

August 2024



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Investor Relations at RTL Group

Contents



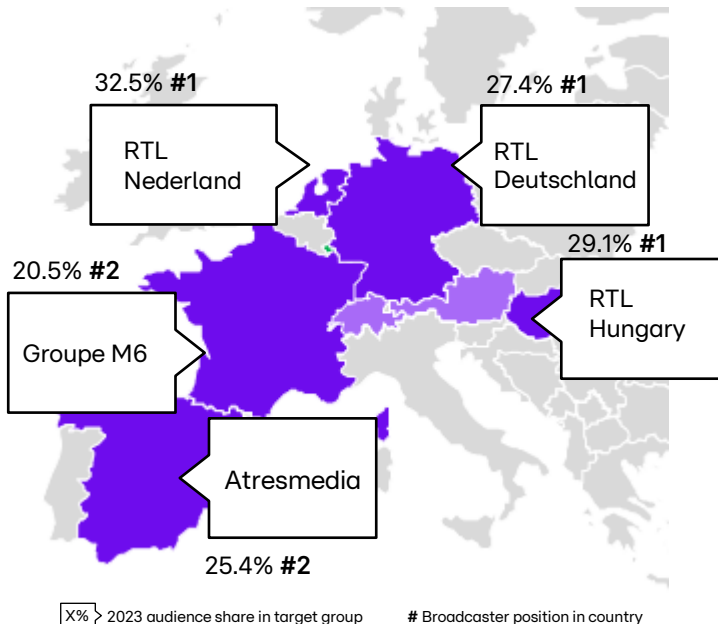
- 01 RTL Group at a glance
- 02 Responsibility
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- 08 Outlook

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 **27 countries**



 Leading European media company in digital video

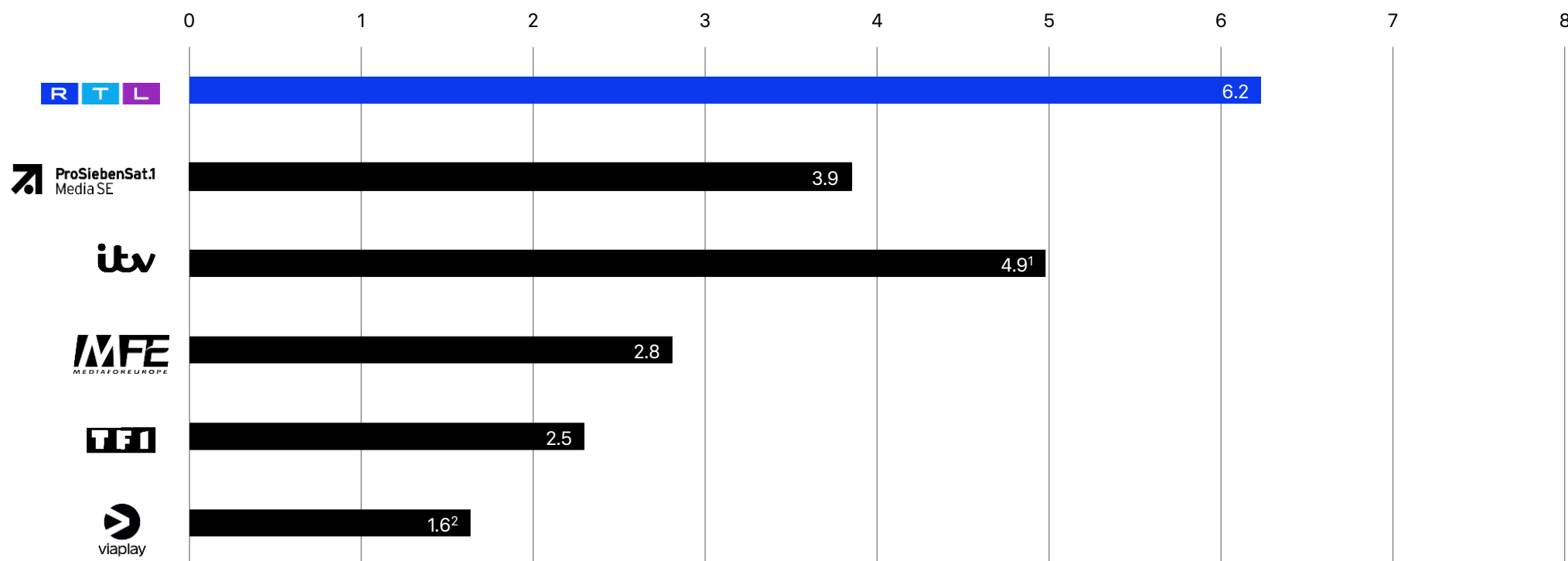
- Extensive portfolio of **national streaming champions**
- Strong online sales houses with multi-screen expertise



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

FY 2023 revenue

in € billion



Source: published full-year results

¹ Converted at an exchange rate of £0.8500 to €1.00

² Converted at an exchange rate of SEK 11.3547 to €1.00

...with global content business...



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

600 new formats, series and films created every year

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

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

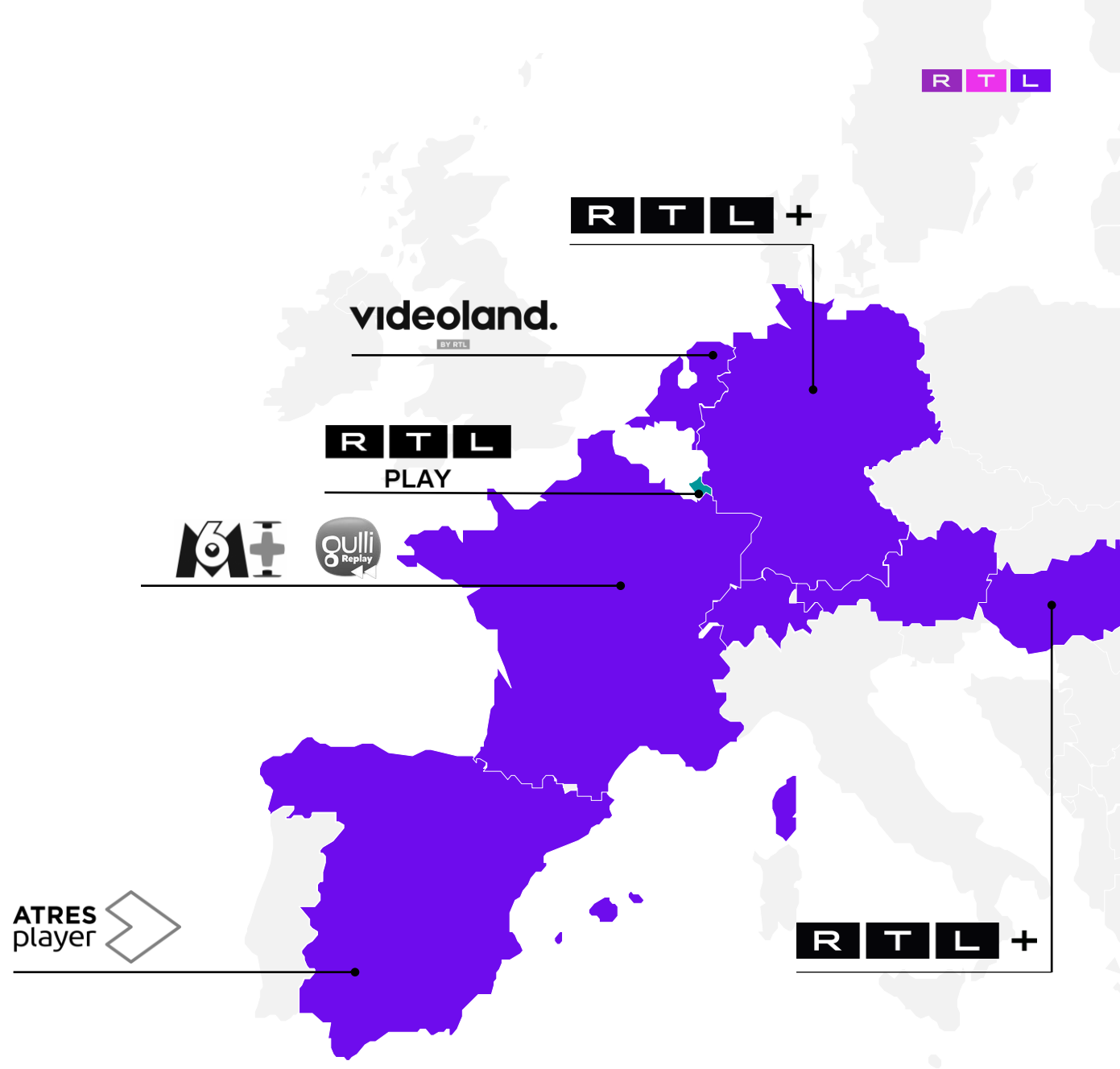
RTL

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



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

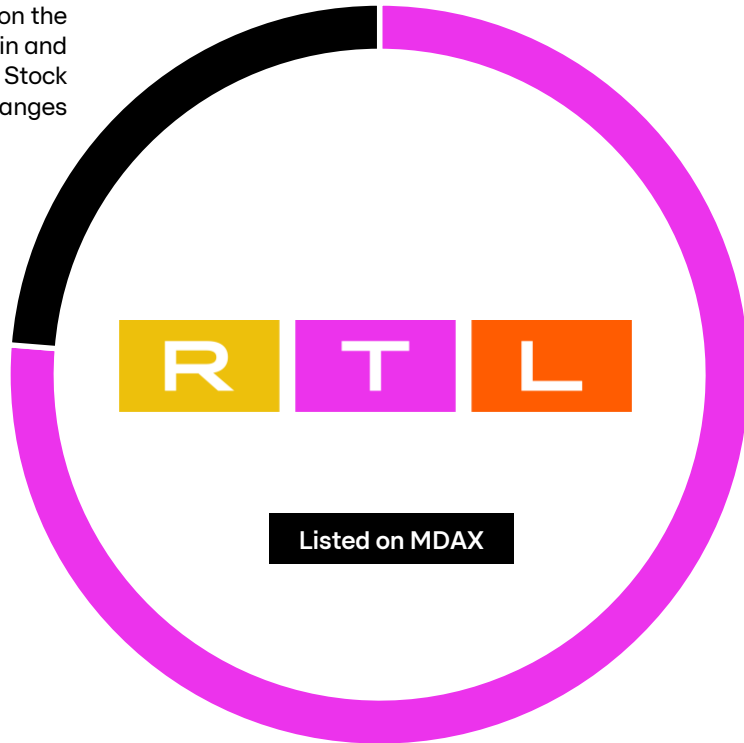
The multicoloured logo reflects the diversity of RTL's content and people and is also used for the streaming services RTL+ in Germany and Hungary and RTL Play in Luxembourg.

