



An introduction  
to RTL Group



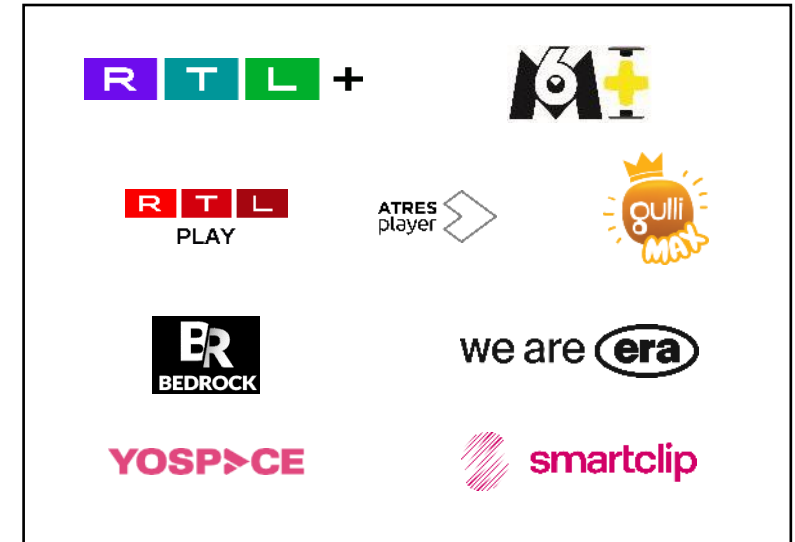
# RTL Group is a leader across broadcast, content and digital



Leading commercial broadcaster in Europe



Leading global content business



Leading European media company in digital video

# Our 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



**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.



Climate change



**We are committed to protect the environment** and support the international target of limiting global warming to 1.5°C compared to preindustrial level.

# 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 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.

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



# RTL United – a house of powerful brands



Masterbrand

RTL

Corporate

RTL Group, RTL Deutschland, RTL Hungary, RTL Luxembourg, RTL AdAlliance



Product

RTL+



RTL, RTL Up, RTL Passion, RTL Crime, RTL Living, RTL Super, RTL Nord, RTL West, RTL Hessen, RTL 104.6, RTL 89.0  
RTL Három, RTL Kettő, RTL Gold, RTL Otthon  
RTL Play, RTL Zweek, RTL Radio, RTL Today, RTL Gold, RTL LX



Content

RTL Sport, RTL Aktuell, RTL Punkt 12, RTL Nachtjournal  
RTL Today, RTL de Journal, RTL de Magazin

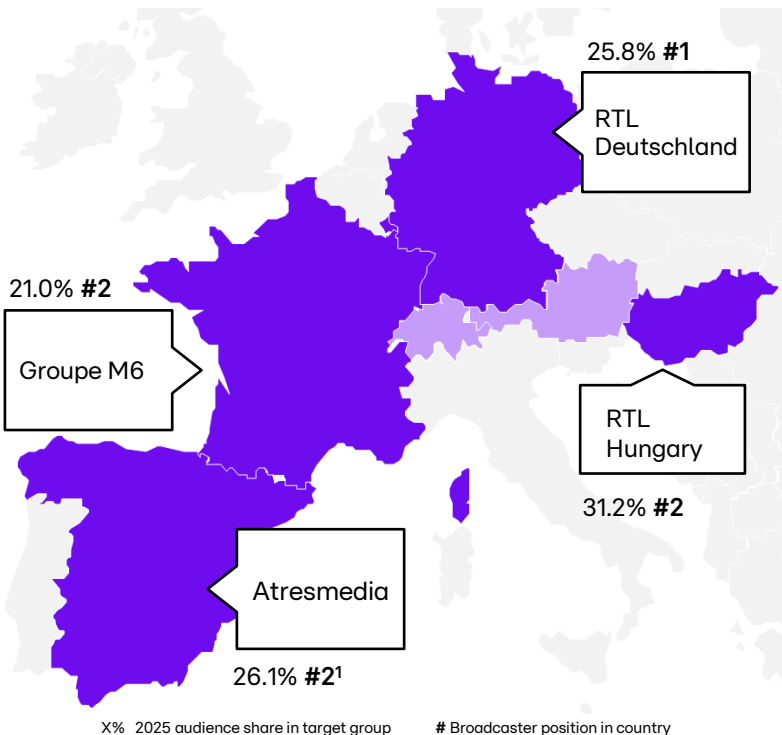


Associated  
Non-RTL brands



# A leader across broadcast, content and digital

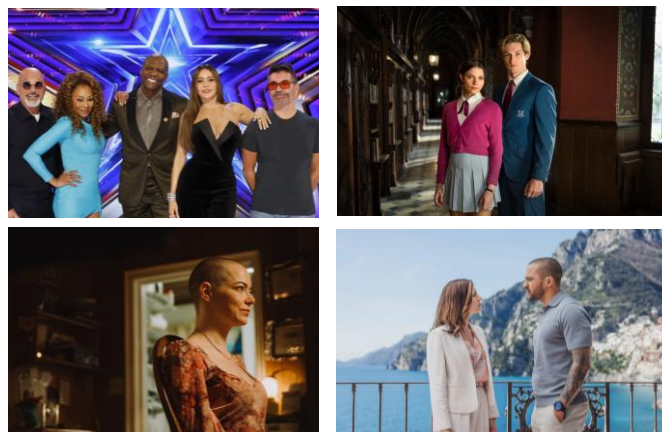
 **Leading commercial broadcaster in Europe**



