



Company presentation

Last updated: February 2024

Key financial figures relate to the FY 2022



B

BOOST

The Next Level

Bertelsmann SE & Co. KGaA



First-class media content, services and education offerings

Market-leading positions in the core businesses of TV, books, music, services, marketing services, education and investments

International focus

A globally operating company with 85,000 employees in some 50 countries

Bertelsmann at a Glance

BERTELSMANN



€20.2 Billion
Group revenues



€3,192 Million
Operating EBITDA



€1,052 Million
Group profit



83,391
Employees (as of 11/2023)



Gütersloh
Headquarters



Penguin
Random
House

BMG

arvato
group

Bertelsmann
**Marketing
Services**

Bertelsmann
Education Group

BI Bertelsmann
Investments

Media

Services

Education

Investments

The Executive Board



Thomas Rabe

Chairman & CEO of Bertelsmann
and CEO of RTL Group



Carsten Coesfeld

Member of the Executive Board of
Bertelsmann
Bertelsmann Investments and Financial
Solutions



Rolf Hellermann

CFO of Bertelsmann



Immanuel Hermreck

Chief Human Resources Officer
of Bertelsmann

The Group Management Committee (GMC)

The GMC is composed of the members of the Bertelsmann Executive Board and selected executives from the Bertelsmann Group.



Jan Altersten
CEO of Riverty



Nùria Cabutí
CEO of Penguin Random
House Grupo Editorial



Thomas Coesfeld
CEO of BMG



Matthias Dang
Chief Commercial, Technology
and Data Officer of RTL
Deutschland



Elmar Heggen
COO and Deputy CEO of
RTL Group



Dirk Kemmerer
CEO of Bertelsmann Marketing
Services



Kay Krafft
CEO of Bertelsmann
Education Group



Annabelle Yu Long
Managing Partner of
Bertelsmann Asia Investments



Nihar Malaviya
CEO of Penguin Random
House



Shobhna Mohn
Chief Strategy Officer of
Bertelsmann Investments



Jennifer Mullin
CEO of Fremantle



Gail Rebuck
Group Creative Coordinator



Frank Schirrmeister
CEO of Arvato



Karin Schlautmann
Executive Vice President
Corporate Communications of
Bertelsmann



Stephan Schmitter
CEO of RTL Deutschland



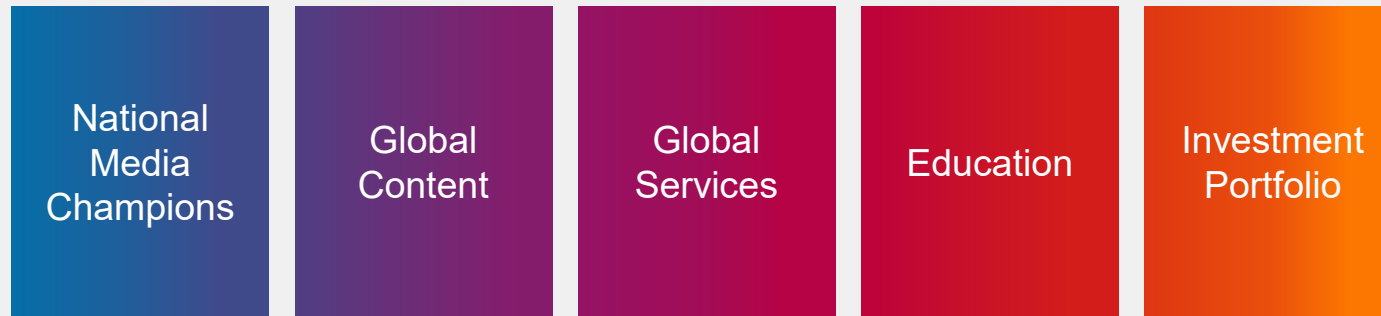
Nicolas de Tavernost
Chairman of the Executive
Board of Groupe M6

Group Strategy

Growth Along Five Strategic Priorities



Strategic growth priorities



Enablers



Target portfolio



RTL Group

A Leader Across Broadcast, Content and Digital



€7,224 Million
Revenues



€1,323 Million
Operating EBITDA



18,308
Employees



Luxembourg/ Cologne
Headquarters

Broadcast

60 TV channels and 36 radio stations

- RTL and Vox in Germany
- M6 in France
- Antena 3 in Spain
- RTL channels in the Netherlands, Luxembourg and Hungary

