

April 2024

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

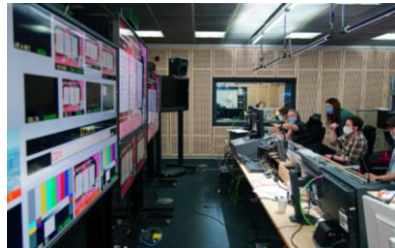


Leading European media company in digital video

Our responsibility

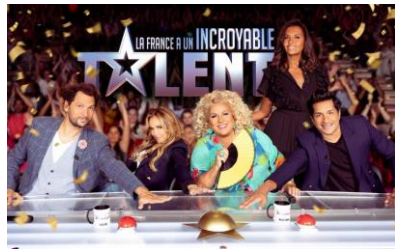
Focus areas:

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. 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 **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 **toogo plur** **VOX up** **RTL UP** **RTL LIVING** **RTL CRIME** **RTL PASSION**

RTL **VOX** **NITRO** **ntv** **RTLZWEI** **GEO**

RTL

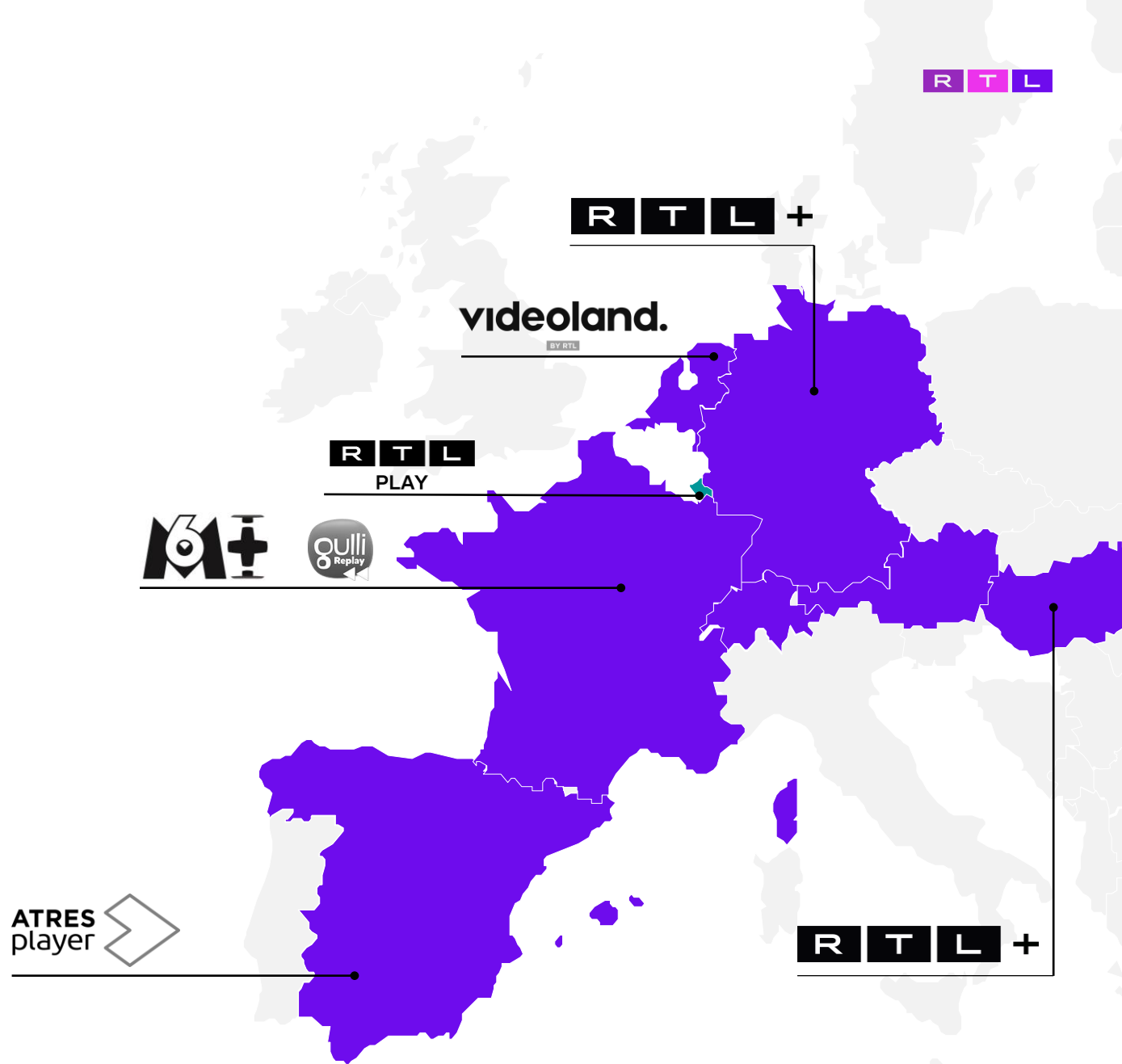
RTL

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

KÖLYÖK KLUB **SOROZAT KLUB** **MOZI KLUB**

SOROZAT **FILM** **muzsika**

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



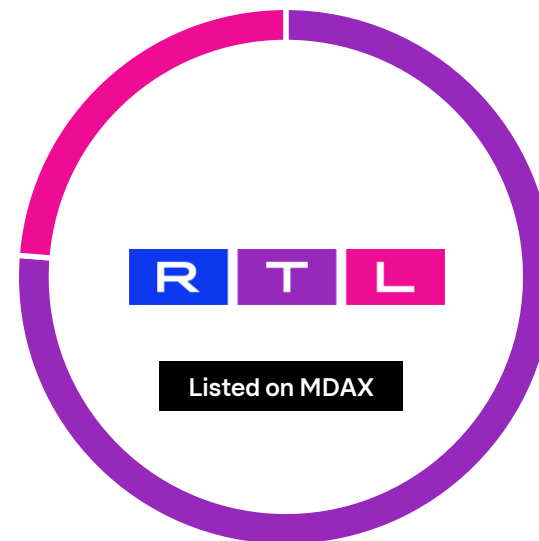
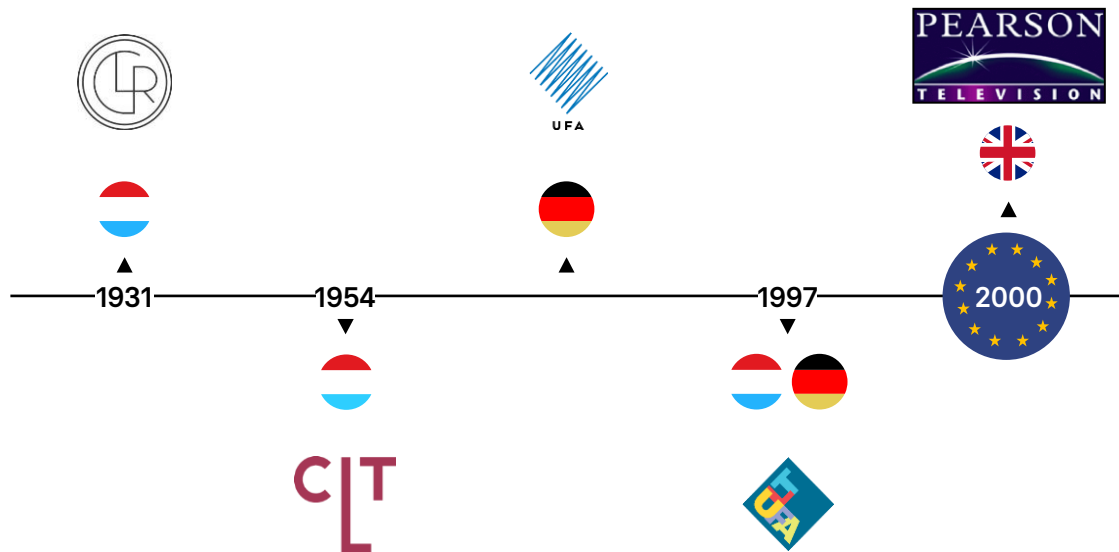
Poor Things

