RTL Group’s EBITA increases by 8.4 per cent to €207 million

HOW RTL GROUP GIVES BACK TO SOCIETY

RTL Group’s new brochure demonstrates a common understanding of Corporate Responsibility
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First quarter of 2013:

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of Corporate Responsibility
week 20 / 16 May 2013

Cover
Visual from the How RTL Group gives back to society’s brochure

Publisher
RTL Group
45, Bd Pierre Frieden
L-1543 Luxembourg

Editor, Design, Production
RTL Group
Corporate Communications & Marketing

backstage.rtlgroup.com backstage.rtlgroup.fr backstage.rtlgroup.de
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The fifth edition of RTL Group’s Corporate Responsibility brochure, *How RTL gives back to society*, explains why and how RTL Group uses its position as the leading European entertainment network to be a responsible corporate citizen, raise money for charities and promote good causes.

“SUCH POPULARITY COMES WITH GREAT RESPONSIBILITY”

Luxembourg – 16 May 2013
RTL Group

**ACTION SPEAKS LOUDER THAN WORDS**

At RTL Group we don’t just talk about making a difference, we put our words into action. We believe making a real difference, by giving back together, helps make the world a better place for everyone.

Mareile Höppner, Wolfram Kons, Nazan Eckes and Raul Richter were on hand to help raise a record €8.6 million at the 2012 RTL Spendenmarathon.

RTL Radio France employees took part in the annual La Parisienne women-only charity run in Paris with the aim of raising money for cancer charities.

Actress and director Zabou Breitman chats to the Nyangatom Ethiopian tribes people in documentary *Rendez-vous en Terre Incognue*, broadcast on RTL-TVI.

Charity Cà Ko Du Bonheur gets help from MB’s Valerie Durrdot and her D&CO team refurbishing a children’s hospital.
On 16 May 2013, RTL Group published the fifth edition of its Corporate Responsibility brochure. As in previous years, the latest edition of *How RTL gives back to society* takes a look at RTL Group’s most recent contributions to various important causes, its responsible programming, as well as the group’s environmental awareness.

“In recent years, consumers, the media, governments and NGOs have all raised the expectation for companies to act as better corporate citizens, calling on them to be more socially and environmentally responsible, and practice greater transparency,” says Romain Mannelli, Chairman of the RTL Group Corporate Responsibility Council, in the brochure’s opening statement. Contrary to the widely articulated view that TV has a damaging impact on society, the brochure highlights how RTL Group embraces its influential role positively by engaging in corporate responsibility both internally, by caring for its employees, and externally, by supporting important causes around the world and broadcasting responsible programming.

This year, the brightly coloured brochure is divided into three sections: the “Action Speaks Louder Than Words” segment presents RTL Group’s profit centres, employees, TV-presenters and celebrities supporting various charities, movements and campaigns in their respective companies and communities. As the opening lines to this segment of the brochure read, “at RTL Group we don’t just talk about making a difference, we put our words into action.” This motivated promise is exemplified throughout the following pages with Instagram-style photos of RTL Group employees and famous faces taking part in diverse charity events and worthwhile organisations.

Under the heading “Caring for the Children of the World” the brochure illustrates how children are often at the heart of RTL Group’s Corporate Responsibility initiatives. The 2012 RTL Spendenmarathon, run by the foundation ‘RTL – Wir helfen Kindern’, for example, saw celebrities and the public help raise €8.8 million, the biggest total amount ever raised, while Super RTL’s ‘Toggo Kinder helfen Kinder’ campaign encouraged the young viewers to donate toys to the underprivileged at Christmas. Super RTL pledged one euro for every toy parcel collected. RTL 4’s RTL Boulevard hosted an auction week for the Unicef ‘We Gann Voor Null’ (Believe in Zero) campaign, with the goal of reducing the number of children around the world who die from preventable diseases through lack of vaccinations, mosquito nets or clean water from the approximate 19,000 to zero. As in previous years, several Télévie fundraising events are depicted throughout the brochure. The charity has raised more than €125 million for cancer research – particularly child leukaemia – in Belgium and Luxembourg since 1989. In 2012, RTL Belgium and RTL Luxembourg teamed up once again to raise a record €8,402,651 through fundraising events, donations and the traditional televised gala.