 **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 **28 countries**



 **Leading European media company in digital video**

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

			Streaming services
			
			Strong presence on YouTube
			Leading player in ad tech...
			...and streaming tech

<sup>1</sup> Total audience share

# 52 TV channels

Europe's largest commercial broadcaster

Antena.3 **6** **NOVA** A3S Series **neox** **MEGA**

**W9** **6ter** **gulli** **téva** **PARIS PREMIERE**

**RTL** **RTL**  
ZWEE

**RTL** **VOX** **NITRO** **ntv** **GEO**  
**RTL SUPER** **TOGO plur** **VOX up** **RTL UP** **RTL LIVING** **RTL CRIME** **RTL PASSION**

**RTL**

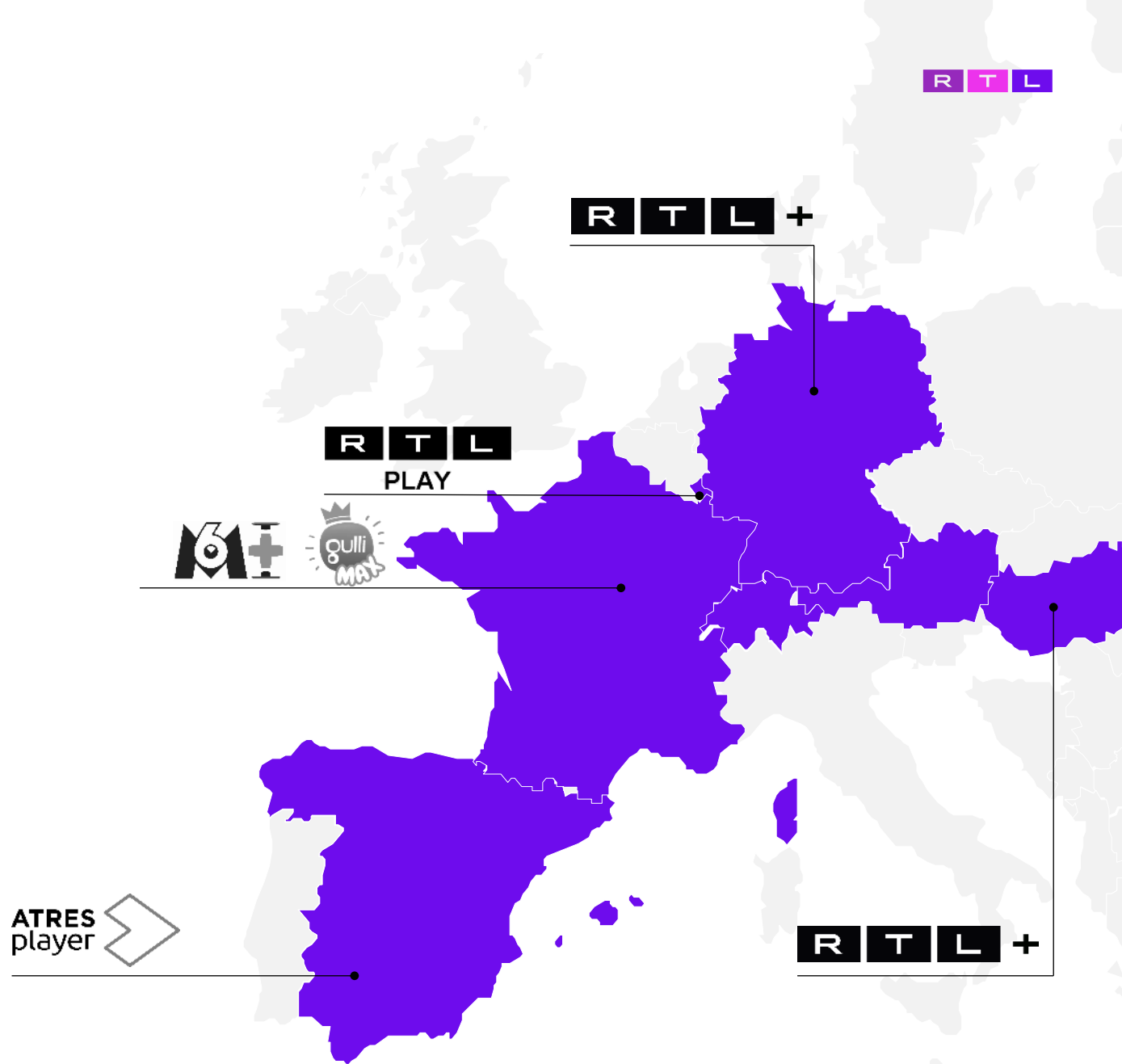
