxembourg
T: + 352 2486 5201

For more information,
visit [RTLGroup.com/CR](https://www.rtlgroup.com/CR)
or contact us at
givingback@rtlgroup.com



#RTL GivesBack

 **RTL Group** 
@rtlgroup