

January 2025

RTL

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

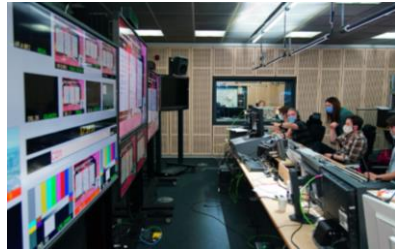


Leading European media company in digital video

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. 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.



RTL United since 2021



60 TV channels

Europe's largest commercial broadcaster

Antena 3 laSexta 6:nova A3S Series neox MEGA

W9 6ter gulli téva PARIS PREMIERE

RTL RTL
ZWEE

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

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

RTL VOX NITRO. ntv GEO

RTL

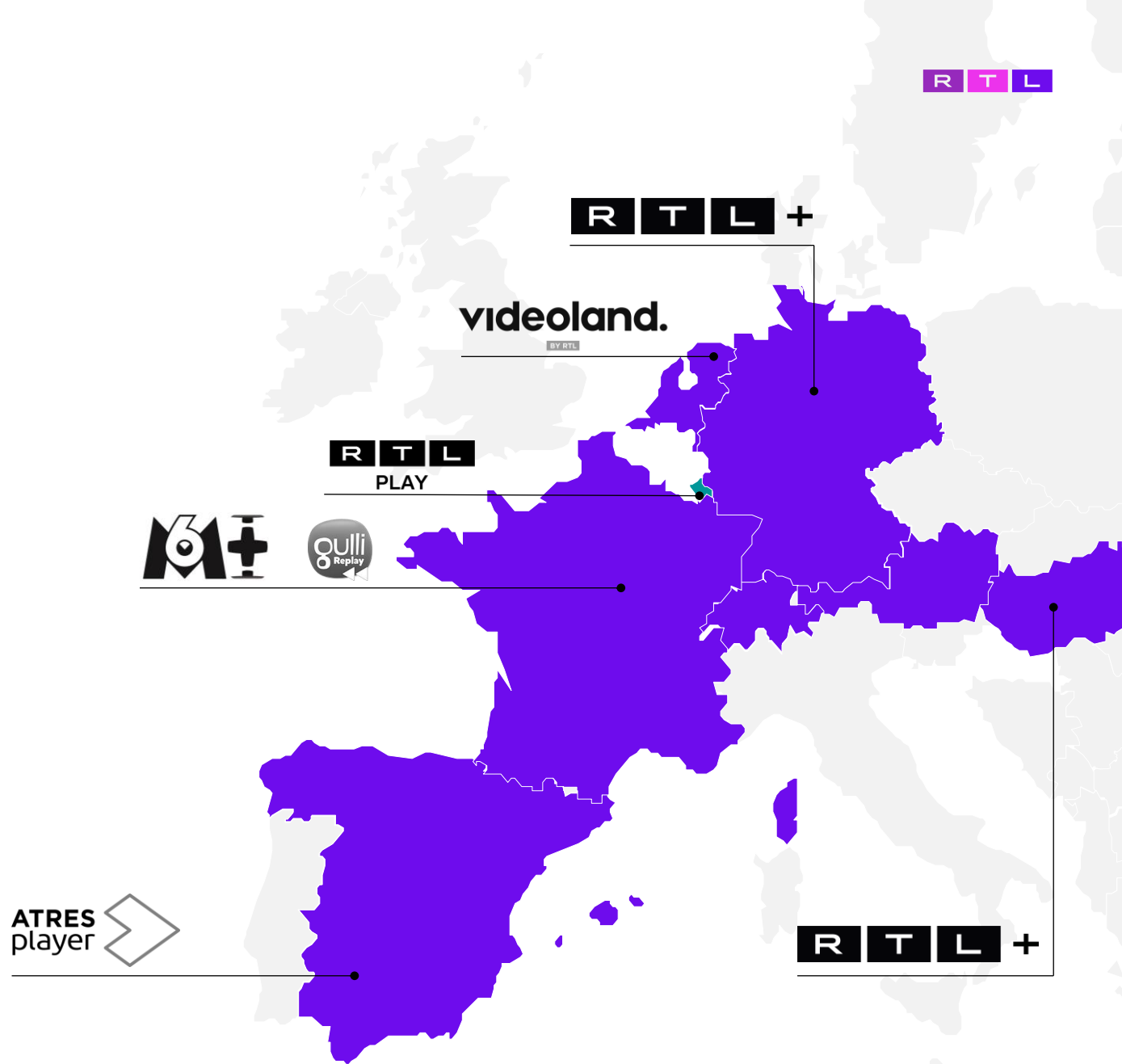
RTL

RTL KETTŐ RTL HÁROM
RTL OTTHON RTL GOLD

KÖLYÖK KLUB SOROZAT KLUB MOZI KLUB

SOROZAT FILM muzsika

7 streaming services



37 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



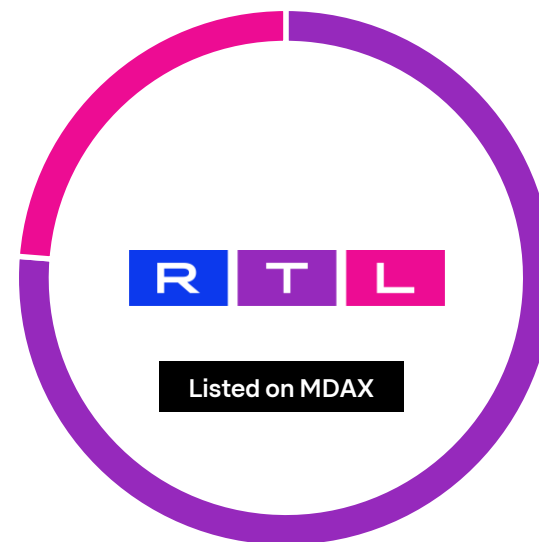
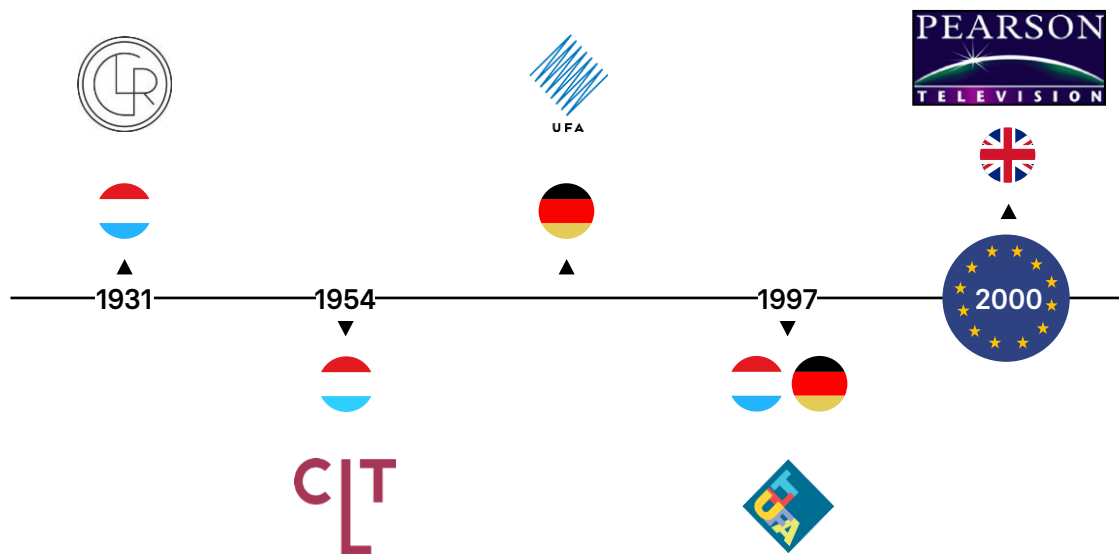
Poor Things