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



23.71%

Publicly traded on the
Frankfurt/Main and
Luxembourg Stock
Exchanges

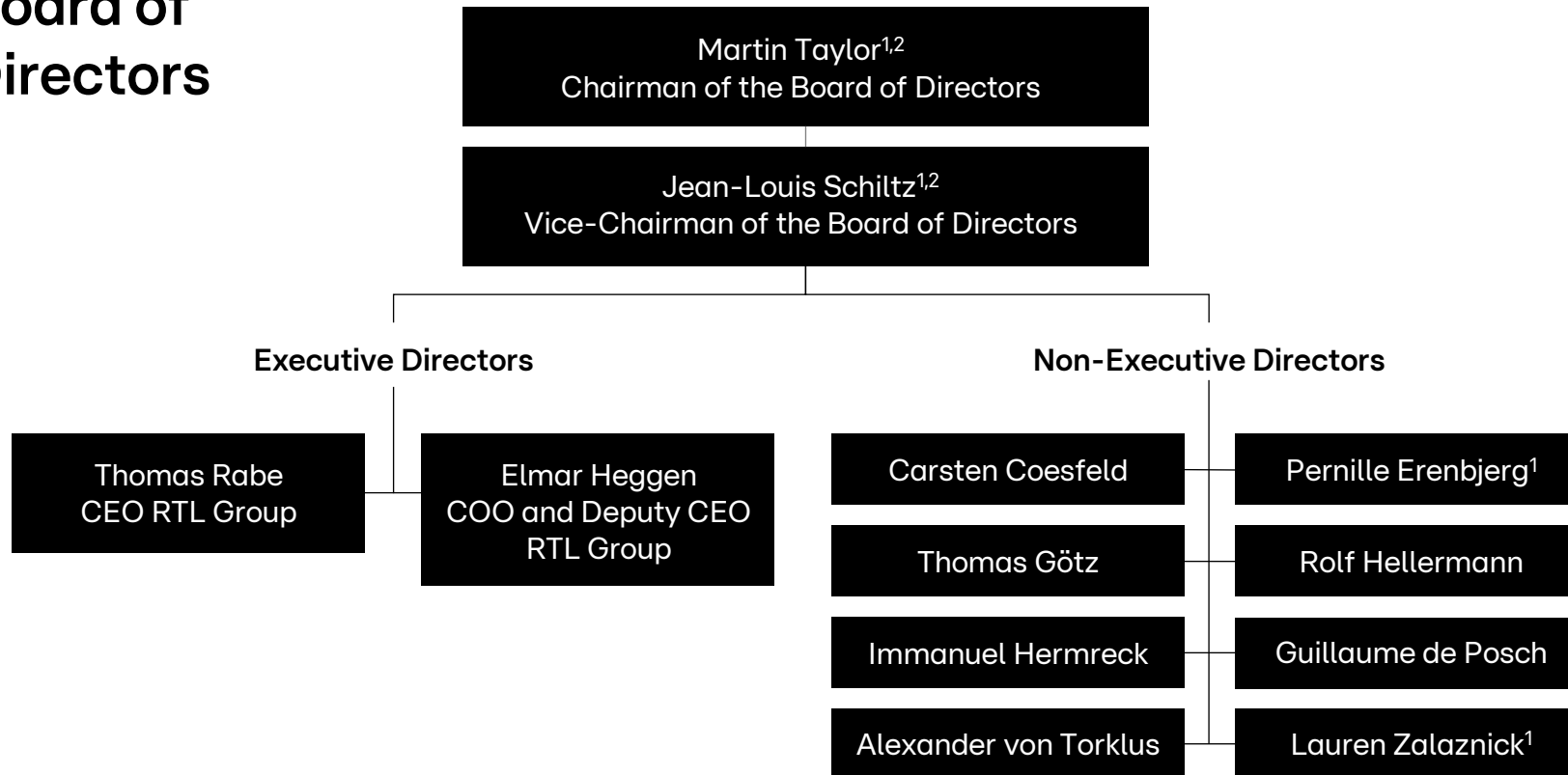
**76.29%**

Bertelsmann

Shareholding structure

Corporate Governance (1/2)

Board of Directors

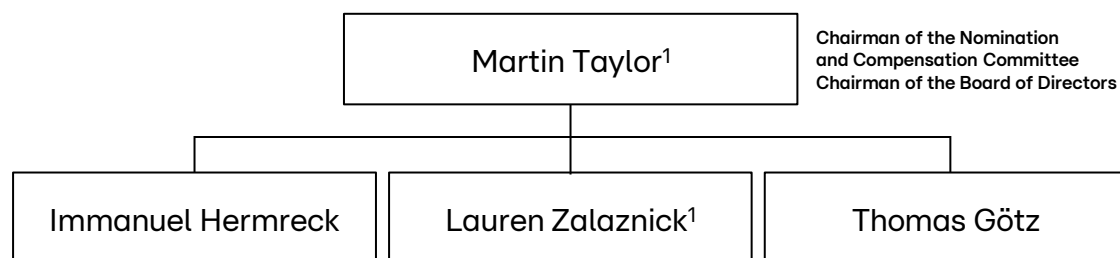


- 01** Approval of RTL Group's annual budget
- 02** Oversight of significant acquisitions and disposals
- 03** Management of the Group's financial statements
- 04** Review, with expert help if requested, that any transaction between RTL Group or any of its subsidiaries on the one hand and any of the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

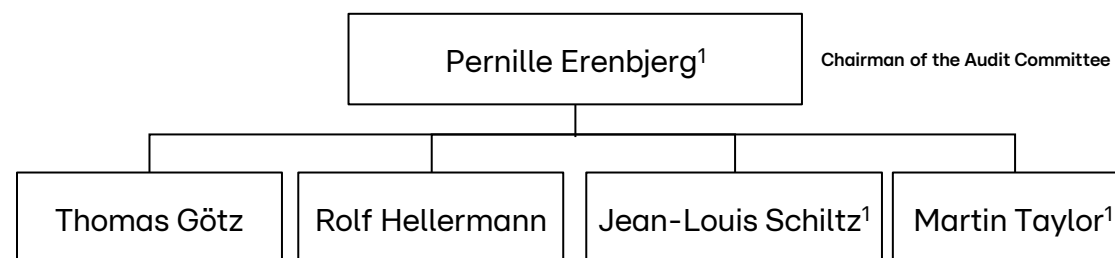
¹ Independent Director
² Also considered as Non-Executive Director

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

¹Independent Director
For more information on Corporate Governance and the Corporate Governance charter, please see www.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 Nederland, RTL Hungary, We Are Era, and the Luxembourg operations
- Representing RTL Group on the Board of Atresmedia, Spain
- Corporate Centre responsibility: Business Development, Legal, Communications & Marketing and HR



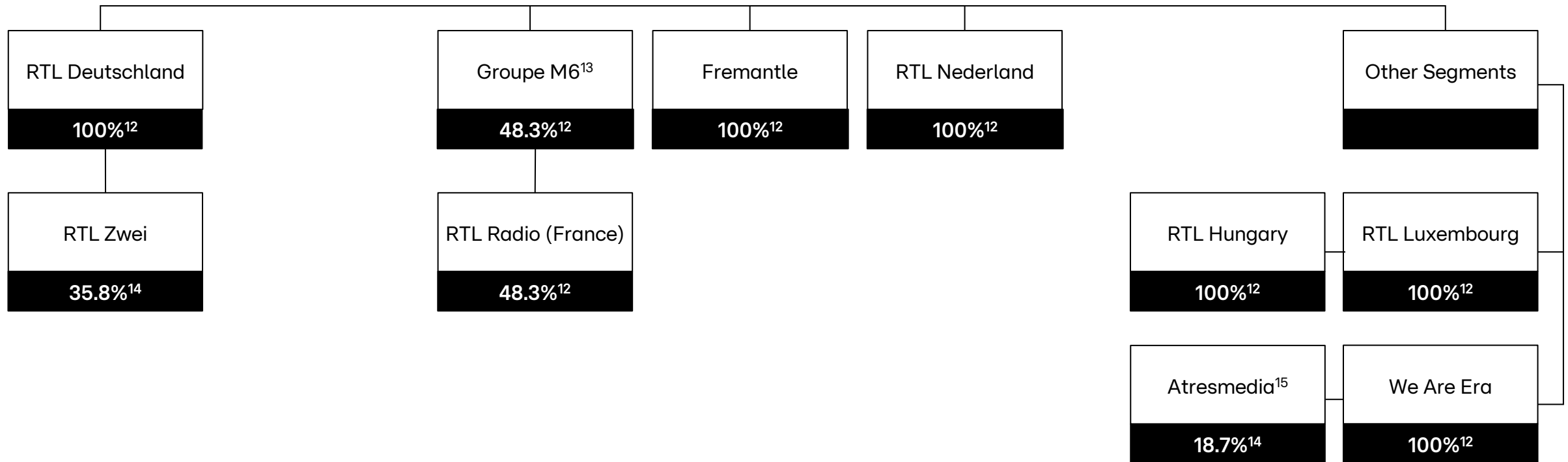
Björn Bauer
Chief Financial Officer

- 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's reporting segments



Graph as presented in RTL Group's Annual Report 2023

¹² Fully consolidated

¹³ Net of treasury shares and own shares held by Métropole Télévision SA under liquidity contract

¹⁴ Investment accounted for using the equity method

¹⁵ Net of treasury shares

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.

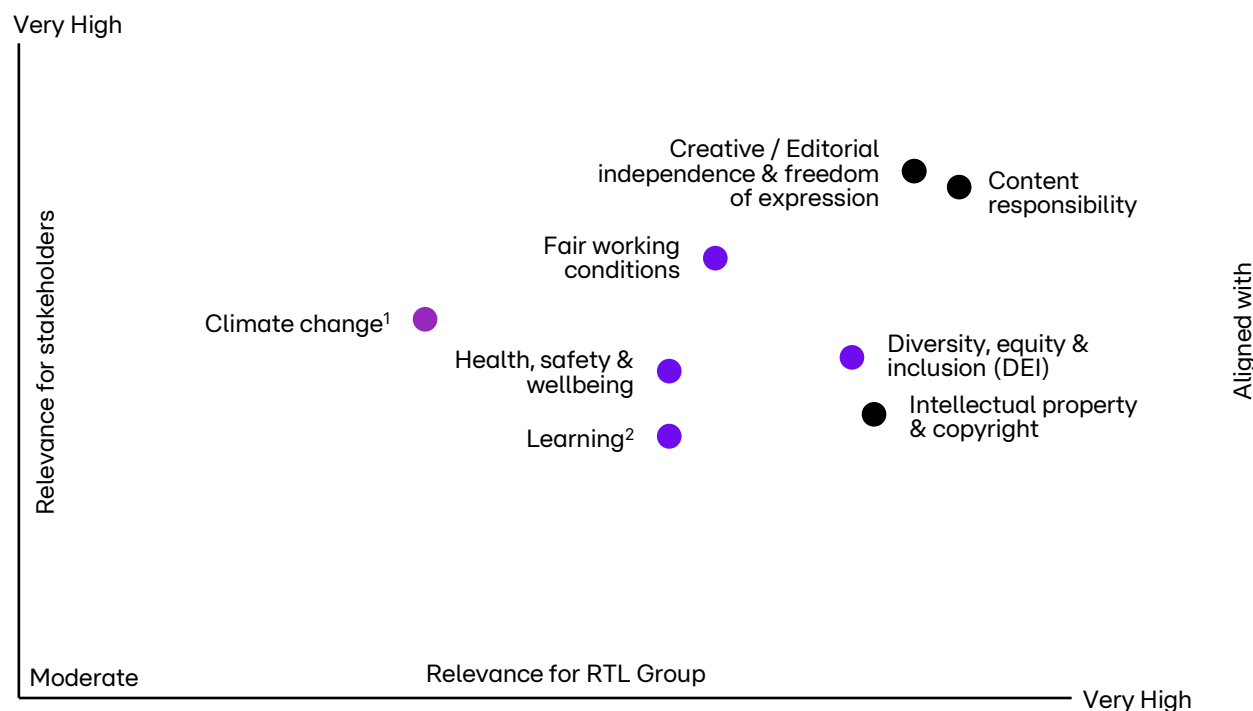
We embrace independence and diversity in our people, our content and our businesses.

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

Our priority topics

Relevance matrix

The relevance assessment is conducted regularly – most recently in 2020 – to identify the issues that are important to the business and stakeholders, as well as determining the relative priority of these issues.