Content

Fremantle is one of the world's largest creators, producers and distributors of scripted and unscripted content

- International network of teams operating in 27 countries
- Responsible for more than 11,000 hours of programming each year
- 480 new shows created every year

Digital

- 7 streaming services
- Bedrock: streaming-tech company
- Smartclip: leading advertising technology platform in Europe
- We Are Era: talent agency and digital studio
- >470 YouTube channels from Fremantle

RTL Group

A Leader Across Broadcast, Content and Digital



Our brands



Fremantle



videoland.
BY RTL



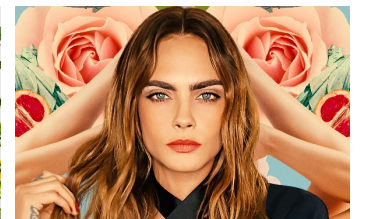
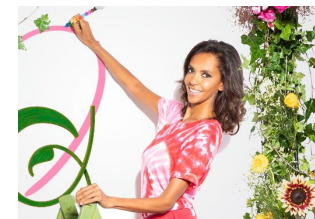
6play

we are **era**



GEO

Our content



Penguin Random House

The World's Leading Trade Book Publisher

Penguin
Random
House



€4,223 Million
Revenues



€666 Million
Operating EBITDA



12,330
Employees



New York
Headquarters

-
- More than 300 editorially independent imprints across six continents
 - More than 16,000 new books published worldwide per year
 - Sells more than 700 million copies in print, audio and digital formats annually
 - Numerous titles on the bestseller lists of “New York Times” in the USA, “Sunday Times” in UK and “Spiegel” in Germany
 - More than 80 Nobel Prize laureates

Penguin Random House

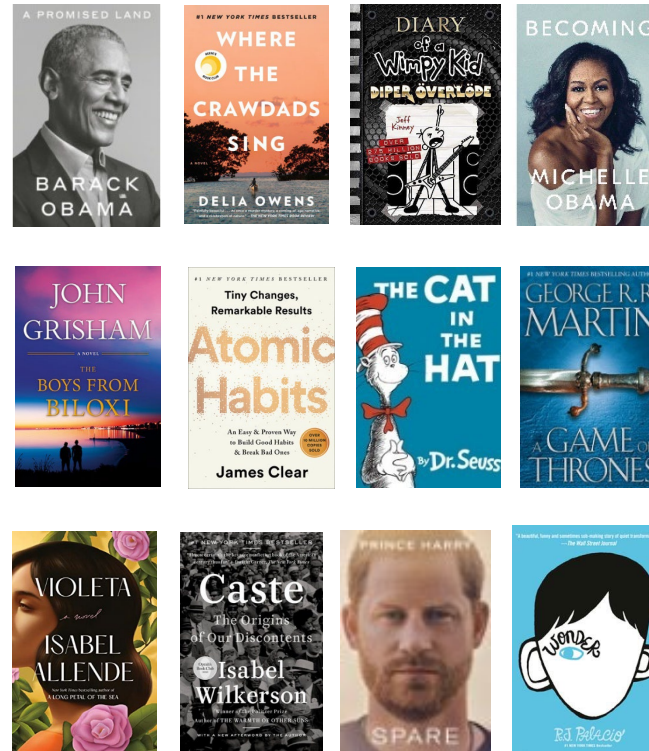
The World's Leading Trade Book Publisher