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



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



How we do

Highlights in H1/2024

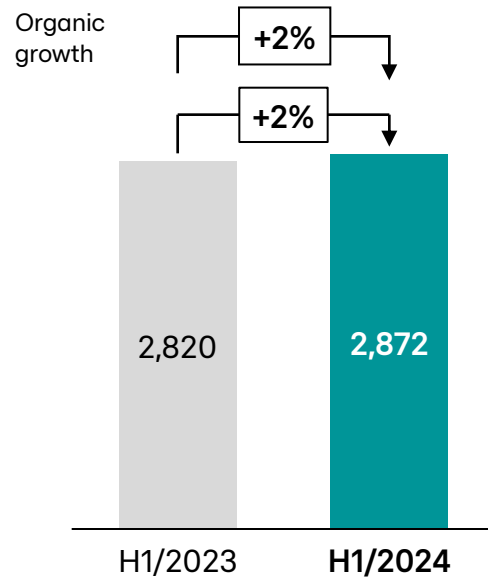
- **Dynamic growth in streaming**
 - Paying subscribers: +25% to 6.3 million
 - Streaming revenue: +42%
 - Successful launch and expansion of M6+
- Full-year **outlook** for 2024 and long-term streaming targets **confirmed**
- Strong **operating performance** in H1/2024
 - **Recovery of TV advertising** 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**



