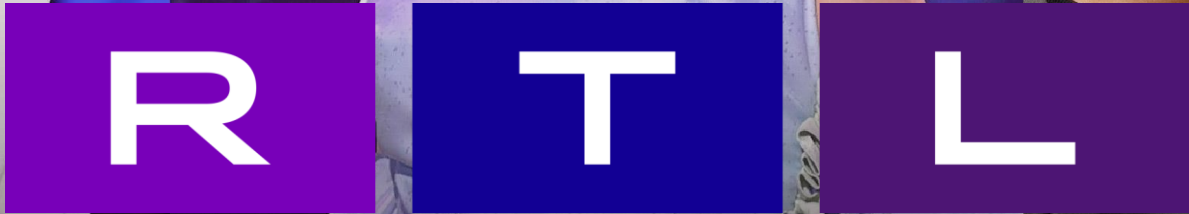




March 2024



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

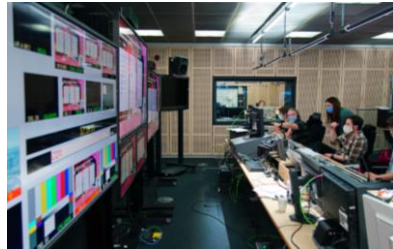


Leading European media  
company in digital video

# Our responsibility

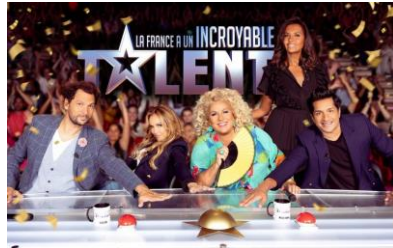
## Focus areas:

### 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

In 2021, RTL strengthened its position as a leading European media brand by creating one unified RTL brand. RTL Group, RTL Deutschland, RTL Nederland, RTL Hungary, RTL Luxembourg and the international sales unit RTL AdAlliance all operate under one RTL brand. This includes 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.**