Penguin
Random
House

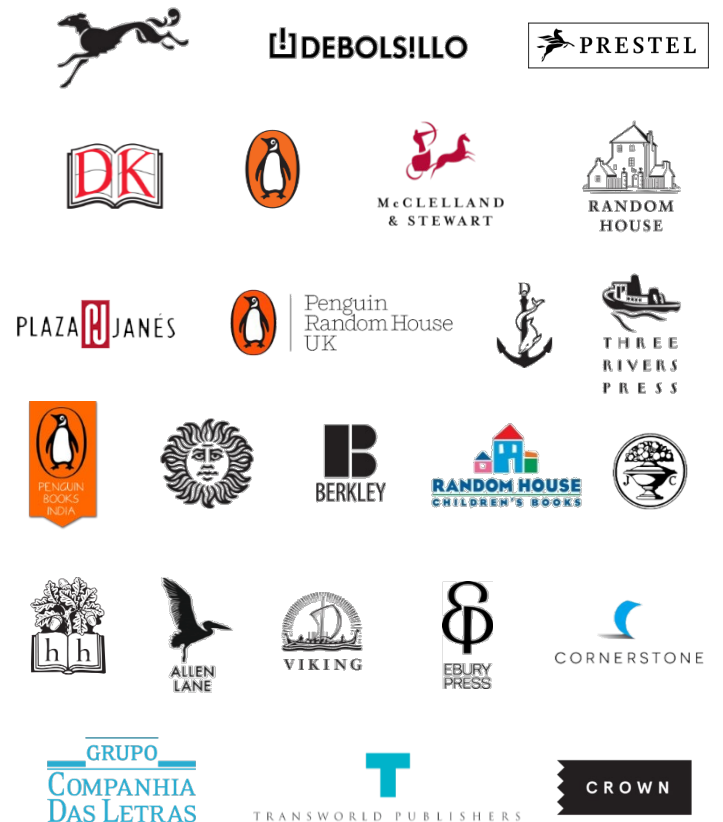
Authors



Bestsellers



Publishers



BMG

The World's Fourth-biggest International Music Company

BMG



€866 Million
Revenues



€195 Million
Operating EBITDA



1,111
Employees



Berlin
Headquarters

Facts

- First new global music company of the streaming age
- Unique integrated technology platform combining music publishing and recordings under one roof
- 20 branches in 13 core markets
- Service, fairness, and transparency
- More than 3 million titles and recordings
- More than 40.8 billion music streams per year

Artists & Songwriters

- Many of the world's most famous and renowned music catalogs
- Artists including AJR, Backstreet Boys, Blackbird, Black Sabbath, CRO, Iron Maiden, Kylie Minogue, Lady, Logic, Louis Tomlinson, Marteria, Mötley Crüe, Nena, Nickelback, Rick Astley, Rita Ora, SNAP!, The Kinks and 5SOS
- Songwriters including Bebe Rexha, Blondie, Diane Warren, Elvis Costello, George Harrison, Halsey, Keith Richards, Lewis Capaldi, Mick Jagger, Peter Fox, Ringo Starr and slowthai

Services

- Music Publishing
- Recordings
- Production Music
- Synch
- Artist Management
- Films
- Books
- Neighboring Rights
- Live

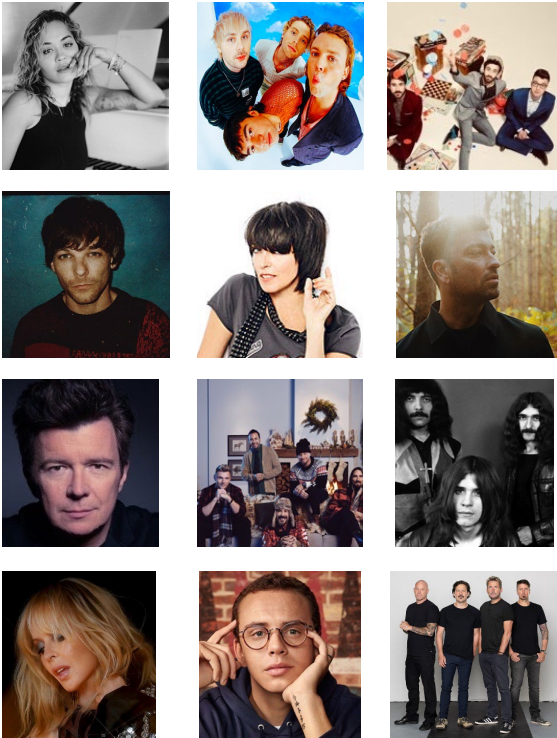


BMG

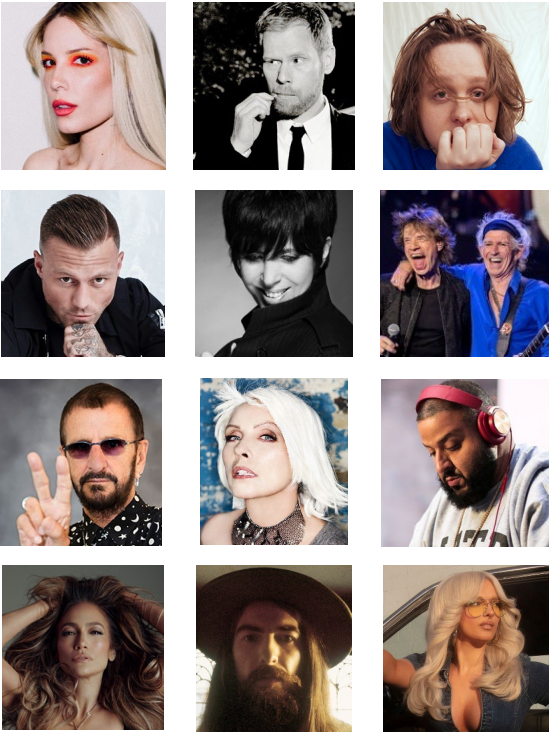
The World's Fourth-biggest International Music Company