While supporting worthwhile charities and helping raise funds for important causes is a large part of RTL Group Corporate Responsibility, the group also actively supports and rewards its current and future employees for their dedication to and interest in various social issues. The ‘RTL Commit Award for Integration’, which invites school students to use their experiences and ideas to make a short film surrounding integration in today’s society, celebrated its fifth year with 220 students tackling the theme “We understand each other?!”. Among the winners was 17-year-old Thabea-Christin Schultz for her film *1.000 Gedanken – ein Ziel* (1,000 Ideas – One Goal) depicting multicultural life at her Berlin school, for which she received a non-cash...
prize and an internship at a Mediengruppe RTL Deutschland company. The Marie-Rose Armesto Scholarship offers final year journalism students the chance to work as part of the RTL-TVI, Bel RTL or RTLinfo.be team for three months, while the Jean-Baptiste Dumas grant, now a tradition at France’s RTL Radio, rewards the most promising budding young journalists each year, sometimes offering work contracts to help them start their career in the media industry.

With 53 TV channels and 28 radio stations in ten countries, it goes without saying that responsible programming is essential, explains Romain Mannelli: “As both an opinion former and information provider, we are aware of the special relationship between the media business and society. That’s why we are committed to providing our audiences with high quality content, accessible to everyone”. RTL Group channels use television not only as an entertainment medium but also as a useful platform to spread awareness about crucial issues and encourage viewers to take action and, where necessary, to make a change that will benefit everyone. In France, W9 aired a new season of reality show Relooking extreme: Spécial Obésité highlighting the issue of obesity in today’s society. In Germany, Grundy UFA’s Verbotene Liebe explored dementia. Grundy UFA Chief Creative Officer, Guido Reinhardt, explains the motivation behind this storyline: “This disturbing story shows once again that daily series go beyond mere entertainment to handle socially relevant topics in a sensitive and responsible way.” An explanation that is applicable to numerous RTL Group programmes.

As in previous years, this year’s brochure presents RTL Group’s Environmind initiative along with its different aims and achievements. Entitled ‘When Green Matters’, this section of the brochure celebrates the Group’s environmental achievements so far, as Tun Van Rijswijck, Environment Chief Officer at RTL Group, expresses, “in two years, we reduced our consumption of paper by 20 percent and video cassettes by 70 per cent, while increasing recycling by 57 per cent,” but also emphasises the importance of future environmental awareness: “Yet it’s essential we keep up our efforts to further reduce our environmental impact.” Getting employees involved is essential in developing a united environmental awareness throughout the company, an idea that is expressed perfectly through the principle of RTL Group’s environMINDday: “No one can do everything, but everyone can do something.”

The new edition of the brochure How RTL Group gives back to society is available on RTLGroup.com and can also be ordered via the ‘Order Documents’ form on the website or by writing directly to cordula.eilts@rtlgroup.com.
During the first three months of 2013, RTL Group increased its EBITA and net profit year-on-year.

In the first quarter of 2013, reported Group revenue amounted to €1,329 million, slightly up 0.5 per cent. This reflects higher revenue at Mediengruppe RTL Deutschland and the sale of the Handball World Cup rights in January 2013 by UFA Sports. Reported EBITA was up 8.4 per cent to €207 million primarily driven by Mediengruppe RTL Deutschland. EBITA margin improved to 15.6 per cent (Q1/2012: 14.4 per cent).

Net profit attributable to RTL Group shareholders increased significantly by 18.7 per cent to €133 million (Q1/2012: €112 million), mainly reflecting higher operating profit and a partial reversal of an impairment on RTL Group’s shareholding in the Spanish broadcasting company Atresmedia (formerly Grupo Antena 3).

In a joint statement, Anke Schäferkordt and Guillaume de Posch, Co-Chief Executive Officers of RTL Group, said: “We’ve had a solid start to the year, with our best ever first quarter EBITA and high levels of net profit and cash conversion. Performance in Germany has been particularly strong and our other businesses are resilient facing the challenging economic conditions.”

