In 1924, a sole radio transmitter broadcast from Luxembourg. Today, RTL Group has a portfolio of 54 TV channels. RTL Group’s worldwide production arm – which adopted the company name FremantleMedia in 2001 – has grown its revenues by 97 per cent to €1.5 billion since its inception.

Corporate Responsibility

HOW RTL GROUP PAYS BACK TO SOCIETY
“RTL Group is in an excellent position to champion a wide range of good causes and to help bring to the public’s attention important social problems that might otherwise go unnoticed.”

Anke Schäferkordt and Guillaume de Posch
Co-CEOs of RTL Group
Hitradio RTL Sachsen supports local clubs (Vereine) from Saxony with the Vereinsmeisterschaft (Club Cup)

Supported by ét, Tanguy de Lamotte and François Damiens sailed 16,000 kilometres to raise money to support children with serious cardiac illnesses

Fundación Atresmedia promotes classes for children in hospitals through its Programa de Asistencia Hospitalaria (Assistance Programme for Hospitals)

6 — Message from Romain Mannelli, Chairman, Corporate Responsibility Council
8 — Statement from the Co-CEOs
10 — CR Network meeting
16 — Actions speak louder than words
18 — Media content
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Credits
4 Hitradio RTL Sachsen, Rafael Bravo, I-Stockphoto, Mediengruppe RTL Deutschland
6 Dominik Gigler, I-Stockphoto
8–9 Dominik Gigler
11–13+15 RTL Group
16 I-Stockphoto
17 Fred Guerdin, RTL Nederland, RTL Television/Frank Hampel
18 Van
21 Christophe Guibbaud/Abacapress/RTL Radio (France)
22 Rachid Bellaïk
23 Marko Todorov/Cropix
25 RTL Belgium, RTL Lëtzebuerg
26 RTL Group
27 RTL Group
28 Mediengruppe RTL Deutschland
29 RTL Hungary
30 Lionel Hahn/Abacapress/NB
32–33 Illustrations from Always Close To The Audience – The History of RTL Group (120–U3, 48, 56–57, 72–73), V & A Images, RTL Television, I-Stockphoto (2)
We focus our Corporate Responsibility (CR) efforts on three areas where we believe we can have the greatest impact – media content, society and employees, and the environment – and many great initiatives took place across the Group at various locations during 2013. Some of the highlights of the year include our flagship charity events RTL Spendenmarathon in Germany and Télévie in Belgium and Luxembourg, which respectively raised €7.8 million (2013) and €9.0 million (2014) to support children in need throughout the world, and to finance research into cancer and leukaemia.

When Typhoon Haiyan hit the Philippines on 8 November, many RTL Group businesses asked for donations to help the victims, including RTL Television in Germany, RTL 4 in the Netherlands, FremantleMedia in the United Kingdom and Atresmedia in Spain. In Luxembourg, the RTL Group Corporate Centre also contributed to the victims of Typhoon Haiyan by donating a cheque for €20,000 to Médecins Sans Frontières (MSF). It also participated in the first inter-company volunteer event in the Grand Duchy, offering voluntary support to 36 young people who were seeking work.

As far as the environment is concerned, RTL Group conducted its third carbon footprint measurement. The survey results reveal that RTL Group reduced its greenhouse gas emissions by nearly 18 per cent over the period 2008 to 2012.

In addition, 2013 saw the birth of a new CR organisation which we will progressively implement. The CR Network, which comprises CR representatives from RTL Group’s business units, was created with the purpose of facilitating the exchange of knowledge and best practice throughout RTL Group. The company also became a member of the Media CSR Forum – a platform for exchange set up to develop Corporate Responsibility practices and understanding in the media sector.

In the future, we will continue to organise concrete initiatives, and discover how – over and above simple compliance with regulations – we can create additional value through CR, and contribute to the long-term development of the businesses throughout the Group.

This brochure gives readers a snapshot of RTL Group’s approach and outlines some of the ways we give back to society. I hope you will enjoy reading about our charitable initiatives.
Television's core role is to inform and entertain. It creates attention, depicts history and focuses on emotions. Television is – and will remain – the leading medium. This popularity comes with great responsibility. As one of Europe’s foremost media organisations, RTL Group is in an excellent position to champion a wide range of good causes and to help bring to the public’s attention important social problems and challenges that might otherwise go unnoticed or be under-funded. As a broadcaster, RTL Group is in a unique position due to TV’s impact on society, and is acutely aware of the special nature of the media industry. Responsibility towards the audience and society has always formed an integral part of our business and been deeply rooted in our values.

With a strong international presence and three main investment areas – broadcast, content, digital – RTL Group is committed to making the most of its platforms. In recent years we have strengthened our position in the digital world. This includes our corporate responsibility efforts as our accession to the European’s CEO Coalition to make the Internet a safer place for kids, or Mediengruppe RTL Deutschland’s digital entity RTL Interactive signing the ‘Sicher online gehen – Kinderschutz im Internet’ (Going online safely – protecting minors on the Internet) charter as a clear commitment to strengthening the protection of minors on the Internet.

