

PRESS RELEASE

Bertelsmann Launches International Rotational Program for Data Scientists

- **New ‘MEDIA^N Data Science Program’ for the development of innovative Big Data solutions**
- **15-month trainee program offering rotating placements throughout the Group**
- **Applications open in spring 2018; program starts in November 2018**

Gütersloh, April 12, 2018 - Bertelsmann is initiating an international career program for aspiring data scientists: The Group's new “MEDIA^N Data Science Program” offers university graduates worldwide the opportunity to work alongside experienced experts for 15 months to design innovative media, service and educational offerings. Applications for the program are now open.

Immanuel Hermreck, Chief Human Resources Officer at Bertelsmann, says: “Analyzing large volumes of data has become increasingly important for many of our businesses, for instance to better adapt products or services to customer requirements. Bertelsmann’s endowment of more than 15,000 scholarships in the data science field was already a big step, and now we are following it up with our new rotational program. It is specifically aimed at target groups that are particularly relevant for Bertelsmann: graduates with degrees in data science, statistics, applied mathematics, physics and, of course, IT. We want to offer them the opportunity to expand their knowledge and pursue a career in one of the most promising occupational fields. We are convinced that our innovative ‘MEDIA^N Data Science Program’ is a strategic contribution that will strengthen the ongoing digitalization of Bertelsmann.”

During the program, participants will work on at least three different projects in several of Bertelsmann’s eight divisions. This will give the graduates an opportunity to work with different data sets as well as to sharpen their proficiency in different tools and programming languages. Parallel to the program, participants will take part in related training, development and networking events, which will support them in deepening their technical knowledge and developing their professional network.

The new “MEDIA^N Data Science Program” is another data science initiative from Bertelsmann. In recent years, the Group has teamed up with Google and the continuing-training platform Udacity to endow tens of thousands of scholarships designed to give interested talents the necessary digital skills for the job market of the future – applications for these scholarships are still being accepted through April 22, 2018. This continuing-education initiative was awarded a “European Digital Skills Award” by the European Commission in 2017.

“MEDIA^N Data Science Program” applicants should have some relevant practical experience gained either through internships, academic research or full-time work. Applications for the program can be submitted online or by email until May 31, 2018. The first round of the program starts in fall 2018.

Further information: <https://data-science-bertelsmann.com/>

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 119,000 employees and generated revenues of €17.2 billion in the 2017 financial year. Bertelsmann stands for entrepreneurship and creativity. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

Für Rückfragen:

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