**RTL**

**RTL KETTŐ** **RTL HÁROM**  
**RTL OTTHON** **RTL GOLD**

**C)** **KÖLYÖK KLUB** **SOROZAT KLUB** **MOZI KLUB**

**SOROZAT** **FILM** **muzsika**

# 6 streaming services



# 40 radio stations

in 4 European countries



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



Jamie Cooks



Monster of Florence



Farmer Wants a Wife



Hotel Costiera



Britain's Got Talent



Bugonia



Maxton Hall

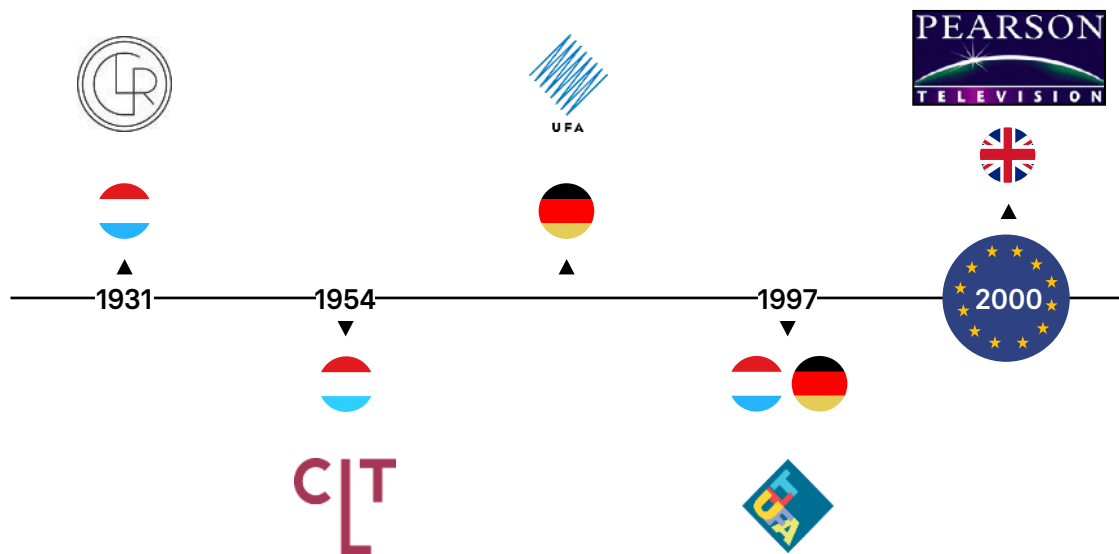
*Fremantle*

Operating in 28 countries and responsible for more than 11,000 hours of new content 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

