



BOOST

The Next Level

Financial Year 2022

March 30, 2023

Financial Year 2022 – Highest revenues in company history; progress in Group strategy implementation

Business development

Revenue growth to €20.2bn

Op. EBITDA stable at €3.2bn

Equity of €15bn (ratio 46%)

Strategy implementation

Strengthened “profit pillars”

RTL

Penguin
Random
House

arvato
BERTELSMANN

Expanded “sprinters”

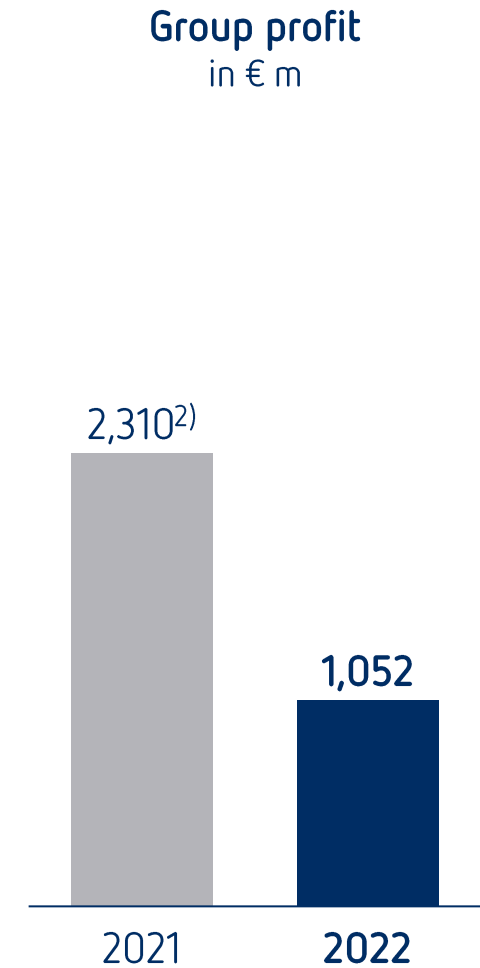
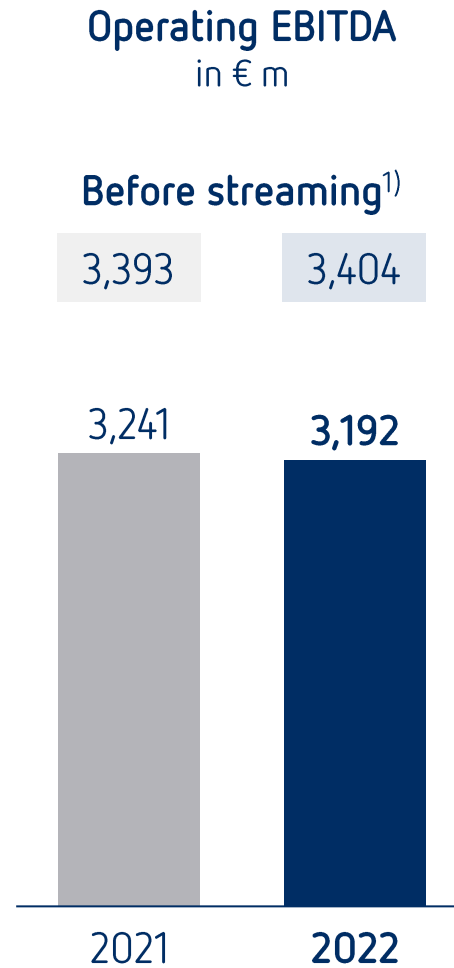
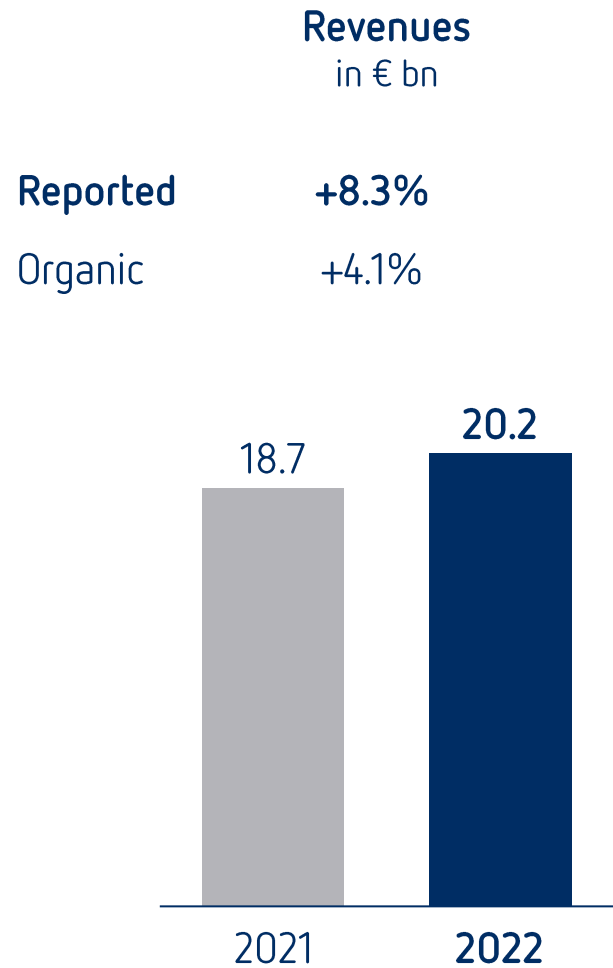
BMG