# 60 TV channels

Europe's largest commercial broadcaster

Antena 3 laSexta 6:nova A3Series neox MEGA

W9 6ter gulli téva PARIS PREMIERE

RTL RTL  
ZWEI

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

RTL SUPER togo plur VOXup RTL UP RTL LIVING RTL CRIME RTL PASSION

RTL VOX NITRO. ntv GEO

RTL

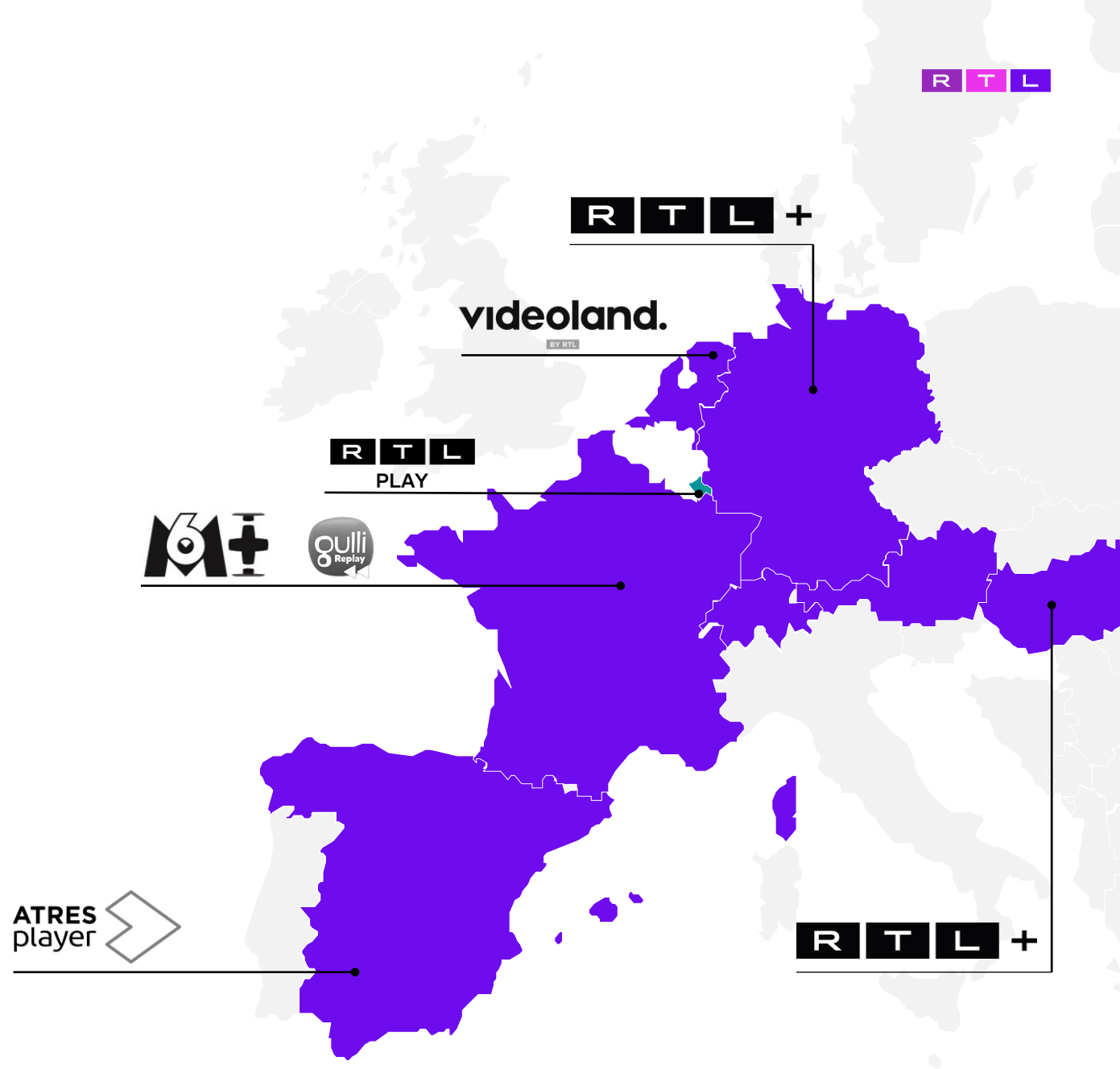
RTL

RTL KETTŐ RTL HÁROM  
RTL OTTHON RTL GOLD

C) KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

SOROZAT FILM muzsika.tv

# 7 streaming services



# 36 radio stations

in 4 European countries



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



*American Idol*



*C'è ancora domani*



*Farmer Wants a Wife*



*Priscilla*



*Britain's Got Talent*



*Fellow Travelers*



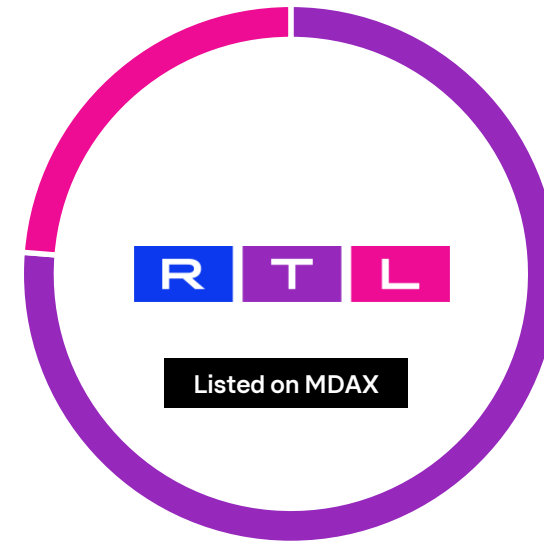
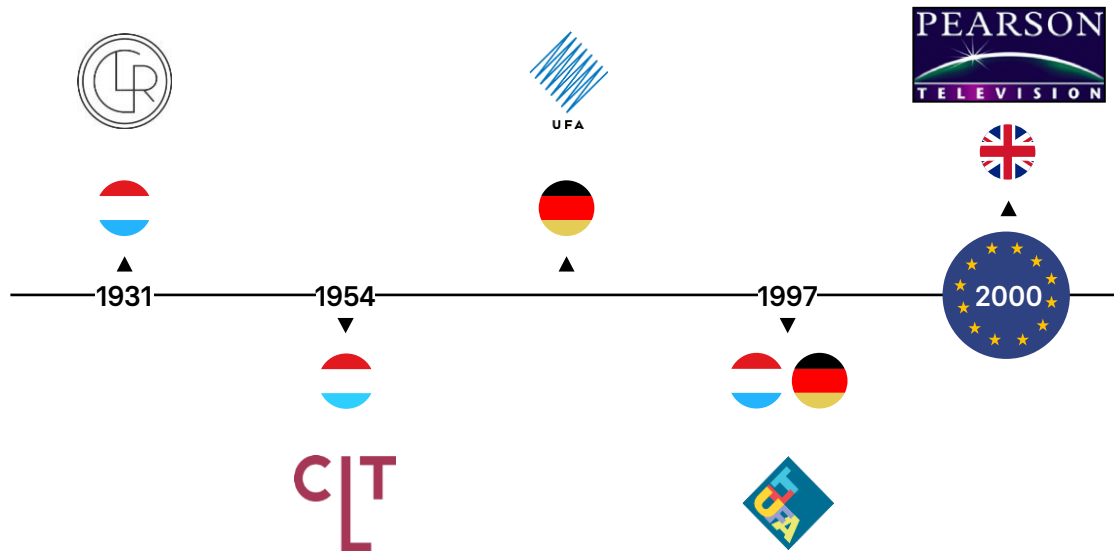
*Poor Things*

Operating in 27 countries and responsible for more than 11,000 hours of programming each year

600 new formats, series and films every year

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

# From a European company to a truly global Group



**23.72%**

Publicly traded on the  
Frankfurt/Main and Luxembourg  
Stock Exchanges

**76.28%**

Bertelsmann