Mandatory aspects

-  **Diversity of people and content**
-  **Human rights**
(Editorial independence)
-  **Employee matters**
Learning, fair working conditions, health
-  **Anti-corruption and anti-bribery**
-  **Social matters**
Content responsibility, community investment
-  **Environmental matters**

¹The different environmental topics have been pooled

²Including digital media literacy

Our measures in Corporate Responsibility



Diversity of people and content

- Diversity targets
- Enhanced maternity and adoption pay to reduce pay gap
- Voluntary diversity & inclusion initiatives on and off screen
- Employee networks



Employee matters

Learning

- Trainee programmes
- Training for employees
- Internal mobility programmes

Fair working conditions

- European Works Council
- Fair recognition, treatment and opportunities
- Flexible home office working arrangements

Health

- Fitness offers
- Health check-ups
- Wellbeing campaigns



Social matters

Content responsibility

- Partnerships, e.g. with Stiftung Lesen
- Child-protection standards
- Hosting child-friendly programmes
- Media literacy initiatives

Community investment

- Free airtime or donated media time worth several million euros given to charities in 2023
- Significant cash donations and budget allocated to corporate foundations or charity initiatives supported internally
- €23.3 million raised for charity at flagship events in 2023



Human rights

- Newsroom guidelines
- Investigative journalism
- Human rights statement



Anti-corruption and anti-bribery

- Anti-corruption training programme
- Anti-corruption policy



Environmental matters

- Promoting sustainable mobility in the company (e.g. bicycles, e-mobility)
- Employee initiatives, e.g. UFA Green Team waste collection campaign
- 98 per cent green electricity
- Participation in global carbon calculator for production business
- Sustainability weeks e.g. 'Packen wir's an' (Let's do it!) at RTL Deutschland

Our ambitions

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

We decided to become carbon neutral by **2030**, including both company-related emissions (scope 1 and 2) and emissions from the production of its programmes and products (scope 3).

The goal is to reduce the Group's total emissions by more than 50 per cent compared to the 2018 baseline. As of 2030, RTL Group will offset all remaining emissions.

Our diversity target

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

By the end of **2025**, we aim to increase the percentage of female leadership in our management to **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 antidiscrimination law or company policy.



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



03 Financials

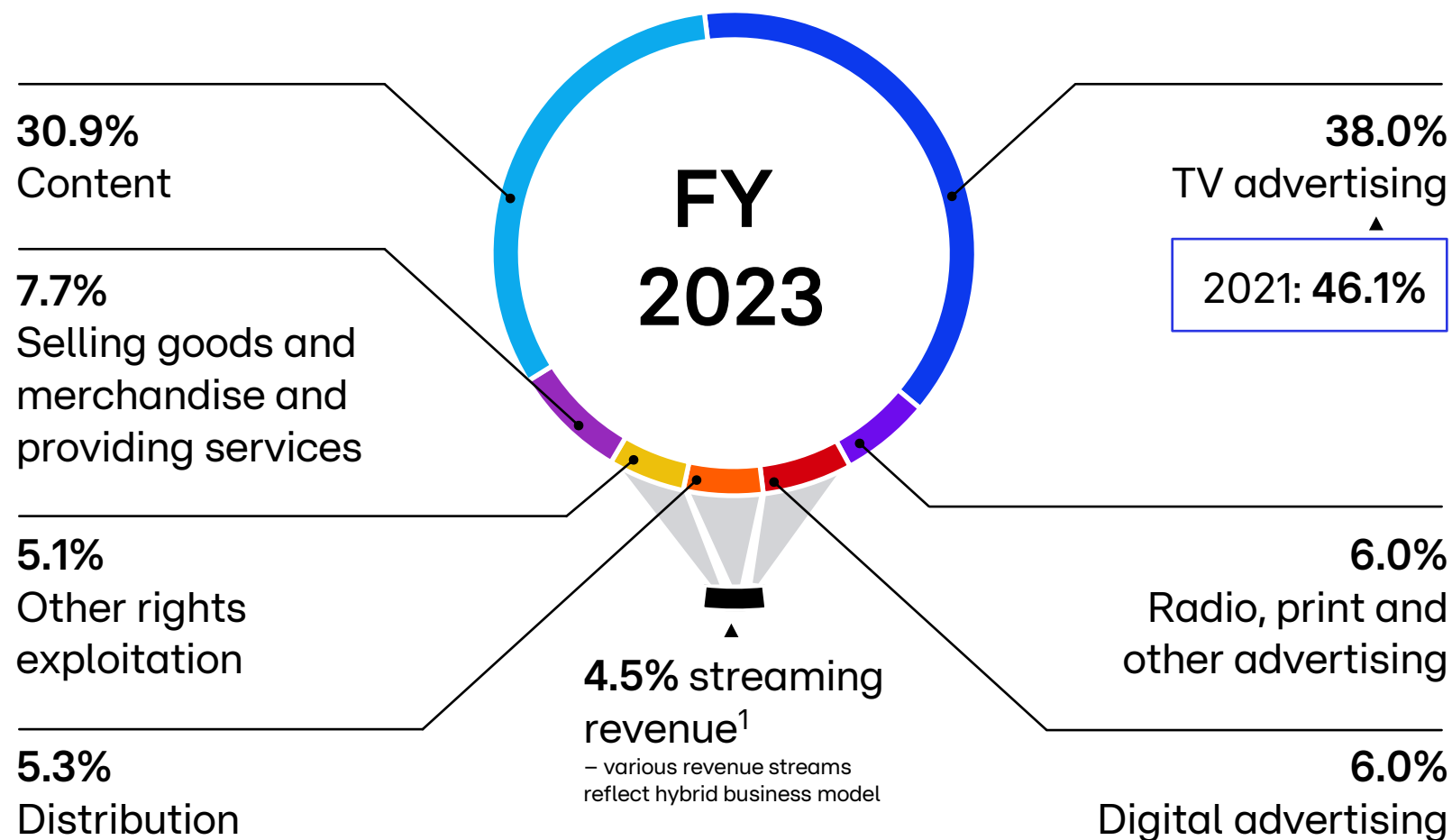
Highlights in H1/2024

- **Dynamic growth in streaming**
 - Paying subscribers: +25% to 6.3 million
 - Streaming revenue: +42%
 - Successful launch and expansion of M6+
- Full-year **outlook** for 2024 and long-term streaming targets **confirmed**
- Strong **operating performance** in H1/2024
 - **Recovery of TV advertising** markets in Germany and France, with RTL Deutschland **outperforming** the market
 - Record audience lead in Germany
- **Fremantle**: €200 million invested to acquire Asacha Media Group and Beach House Pictures
- Innovative **alliances & partnerships**



RTL Group is transforming its revenue streams

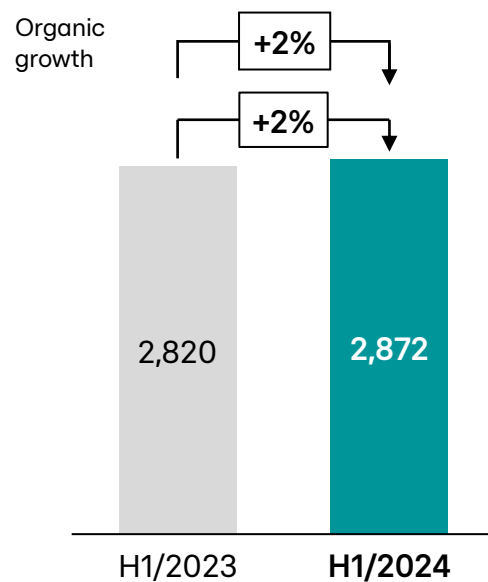
RTL Group revenue split



H1/2024: Key financials

Group revenue

in € million



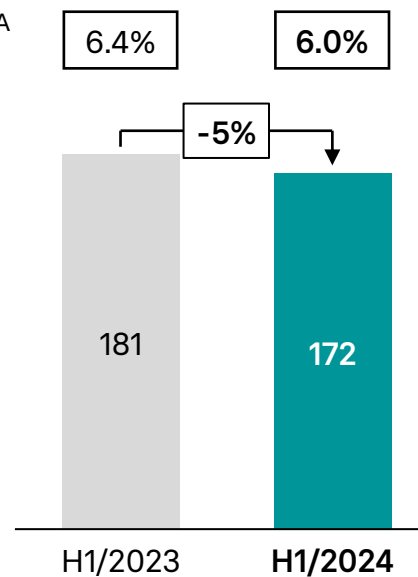
Continuing operations

Pro forma

3,109	3,174
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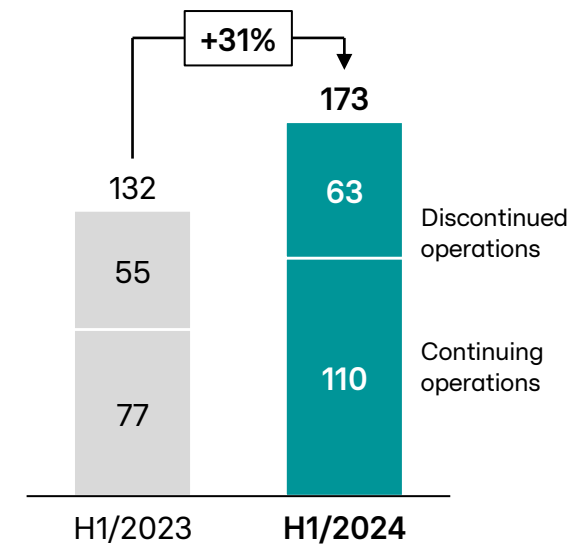
Adjusted EBITA

