

PRESS RELEASE

Bertelsmann Meets Tomorrow's Executives

- **Management meets with top international students at eleventh edition of “Talent Meets Bertelsmann”**
- **More than 1,000 applicants from 110 countries for the renowned career event**
- **Focus on working with data-based business models**
- **Three-day event with case studies, career coaching and exclusive concert by Alice Merton in Berlin**

Gütersloh / Berlin, July 3, 2018 – Bertelsmann is expanding its network with top students from all over the world. This year, more than 1,000 men and women from 110 countries applied for the eleventh edition of the “Talent Meets Bertelsmann” career event. For three days, 56 of them will meet and exchange thoughts with managers of the international media, services and education company. They will work together on case studies to develop practical business models, this year focusing especially on data-based ventures. For the first time, the invitation was extended not only to business, IT and creative humanities students, but also to students working towards degrees in physics, econometrics, applied mathematics and other data-related courses.

Immanuel Hermreck, Chief Human Resources Officer at Bertelsmann, comments: “The field of participants at ‘Talent Meets Bertelsmann’ has never been as diverse as it is this time. I am delighted because this speaks to our Group’s internationality. The new perspectives and creative ideas introduced by the young people are always very impressive and rewarding for us. All participants have the potential to one day assume responsibility as managers in a company – ideally at Bertelsmann. People who want to shape the world of media, services or education in an entrepreneurial way will find excellent career prospects with us. In all three areas, the analysis of large amounts of data is playing an increasingly important role, which is why this topic is the focus of this year’s event.”

This year as in previous years, the students will present the results of their deliberations about data-based business models to a panel of judges comprised of top managers from the Group. Besides Bertelsmann Chairman & CEO Thomas Rabe and Immanuel Hermreck, this year they include Markus Dohle (CEO of Penguin Random House), Bernd Hirsch (CFO of Bertelsmann), Julia Jäkel (CEO of Gruner + Jahr), Hartwig Masuch (CEO of BMG), Frank Schirrmeister (CEO of Arvato SCM Solutions), and Gabriella Vidus (CEO of RTL Hungary).

The group of students with the best presentation wins a trip to the U.S., where they will visit the RTL Group subsidiary Fremantle Media and BMG, among others.

One highlight of the event is an exclusive concert by singer Alice Merton (“No Roots”), whose songs are published by BMG.

Bertelsmann regularly invites top students to Bertelsmann Unter den Linden 1 in Berlin. The event is a regular highlight of the Group’s multi-award-winning employer branding campaign, “Create Your Own Career.”

Since the launch of the event series, the Group has recruited around 150 participants as permanent employees or interns, and has created a “Talent Meets Bertelsmann” alumni network of more than 600 people. Bertelsmann stays in regular contact with them through various “alumni hub” meetings, and on social media.

More information is available at www.talentmeetsbertelsmann.com and under the #TMB18 hashtag on Twitter.

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.

For further questions, please contact:

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