Today, 17,700 employees in more than 30  
countries worldwide are **#partofRTL**



# How we do

# Highlights in 2023

- **High operating profits in H2/2023** despite weak advertising markets and significant streaming start-up losses
- **Dynamic growth in streaming subscribers**
- **Strong audience performance in Germany** with RTL and Vox as no. 1 & no. 2 commercial channels
- Further **significant investments** in Fremantle to reach €3 billion revenue target by 2025/2026
- Planned **sale of RTL Nederland** crystallising significant value for RTL Group's shareholders
- Numerous **alliances & partnerships**
- Proposed **dividend** of €2.75 per share



# FY 2023 results in line with outlook

in € million

## Pro- forma

(including RTL  
Nederland)

Key financials	Full year to Dec 2023	Outlook 2023		Full year to Dec 2023
Revenue	6,854	~€6.9bn	✓	6,234
Adjusted EBITA	927	~€900m	✓	782
thereof streaming start-up losses	179	~€200m	✓	176
Streaming KPIs	Full year to Dec 2023			Full year to Dec 2023
Paying subscribers, in million	6.948			5.569
Streaming revenue	401			283
Content spend	341			270

## Continuing operations

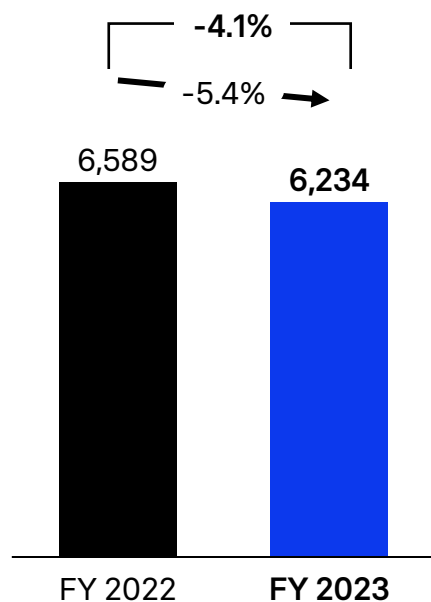
(without RTL Nederland)