Bertelsmann
Education Group

BI Bertelsmann
Investments

Boost investments of €1.6bn in 2022

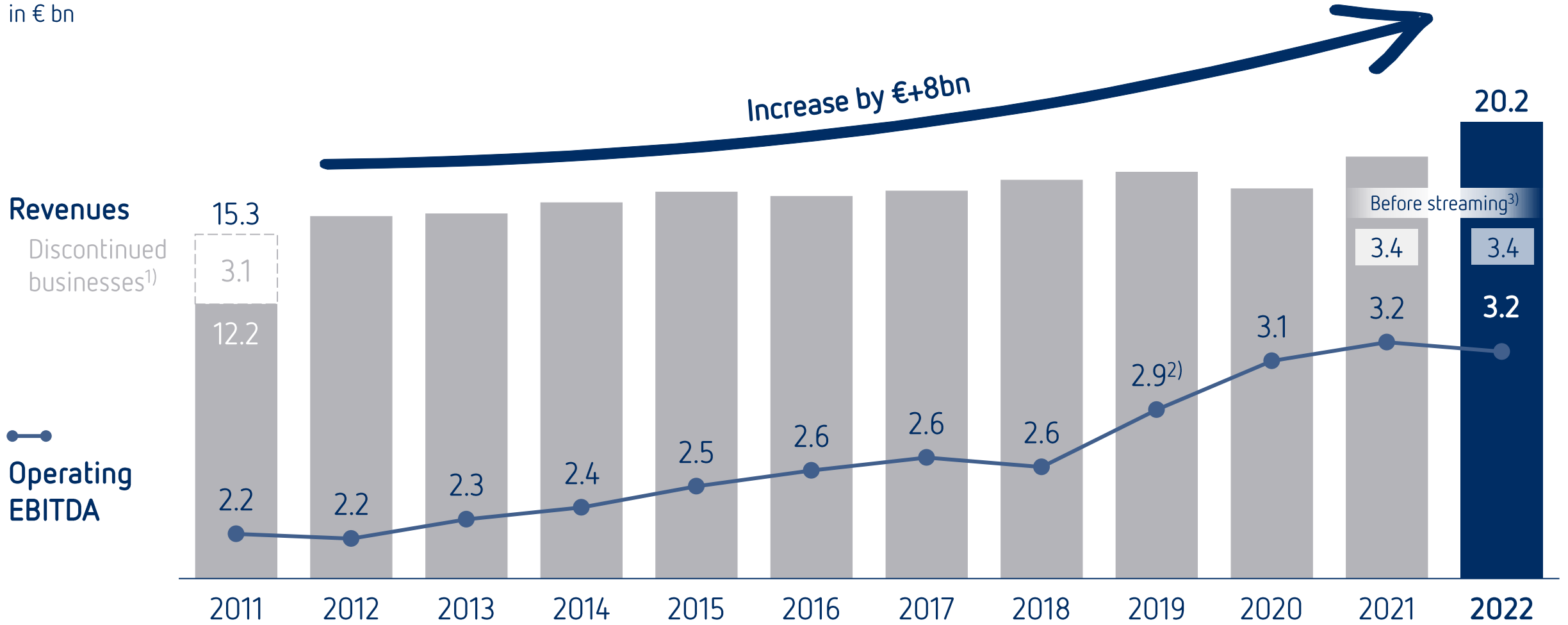
Group key figures –
Revenues of €20.2bn; op. EBITDA of €3.2bn; Group profit >€1bn for the 8th consecutive year