Adjusted EBITA margin



250	255
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Total Group profit

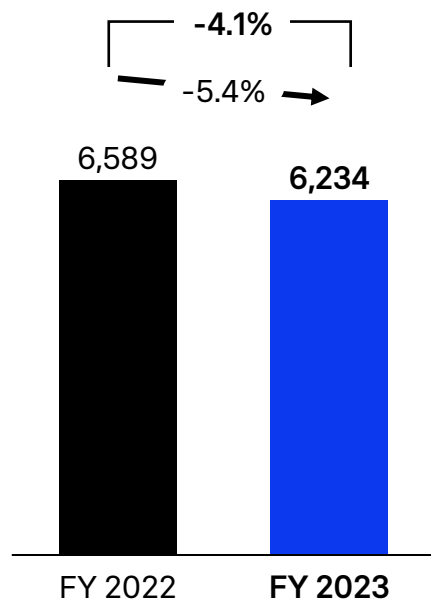


FY/2023: Key financials

in € million

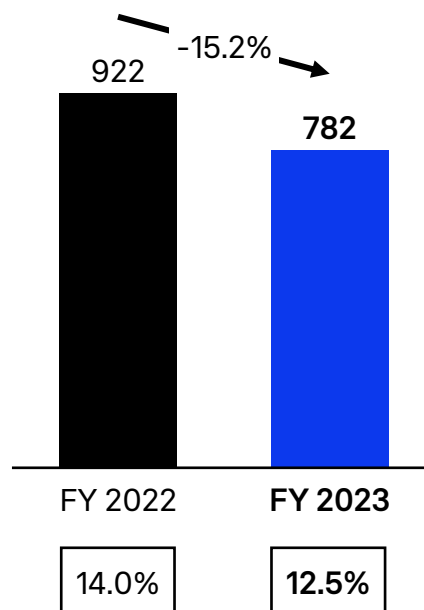
Organic growth¹

Group revenue

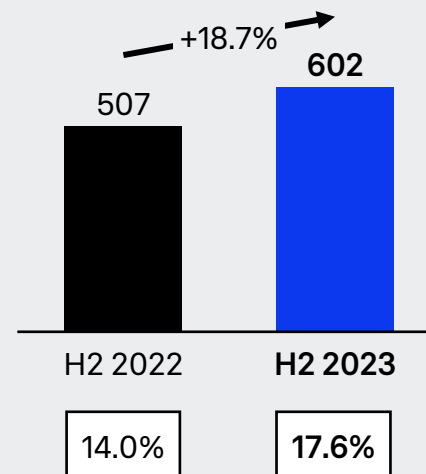


Adjusted EBITA¹

Adjusted EBITA margin¹



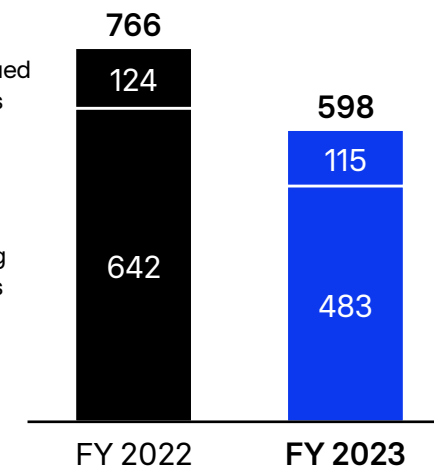
thereof
H2 performance



Total Group profit

Discontinued operations

Continuing operations

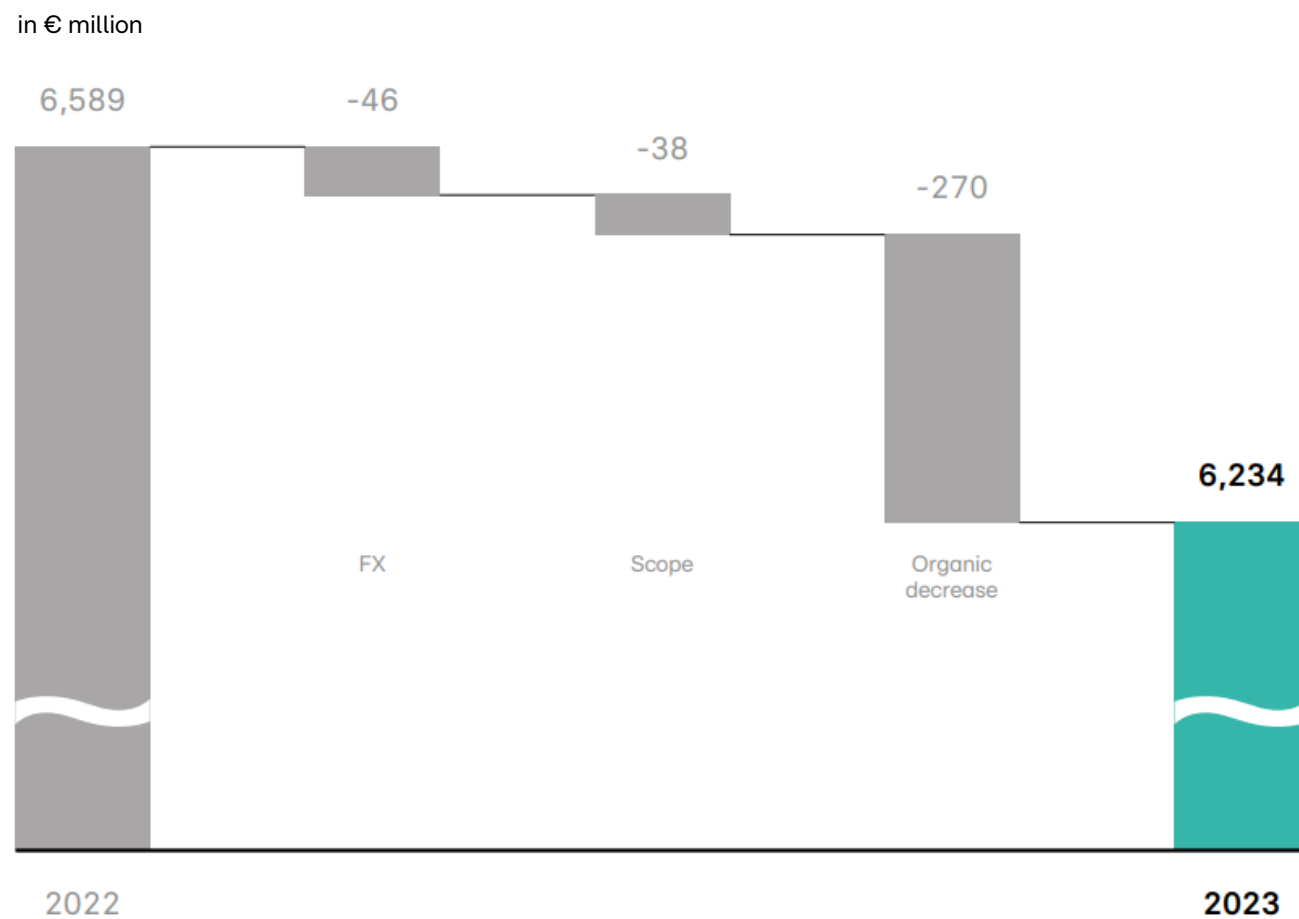


H1/2024: RTL Group revenue bridge

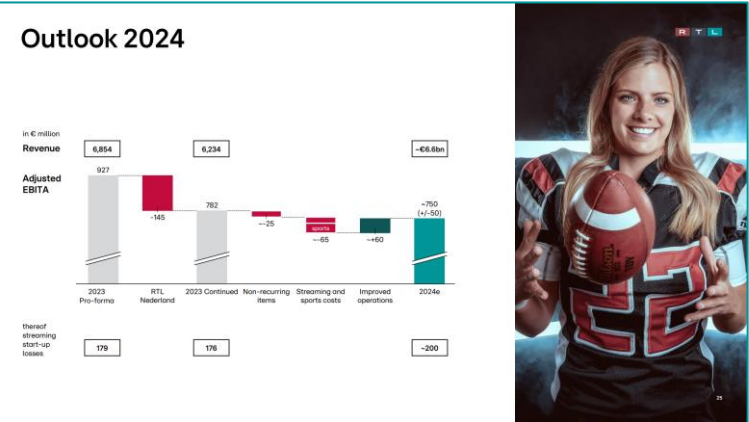
in € million



FY/2023: RTL Group revenue bridge

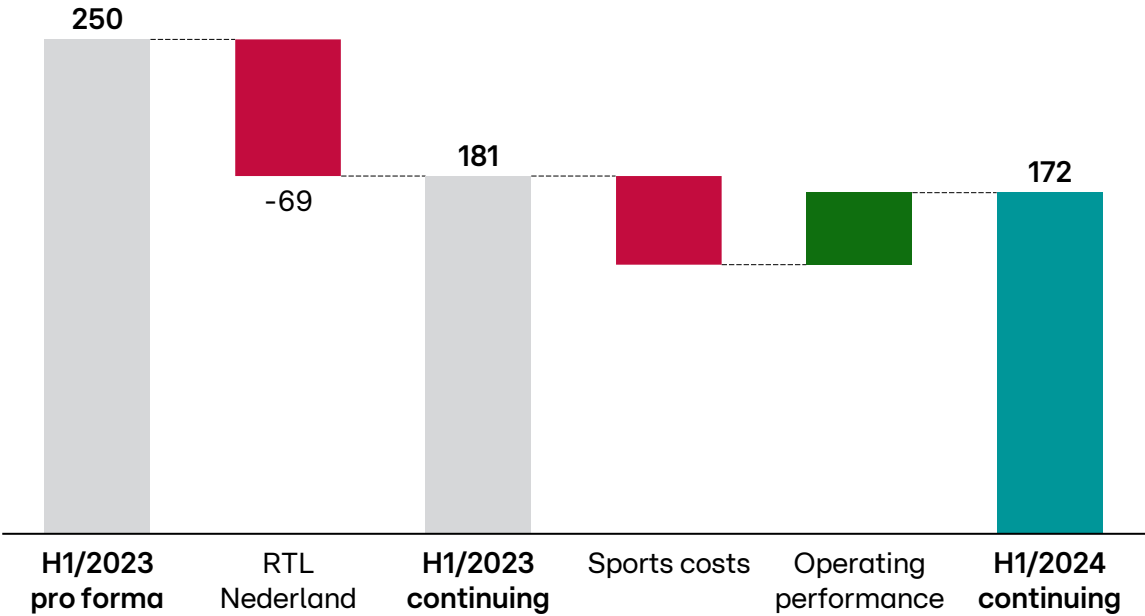


H1/2024: Key financials



Adjusted EBITA

in € million



H1/2024: Group profit

in € million	H1/2024	H1/2023
Adjusted EBITA	172	181
Significant special items	(33)	(78)
EBITA	139	103
Impairment of goodwill of subsidiaries	-	-
Amortisation and impairment of fair value adjustments on acquisitions of subsidiaries	(20)	(23)
Impairment and reversals of investments accounted for using the equity method	-	-
Impairment and reversals on other financial assets at amortised cost	-	(1)
Fair value measurement of investments and re-measurement of earn-out arrangements	44	14
Gain/(loss) from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree	1	16
EBIT	164	109
Financial result	(19)	10
Income tax expense	(35)	(42)
Group profit from continuing operations	110	77
Group profit from discontinued operations	63	55
Total Group profit	173	132

FY/2023: Group profit

in € million	Full year to Dec 2023	Full year to Dec 2022
Adjusted EBITA	782	922
Significant special items	(125)	(42)
EBITA	657	880
Impairment of goodwill and amortisation and impairment of fair value adjustments on acquisitions of subsidiaries	(43)	(46)
Impairment and reversals of investments accounted for using the equity method	-	(5)
Impairment and reversals on other financial assets at amortised costs	(2)	(30)
Fair value measurement of investments and re-measurement of earn-out arrangements	(32)	(78)
Gain/(loss) from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree	40	107
EBIT	620	828
Financial result	(13)	(56)
Income tax expense	(124)	(130)
Group profit from continuing operations	483	642
Group profit from discontinued operations	115	124
Total Group profit	598	766
Total Group profit attributable to RTL Group shareholders	467	673

H1/2024: Cash flow

in € million	H1/2024	H1/2023
Net cash from/(used in) operating activities	72	(24)
-thereof discontinued operations	12	(2)
Operating free cash flow	70	(33)
- thereof discontinued operations	11	(2)
Income tax paid	(71)	(77)
Acquisitions/disposals of subsidiaries, at-equity investments and other financial assets	(160)	(8)
Transactions with shareholders and their subsidiaries (deposits)	76	251
Transactions with shareholders and their subsidiaries (loans)	585	500
Dividends paid	(511)	(694)
Other changes	(117)	(66)
Net increase/(decrease) in cash and cash equivalents	(128)	(127)

FY/2023: Cash flow

in € million	2023	2022
Net cash from/(used in) operating activities	537	463
-thereof discontinued operations	77	140
Operating free cash flow	523	565
-thereof discontinued operations	74	136
Income tax paid	(162)	(293)
Acquisitions/ Disposals of subsidiaries, at-equity investments and other financial assets	(18)	295
Transactions with shareholders and their subsidiaries (deposits)	199	544
Term loan facility with shareholders and their subsidiaries	229	(14)
Dividends paid	(696)	(860)
Other changes	(90)	(208)
Net increase/(decrease) in cash and cash equivalents	(15)	29

Dividend for 2023

in € million	Full year to Dec 2023
Profit for the year attributable to RTL Group shareholders	467
Dividend policy adjustments	26
Adjusted profit for the year attributable to RTL Group shareholders	493
Dividend, in € per share	2.75
Dividend, absolute amount	426
Dividend payout ratio, in % ¹	86%

7.2%²
Dividend yield

Notes:

1. Dividend, absolute amount/adjusted profit attributable to RTL Group shareholders, 2. Based on average share price in 2023 (€38.44)

H1/2023: Statement of financial position (balance sheet)

€m	30 June 2024	31 December 2023
Goodwill	3,373	3,148
Other intangible assets/programme rights	608	625
Property, plant and equipment	257	257
Other non-current assets	1,084	1,091
Non-current assets	5,322	5,121
Current assets	4,539	4,130
Current liabilities	(3,590)	(2,630)
Assets held for sale, net of liabilities held for sale	225	189
Net current assets	1,174	1,689
Non-current liabilities	(1,710)	(1,710)
Net assets	4,786	5,100

FY/2023: Statement of financial position (balance sheet)