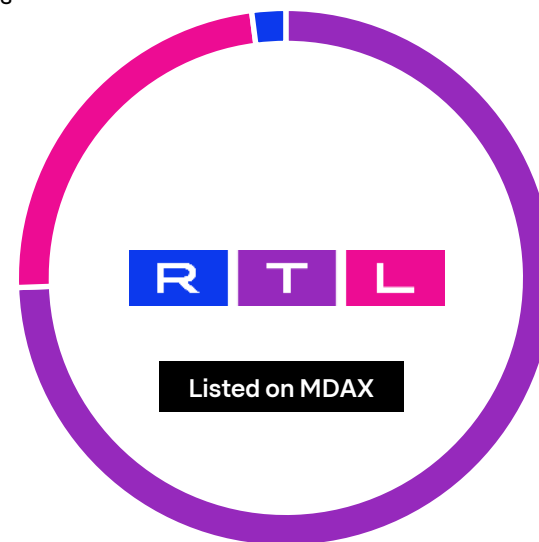


**22.73%**

Publicly traded on the Frankfurt/Main and Luxembourg Stock Exchanges

**2.27%**

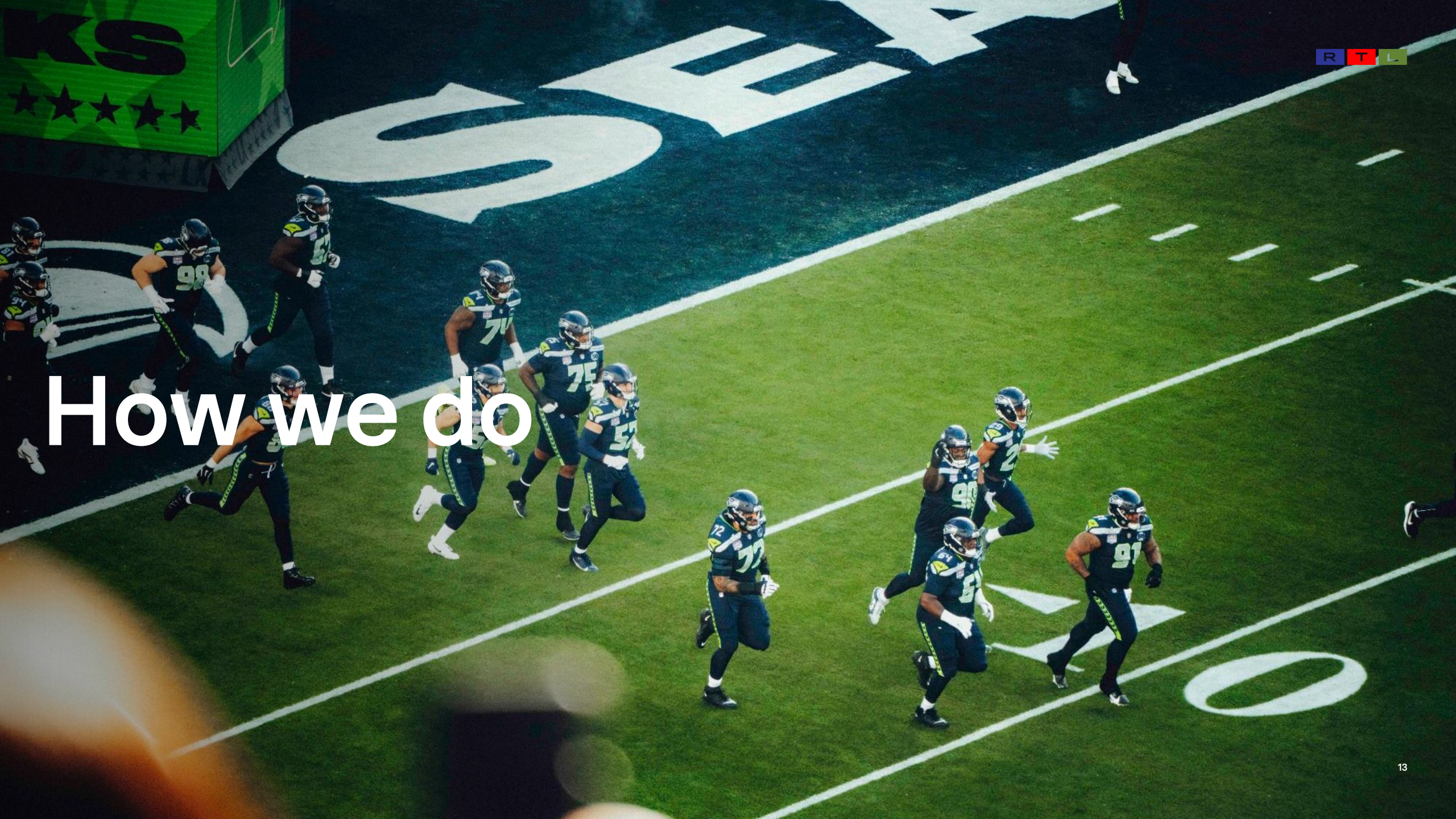
Treasury



**75.00%**

Bertelsmann

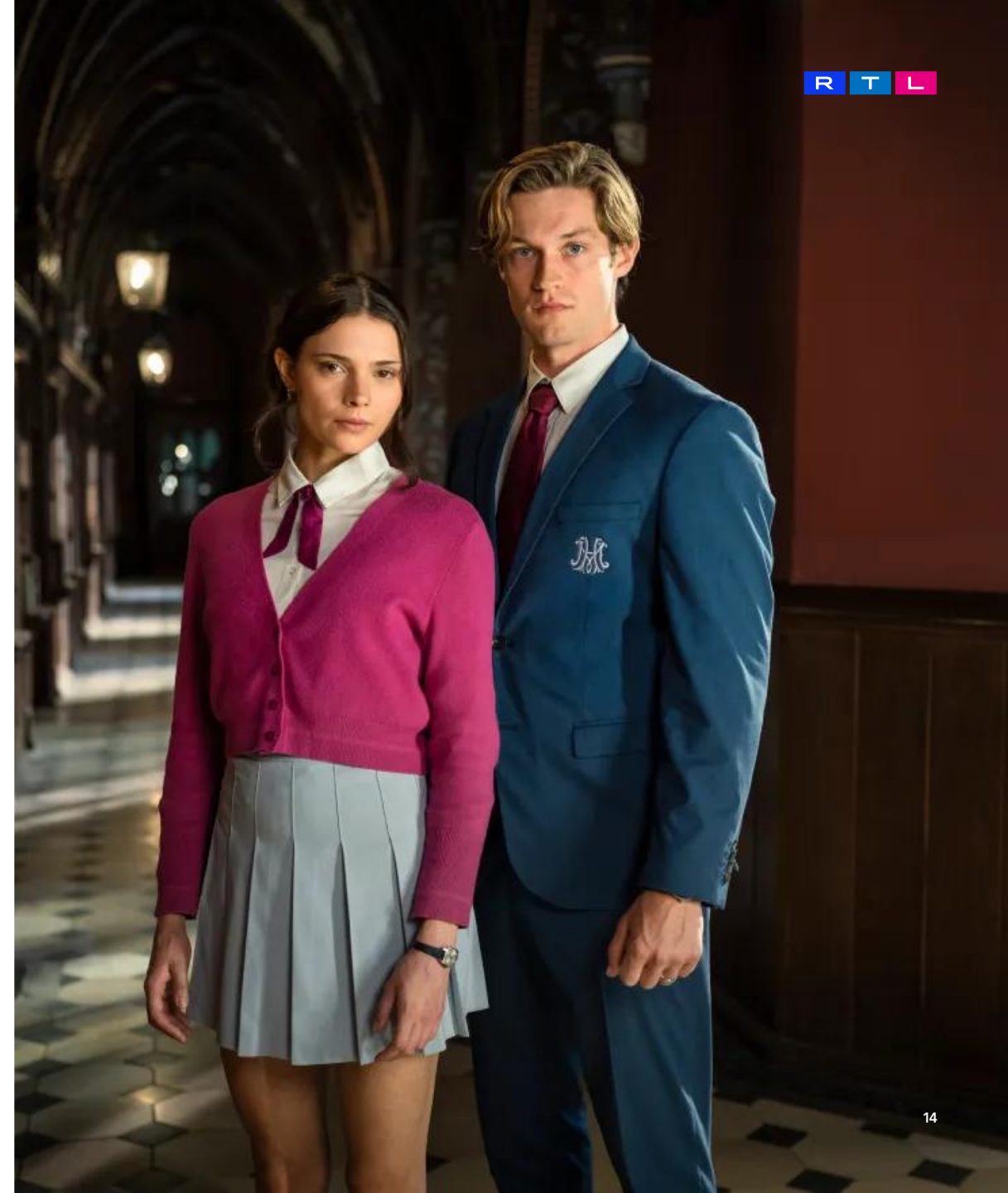
Today, more than 15,700 employees in 28 countries worldwide are **#partofRTL**



How we do

# 2025 Highlights

- **RTL Group accelerates transformation**
  - **Dynamic growth of streaming services**; on track for profitability in 2026; **Q4/2025 near break-even**
  - **Partnerships** with Deutsche Telekom, Amazon, HBO Max/Warner Bros Discovery
