

## PRESS RELEASE

# ‘Talent Meets Bertelsmann’: Media Group Coaches Top Students from 15 Countries

- **International career event**
- **Winning team gets a trip to New York**
- **Exclusive concert by “Mando Diao”**

Gütersloh / Berlin, July 17, 2013 – The international media company Bertelsmann has expanded its popular career event “Talent Meets Bertelsmann” to include students from all over Europe: From today until Friday, the Group is hosting more than 60 top students from 15 countries at its “Unter den Linden 1” premises in Berlin. Some 80 representatives from the company will interact with the students in workshops and discussions, work with them to develop new digital business models, and foster their development with a professional career coaching session.

Thomas Rabe, Chairman & CEO Bertelsmann, says: “Bertelsmann is growing. We want to actively shape the world of media and services, and to do so we need open-minded and well-trained staff with ideas and new perspectives. Never before has the media industry been as exciting as it is today.”

Immanuel Hermreck, Corporate HR Chief at Bertelsmann, says: “Thanks to ‘Talent Meets Bertelsmann’ we’ve hired more than 70 top students for permanent jobs or internships over the past few years and created a network of over 300 graduates. So it was only logical to start inviting students from all over Europe to this event now – the number of applicants, which has increased once again, shows that this is a winning concept. People who want to take responsibility and realize exciting projects early on have excellent career prospects at Bertelsmann. There are many different options for entry and advancement – and that goes for every country we have operations in.”

This is the 6<sup>th</sup> “Talent Meets Bertelsmann” event. This year’s three-day session again is the annual highlight of Bertelsmann’s award-winning employer branding campaign, “Create Your Own Career”.

The event centers around several career workshops where participants explore current opportunities and challenges facing Bertelsmann’s various divisions. The results of the workshops are then judged by a panel of senior Bertelsmann executives, which this year includes Thomas Rabe, Judith Hartmann (CFO Bertelsmann), Achim Berg (CEO Arvato AG), Julia Jäkel (CEO Gruner + Jahr), Fernando Carro (CEO Club and Direct Marketing Businesses) and Annabelle Long (Chief Executive Bertelsmann China Corporate Center and Managing Director Bertelsmann Asia Investments).

Attractive prizes await the winning teams: The top winners travel to New York, where they will visit the headquarters of Bertelsmann's subsidiary Penguin Random House, the world's largest trade publishing group. The second-placed team is London-bound; also to Penguin Random House. The number three team will travel to Hamburg and visit Bertelsmann's magazine-publishing arm Gruner + Jahr.

During the event, the teams can talk about the progress of their work on the social web using a special "Talent Meets Bertelsmann" app that allows for sending messages and posting photos online. One of the highlights of the event is an exclusive concert by the Swedish rock band "Mando Diao", which is signed with Bertelsmann's music rights subsidiary, BMG Rights Management.

For more information, please visit [www.talentmeetsbertelsmann.com](http://www.talentmeetsbertelsmann.com). The event can be followed on Twitter using the hashtag #TMB13.

#### **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 2012, the company's businesses, with their more than 100,000 employees, generated revenues of €16.1 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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