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



23.71%

Publicly traded on the Frankfurt/Main and Luxembourg Stock Exchanges

76.29%

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

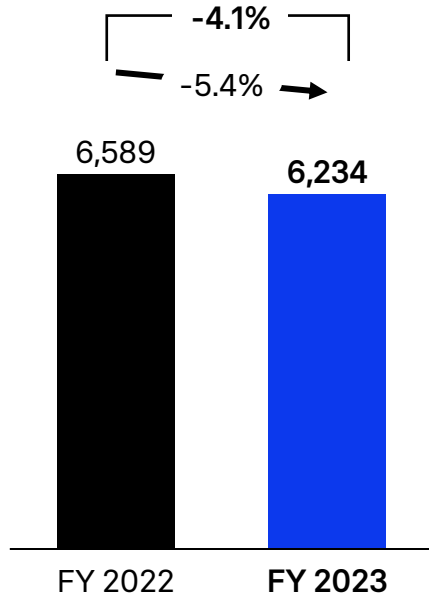
(without RTL Nederland)

Key financials for 2023

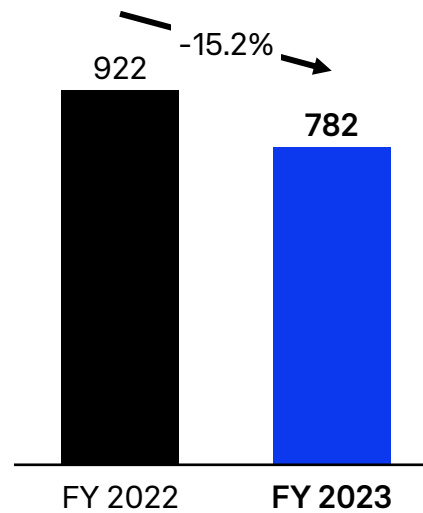
in € million

Organic growth¹

Group revenue



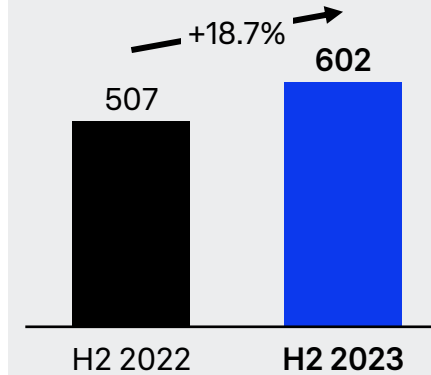
Adjusted EBITA¹



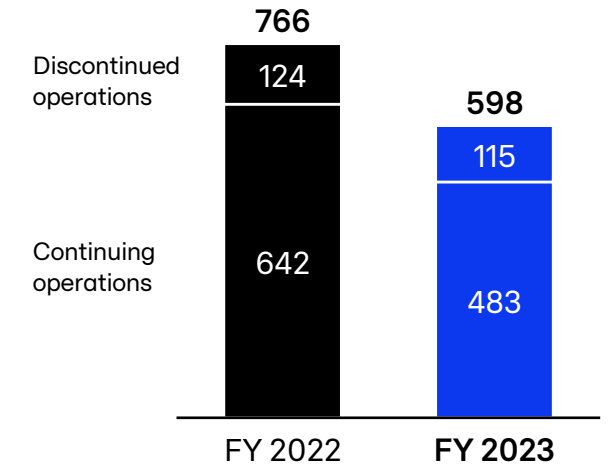
Adjusted EBITA margin¹



thereof
H2 performance



Total Group profit



Where we go

Strategy framework

Core

Growth

Alliances & partnerships



Portfolio transformation

Creativity & Entrepreneurship

People

Communications & Marketing

Regulation

Enabler

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, 2nd 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**

