

PRESS RELEASE

Bertelsmann Annual Report Wins Multiple Awards Again

- **Double Platinum at the Vision Awards**
- **Ranked fourth in worldwide ‘Top 100’**

Gütersloh, December 10, 2019 – Bertelsmann’s Annual Report 2018 has once again won multiple awards from the experts. In the relevant competitions, there were kudos for both the printed and digital versions of the international media, services, and education company’s report. The publication, which provides information on the Group’s balance sheet, strategy, and business highlights, centered on Bertelsmann’s new core values of creativity and entrepreneurship this year. Bertelsmann, which spends around €6 billion a year on creative content worldwide in its companies and divisions, uses many specific examples to illustrate how creative diversity and entrepreneurial freedom are put into action across the Group.

Bertelsmann celebrated a double success at the Vision Awards hosted by the League of American Communications Professionals (LACP) in the United States, which attracted more than a thousand applicants from over 25 countries. The printed version of the 2018 Annual Report won a Platinum award from the LACP and was ranked fourth in the worldwide Top 100. The online report, published simultaneously, also won Platinum this year.

Bertelsmann was also successful at the ARC Awards where both the printed report as a whole and its production and cover won Gold.

Two awards awaited at this year’s “Stevie Award” as well: The printed report won Silver, and the online version Bronze.

Karin Schlautmann, Executive Vice President Corporate Communications of Bertelsmann, says: “We are delighted about the many awards received for our Annual Report. Bertelsmann stands for creativity and entrepreneurship. These two values drive our company and are therefore the focus of our current Annual Report. The Annual Report is always part of a comprehensive, integrated communications concept that is implemented throughout the year in our other formats and events as well. The awards for the current report confirm that we managed to present our company’s values and strategic progress in an innovative, informative, and appropriate way. I’d like to thank everyone involved for their contribution to this project.”

The theme of this year’s Annual Report is illustrated by colorful collages composed of creative and entrepreneurial highlights from the 2018 financial year. The online Annual Report (ar2018.bertelsmann.com), which is compatible with all end devices, takes up the printed edition’s core messages and design. Elaborate animations illustrate the diversity and scope of Bertelsmann’s creative offerings as well as its entrepreneurial successes.

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 117,000 employees and generated revenues of €17.7 billion in the 2018 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.

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