

PRESS RELEASE

Bertelsmann's New Annual Report Demonstrates Success of the Group's Growth Strategy

- **Interactive Annual Report 2022 now available online**
- **Leitmotif: "Boost – The Next Level"**
- **Highlights from the divisions and digital bonus content illustrate strategic priorities**

Gütersloh, March 30, 2023 – Bertelsmann's new Annual Report 2022 is now available online. It revolves around the strategy and growth dynamics within the Group. Under the heading "Boost – The Next Level," the annual report provides an insight into the progress the Group made on strategy execution during the past financial year. In particular, it focuses on the creation of national media champions, the expansion of global content businesses, and the strengthening of Bertelsmann's global services, online education, and worldwide digital holdings.

"Growth is the topic at the center of the annual report, so it continues last year's focus in terms of both optics and content," explains Karin Schlautmann, Head of Bertelsmann Corporate Communications. "Both the central idea 'Boost – The Next Level' and its creative implementation in the image section make it clear that our growth strategy continues very successful and is leading to progress across all divisions." The various highlights in the annual report are supplemented by numerous interactive features such as videos, audio samples, and links.

Animations in a design of colorful squares form the key graphic element of the Annual Report 2022. These dynamic animations, found at various points in the interactive online report, illustrate that Bertelsmann is successfully taking its growth strategy to the next level. The numerous photo motifs in the report also contribute to Bertelsmann's dynamic image.

The Annual Report consists of separate image and financial sections. While the latter provides transparent and detailed information about the past fiscal year's financials, the image section presents highlights from Bertelsmann's seven divisions reflecting the strategic growth priorities. Stories here include, for example, the successful further development of RTL+, Fremantle's numerous acquisitions, and new bestsellers at Penguin Random House around the world. Also featured are Arvato's global expansion, Bertelsmann Printing Group's international growth plans, and the steady expansion of Bertelsmann Education Group's educational offerings. Bertelsmann Investments' holdings in various start-ups and activities in new markets are also spotlighted.

The interactive annual report can be accessed at <https://ar2022.bertelsmann.com>. It includes a video trailer on the "Boost" story, which is also being played out on the Group's website and social media channels.

About Bertelsmann

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, 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 165,000 employees around the world and generated revenues of €20.2 billion in the 2022 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. Bertelsmann aspires to achieve climate neutrality by 2030.

www.bertelsmann.com

Bertelsmann online



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