1) Start-up losses streaming RTL Group (RTL+ DE, Videoland, RTL+ HU, Salto, Bedrock) 2) Includes revaluations at Bertelsmann Investments as well as capital gain divestment SpotX

Long-term development – Revenue peak at €20.2bn; op. EBITDA before streaming Boost above prior year

in € bn



1) Including effects from changes in IFRS 11 2) Including effects from changes in IFRS 16 (2019ff.) 3) Start-up losses streaming RTL Group (RTL+ DE, Videoland, RTL+ HU, Salto, Bedrock)

Divisional key figures – Media businesses

in € m



Reported

+3.0%

+4.8%

+30.6%

Organic

+1.3%

-3.3%

+22.8%

Revenues

7,016 7,224

Before streaming¹⁾

1,568

1,535

1,416

1,323

2021

2022

4,030

4,223

755

666

2021

2022

663

866

144

195

2021

2022

Operating
EBITDA

EBITDA margin

20.2%

18.3%

18.7%

15.8%

21.7%

22.5%

1) Start-up losses streaming (RTL+ DE, Videoland, RTL+ HU, Salto, Bedrock)

Divisional key figures – Services, education and investment businesses

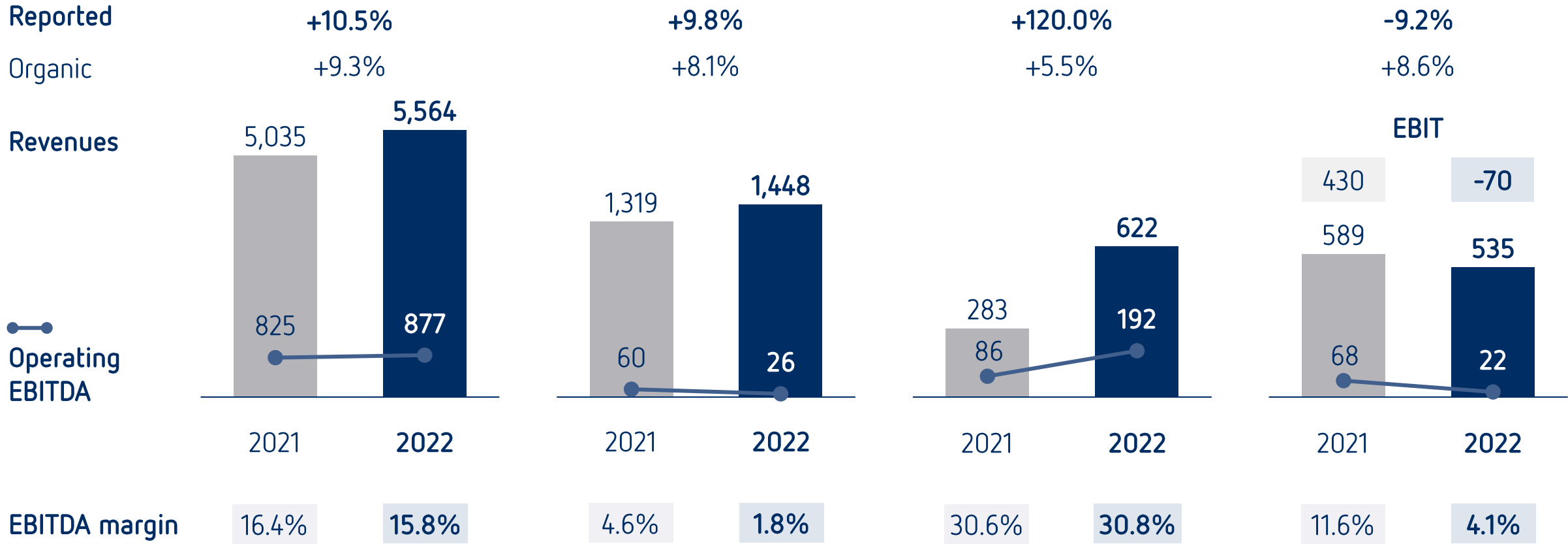
in € m

arvato
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BPG

Bertelsmann
Education Group

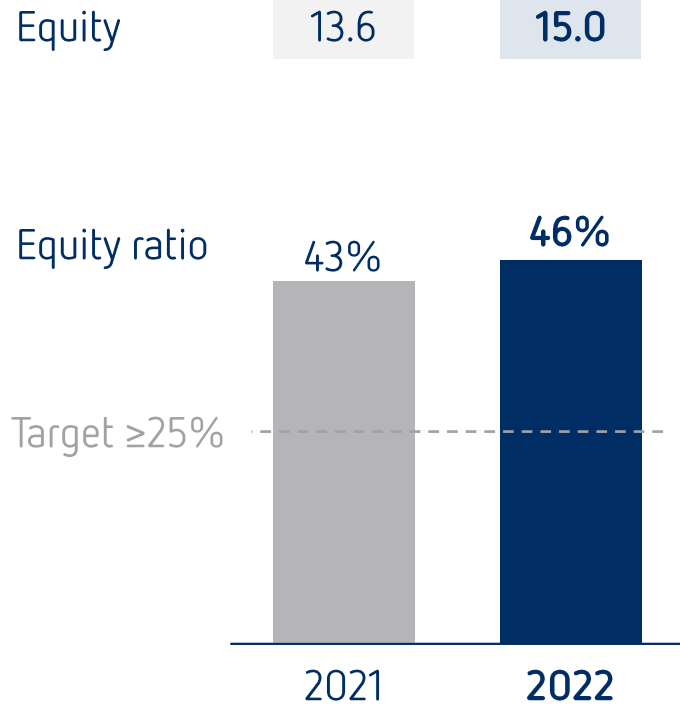
BI Bertelsmann
Investments



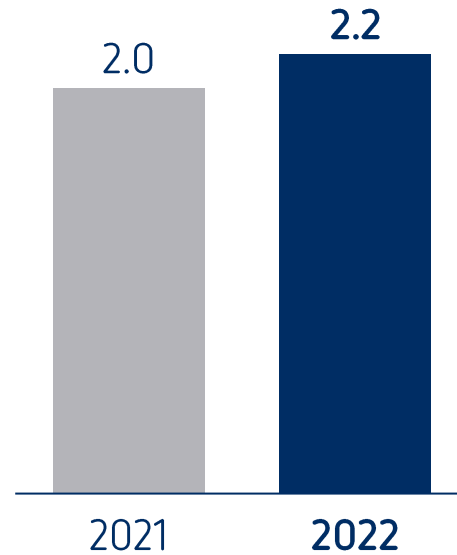
Financial position – Financing targets met despite high investment activity

in € bn

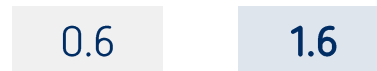
Capital resources



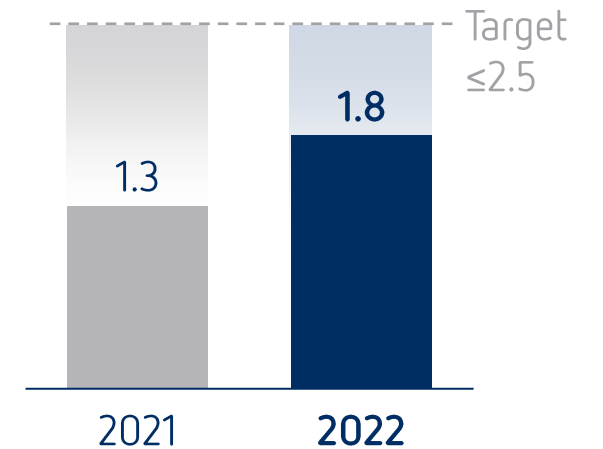
Economic investments¹⁾



Boost investments²⁾



Leverage factor



Ratings



1) Investments in tangible, intangible and financial assets, acquisitions of companies incl. increases in shares in already fully consolidated companies 2) Start-up losses streaming RTL Group, catalog investments BMG, growth investments logistics business, acquisitions at Fremantle, RTL Deutschland, logistics and education businesses, investments in financial assets at Bertelsmann Investments