Key financials for H1/2024

Group revenue

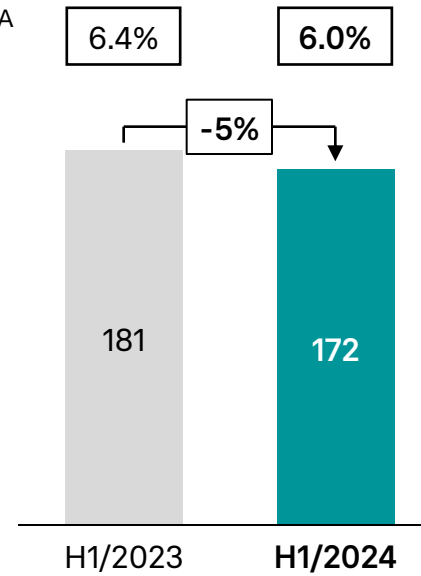
in € million



Continuing operations

Adjusted EBITA

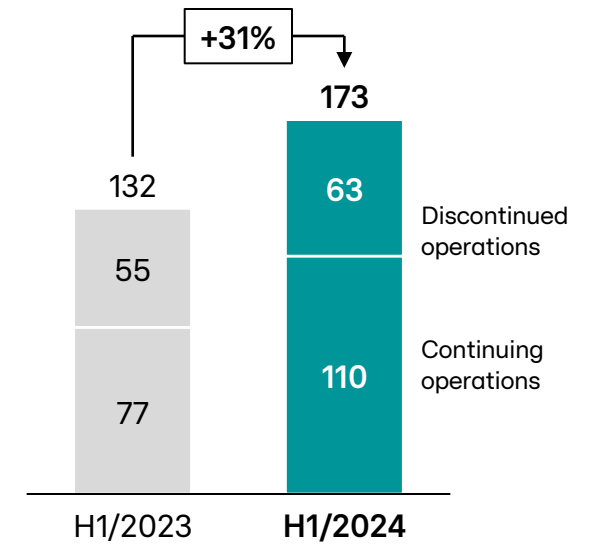
Adjusted EBITA margin



Pro forma



Total Group profit



Where we go

Strategy framework

Core

Growth

Alliances & partnerships



Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

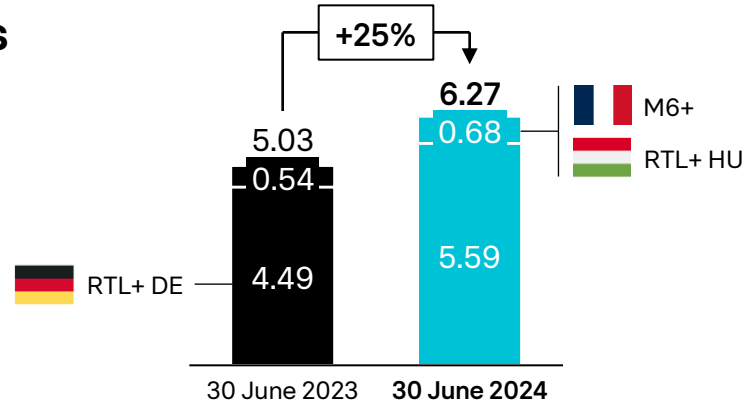
Portfolio transformation

Strategy update – Growth

Dynamic growth in subscribers and revenue

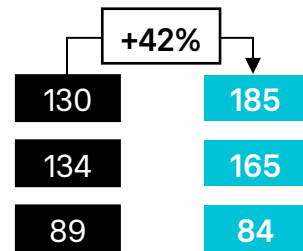


Paying subscribers
in million



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.

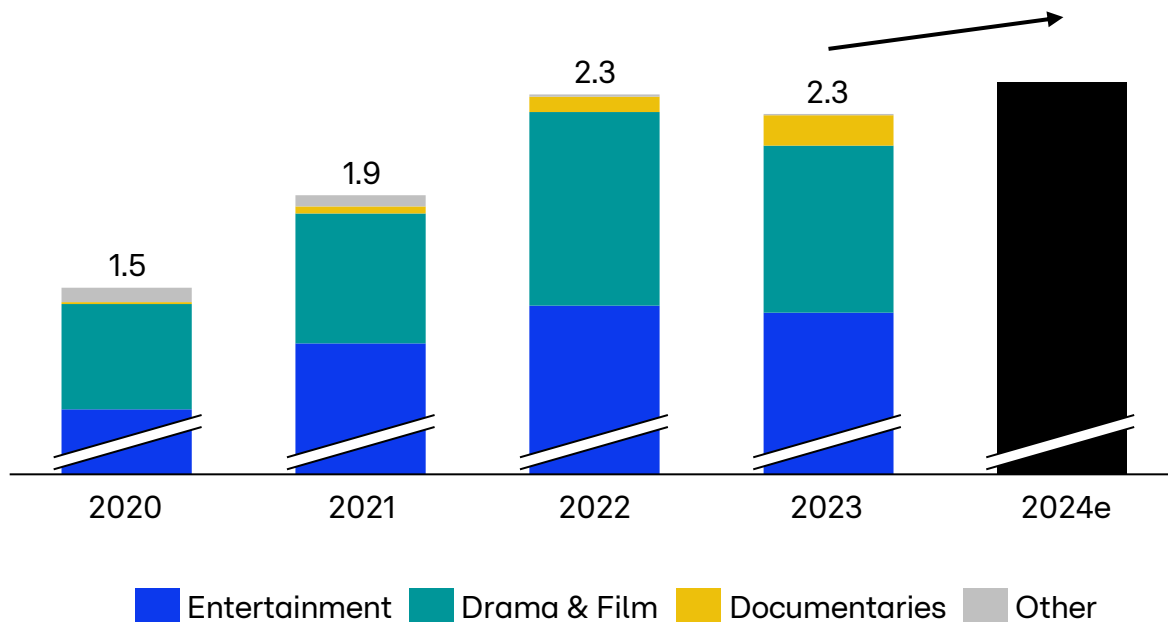
Profitability
Adjusted EBITA

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

Note: 1. Number of territories in which the format is currently shown



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Thank you!

Stay connected with RTL Group

