BERTELSMANN AT A GLANCE

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company has 126,000 employees and generated revenues of €18.0 billion in the 2019 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

SHAREHOLDER STRUCTURE

Bertelsmann SE & Co. KGaA is a privately held Kommanditgesellschaft auf Aktien (KGaA; partnership limited by shares). Three foundations (Bertelsmann Stiftung, Reinhard Mohn Stiftung and BVG-Stiftung) indirectly hold 80.9 percent of Bertelsmann SE & Co. KGaA shares, with the remaining 19.1 percent held indirectly by the Mohn family. All voting rights at the General Meeting of Bertelsmann SE & Co. KGaA and Bertelsmann Management SE (General partner) are controlled by Bertelsmann Verwaltungsgesellschaft (BVG).

BERTELSMANN ON THE CAPITAL MARKET

Bertelsmann uses various financial instruments to diversify its financing sources. In this context the capital market plays an important part in Bertelsmann's financial strategy. Bertelsmann bases its financing policy on the requirements of a “Baa1/BBB+” credit rating and the associated qualitative and quantitative criteria. Credit ratings and capital market transparency make a considerable contribution to the Group’s financial security and independence. The following gives an overview of the financial targets and instruments:

Current Issuer Rating: Baa1 (Moody’s Investors Service), BBB+ (S&P Global Ratings)

Financial Targets:
- Leverage factor: ≤ 2.5x
- Coverage ratio: > 4.0x
- Equity ratio: ≥ 25%

Consolidated Revenues* by Region in percent:
- Germany: 33.2%
- Other European countries: 18.9%
- 6.7 Other countries

Consolidated Revenues* by Category in percent:
- 36.1 Services
- 22.5 Advertising
- 24.3 Own products and merchandise
- 36.1 Services
- 22.5 Advertising
- 24.3 Own products and merchandise

Listed Bonds issued by Bertelsmann:
- Coupon: 3.700%
- Issue volume: €100m
- Due: 2032
- ISIN: XS0801079434

Promissory Notes issued by Bertelsmann:
- Coupon: 1.000%
- Issue volume: €100m
- Due: 2025
- ISIN: XS1222591903

Publicly listed Profit Participation Certificates (PPC):
- PPC 2001: 15% (ISIN DE0005229942)
- PPC 1992: 7.36% (ISIN DE0005229900)

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