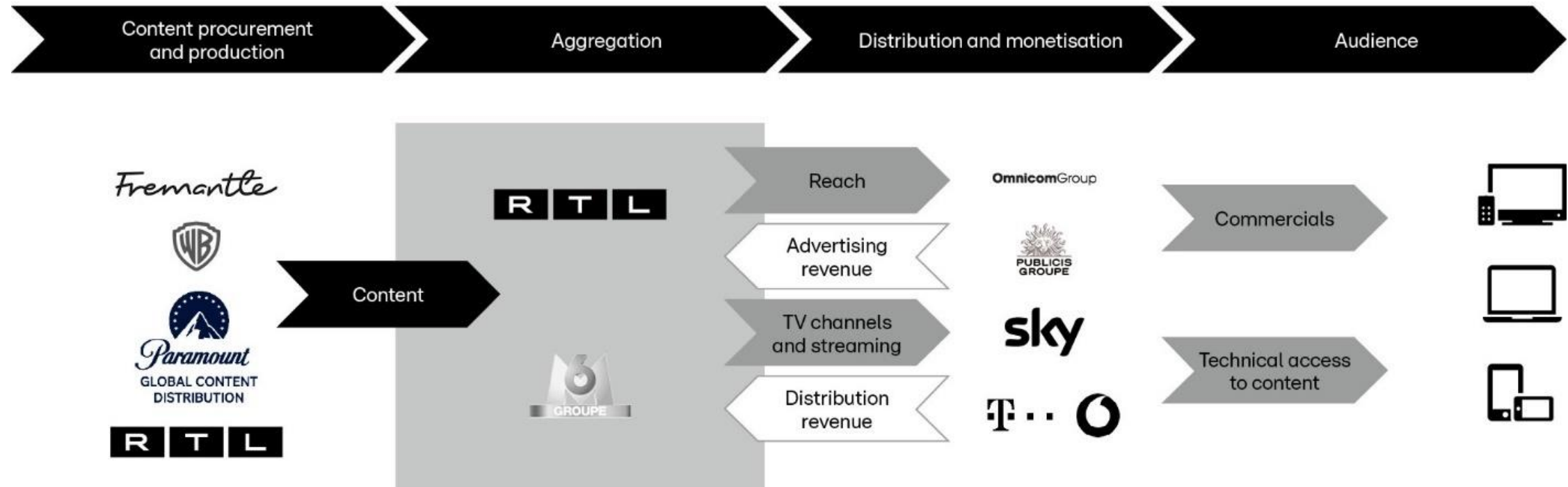
€m	31 December 2023	31 December 2022
Goodwill	3,148	3,331
Other intangible assets/programme rights	625	664
Property, plant and equipment	257	272
Other non-current assets	1,091	1,147
Non-current assets	5,121	5,414
Current assets	4,130	4,735
Current liabilities	(2,630)	(3,681)
Assets held for sale, net of liabilities held for sale	189	–
Net current assets	1,689	1,054
Non-current liabilities	(1,710)	(1,248)
Net assets	5,100	5,220

The prior-year comparatives have been adjusted due to the finalisation of the purchase price allocations for 72 Films and Wildstar.

04 Our industry in the digital media world

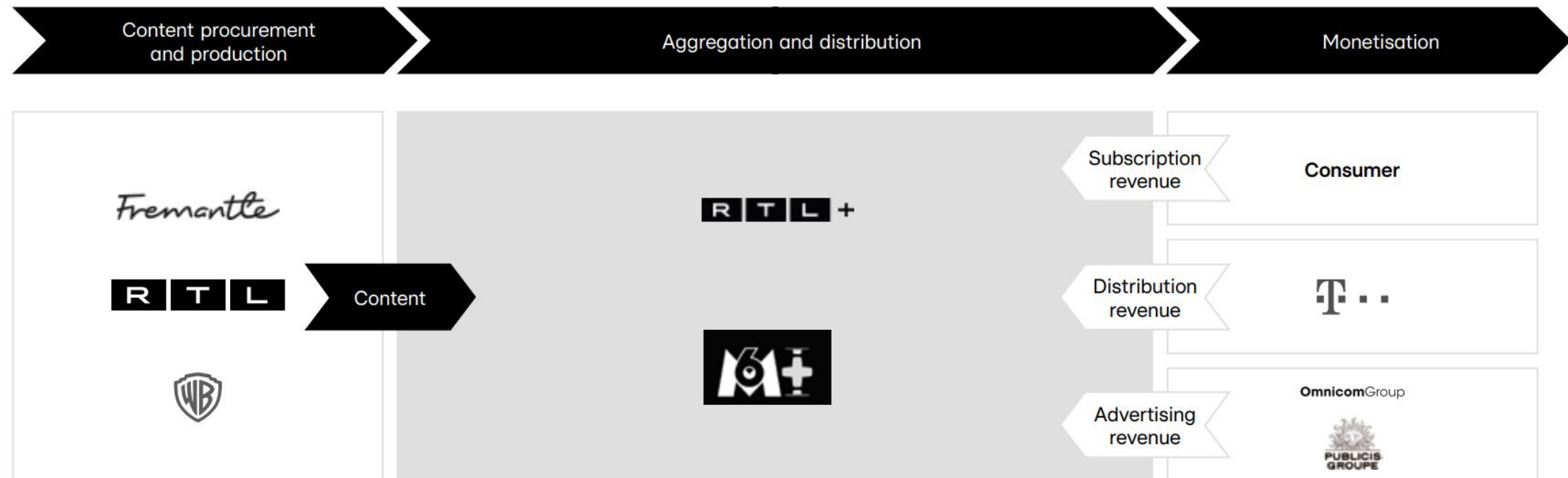
RTL Group's business model

Generic broadcast value chain



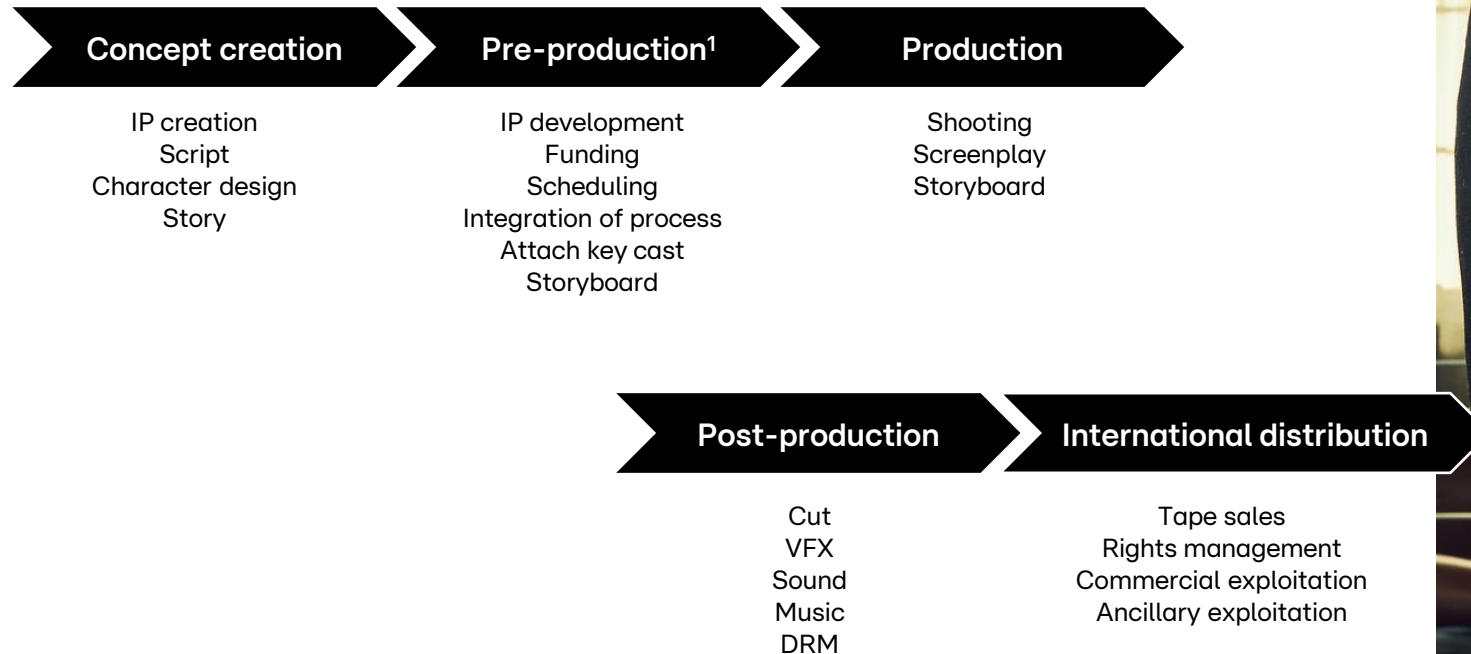
RTL Group's business model

Streaming value chain



RTL Group's business model

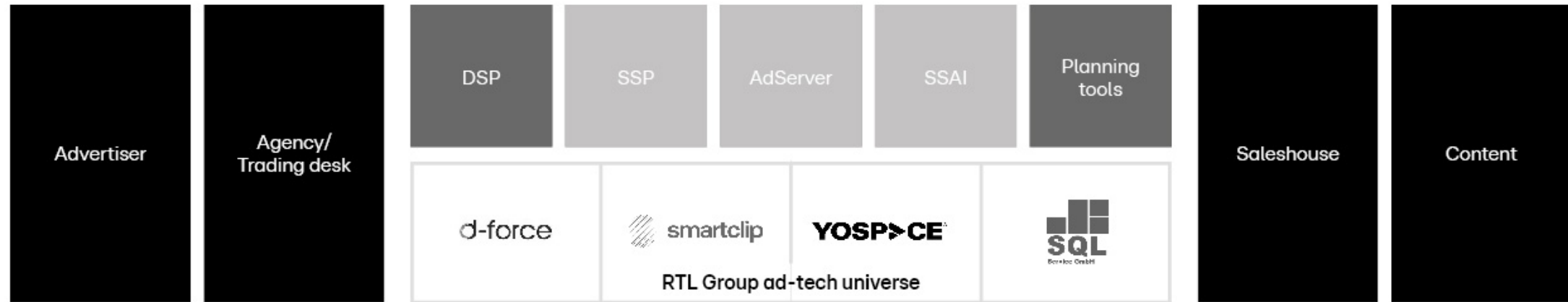
Content production value chain



Fellow Travelers

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



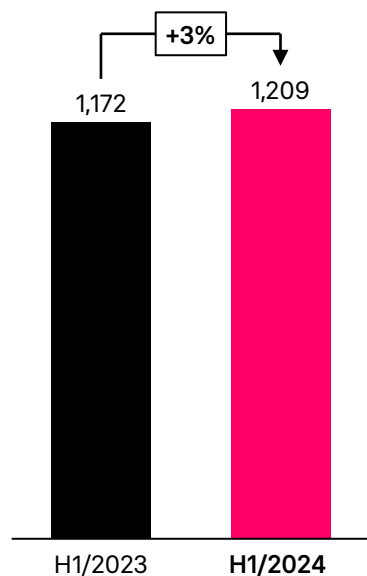
05 Business update

H1/2024: RTL Deutschland

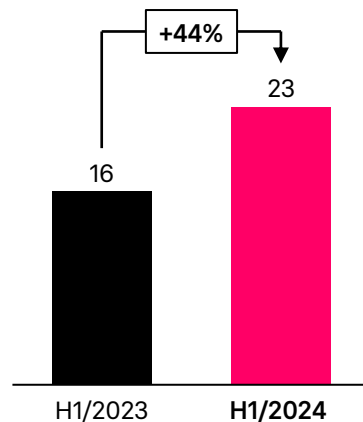


Key financials

in € million



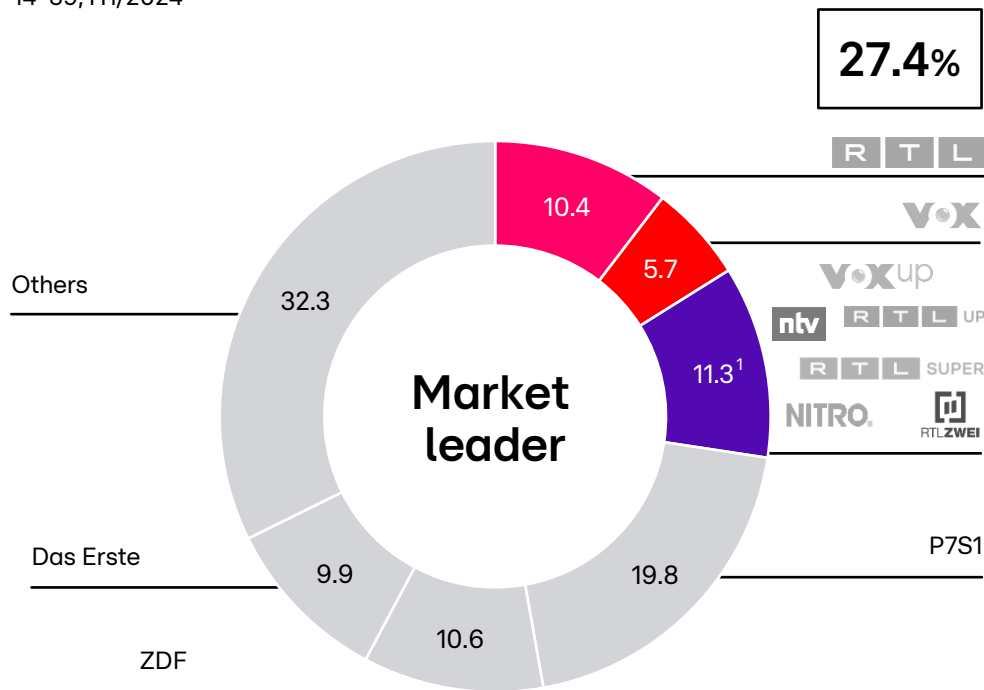
Revenue



Adjusted EBITA

Family of channels

Audience shares, in %
14-59, H1/2024



Highlights

RTL +

5.594 million paying subscribers
at 30 June 2024: +25% yoy

RTL

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



High reach across linear and streaming:
12 matches of the Uefa Euro 2024 in June and July,
>4 million times on RTL+