Net cash from operating activities was €327 million, resulting in an operating cash conversion of 164 per cent. Following a total dividend payment of €1,623 million on 7 March 2013, RTL Group had net financial debt of €278 million as of 31 March 2013.

At the beginning of the second quarter, advertising market conditions continued to be challenging, with negative growth in all of RTL Group’s core markets. As reported previously – at the time the full year results for 2012 were announced – there is a degree of uncertainty as to the further development of the general market conditions and therefore as to whether the profit for the full year will reach the same level as in 2012.

Anke Schäferkordt and Guillaume de Posch concluded: “Given this environment, RTL Group has a clear focus on maintaining its leadership positions and delivering financially while pursuing opportunities in broadcasting, content and digital which will develop the business further in future years.”

FIRST QUARTER 2013: RTL GROUP’S EBITA INCREASES BY 8.4 PER CENT

RTL Group
Following the speech by German Chancellor Angela Merkel at the tenth CDU Media Night on 14 May 2013 in Berlin, Anke Schäferkordt spoke on the future of media, and especially of television in Germany and Europe.

Germany – 15 May 2013

The 10th annual CDU Media Night, held on 14 May at Konrad Adenauer House in Berlin, once again provided a platform for exchange among media representatives and politicians. As part of this event, there had already been four panel discussions at an afternoon symposium, dealing with topics including regulation in the digital media world. After the official part of Media Night with a welcoming address and opening speech by the German Chancellor and Federal Chair of the CDU Angela Merkel, in the evening, Anke Schäferkordt gave her keynote speech about the future of the media, and especially television in Germany and Europe. In particular, she appealed to politicians to tackle copyright issues, market definitions in the converging media world, and converged regulation.
In her speech Schäferkordt once again pointed out that traditional media regulation, which is based on the distinction between linearity and non-linearity, is increasingly disconnected from reality. In this context, she again emphasised protection of intellectual property: “I would like to unequivocally clarify at this point that effective, comprehensive copyright protection is of vital importance for us, the broadcasters, as well as for all other parts of the creative industry.”

She went on to direct clear words at the politicians: “You must make a decision about whether you want to adhere to the idea that in the future media reality there will continue to be a genre of media like today's broadcasting. In other words, a media genre that is a cultural as well as a commercial asset. If you answer ‘yes’ to this question for yourselves and therefore for us too, then we should think about how this goal can be achieved in a new media reality.”

Schäferkordt gave an outlook on the future and urged her listeners: “For some industries, such as advertising, an artificial distinction that viewers don’t see or even perceive anymore, is increasingly meaningless. In other industries, such as access to the infrastructure it remains important that certain content still finds its way to the public. Here specific, graduated regulation will continue to make sense in future. The task at hand is to discuss the distinguishing factor that will determine this – but ultimately it won’t be linearity. I think here the important thing is to strike a fair balance between the socio-political commitment of individual companies, through journalistic infrastructures and content, and regulatory support for dissemination and access. Germany is Europe’s most important media market. We should therefore help to shape this debate at European level. For this we need your support. We need cooperation between the federal and state governments, as well as the regulators and the media industry. We are ready, willing and able.”

Schäferkordt ended her keynote on a positive note, saying “We are going through a tremendously exciting time, and it’s up to us to shape it,” and thanking the organisers for inviting her, before answering questions from the moderator and author Hajo Schumacher. The evening ended with a relaxed get-together at the Konrad-Adenauer-Haus.
RTL Group has made a minority investment in Style Haul, the leading online video network for fashion and beauty. Giles Drew from RTL Group’s Corporate Strategy team will join the Board of Directors.

Luxembourg – 13 May 2013

Style Haul was founded in 2011 by Stephanie Horbaczewski, a former Marketing Director at Saks Fifth Avenue, together with Allen DeBevoise and Aaron DeBevoise, the team that founded Machinima, the largest multichannel network on Youtube.

With more than 300 million video views per month, Style Haul is the largest original video network on Youtube for fashion and beauty and ranks 16th in terms of video views among Youtube partners globally. The Style Haul community consists of more than 2,000 channels of style influencers and tastemakers. The company currently employs roughly 40 people and is headquartered in Los Angeles with an office in New York.