Recordings



Songs



Partners



Arvato Group

A Leading International Service Provider



€5,564 Million
Revenues



€877 Million
Operating EBITDA



26,102
Employees (as of 11/2023)



Gütersloh
Headquarters

-
- Service portfolio: Supply Chain Solutions, financial services and IT services
 - Developed more than 70 online shops for numerous international fashion brands
 - IT partner of top technology providers such as Amazon, Google, Microsoft and SAP
 - More than 90 distribution centers are operated by Arvato Supply Chain Solutions worldwide
 - More than 50 million transactions processed within buy now pay later solution

Bertelsmann Marketing Services

Cross-Channel Service Provider for the Advertising Industry



€1,448 Million
Revenues



€26 Million
Operating EBITDA



6,431
Employees



Gütersloh
Headquarters

-
- Provider of data-driven multi-channel marketing solutions, integrated campaign management services, and comprehensive agency and content services
 - Full-level production of books, magazines, catalogs, brochures and calendars
 - Offset and digital printing plants in Germany and the USA
 - Targeting: approximately 68 million consumers can be reached in Germany through various channels
 - Multi-partner program: more than 20 million participants regularly use the benefits of the DeutschlandCard
 - Printing: more than 390 million books are printed each year in the Group's book printing plants

Bertelsmann Education Group

Innovative Digital Learning Offers with Global Potential



€622 Million

Revenues



€192 Million

Operating EBITDA



10,588

Employees

- Focus on the education sector as a global growth market with a high overlap with Bertelsmann competencies (content and service expertise)
- Bertelsmann Education Group offers education and training in healthcare and pedagogy
- 11,000 healthcare organizations are Relias customers // 4.5 million caregivers use the Relias platform
- 18,000 students enrolled at Afya
- >50 percent of all therapists in California are trained by Alliant
- The Group comprises various companies:

RELIAS

Leading US e-learning
provider in the healthcare
industry



Leading provider of medical higher and
continuing education and digital
solutions for physicians in Brazil



University in the US with a
focus on psychology, health
care and educational theory

Bertelsmann Investments

A Global Network of Funds Focused on Innovation and Expansion



€535 Million

Revenues



€22 Million

Operating EBITDA



€-70 Million

Operating EBIT



> 330

active Portfolio holdings

-
- Three internationally active funds with investments in emerging digital start-ups as well as in growth regions
 - More than €1.7 billion invested in digital media, services, e-commerce, fintech and education since 2006
 - Regional complement through fund investments in Europe, Africa and Southeast Asia
 - Focus on digital health investments as part of the “Bertelsmann Next” initiative



Largest portfolio with over 150 active investments in China, including streaming provider NetEase Cloud Music



Established Series B/C investor in India with investments, e.g., in the start-ups Lendingkart, Shiprocket and Eruditus



Active since 2006 with numerous investments in the United States and Europe, including the blockchain-based live streaming platform Theta

Bertelsmann **Next**

Drives entrepreneurial development of new growth industries and business areas, including Digital Health with a focus on the US

The Bertelsmann Essentials

Creativity

Creativity is vital to us. We celebrate and nurture creativity: encouraging the critical and imaginative thinking that challenges convention and unlocks opportunity. Our minds are open and curious and we encourage and develop the passionate pursuit of fragile ideas. We know that experimentation is part of the creative process and that innovation best serves our customers and markets. Diversity is crucial. We actively seek out different viewpoints and encourage communication and collaboration.