  - Acquisition of **Sky Deutschland** to further boost RTL's streaming business unconditionally approved by the European Commission; closing expected on 1 June 2026
- **TV advertising market share gains** across Germany, France and Hungary
- **Dividend** of €5.50 per share
- **Adjusted EBITA 2026** to increase to around **€725 million**, due to the Group's streaming services turning profitable
- **Medium-term Adjusted EBITA target** of **€1 billion** confirmed

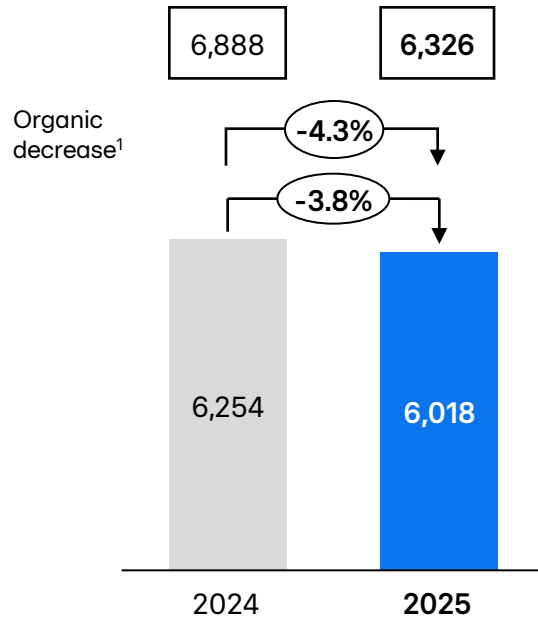


# Key financials: RTL Group

in € million

## Group revenue

Pro forma

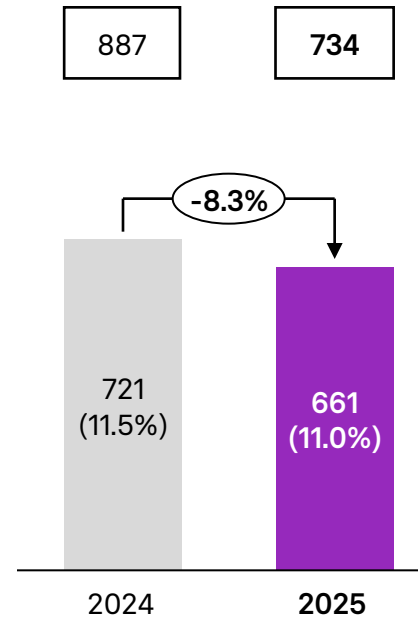


Continuing operations

Adj. EBITDA, cont.