LEONINE
STUDIOS



ProSiebenSat.1
Media SE

Strong partnerships in content and
advertising technology

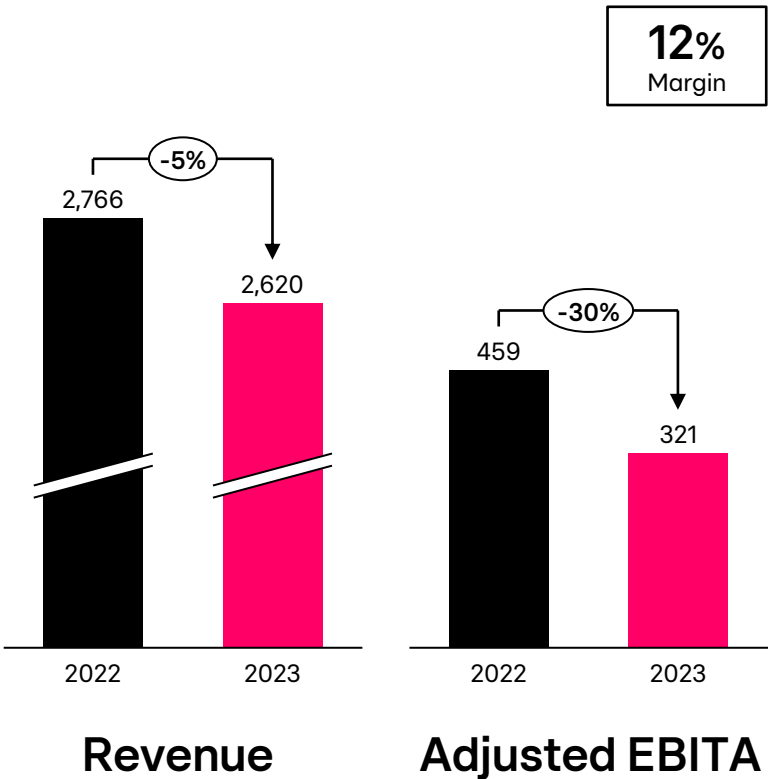
Note: 1. Including pay-TV channels RTL Crime, RTL Living, RTL Passion and Geo Television

FY/2023: RTL Deutschland



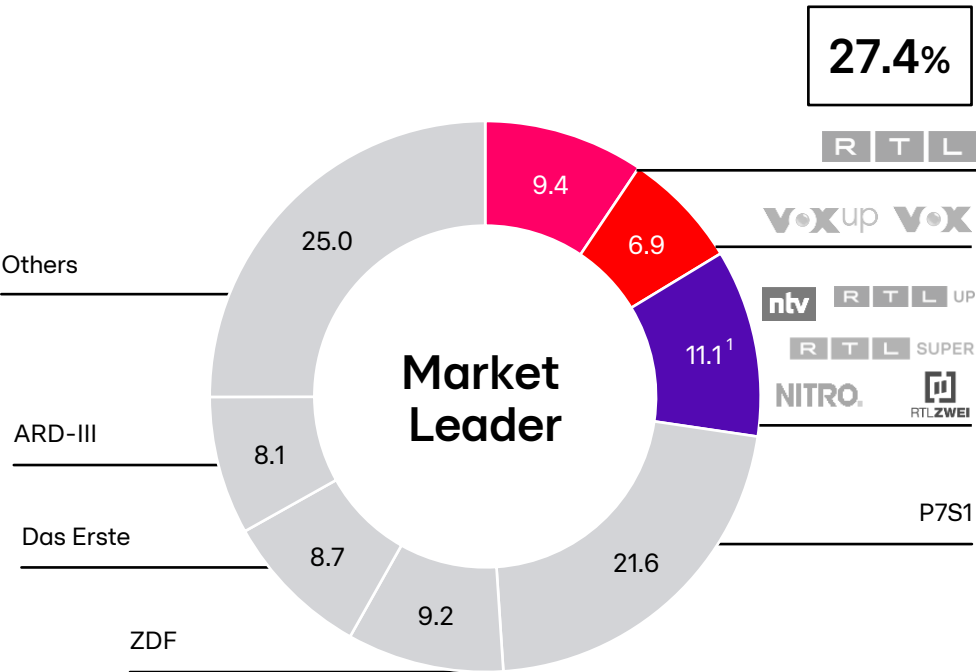
Key financials

in € million



Family of channels

Audience shares, in %
14 to 59, 2023



Highlights

RTL+

4.941 million paying subscribers
at 31 Dec 2023: +23% yoy
56 originals in 2023

RTL **VOX**

RTL and Vox are the no. 1 and no. 2 commercial channels in Germany (14-59)

sky **F1** **PREMIER LEAGUE**

Content partnership to strengthen RTL+ and RTL Deutschland's TV channels

UEFA EUROPA LEAGUE **UEFA EUROPA CONFERENCE LEAGUE**

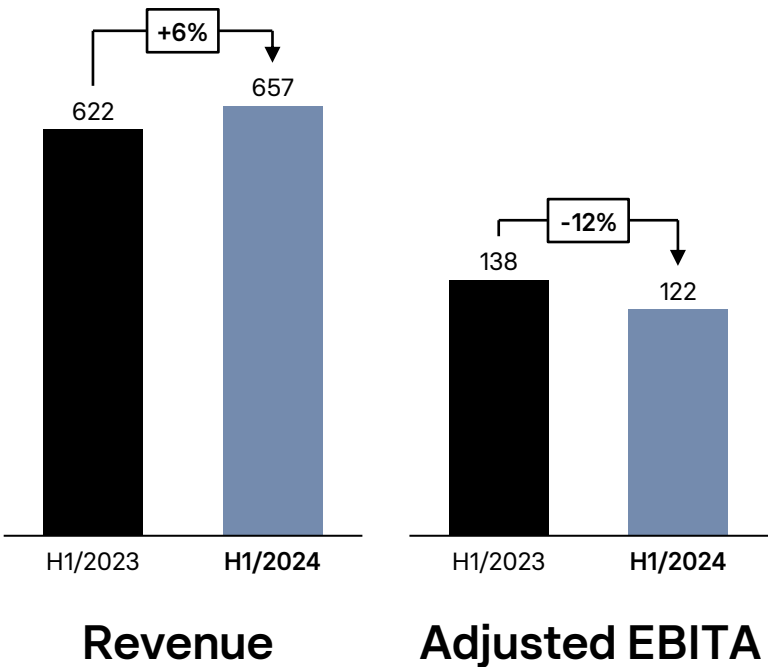
Renewal of exclusive broadcasting and streaming rights for seasons 2024/25 to 2026/27

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

H1/2024: Groupe M6

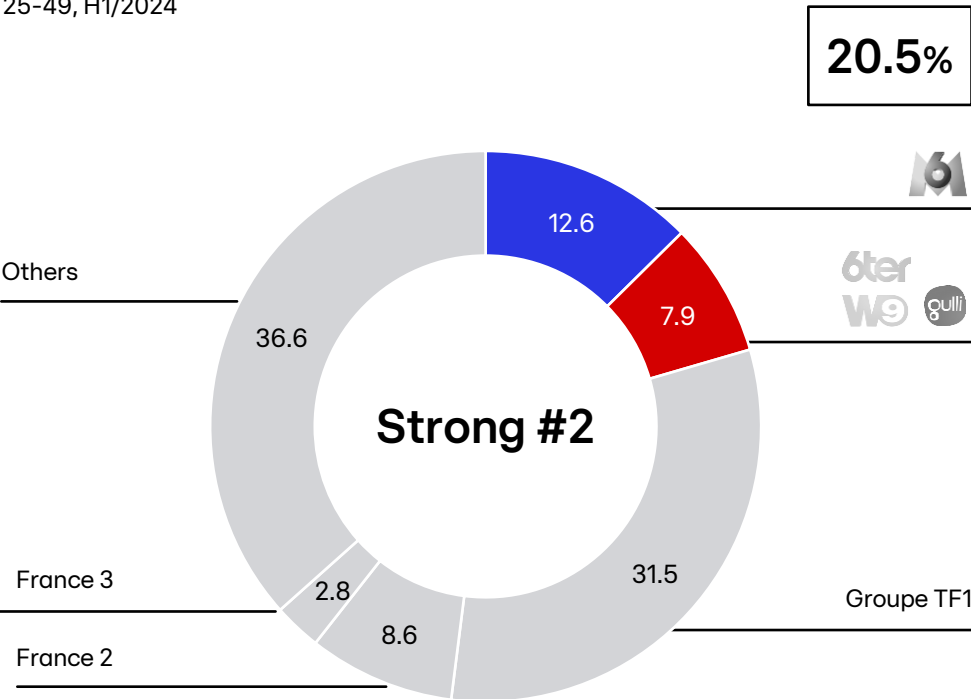
Key financials

in € million



Family of channels

Audience shares, in %
25-49, H1/2024



Highlights



Successful launch of M6+:
>2.2 million downloads of the M6+ app
+33% in viewers
+23% in streaming hours



High reach of the Uefa Euro 2024 matches:
6.9 million viewers on M6
3 million streamers on M6+