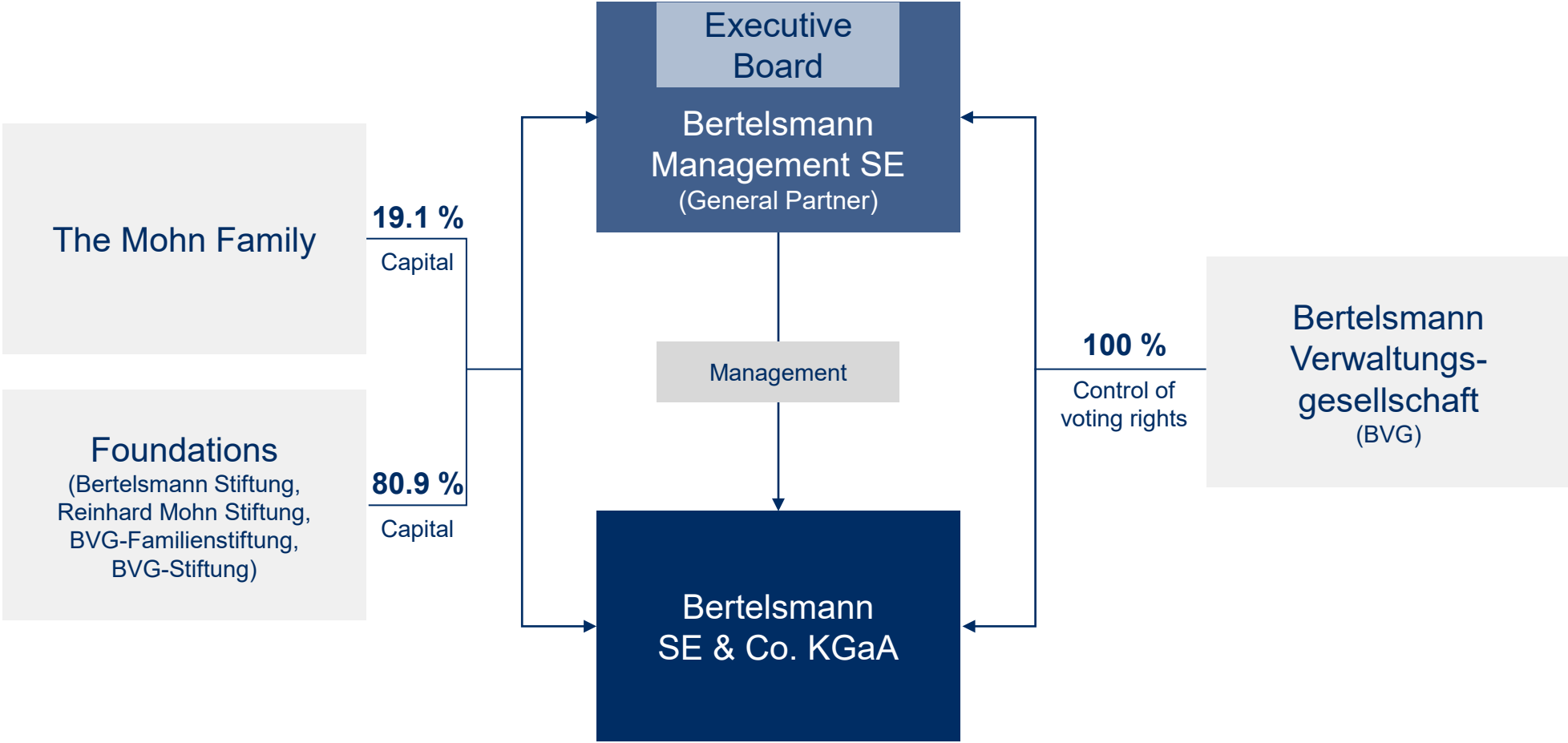
Entrepreneurial freedom provides us with the vision and courage to take risks, the decisiveness and perseverance to get things done, and to be accountable for our actions. Because we act responsibly, we can be proud of our entrepreneurial achievements. We never lose sight of our customers. Mutual respect and trust between every colleague and partner is crucial. Collaborating makes us all stronger. We invest in our people, empower them and provide fair working conditions. We're mindful of the impact we have on society and environment, and we seek to make a positive difference.



Entrepreneurship



Shareholder Structure



Culture@Bertelsmann



Bertelsmann engages in a variety of cultural initiatives both in Germany and internationally. The Group's "Culture@Bertelsmann" activities comprise exhibitions, literary formats, and concerts, as well as a commitment to preserving Europe's cultural heritage. The efforts have a strong connection with Bertelsmann's tradition and creative products. Many events are simultaneously made available to a wide audience as livestreams.