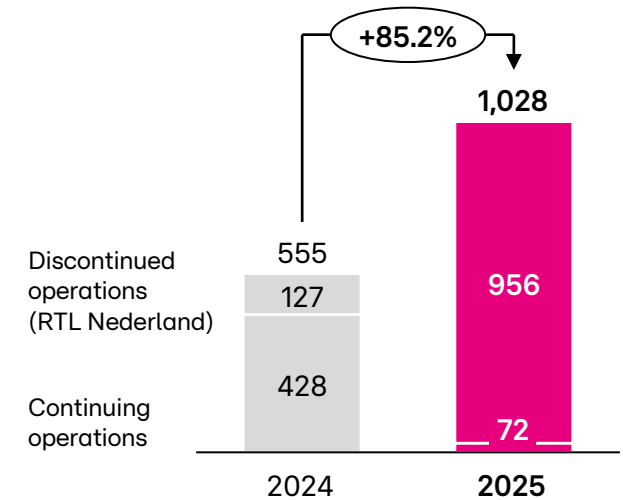
Adj. EBITDA margin, cont.

## Adjusted EBITA (margin)<sup>1</sup>



992	910
15.9%	15.1%

## Total Group profit



Basic & diluted EPS

€2.97	€6.36
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# Where we go



# Strategy framework

Core

Growth

Alliances & partnerships



RTL +



sky



Fremantle



amazon



Creativity & entrepreneurship

People

Communications & marketing

Regulation


AI

Enabler

Portfolio transformation

# Portfolio management

## Portfolio focused: selected asset disposals



2020	BroadbandTV
2021	SpotX
2021	Ludia
2022	VideoAmp
2022	RTL Belgium
2022	RTL Croatia
2025	RTL Nederland

Total proceeds since 2019: **€2.7bn**

## Dividend payments since 2019<sup>1</sup>

**€25.75/share**  
or  
**€4.0bn**

# Strategy update – Core

## AI opportunities across the content value chain



Fremantle

Fremantle

Fremantle



**Imaginae**  
STUDIOS



Fremantle's **dedicated AI studio** to drive development for specific content concepts

Project leveraging AI-supported **development, video shots & VFX production**

Pilot project to integrate **AI and virtual production workflows** into daily drama production

RTL Deutschland's proprietary **AI-driven youth protection tool** for automated risk detection

## Target

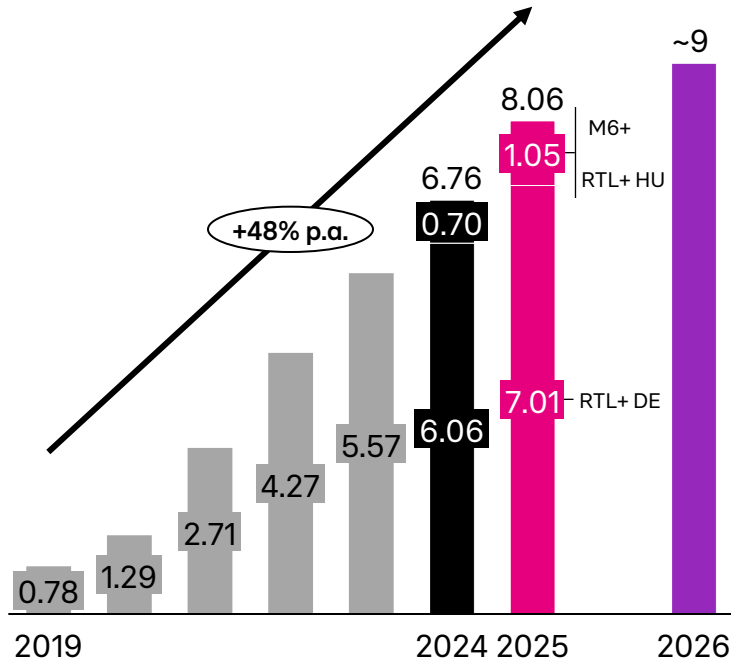
**10-15% production cost savings**  
(gross ambition by 2030)