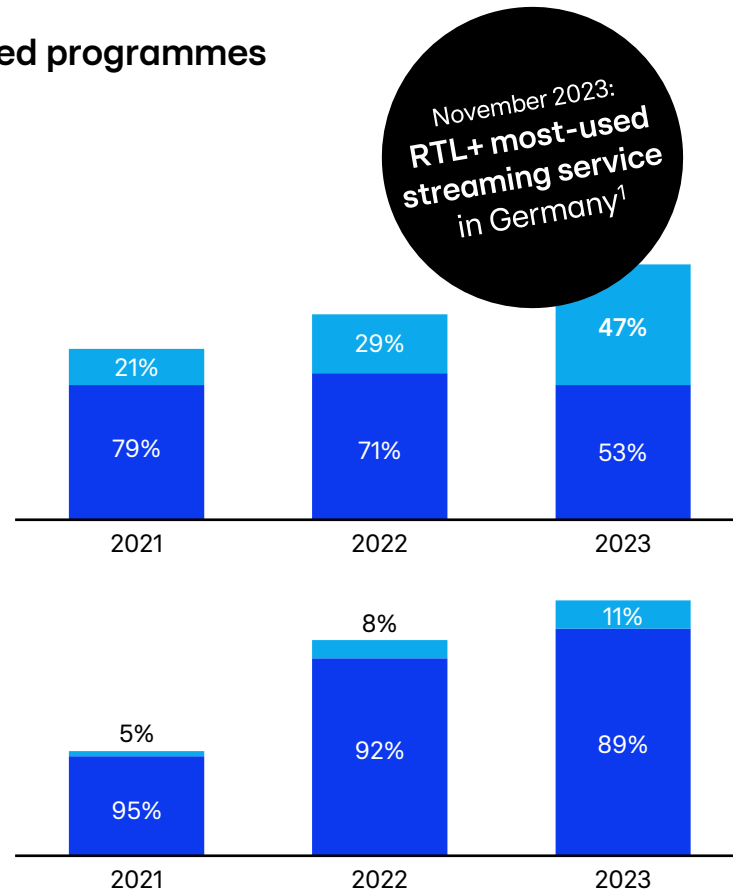
Strategy update – Core

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

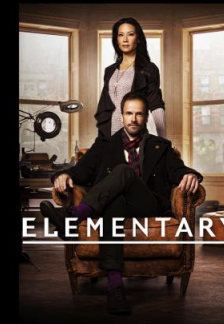
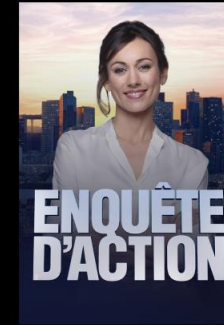
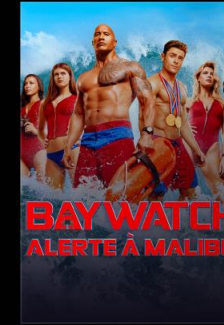
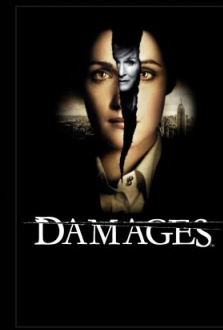
Linear channels, exclusive **events**, expanded films and series **catalogue**, integration of **podcasts**