# Key financials for 2023

in € million

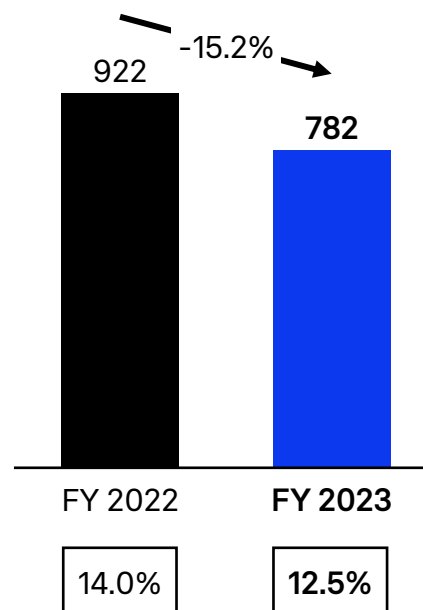
Organic growth<sup>1</sup>

**Group revenue**

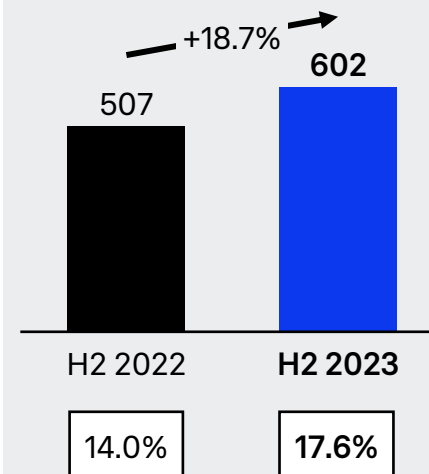


**Adjusted EBITA<sup>1</sup>**

Adjusted EBITA margin<sup>1</sup>



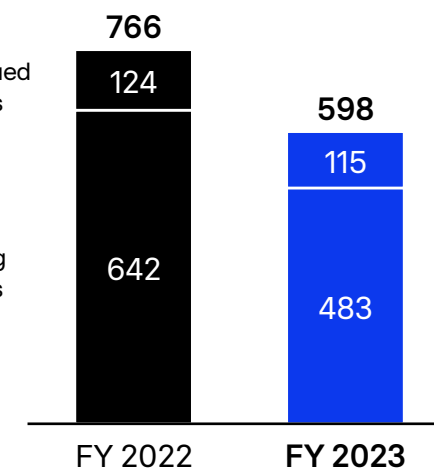
thereof  
H2 performance



**Total Group profit**

Discontinued operations

Continuing operations



A vibrant, high-energy scene from a dance competition. Three couples are captured in dynamic, sweeping dance poses on a polished ballroom floor. The men are dressed in sharp, light-colored suits, and the women are wearing elegant, flowing white dresses with long sleeves. The background is a fantastical stage set featuring classical white columns, a large, ornate crystal chandelier, and a backdrop of stylized, angular white structures. The atmosphere is magical, with bright blue stage lighting, sparkling light effects, and a soft mist on the floor. The text 'Where we go' is overlaid in a large, white, sans-serif font on the left side of the image.