# Strategy update – Growth



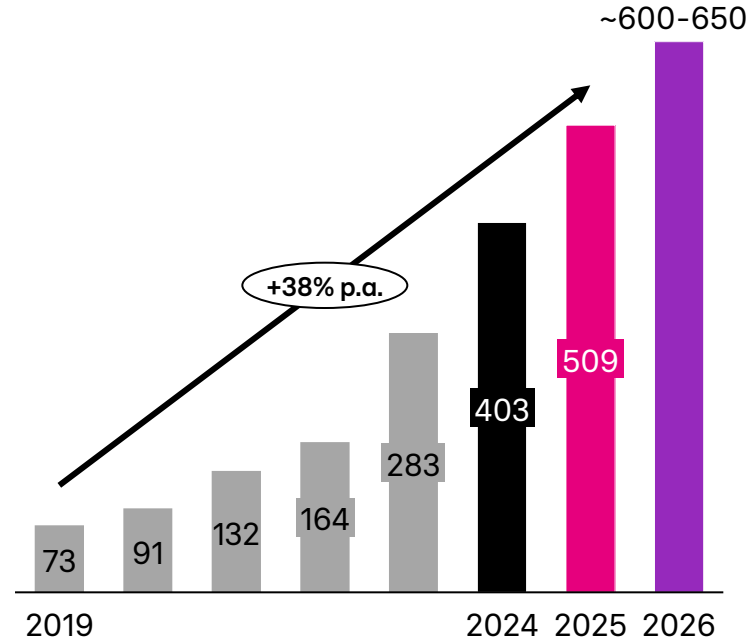
## Paying subscribers

in million



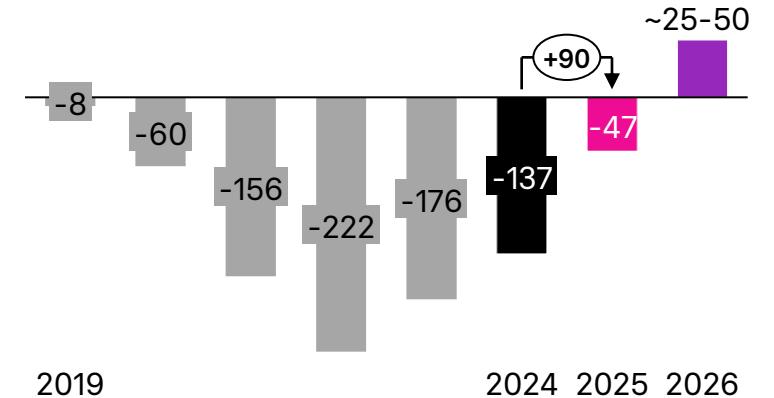
## Streaming revenue<sup>1</sup>

in € million



## Adjusted EBITA from streaming<sup>2</sup>

in € million



Notes: 1. Streaming revenue includes SVOD, advertising and distribution revenue from RTL+ in Germany, M6+ in France (previously 6play), RTL+ in Hungary (including RTL+/RTL+ Active/RTL+ Light), and external revenue of Bedrock 2. Total of Adjusted EBITA from RTL+ in Germany and Hungary, M6+/6play in France, Salto and Bedrock as consolidated on RTL Group level. The Adjusted EBITA of RTL+ in Germany and Hungary and M6+/6play in France includes synergies with TV channels at business unit level 3. Includes RTL+ in Germany and Hungary, M6+ in France and Bedrock.