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**



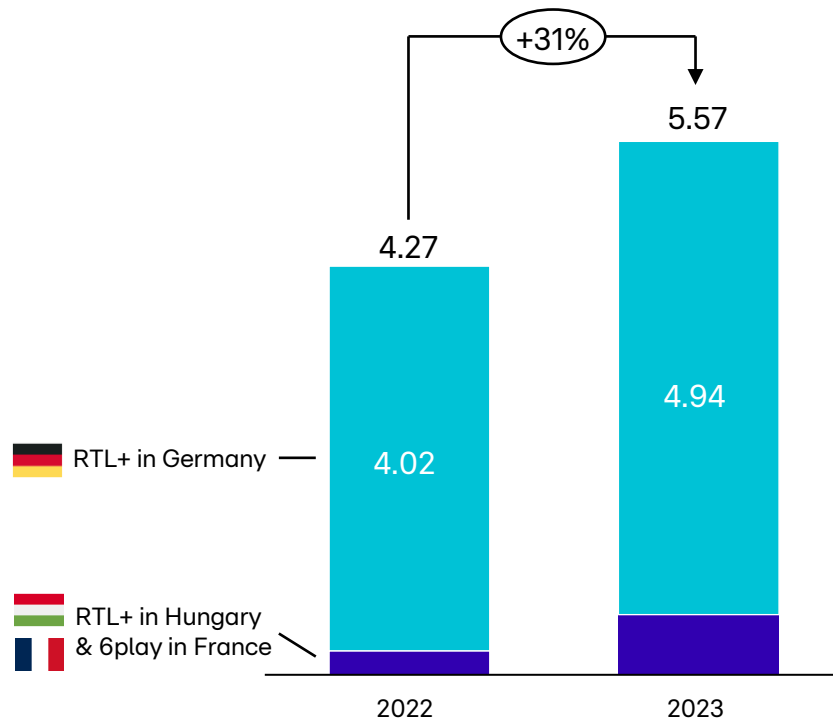
Strategy update – Growth

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

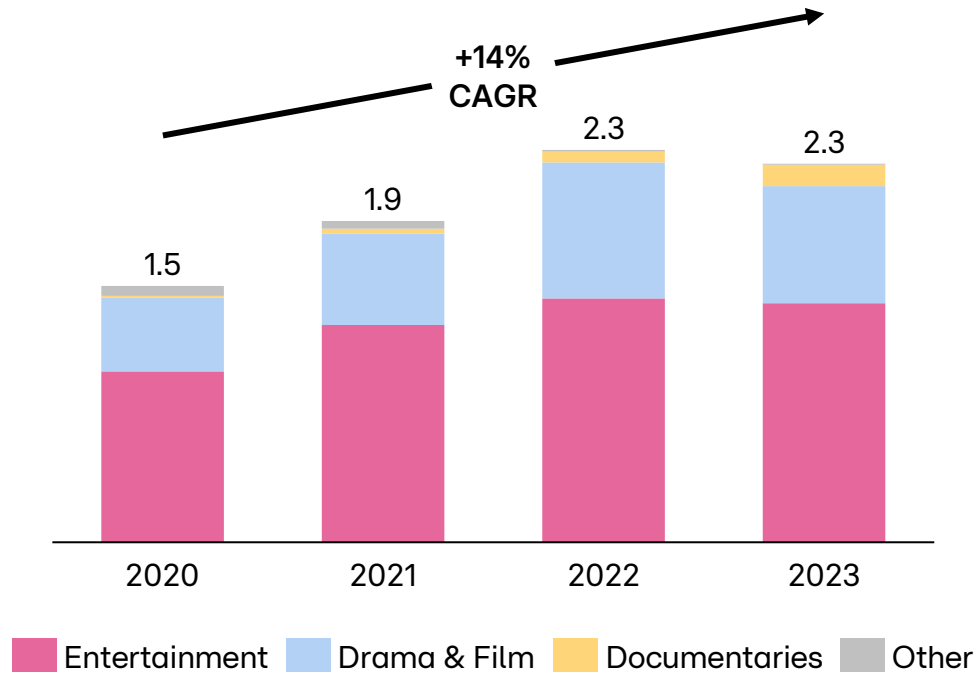
Adjusted EBITA

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



R T L

Thank you!

Stay connected with RTL Group