UFA FILMNÄCHTE

- Silent film festival hosted by Bertelsmann and UFA
- Inspires thousands of film fans in Berlin every summer
- Has also taken place in Paris, Brussels and Madrid
- Bertelsmann sponsors the restoration of important silent films by the Murnau Foundation

Das Blaue Sofa

BERTELSMANN

- Germany's most successful literary format
- About 3,100 discussions with authors to date
- The Blue Sofa is on site wherever people talk about literature and culture
- Bertelsmann will make "The Blue Sofa" more international and digital from now on.

ARCHIVIO STORICO
RICORDI | PART OF
BERTELSMANN

- Bertelsmann restores and digitizes artefacts from 200 years of Italian opera history
- Most valuable privately owned music archive in the world
- Archivio for all: int. exhibitions, performance of rare operas, archive holdings freely accessible online

Vinyl Collection

- The online collection documents more than 16,000 records, from Udo Jürgens to Glenn Miller: an informative, entertaining, and colorful trove of information
- Treasures from the extensive record program of Bertelsmann's erstwhile music clubs, from the years 1956 to 1992

Backup



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
group

Expanded “sprinters”

BMG

Bertelsmann
Education Group

BI Bertelsmann
Investments

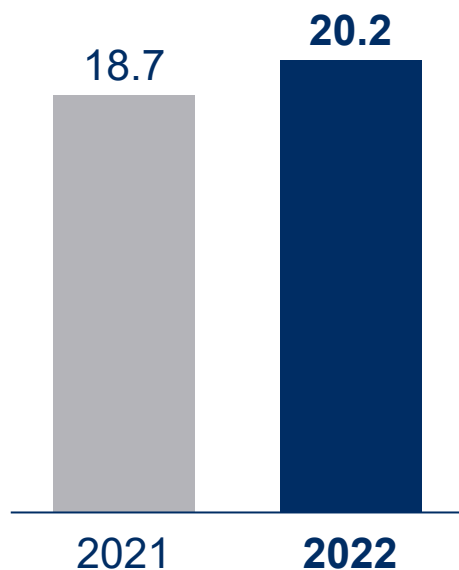
Boost investments of €1.6bn in 2022

Group key figures

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

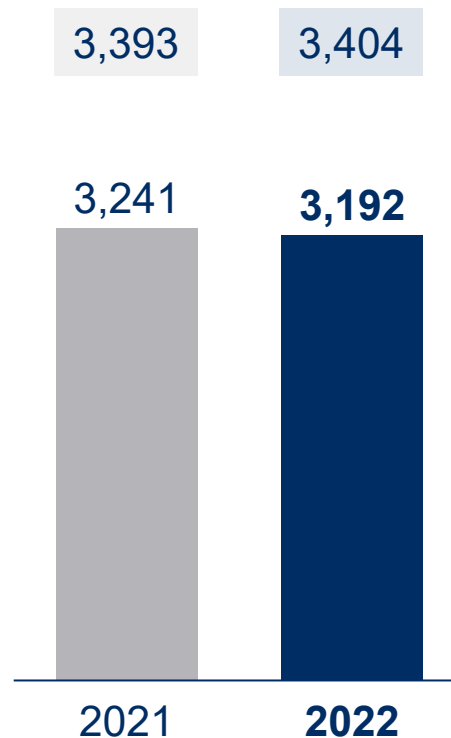
Revenues in € bn

Reported +8.3%
Organic +4.1%

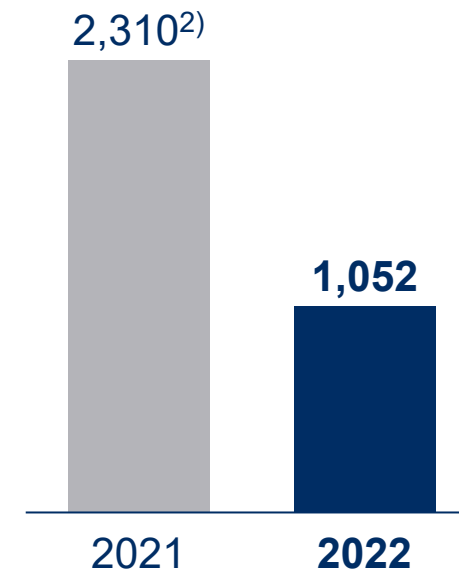


Operating EBITDA in € m

Before streaming¹⁾



Group profit in € m



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