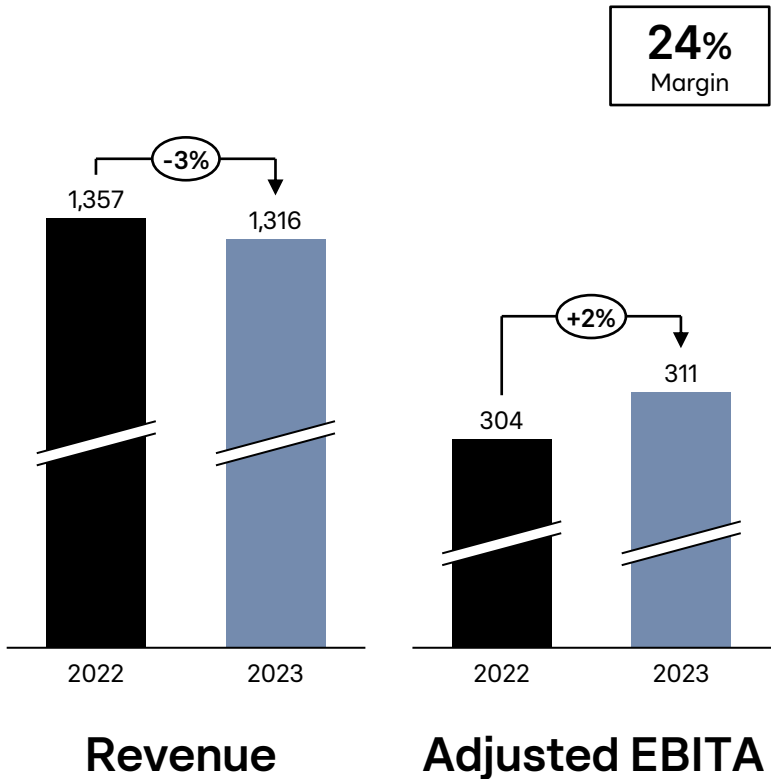


DTT licenses for W9, Gulli and
Paris Première retained for renewal

FY/2023: Groupe M6

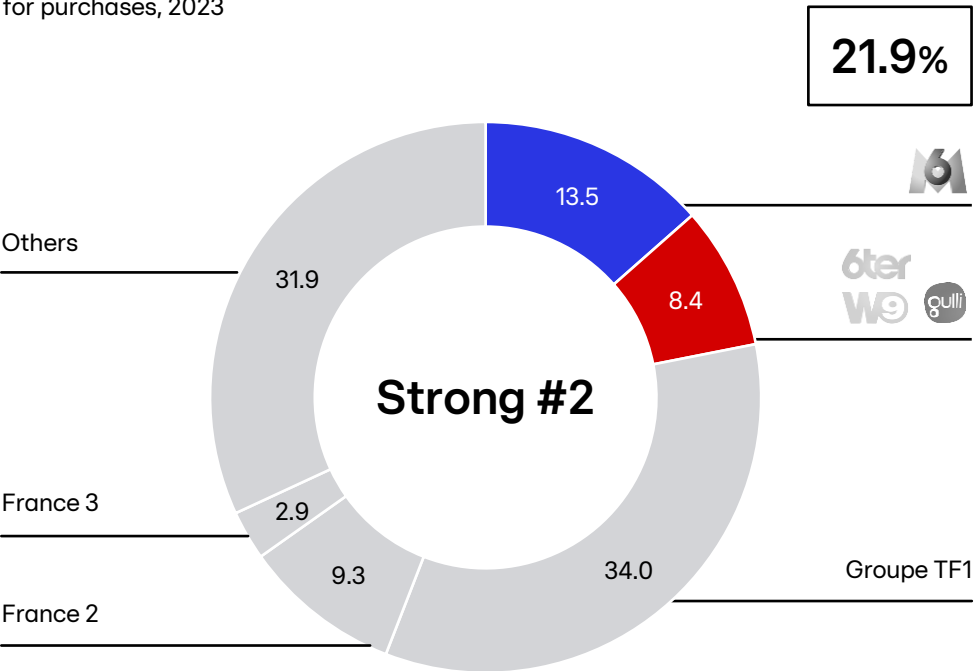
Key financials

in € million



Family of channels

Audience shares, in %
Women < 50 responsible
for purchases, 2023



Highlights



DTT license for main channel M6 renewed for the next 10 years



Attractive sports rights to strengthen Groupe M6's TV channels and streaming service 6play

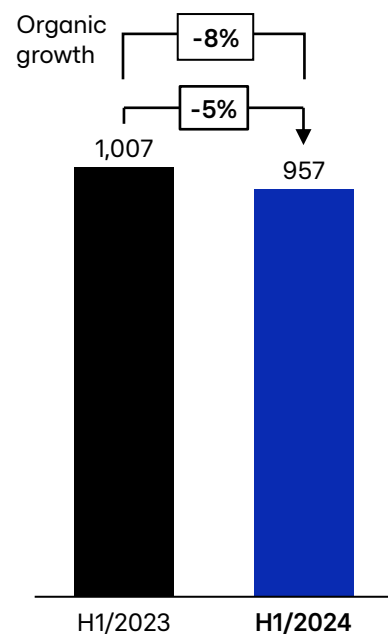


New investment plan for M6+ to boost Groupe M6's streaming business

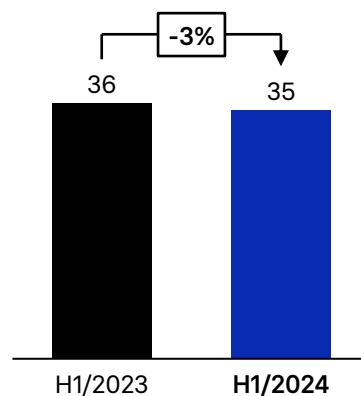
H1/2024: Fremantle

Key financials

in € million



Revenue



Adjusted EBITA

Highlights

Entertainment



American Idol: consistently the No 1 show of the night (18-49) on ABC



Britain's Got Talent: average audience share of 35.7% on ITV

Drama & Film



Neighbours: return on Amazon's Freevee



Maxton Hall: the No 1 title of the day on Amazon Prime in 81 countries; season 2 in production

Documentaries

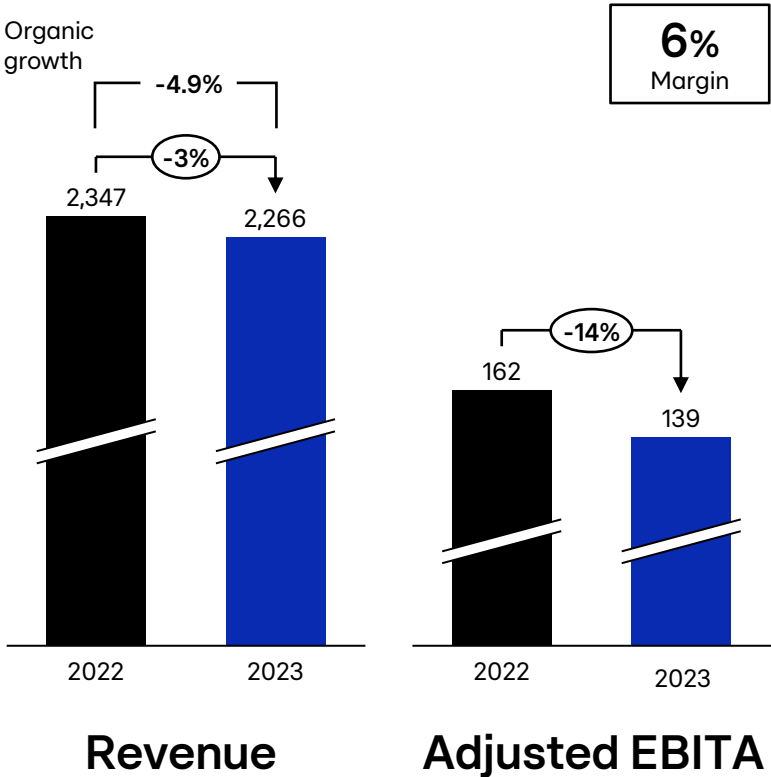


Deadliest Catch: season 20 on Discovery Channel in the US

FY/2023: Fremantle

Key financials

in € million



Highlights

Enter-
tainment



Got Talent Spain

Documen-
taries



JFK: One Day in America

Drama &
Film



Poor Things
4 Oscars



Priscilla



C'è ancora domani

In total,
Fremantle
won
145 awards
in 2023



06 Strategy update

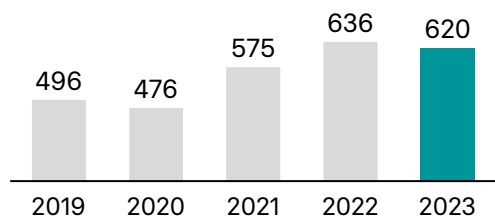
Strategy update – Consolidation

Value creation at RTL Nederland reflected
in attractive deal terms

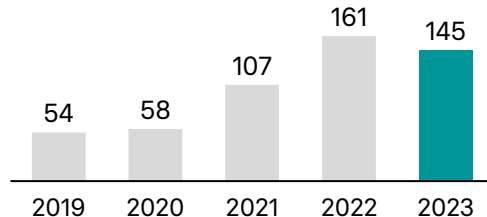
+ strategic partnership
with DPG Media¹

5-year development of key figures

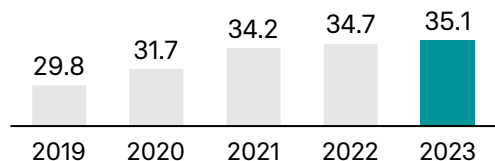
Revenue
in € million



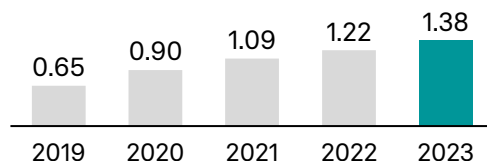
Adjusted EBITA
in € million



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



Paying subs Videoland
in million



Deal terms

- **€1.1bn cash** on debt- and cash-free basis
- **Capital gain** of approx. €0.8bn (mostly tax free)
- **Signing** in mid-December 2023, **closing** expected around the end of 2024

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



Strategy framework unchanged

Core

Growth

Alliances & partnerships



Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

Portfolio transformation

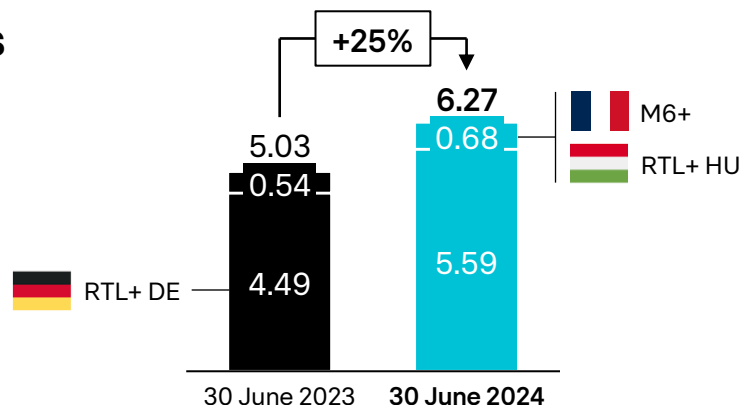
Strategy update – Growth

Dynamic growth in subscribers and revenue



Paying subscribers

in million



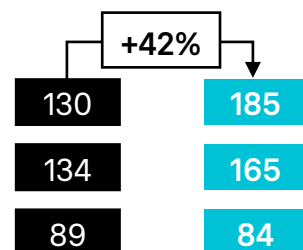
Key figures

in € million

Streaming revenue

Content spend

Streaming start-up losses



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

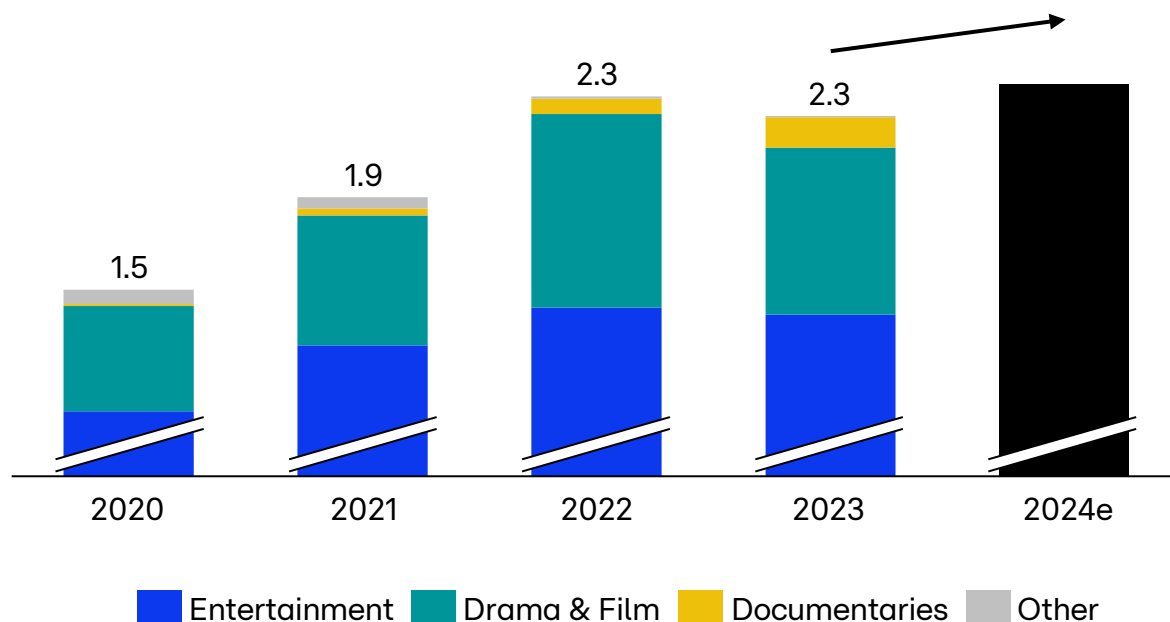
Adjusted
EBITA

Strategy update – Growth

Expand global content business *Fremantle*

Revenue development

FY, in € billion



Targets for 2026

- Continued **revenue growth** – organic and via M&A
- **Maintain gross margin** at current level
- **Reduce and scale overheads**
- **Increase Adjusted EBITA margin** to 9%

