

PRESS RELEASE

Bertelsmann Trainee Program for Humanities Graduates Enters Second Round

- **The Group's 'Creative Management Program' is successfully established**
- **Applications for second round open until May 13, 2018**
- **Program expanded to include posting in European country outside Germany**

Gütersloh, March 20, 2018 – Bertelsmann's trainee program for humanities graduates, the only one of its kind in Germany, is entering a new round. Starting this week, humanities and social sciences graduates can once again apply for the international media, service and education company's "Creative Management Program." Bertelsmann had introduced the program last year to offer students another way to start a management career in the Group.

Immanuel Hermreck, Bertelsmann Chief Human Resources Officer, says: "Humanities and social science graduates have many qualifications that are very valuable in management roles – creativity and communications skills, for instance. Our 'Creative Management Program,' makes us the first company in Germany to set up a training program specially tailored to this target group, and more than 700 students applied for it last year. The great success of the first year confirms our feeling that we have really struck a chord here.

"In recent months, our first round of trainees in this program have wowed us with their creative ideas, drive and individual perspective on business processes. We will therefore continue the program in 2018 and add an international component. For those who want to work creatively and entrepreneurially, Bertelsmann is the ideal employer. Humanities and social science graduates will find numerous career opportunities in our Group."

The 20-month program of rotating placements at Mediengruppe RTL Deutschland, Verlagsgruppe Random House, Gruner + Jahr, BMG and other Bertelsmann divisions gives participants multifaceted insights into the Group's businesses and industries. At the same time, the participants acquire economic and entrepreneurial skills in accompanying seminars. While to date the focus of the placements has been on Germany, the program is now being extended by a placement in another European country. This will give trainees an opportunity to get to know Bertelsmann's international businesses and expand their own network internationally.

The first group started the program in April 2017. Today, the trainees look back on twelve months in various divisions across the media, service and education company. As they tackle the various commercial and creative challenges, participants actively shape their individual paths according to their personal interests and aptitudes.

The Bertelsmann “Creative Management Program” is specifically aimed at graduates of Master’s programs in the humanities, social sciences, politics, media, language or communication sciences, sociology or journalistic studies. Besides having completed a degree in the humanities or social sciences, applicants should also have a strong interest in business and some relevant practical business experience. The three-stage application process for the second round of the trainee program, consisting of online application, online test, and selection day, starts now. Applications will be accepted until May 13, 2018. The program starts in mid-October 2018.

Further information: www.creativemanagementprogram.de

About Bertelsmann

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 116,000 employees and generated revenues of €17.0 billion in the 2016 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.

For further questions, please contact:

Bertelsmann SE & Co. KGaA

Andreas Grafemeyer
Senior Vice President Media Relations
Phone: +49 5241 80-2466
andreas.grafemeyer@bertelsmann.de