

**RTL Group and its employees work hard to bring social and cultural benefits to the communities they serve. As well as supporting deserving charitable causes, we make our resources and expertise available in aid of community outreach, media education and other worthwhile projects.**

#### **Fundraising successes**

M6 does much excellent work to support such causes as the fight against AIDS and cancer. In 2004 it provided €2.9 million of free advertising airtime to charities – an increase of nearly 40% on 2003.

Several of our channels participate in major TV fundraising drives. RTL Television's Spendenmarathon was another giant success, raising over €4.2 million in 2004 for six children's aid projects around the world. The Télévie event, which is supported by our Belgium and Luxembourg media businesses, raised over €6.6 million for children with cancer.

VOX mounted a new national initiative, the SOS für Kinder campaign. The channel focused intensively on the campaign for three weeks, and showed commercials in which well-known celebrities appealed for donations. The campaign raised €933,000 for children in India, Kenya and elsewhere.

Radio stations also make an enormous fundraising contribution. Radio NRW in North Rhine-Westphalia participates in the famous Lichtblicke charity initiative for children in need, which in 2004 raised €1.4 million. Antenne Bayern in Bavaria sent nearly 46,000 care packages for orphans and families in Bosnia-Herzegovina, Romania and Macedonia as a result of its Weihnachtstrucker (Christmas Truck) appeal. Radio Hamburg's fundraising for the city's children in need broke last year's record-breaking sum.

Our content companies also play their part. For instance, in Australia members of the *Neighbours* cast got together with the Grundy crew to organise a stage production of the *Rocky Horror Picture Show*. They raised more than €120,000 for the Variety Club.

#### **Asian tsunami relief**

RTL Group companies gave generously to the international relief efforts mounted after the Asian tsunami struck in December 2004. Jointly with Bertelsmann, RTL Group donated more than €1.6 million.

Our people at FremantleMedia's Asian company were closest to the scene of devastation. The company immediately made a donation to the relief programme, and went on to support UNICEF's aid programme in Indonesia with a pledge of over €150,000 from FremantleMedia. In addition, FremantleMedia is supporting a regeneration project in one of the affected areas with funding by donations from employees which the company is matching.

Many other businesses across our Group mounted appeals and made substantial contributions. For example, Antena 3 in Spain teamed up with the three main mobile telephone companies so that viewers could donate to the Red Cross via text messages. Over €7.5 million was donated in this way. Our German TV channels collaborated for a three-week period, mounting a sustained campaign that raised more than €11.5 million.

### **Cultural contributions**

Our companies give extensive support to cultural and social causes, for instance by sponsoring artistic events and collaborating in initiatives to raise broadcasting standards.

Five in the UK has launched Fivearts Cities, a major arts partnership with Arts Council England which encourages people to discover, enjoy and participate in the arts. Fivearts cities has chosen Liverpool, European Capital of Culture 2008, to be its inaugural city and has commissioned arts programmes that illustrate the city's contribution to the arts scene. RTL Radio also does much to support the arts – for example, the winner of its Grand Prix RTL de la Bande Dessinée for comedy writers receives €200,000 in financial support.

UFA Film & TV Produktion is one of several businesses in our Group that actively encourages tolerance and responsibility in young people. Our French radio channels also do much to promote tolerance through the Vivreensemble campaign and programmes such as *Loubna* on Fun Radio.

Our businesses also help to fund initiatives to raise professional standards. RTL Television in Germany is part of a partnership that operates RTL Journalistenschule, Germany's first training school for TV and multimedia journalists. In the UK, talkbackTHAMES is helping to provide technical apprenticeships for young people from inner London boroughs.

All our German channels are members of Freiwillige Selbstkontrolle Fernsehen (FSF), an organisation for the voluntary self-regulation of television. Its main concern is to protect minors from unsuitable material. In Spain, Antena 3 has joined with other TV channels to agree new viewing rules in a concerted drive to keep sex and violence off screens during child viewing hours.

### **Employee support**

The European Works Council (EWC) strives to safeguard jobs and protect the employment rights of the people who work for our Group. EWC is consulted by Group management whenever important employment and social issues arise.

All countries in Europe where the Group has major operations participate in EWC. The most recent delegates to be elected are from Hungary and the UK, which has two representatives – one from Five and one from FremantleMedia. Our new TV channel in Croatia, RTL Televizija, has been invited to send an observer.

EWC cooperates closely with local works councils to keep them informed about developments within the Group. EWC's current priorities are to improve lines of communication and encourage exchange of information across the Group. It is also working to strengthen relationships with employees and managements in countries that have no tradition of works councils.

In November, EWC's long-serving chairman Kai Brettmann of RTL Nord in Germany was reelected. Nico Steenbergen of RTL Nederland and André Torrent of RTL France were confirmed as deputy chairmen.