Giles Drew, Vice President Strategy at RTL Group: “Stephanie is building a very exciting business at Style Haul, and we’re extremely pleased to be a part of it. Online video is at the very heart of RTL Group’s strategy, and this investment is a great fit for our vision. Style Haul’s highly engaged global community of like-minded video viewers supports both our ambition to be a leader in online video, and our strategy to develop our portfolio of brands targeting specific demographics and interest groups.”

The investment in Style Haul underlines RTL Group’s strategy to become a leading player in all segments of the rapidly growing online video market – complementing the popular catch-up TV services of RTL Group’s TV channels and FremantleMedia’s portfolio of more than 100 Youtube channels.
Film Producer 2C Film and RTL Nederland have signed an agreement for the financing, production and distribution of three new Dutch films. The films will be rolled out during 2013 and 2014.

The Netherlands – 13 May 2013

The romantic comedy with the working title *Nine Streets* is the most advanced project within this cooperation. *Nine Streets* is set in the world of online dating and will premiere in Dutch cinemas at the end of 2013.

Bert Habets, CEO RTL Nederland: “We have been investing in American and Dutch films with RTL Film Ventures for over ten years. Our involvement in the Dutch film world, especially, is growing. There is currently much debate about the future of the Dutch film industry and the unfair competition from neighboring countries. We believe in the importance of a strong Dutch film industry and therefore are teaming up with 2C Film to invest in homegrown movies that fit the RTL audience.”

Edvard van’t Wout, producer and co-founder of 2C Film: “RTL gives us the strength to set up special and innovative film projects. The deal helps us, as filmmakers, to make optimum use of the knowledge RTL has accumulated over the years.”

2C Film was founded in 2012 by producers Edvard van’t Wout, Robin de Levita and Kees Abrahams. Together with creative director Bobby Boermans, they produced the Dutch thriller *App*, which premiered in Dutch cinemas on 4 April. *App* uses second-screen technology and is still showing in 40 cinemas across the Netherlands. RTL Nederland has bought the TV broadcast rights to *App*. 
24-year-old Beatrice Egli emerged as the winner of the 10th season of *Deutschland sucht den Superstar* (Idols). The singer from Pfäffikon in Switzerland prevailed over Lisa Wohlgemuth (21) from Neundorf, scoring 70.25 percent of the viewer votes.

Germany – 13 May 2013

Egli is the second female candidate ever to have won the *Deutschland sucht den Superstar* contest in Germany. She gets a recording contract with Universal Music and a guaranteed purse of €500,000. Her first single, *Mein Herz*, is now available for download, and went straight to number one in the German I-Tunes charts. The single goes on sale in stores as well this week. As many as 6.53 million viewers watched the finale of *Deutschland sucht den Superstar*: 22.2 percent of 14- to 59-year-olds and an average 4.63 million viewers over the age of 3 followed the exciting show in which each of the finalists had to sing three songs.

RTL Television’s Head of Entertainment Tom Sänger says: “A musically compelling and sustainable winner, the rediscovery of the German Schlager genre, and a 22.2 percent audience share after ten years are all part of an impressive success story.”

The two finale tracks were written and produced by Dieter Bohlen and could be downloaded from all online music sites during the broadcast, as well as from www.rtl.de.

**WHAT’S NEXT FOR BEATRICE EGLI?**

- In the next few days, the video clip to the winner’s single *Mein Herz* will be shot. Beatrice will also record her first studio album.

- On Friday, she performs live on *Let’s Dance*.

- On 6 July Beatrice Egli, Lisa Wohlgemuth will perform with other candidates and Dieter Bohlen at the *Deutschland sucht den Superstar* Open Air at the Heidepark Soltau theme park.

- In October, Beatrice sets out on a major live tour. Tickets are now available from: www.rtl.de/tickets
N-TV Now on HD Plus Replay

N-TV

N-TV Now is now available on HD Plus Replay: the news channel’s magazine and documentary formats can now be viewed on television screens, on-demand and in TV broadcast quality.

Germany – 10 May 2013

The greenest class in the Netherlands

RTL Nederland

Group 7/8 at the De Markenburg elementary school in Geervliet, South Holland has been elected the “Greenest Class of the Netherlands.”