Where we go

# Strategy framework

Core

Growth

Alliances & partnerships



Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

Portfolio transformation

# Strategy update – Core

## Highly attractive & successful sports portfolio for RTL Group's broadcasters

### RTL Deutschland

- Uefa Euro 2024 sub-licenses from Deutsche Telekom for 12 matches
- Uefa Europa League & Uefa Conference League exclusively until 2027
- Formula 1, 2<sup>nd</sup> Bundesliga & Premier League via Sky partnership
- NFL from 2023-2028 for up to 80 matches per season



### Groupe M6

- Fifa World Cup 2026 & 2030
- Uefa Euro 2024 for 13 matches
- Uefa Champions League for final matches from 2025-2027
- NFL from 2023-2027 for 22 matches per season
- Rugby World Cup 2023 for 18 matches



### RTL Hungary

- Uefa Champions League main package from 2024-2027
- Uefa Europa League & Uefa Conference League until 2027 for 200 matches per season



- Selective investment approach, focused on premium sports rights
- Strong performance of sports content on linear TV & streaming

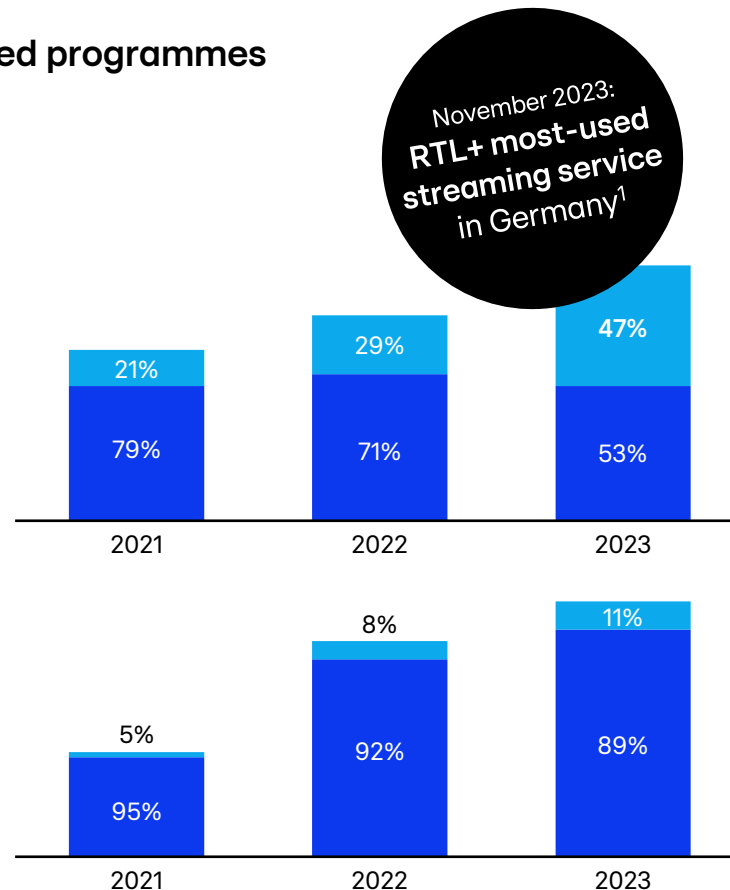
# Strategy update – Core

## RTL+ and RTL linear viewing go hand in hand...

### Total viewing of selected programmes from RTL Deutschland

in % of all hours watched

RTL+ TV



## ...providing RTL with a unique competitive edge

- 01 Broadcasting and streaming operate under one established brand: **RTL & RTL+**
- 02 Successful broadcasting formats drive streaming inflow and usage
- 03 Joint sourcing and sharing of content improves access to content and positions RTL as content partner of choice
- 04 Massive **cross-promotion** and RTL advertising reduces marketing spend
- 05 **Group synergies** (streaming platform, advertising sales) and access to content beyond video (via Bertelsmann)

# Strategy update – Growth

## New streaming service M6+



### M6+ value proposition

#### Launch

Mid-May 2024 on all screens; new design & brand

#### Product

Primarily financed by advertising (**AVOD**), complemented by a premium subscription tier (**SVOD**); expanded **distribution**; tech platform by **Bedrock**

