

PRESS RELEASE

Bertelsmann Renames Its Services and Printing Divisions

- **Arvato Bertelsmann becomes Arvato Group**
- **Bertelsmann Printing Group is repositioned and will henceforth operate as Bertelsmann Marketing Services**
- **Content agency Territory and employer branding specialist Embrace reallocated**

Gütersloh, April 27, 2023 – Bertelsmann is renaming two of its seven corporate divisions. The services business Arvato Bertelsmann will be known as Arvato Group from now on, while the direct marketing and printing activities, formerly Bertelsmann Printing Group, will do business under the umbrella brand Bertelsmann Marketing Services as of today.

Bertelsmann Chairman & CEO Thomas Rabe said: “In recent years, Bertelsmann has successfully refocused its global services businesses. Alongside RTL Group and Penguin Random House, the Arvato Group is one of the Group’s three major revenue pillars.”

The Arvato Group is operating in more than 40 countries. Its clients include prominent providers in telecommunications and utilities, banking and insurance, as well as fashion, e-commerce, IT and Internet.

Rabe adds: “Since the founding of Bertelsmann Printing Group in 2016, the market has changed significantly. The division has long pooled not only Bertelsmann’s printing activities, but also our marketing services. The new name reflects the complete spectrum of the division’s business.”

Bertelsmann Marketing Services CEO Dirk Kemmerer said: “The new umbrella brand Bertelsmann Marketing Services better reflects our present and future services. Going forward, our business unit will offer even more one-stop direct-marketing and printing activities. Book- and marketing-driven offset will remain a core business.”

As part of the rebranding, the content agency Territory and the employer branding specialist Embrace have been reallocated within the Bertelsmann Group portfolio. Territory, with its more than 800 employees, will be integrated into the Bertelsmann Marketing Services unit. Territory’s recruiting and employer branding services, which are grouped under the EMBRACE brand, will be spun off from the agency and transferred to the Bertelsmann Investments division. They will become part of the division’s Bertelsmann Next growth program, with a focus on HR tech.

Bertelsmann Investments CEO Carsten Coesfeld said: “Our Bertelsmann Next division drives forward the entrepreneurial development of new growth sectors and business areas. These include, in particular, businesses related to digital health, mobile gaming and HR tech. Many companies have a great need for technologies that provide a data-based and thus measurable way of recruiting and retaining employees. With Bertelsmann Investments’

know-how and network, and the financial backing from Boost, we will shape EMBRACE into a leading German HR tech company.”

Under its Boost strategy, Bertelsmann is making available a company-wide investment volume of €5 billion to €7 billion by 2026 for expanding existing businesses and building new business.

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.de

About Arvato Group

Arvato Group is an internationally active service group that develops and implements customised solutions for various business processes for customers in diverse industries in more than 40 countries. The group's solution portfolio, which ranges from supply chain solutions (Arvato) and financial services (Riverty) to IT services (Arvato Systems), is used by globally renowned companies from a wide variety of industries – from telecommunications providers and energy suppliers to banks and insurance companies as well as e-commerce, IT and Internet providers. Arvato is wholly owned by Bertelsmann. The services business also includes the global customer experience company Majorel, which is listed on Euronext in Amsterdam and in which Bertelsmann holds a stake of around 40 percent.

About Bertelsmann Marketing Services

The Bertelsmann Marketing Services division is a cross-channel full-service provider for the advertising industry in which all of Bertelsmann's direct marketing and print activities are bundled. Bertelsmann Marketing Services comprises four divisions: First, the German offset printers Mohn Media, GGP Media and Vogel Druck; second, the Book Printing Group in the United States, which consists of several offset and digital printers specializing in the production of books; third, the Digital Marketing Unit, which includes Germany's leading content agency Territory, Campaign, the DeutschlandCard and the Dialog business; and fourth, the Sonopress Group, with the storage media producer Sonopress and the printing and packaging specialist Topac. Bertelsmann Marketing Services is wholly owned by Bertelsmann.

About Bertelsmann Investments

Bertelsmann Investments (BI) comprises Bertelsmann's global venture capital activities as well as the Bertelsmann Next growth unit. The venture capital arm includes the Bertelsmann Asia Investments (BAI), Bertelsmann India Investments (BII) and Bertelsmann Digital Media Investments (BDMI) funds, as well as selected fund and direct holdings in markets including Europe, the United States, Brazil, Southeast Asia and Africa. The Bertelsmann Next unit advances the entrepreneurial development of new growth sectors and business areas, including digital health, mobile gaming and HR Tech. To date, around €1.7 billion has been invested in more than 400 innovative companies and funds through Bertelsmann Investments. Bertelsmann Investments currently holds over 300 active investments worldwide through its network of start-ups and funds.

Bertelsmann online



Enquiries:

Bertelsmann SE & Co. KGaA

Jan Hölkemann

Spokesperson / Communications Content Team

Phone: +49 5241 80-89923

jan.hoelkemann@bertelsmann.de