Strategic progress – Goal of creating national media champions unchanged

1

BOOST

National media champions

R T L

Various content and sports rights deals to strengthen TV and streaming









Accelerated expansion streaming

5.5m¹⁾

+44%
growth




R T L +
R T L +
MUSIK
videoland.
R T L +

Alternative paths to scale

 AdAlliance RTL Ad Alliance
National and international ad sales







Technology and data



Partnerships and cooperations

1) As of December 2022

Strategic progress – Cooperation with international creatives

2

BOOST

Fremantle

Global content

Penguin
Random
House

BMG

Acquisitive expansion



72 Films

Award-winning productions



Home for many artists



8¹⁾

production companies acquired

Numerous international bestsellers



>4.4m²⁾

worldwide sales of „Spare“

Acquisition of iconic catalogs



45

catalog investments

1) Incl. share increases 2) Since publication on January 10, 2023

Strategic progress – Organic expansion and through M&A at logistics and customer experience business

3

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Global services

Supply Chain Solutions



Expansion of site network, automation, new customers



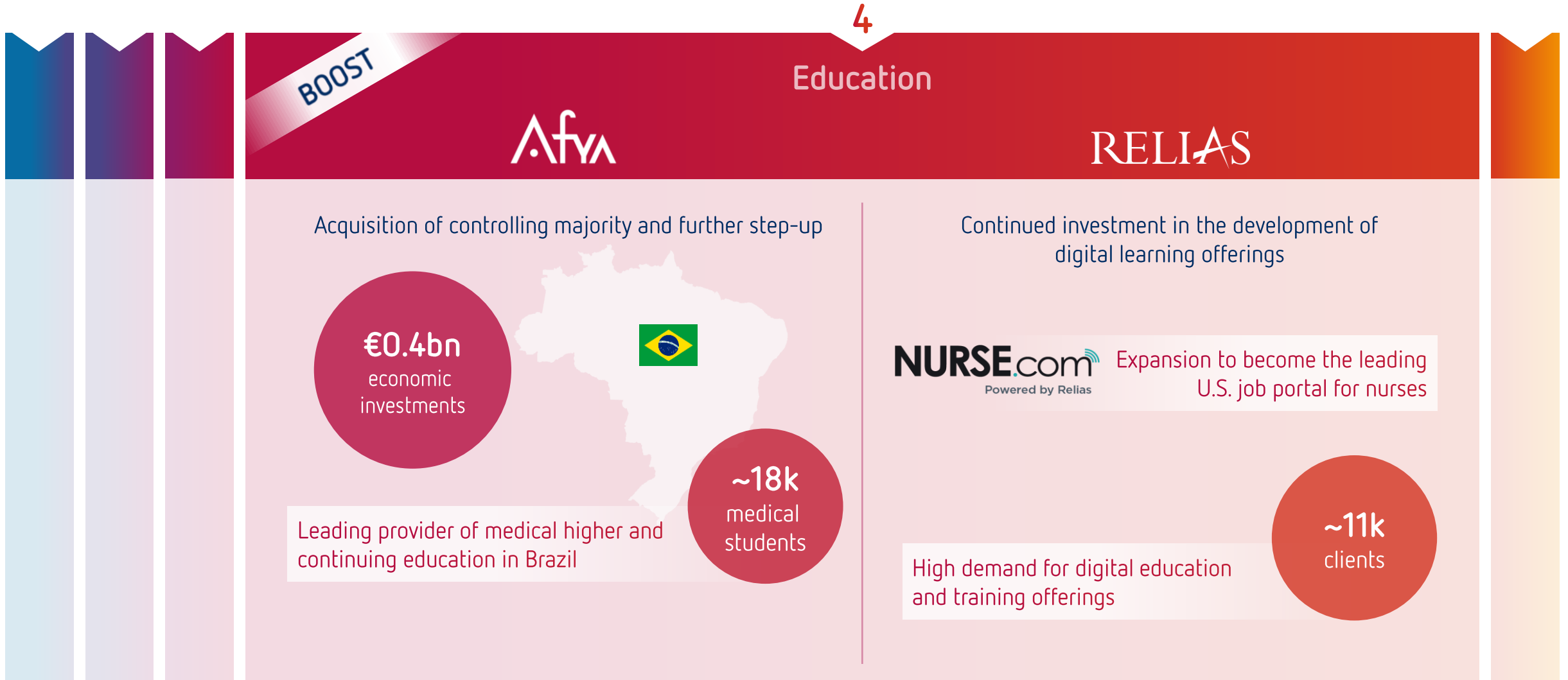
>2.5m m²
total warehousing
area worldwide