The Netherlands – 10 May 2013

RTL Radio’s online audience in March

RTL Net

In March 2013, RTL.fr confirmed its market leadership with 2.3 million unique visitors. RTL Radio also recorded the highest growth of any radio station in the number of podcasts downloaded in a month (plus 16 per cent).

France – 10 May 2013

Joey Heindle gets his own TV column

RTL Television

‘Jungle King’ Joey Heindle of Ich bin ein Star – Holt mich hier raus! (I’m A Celebrity – Get Me Out Of Here fame) is getting his own column in RTL Television’s midday news journal Punkt 12, in which he tracks down explanations behind everyday phenomena everyone’s wondered about.

Germany – 14 May 2013
Share a Coca Cola with M6
M6 Publicité
Starting on 13 May and all summer long, Groupe M6 joins Coca Cola in its new ‘Share a Coca Cola’ publicity campaign.
France – 14 May 2013

Spring break in Cancun
W9
On 13 May 2013, after inflicting themselves on Miami during season one, the Marseille crew were back for a second season on W9. The first two episodes of the new reality series Les Marseillais à Cancun, did well in access prime time.
France – 15 May 2013

Vox and RTL II now available on the go
Vox / RTLII
Vox and RTL II are now available on mobiles as well. The new Vox Now and RTL II Now apps let viewers watch the channels’ programming anytime, anywhere.
Germany – 16 May 2013

In the shoes of the top stars of pop
M6
On 14 May 2013, M6 launched Un Air de star, a new programme that features eight well-known personalities from different worlds taking on new identities as iconic music stars. Broadcast in prime time, the first episode achieved good ratings: 2.6 million viewers tuned in.
France – 16 May 2013
FremantleMedia appoints Magnus Karlsson Lamm as Managing Director of the company’s Swedish production arm, FremantleMedia Sweden AB, with effect from 1 September 2013.

Magnus Karlsson Lamm will be responsible for all development and production operations in Sweden, working closely with divisions across the FremantleMedia group and leveraging existing relationships with both broadcast and non-broadcast partners in the Swedish market. Karlsson Lamm will be based in Stockholm and will report directly to Daniela Matei, CEO Nordics, Central Eastern Europe & Balkans, FremantleMedia.

Daniel Matei, CEO Nordics, Central Eastern Europe & Balkans, FremantleMedia commented on Lamm’s appointment: “We are delighted to welcome Magnus as MD of FremantleMedia Sweden. Magnus is a respected professional with considerable experience in the Swedish television industry, and his knowledge and skills make him the perfect fit for the already strong and creative team at FremantleMedia Sweden. Magnus’ broad expertise in development, production, and management make him the ideal candidate to lead our Swedish operation and fuel the company’s future success.”

Magnus Karlsson Lamm added: “I am very excited to take on this post at FremantleMedia Sweden. The company is a leading developer and producer of entertainment formats, with a formidable catalogue of hit shows that include some of Swedish television’s most successful programmes. I look forward to working as a part of the FremantleMedia global network and to building on FremantleMedia Sweden’s already impressive success in the market.”

Prior to his appointment as MD of FremantleMedia Sweden, Magnus Karlsson Lamm was the Acting Head of Entertainment and Deputy Head of the Programme Department at Swedish broadcaster TV4. Karlsson Lamm began his career as a presenter for SVT before expanding his expertise to become a producer and editor. He then went on to hold management and production related roles with MTV and SBS before joining TV4 in 2006. He has served as Executive Producer on market-leading formats in Sweden including Idol and Let’s Dance.
More about *Backstage*

**BACKSTAGE IS AVAILABLE IN THREE LANGUAGES**

You can read *Backstage* in your preferred language – in English, German or French.

**DAILY NEWS FROM ACROSS THE GROUP – DIRECTLY IN YOUR INBOX**

In addition to the weekly newsletter we offer to registered users a daily newsletter available in three languages.

**‘AT RTL GROUP, WE CARE’**

RTL Group is committed to effectively combine business success with socially responsible actions towards local communities and to protect the environment. Visit the Corporate Responsibility news section on *Backstage* (CR news) and find out how RTL Group aims to improve the societies in which we operate.

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For more information, don’t hesitate to contact the editorial team:  
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