

PRESS RELEASE

Bertelsmann Adds New Features to Its Social Media Activities

- **The company has pooled 6,500 social media channels**
- **Filter by topic like fashion, cooking and fitness and by language**

Gütersloh, March 18, 2015 – Bertelsmann has just made it even easier to find specific, individually relevant topics in its extensive social media offer: From now on, all of the international media company's approximately 6,500 official social media channels can be systematically sorted using various filters and search options – including nearly 30 categories such as fashion, cooking, fitness, kids and news, and 20 languages. Users can even search for the social media activities of a given group with just a few clicks, e.g. all those of "Stern" magazine or "RTL." This is made possible by new features in the Bertelsmann Social Cloud, a site that has pooled all of the Group's Facebook, Twitter, YouTube and Google+ channels since the end of 2013.

Karin Schlautmann, Head of Corporate Communications at Bertelsmann, says: "All of Bertelsmann's businesses are firmly embedded in the digital world, and our range of social media offers is accordingly vast: from Facebook pages of TV series by our production subsidiary Fremantle Media, to StyleHaul's countless fashion channels on YouTube through to the Twitter profiles of many popular Penguin Random House authors. Each day, employees and partners create compelling, creative information and entertainment offerings for millions of people around the world. Our Social Cloud's new functions now make it even easier for users to find exactly the content that interests them."

The Social Cloud pools news and posts from the full spectrum of Bertelsmann companies and editorial desks all over the world – from television, radio and TV production firms, book publishers, magazines and online portals, from the services sector, the world of music and of international start-ups: Somewhere, there is always news being broadcast, breaking video clips posted online, author chats being offered, or on-air show formats being tweeted about. The company's various channels collectively reach more than 720 million fans – a number that is growing by 100,000 to 300,000 users a day.

Karin Schlautmann: "The Social Cloud is a great basis for us to introduce very different interests and audiences to our company's many exciting offers. We want to show what our company is capable of – and make it even easier to experience Bertelsmann."

For more information: <http://socialcloud.bertelsmann.com>

About Bertelsmann

Bertelsmann is an international media company whose core divisions encompass television (RTL Group), book publishing (Penguin Random House), magazine publishing (Gruner + Jahr), services (Arvato), and printing (Be Printers) in some 50 countries. In 2013, the company's businesses, with their more than 111,000 employees, generated revenues of €16.4 billion. Bertelsmann stands for a combination of creativity and entrepreneurship that empowers the creation of first-rate media, communications, and service offerings to inspire people around the world and to provide innovative solutions for customers.

For further questions, please contact:

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