Multiple acquisitions of companies in the area of CX

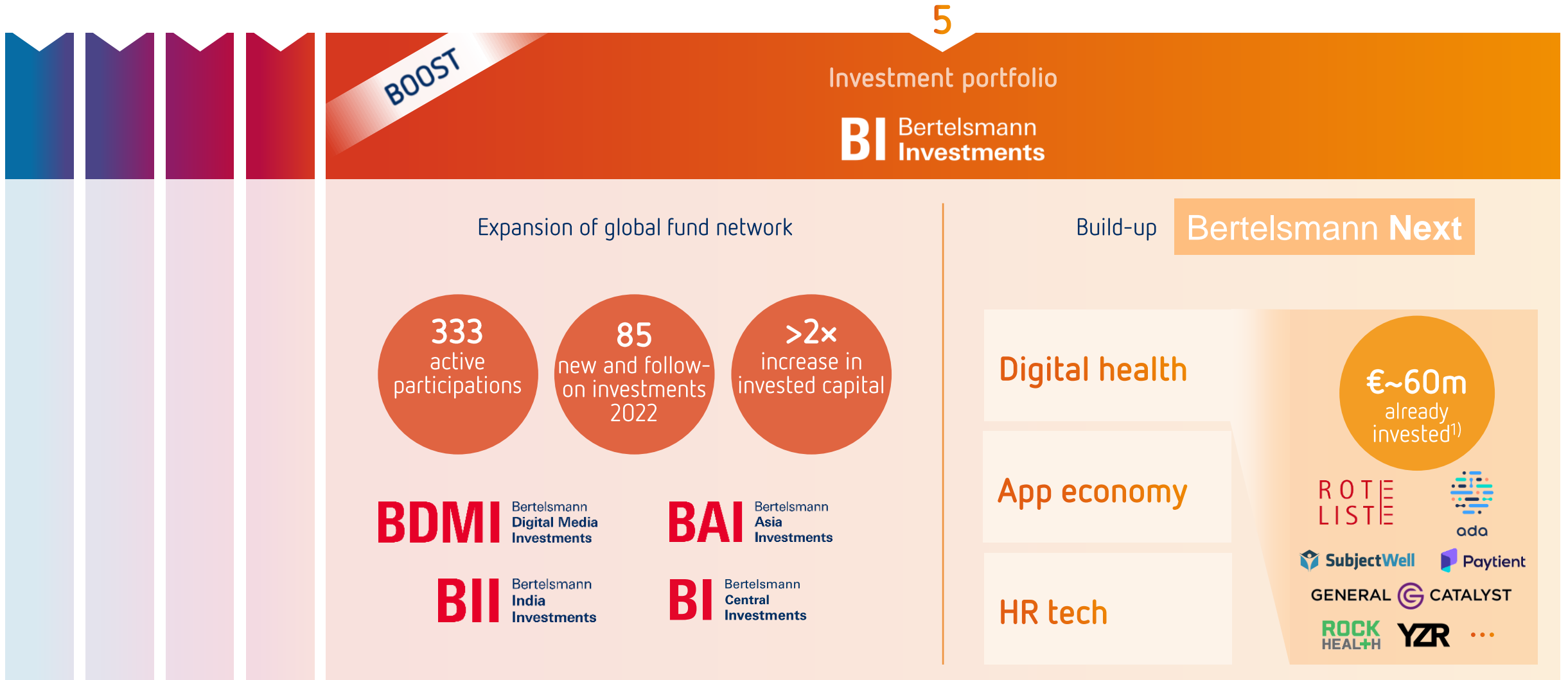


+16%
growth

Strategic progress – Strengthening global education business



Strategic progress – Expansion of international investment portfolio; investments in new business areas



1) Incl. capital commitments

Summary and outlook – High Boost investment; Group strategy unchanged

Key developments

2022

- Highest revenues in company history of €20.2bn
- Op. EBITDA of €3.2bn on prior year level
- Group profit above target of €1bn for the 8th consecutive year
- €1.6bn Boost investment

Outlook

2023

- Moderate to significant increase in revenues
- Op. EBITDA to remain stable
- Further progress along strategic growth priorities
- Continued implementation of Boost program

Financial Year 2022