Main acquisitions and step-ups since 2020



Strategy update – Growth

Expand global content business *Fremantle*



Format	Countries ¹	Launch year	IP owned by Fremantle
<i>Price Is Right</i>	11	1956	●
<i>Password</i>	6	1961	●
<i>Family Feud</i>	32	1976	●
<i>Idols</i>	16	2001	◐
<i>Farmer Wants A Wife</i>	24	2001	○
<i>The Farm</i>	12	2001	●
<i>The X Factor</i>	14	2004	○
<i>Got Talent</i>	34	2006	◐
<i>Masked Singer</i>	17	2015	○
<i>Too Hot To Handle</i>	3	2020	○

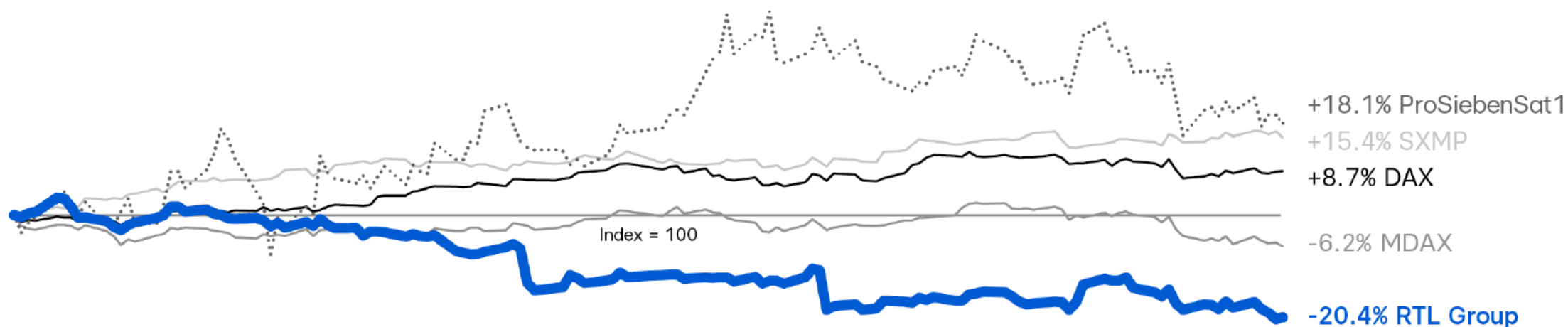
- **Strong portfolio** of long-running formats and established brands
- Significant **IP ownership rights**
- **Multiple territories**
- **Broad revenue mix:** Production, licensing, distribution and advertising

07

RTL Group share

H1/2024: Share price performance

2 January 2024 to 30 June 2024 in per cent

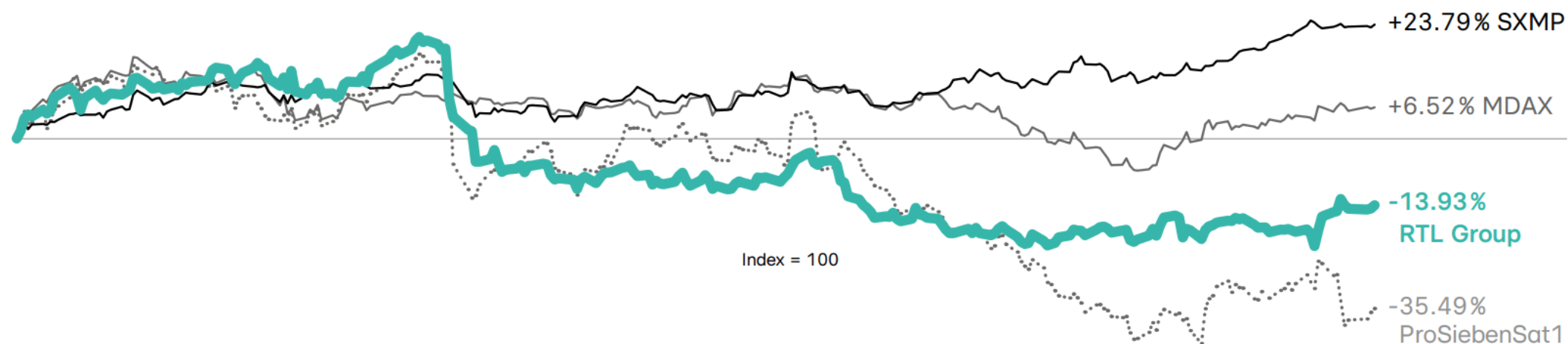


RTL Group share price development for January to June 2024 based on the Frankfurt Stock Exchange (Xetra) against DAX, MDAX, Euro Stoxx 600 Media (SXMP) and ProSiebenSat1

FY/2023: Share price performance

Share performance

1 January 2023 to 31 December 2023
in per cent

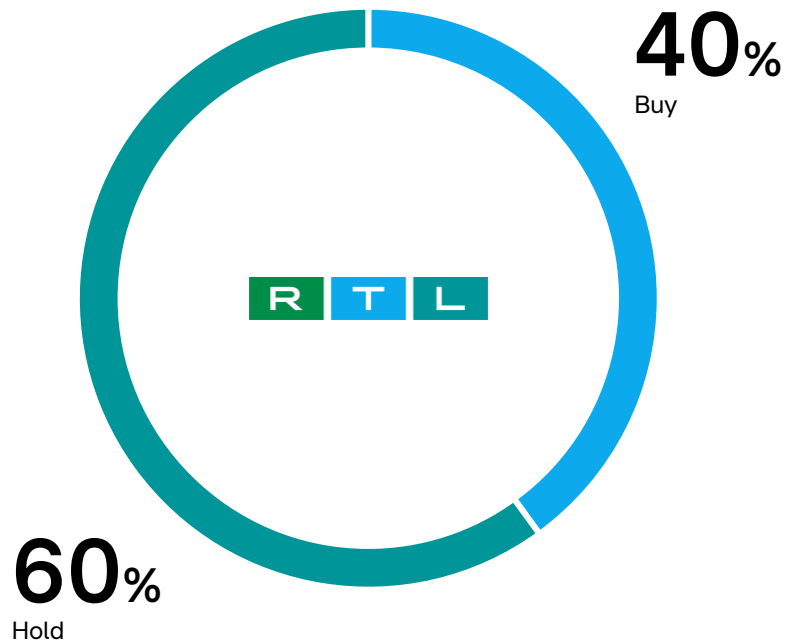


RTL Group share price development for January to December 2023 based on the Frankfurt Stock Exchange (Xetra)
against MDAX, Euro Stoxx 600 Media (SXMP) and ProSiebenSat1

Analysts' view



Recommendation by Analysts in %



Analysts covering RTL Group Latest update: August 2024

Date	Bank	Analyst	Latest recommendation
06/07/2023	Barclays Capital	Julien Roch	Equal weight
17/03/2023	Bernstein/Société Générale	Annick Maas	Hold
11/07/2023	Citi	Thomas Singlehurst	Buy
05/07/2023	Deutsche Bank	Nizla Naizer	Hold
21/07/2023	JP Morgan	Daniel Kerven	Neutral
15/03/2024	Kepler Cheuvreux	Conor O'Shea	Buy
16/08/2024	LBBW	Sarah Lenz	Buy
16/01/2023	Oddo-BHF	Jérôme Bodin	Neutral
22/01/2024	UBS	Adam Berlin	Hold
21/03/2024	Warburg Research	Jörg Philipp Frey	Buy

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 2024

	2023	2024e
Revenue	€6.2bn	~€6.6bn
Adjusted EBITA	€782m	~€750m (+/- €50m)
Streaming start-up losses	€176m	~€200m



Financial calendar 2024

RTL Group Financial Results

14 March 2024
at 08:00 CET
Full-Year Results: January to December 2023

24 April 2024
at 15:00 CET
Annual General Meeting

8 May 2024
at 08:00 CET
Quarterly Statement: January to March 2024

9 August 2024
at 08:00 CET
Interim Results: January to June 2024

13 November 2024
at 08:00 CET
Quarterly Statement: January to September 2024

Dividend payment schedule

24 April 2024: Annual General Meeting
25 April 2024: Ex-dividend date
26 April 2024: Record date
29 April 2024: 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																														
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March																														
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April																														
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May																														
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June																														
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July																														
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August																														
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September																														
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November																														
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December																														
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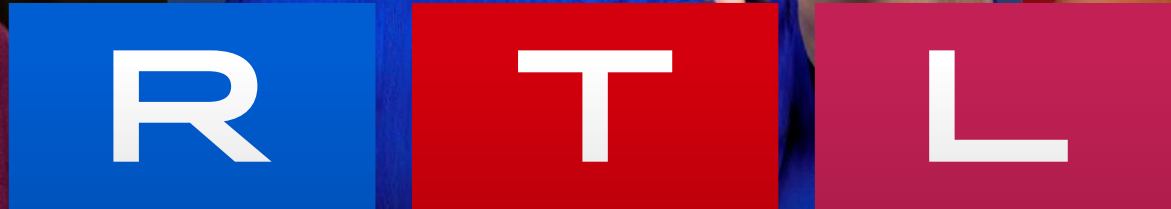
**Irina
Mettner-Isfort**

Vice President
Media & Investor Relations

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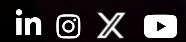
✉ irina.mettner.isfort@rtl.com

August 2024



Investor Relations at RTL Group

Stay connected with RTL Group



Alternative performance measure

Explanation

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 the **Market** section (pages 46 to 47) and **Strategy** section (pages 14 to 18) in RTL Group's Full-year results 2023 report, 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

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 and amortisation and impairment of fair value adjustments on acquisitions of subsidiaries
- Impairment and reversals of investments accounted for using the equity method
- Impairment and reversals 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.

Alternative performance measure

Explanation

Adjusted EBITA before streaming start-up losses	In accordance with RTL Group's strategy, the company continued to invest heavily in its streaming services, RTL+ in Germany and Hungary and M6+ in France, all of which have seen a rapid increase in the number of paying subscribers (for further details please refer to Building national streaming champions on page 50 of RTL Group's Annual Report 2023). The Adjusted EBITA of RTL Group is impacted by effects relating to the growth of its streaming services. These are operational in nature, and are not included in 'Significant special items'. RTL Group believes the disclosure of 'streaming start-up losses' and 'Adjusted EBITA before streaming start-up losses' provides important context for its business performance, hence it discloses information relating to both KPIs in addition to its leading alternative performance measure, 'Adjusted EBITA'. 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.
Streaming start-up losses	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 on RTL Group level.
Operating free cash flow	Operating free cash flow is equal to net cash from/used in) 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'; current deposits with shareholder and its subsidiaries reported in 'Accounts receivable and other current assets'.

Organic growth/decline

The 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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