#### Content

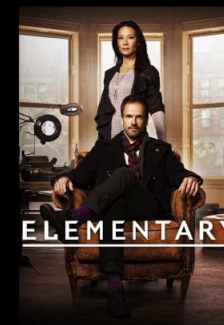
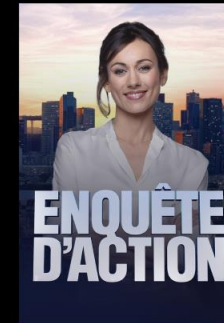
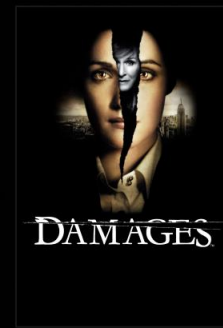
**Linear** channels, exclusive **events**, expanded films and series **catalogue**, integration of **podcasts**

#### Advertising

Higher **CPMs** through the combination of reach, data/targeting, premium ad experience

#### Investments

Additional annual costs for content, technology and marketing ramping up to **€100m**



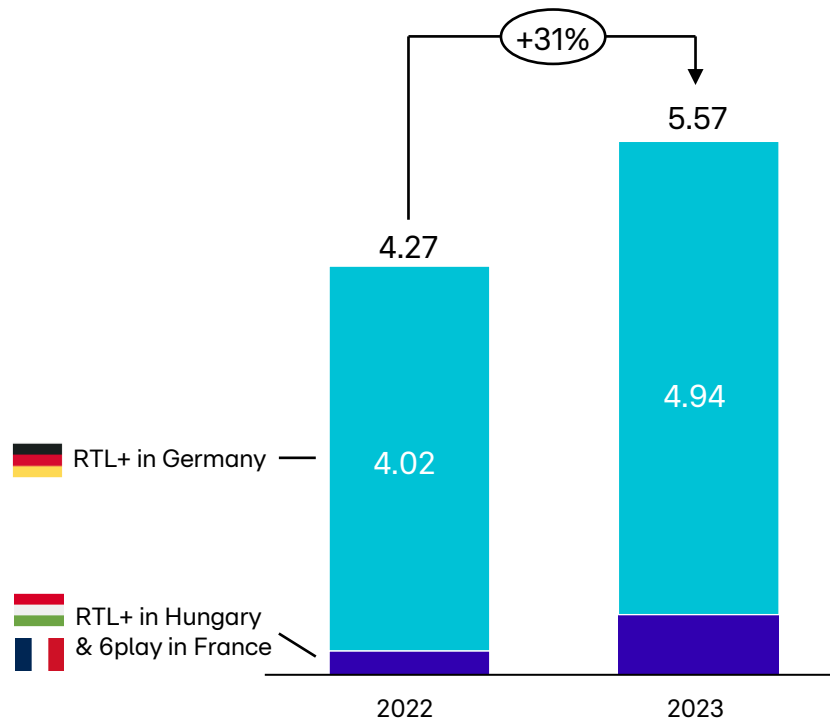
# Strategy update – Growth

## Build national streaming champions

RTL+

### Paying subscribers

in million



## New targets by 2026

Streaming targets for RTL+ in Germany and Hungary and M6+ in France

~9m

paying  
subscribers

~€750m

streaming  
revenue

~€500m

content spend  
p.a.