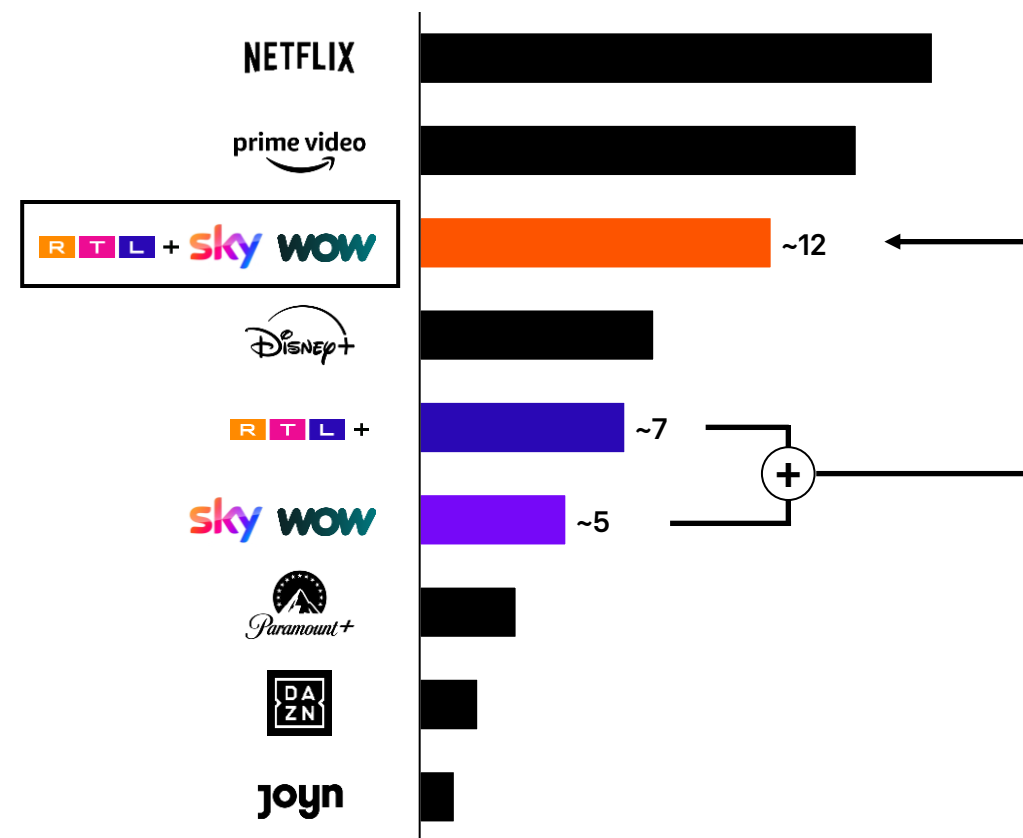
# Strategy update – Growth

## RTL Group to acquire Sky Deutschland (DACH)...

- Transformational move for RTL Group, bringing full-year revenue to €8 billion
- Combination of RTL Deutschland and Sky Deutschland (DACH)
  - unique proposition across free TV, pay TV, streaming
  - highly complementary (business model, target groups, content)
- Value creation: ~€250 million (run-rate) annual synergies
- Unconditional approval from European Commission received; closing expected on 1 June 2026

Note: Based on latest available data

## ...and to become the clear #3



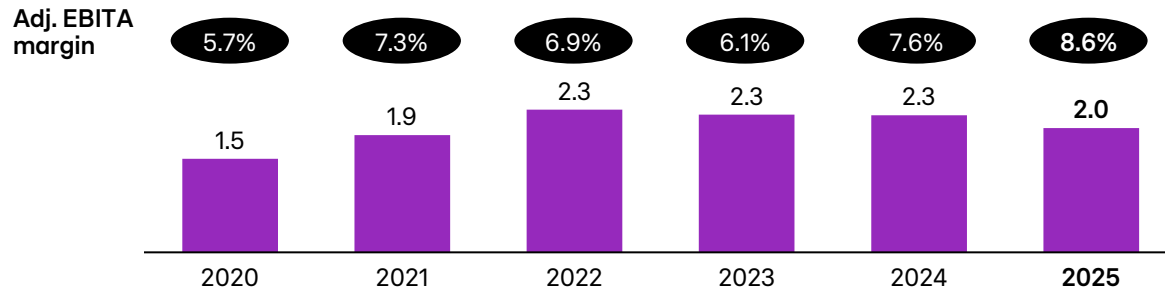
Streaming/video subscriptions in the DACH region  
in million

# Strategy update – Growth

## Expand global content business

### Highest margin ever

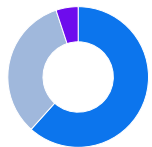
FY revenue, in € billion



### Highly diversified revenue streams

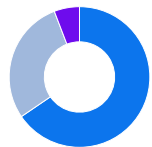
FY 2025, in %

#### By genre<sup>1</sup>



Entertainment  
Drama and film  
Documentaries

#### By region<sup>1,2</sup>



Europe<sup>3</sup>  
USA  
Rest of world

#### By customer<sup>4</sup>



Streamer  
Linear – Free-to-air  
Linear – Pay TV  
Distribution & other

#### By IP ownership<sup>5</sup>



Format at least partially owned or IP retained  
Other

Notes: 1. Based on total segment revenue 2. Location of legal entity 3. Belgium, Denmark, Finland, France, Germany, Hungary, Israel, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, UK 4. Indicative analysis based on production companies 5. Indicative analysis based on significant brands

Fremantle

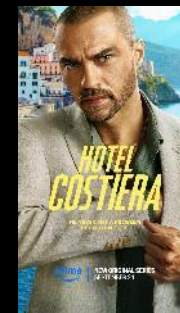
RTL

## Strategic priorities

1. Ramp-up of own IP development
2. AI deployment across the value chain
3. Focus on IP-driven small to medium-size M&A
4. Expansion into attractive new geographies and genres
5. Continued cost discipline and operating leverage

## Creative successes

### Major streaming hits



### 4 Oscar nominations



And a total of 145 awards won in 2025

# Strategy update – Alliances & partnerships

## Streaming and distribution partnerships

RTL+



### RTL Deutschland

Renewal of RTL+ and Magenta TV bundling until 2030  
RTL+ bundling with HBO Max from January 2026  
RTL+ channel on Amazon Prime Video from October 2025  
RTL+ bundling with Oneplus in Switzerland from March 2026



### Groupe M6

Launch of M6+ section on Amazon Prime Video from January 2026

RTL+



### RTL Hungary

Exclusive distribution of RTL+ and linear channels via One from January 2025

RTL



### RTL Group

DPG Media deal across content, tech and international ad sales



April 2026

RTL

Thank you

Stay connected with RTL Group

