

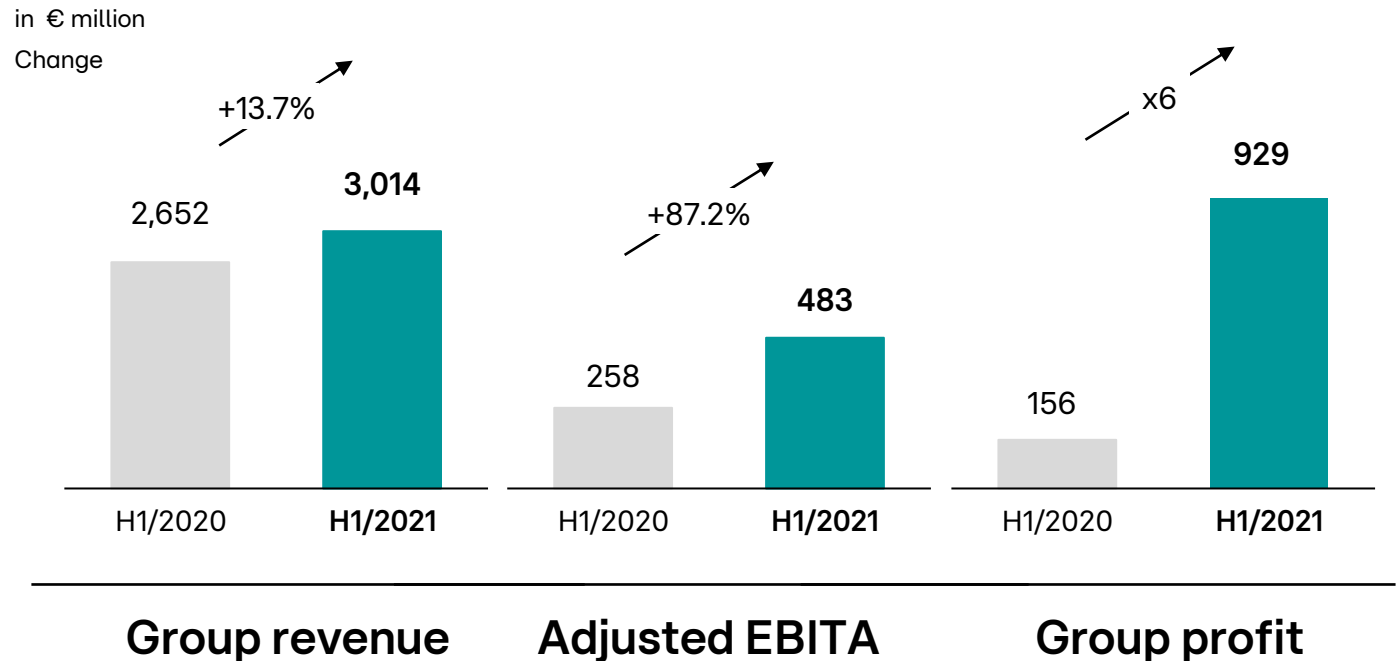
6 August 2021



RTL Group Interim results H1/2021

Highlights

- Rebound of TV advertising markets
- Strong financial and operating performance
 - Higher TV advertising market shares in FR, NL, HU, CR
 - Streaming: paying subscribers +72% to more than 3 million
 - Fremantle revenue +29%
- Major consolidation moves to build national cross-media champions
- Further boost of Fremantle, targeting full-year revenue of €3bn by 2025
- Full-year outlook for 2021 raised



RTL – Europe's leading entertainment brand

- Newly developed purpose, promise and brand principles
- Multicoloured logo reflects the diversity of RTL's content and people
- Roll-out starts with RTL Group and RTL Deutschland, followed by other RTL-branded units
- TV Now to be rebranded to RTL+ in autumn 2021

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



Strategy framework unchanged

Core



Growth



Alliances & Partnerships



Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

Strategy update – Core

Scale broadcasting businesses

- **Rationale:** National media groups with scale and resources to compete with global tech platforms
- **Content:** Enhanced capabilities to invest in premium local content
- **Tech & Data:** Develop cutting-edge technology in streaming and in addressable TV advertising

Value creation potential



~ €250-350m

run-rate synergies
within 3 years after closing

~ €100-120m

run-rate synergies
to be fully realised in 2025

€250m

preliminary total cash
proceeds – expected to
close in Q4/2021

Strategy update – Core

Create German cross-media champion



- **Rationale:** Cross-media champion with the scale, resources and creative power to compete with global tech platforms in Germany
- **Growth opportunities:** Further boost of RTL+, the leading German streaming service; partner of choice for Germany's creative talent
- **Journalistic powerhouse:** Joint editorial team with more than 1,500 journalists

Transaction terms

€230m acquisition price

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

~ €2.63bn pro-forma revenue 2020

€496m pro-forma Adjusted EBITA 2020

Strategy update – Growth

Expand global content business

Fremantle

- **High-end factual:** Grow high-end factual talent pool and production capabilities with newly established global factual division
- **Scale:** Leverage global footprint and become preferred partner for global streamers
- **Acquisitions:** Pursue targeted investments in production companies, talent and content