Profitability

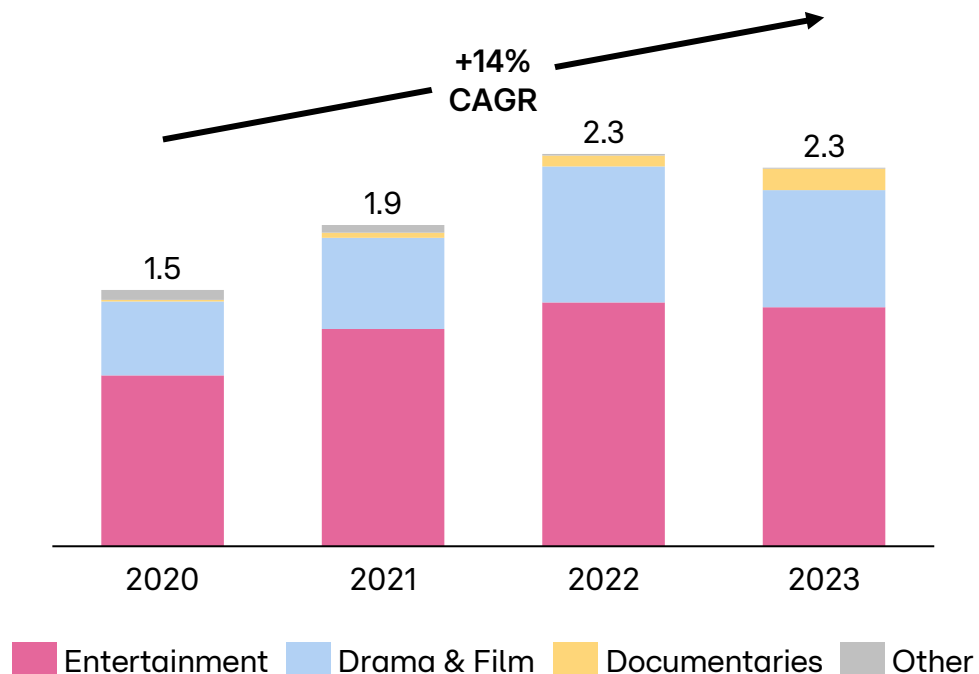
Adjusted EBITA

# Strategy update – Growth

Expand global content business *Fremantle*

## Revenue development

in € billion



## Acquisitions

### ASACHA

European production group focusing on scripted & non-scripted productions in France, Italy & UK

#### Selected productions



*Death in Paradise*  
(for BBC One)



*Scènes de ménages*  
(for M6)

### BEACH HOUSE PICTURES

Singapore-based production company focusing on non-scripted content for the Asian market

#### Selected productions



*Mind Your Manners*  
(for Netflix)



*MasterChef Singapore*

# Strategy update – Growth

>100

AI use case applications across RTL Group's value chain, focusing on **content, sales and efficiency**

Examples →



## RTL Deutschland / Fremantle

*Unter uns* Christmas special:  
AI-generated content/storyline, virtual backgrounds & narrator voice



Fuel **creativity & efficiency** along entire content production chain



## RTL Deutschland

*Pumuckl's New Adventures*:  
Recreation of the voice of Pumuckl's narrator Hans Clarin with the use of AI



Revive legacy IP & unlock **efficiency gains** in production



## Fremantle

*America's Got Talent & Britain's Got Talent*:  
AI-generated dubbing & subtitling of social media clips



Make content accessible to a **broader audience** at **limited incremental cost**



## Groupe M6

*Cé6lia* by *M6 Publicité*:  
AI-powered chatbot designed to answer questions about programming & advertising solutions



Elevate client **engagement & customer experience**

# Strategy update – Alliances & partnerships



## Content

Access to sports & fiction content



## Rationale & terms

- Deliver greater value to both RTL and Sky viewers;  
next major step for RTL's all-inclusive entertainment brand promise
- Optimise monetisation and cross promotion of premium sports rights across free-to-air TV, pay TV and streaming
- Efficient production, e.g. RTL to use Sky signal/commentary for certain airings
- Agreement to explore further partnership opportunities

## Ad tech

Access to entire ad-tech value chain



## Rationale & terms

- Technology partnership will bundle the services of ad-tech companies Smartclip (RTL) and Virtual Minds (ProSiebenSat1)...
- ...enabling advertisers to book advertising campaigns across all inventories – linear and non-linear, including the streaming services RTL+ and Joyn
- Implementation planned for H2/2024



RTL

Thank you!

Stay connected with RTL Group