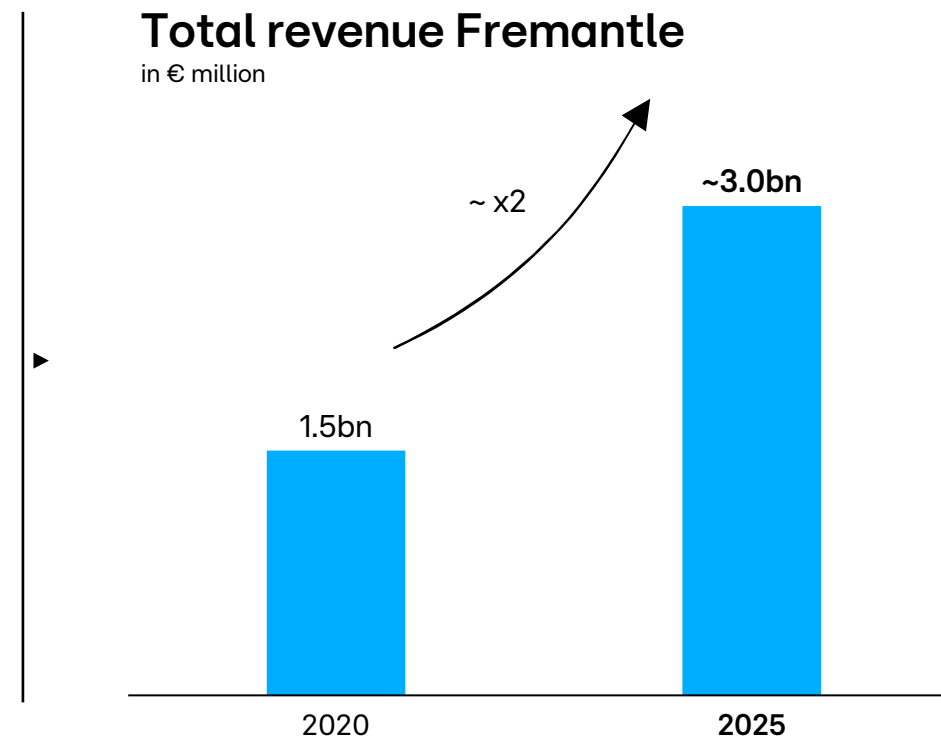
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The three companies combined generate full-year revenue of around €0.3bn

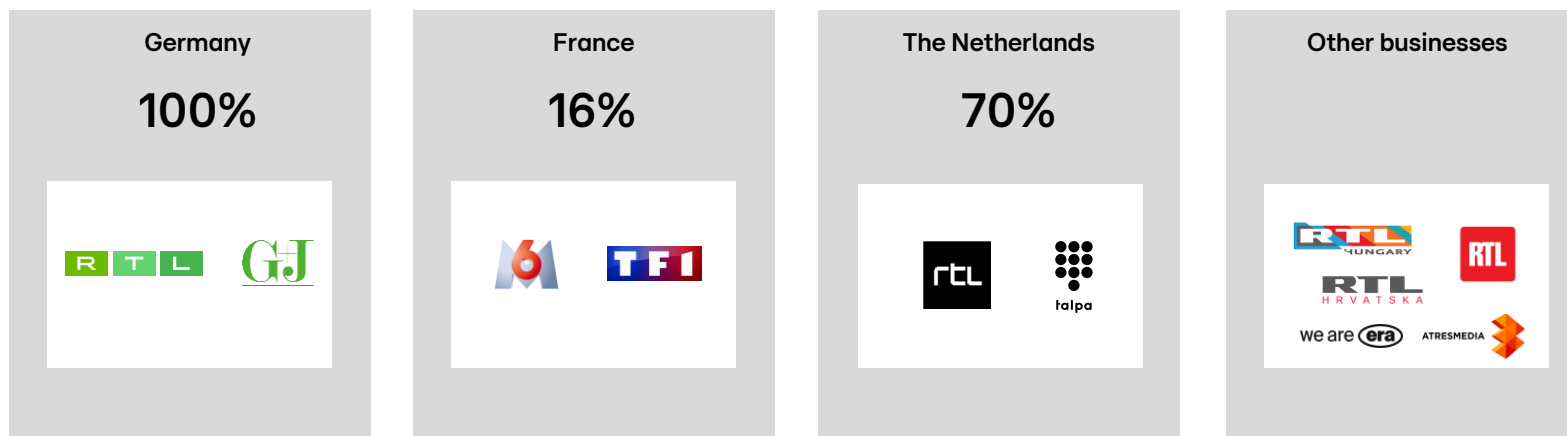
New target 2025

Total revenue Fremantle
in € million



Strategy update – Target structure

National cross-media champions



Cross-country cooperation and competencies

Ad tech



Streaming tech



International ad sales



Further cross-country initiatives



Global content business



Target:

€3bn in revenue via organic growth and M&A by 2025

Growth with global streaming platforms

Outlook 2021 raised

RTL Group has raised its outlook for 2021. This outlook assumes that the economic recovery from Covid 19 will continue in 2021, as vaccination programmes progress and no new lockdown measures are put in place.

	2021 New	2021e old	2020
Revenue	~€6.5bn	~€6.2bn	€6.0bn
Adjusted EBITA	~€1,050m	~€975	€853m
Streaming start-up losses	~€150m	~€150m	€55m
'Adjusted EBITA before streaming start-up losses'	~€1,200m	~€1,125m	€908m



6 August 2021



#RTLresults

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