As a decentralised organisation, you won’t see a central order of what to do – not even if the case is for good. RTL Group expects each profit centre to take responsibility in the field of sustainability, as is the case with all other business-related operations. Our philosophy is simple: actions speak louder than words. At RTL Group, we don’t just talk about making a difference. We put our words into action. Our flagship charity events, RTL Spendenmarathon and Télévie, are the most relevant examples of RTL Group’s long-term commitment to doing good. Finally, beyond having a clear positive impact on society, sustainable behaviour generates additional value for the company, thereby contributing to the long-term development of the business. For those reasons, we strongly believe that corporate responsibility should be an integral part of our everyday business activity – a topic to be lived.
Think global, act local – RTL Group launches the Corporate Responsibility Network

On 19 March 2014, around 30 CR representatives from across the Group convened at the Corporate Centre in Luxembourg for the first RTL Group CR Network meeting. They explored the status of CR-related activities throughout the Group, shared knowledge and best practice, and agreed on possible future developments.

"CR over and above simple compliance with regulations.”
Romain Mannelli

Romain Mannelli, Chairman of RTL Group’s Corporate Responsibility Council (first row, second from left) and Guillaume de Posch, Co-CEO of RTL Group, (first row, third from left) with RTL Group’s CR representatives.
Guillaume de Posch called on the network to make CR for RTL Group as concrete as possible.

“As a broadcaster, RTL Group is in a unique situation as TV clearly has a strong impact on society.”

Guillaume de Posch – Co-CEO of RTL Group
**Corporate Responsibility**

"I’m not an expert, but I’m very passionate. I don’t know everything about CR, but I care a lot."

Dame Gail Rebuck – Chair of the Board of Directors at Penguin Random House UK and Former Chair of the Bigger Picture (CR) Committee at Sky

Knowledge and best practice, the new structure should allow the Corporate Centre to have a better understanding of the local ongoing initiatives and prepare for the new EU Directive on non-financial reporting. In the interest of addressing the topic over and above simple compliance with regulation, Romain Mannelli stressed his willingness to create additional value through CR, and contributing to the long-term development of the businesses throughout the Group. He said: "As RTL Group is a decentralised organisation, the Corporate Centre will not dictate how you – as profit centres – should deal with CR. I believe this is a journey we should all start together with passion and conviction."

Marie-Luise Kühn von Burgsdorf, Senior Vice President Corporate Responsibility and Diversity Management at Bertelsmann, reported on CR activities and next steps at RTL Group’s majority shareholder: "The expectations on how companies do business in a responsible way are increasing in society. We see great potential and look forward to improving Bertelsmann’s CR performance in collaboration with RTL Group and the other divisions." Barbara Kutscher, Director Corporate Responsibility, presented the external perspective on Bertelsmann’s CR performance according to various ratings and rankings as well as a sneak preview on the stakeholder survey among the 50 Bertelsmann top executives. "It’s never a company that says ‘I’m a responsible company,’” said Barbara Kutscher. "It’s always the stakeholders who determine if you are acting responsibly – or not. So it’s vital to know your stakeholders and their expectations."

In addition, the participants of the CR Network Meeting had the honour of welcoming Dame Gail Reubuck – Chair of the Board of Directors at Penguin Random House UK and Former Chair of the Bigger Picture (CR) Committee at Sky – as a sneak preview on the stakeholder survey among the 50 Bertelsmann top executives. "It’s never a company that says ‘I’m a responsible company,'” she explained. Among other things, she highlighted that the prerequisites for a successful approach are a passionate management team and CR embedded into the organisation’s DNA. She then explained how James Murdoch’s passion for the environment helped Sky to become a frontrunner in CR with three key topics: environment, sports (cycling) and the arts.

Caroline Chartier, Communications Manager at RTL Group, gave an overview of an internal CR benchmark study conducted to provide a basis for comparison, which RTL Group could refer to in the development of its CR approach. Looking at RTL Group’s major competitors according to different criteria (e.g., definition of a CR strategy, measurement and disclosure of CR performance via regular status reporting), she explained how the study helped the Corporate Centre to get a clearer picture of RTL Group’s competitive position among peers. The afternoon was dedicated to the various CR representatives from across the Group who took turns to explain where their respective profit centres stand as far as CR is concerned and share their expectations towards the CR Network. Among them: Thomas Kreyes, General Secretary at Mediengruppe RTL Deutschland; Yann de Kersauson, Deputy Head of Communications at Groupe M6; Jean-Michel Kerdraon, Chief Operating Officer at RTL Radio in France and Susana Gato, CR Manager at Spanish broadcasting company Atresmedia – who explained how CR has successfully become part of the company’s business model, positioning it for sustainable competitive advantage.

The first RTL Group CR Network meeting ended with an open discussion about possible future developments. "One of the major outcomes of our first meeting is that our profit centres are highly interested in developing a common RTL Group framework for CR – this would also serve as a guidance to further develop their local activities and establish the CR topic on the agenda of their management," said Romain Mannelli. "I am very happy that everybody highlighted that they would like to further continue the meetings." Plans for a second edition are already under way.

Dame Gail Reubuck

is Chair of Penguin Random House UK and sits on the company’s Global Board of Representatives. She is also a member of Bertelsmann’s GNC. She was Chair and CEO of Random House from 1991 to 2012, and a Non-Executive Director of BSkyB from 2002 to 2012, where she chaired the Bigger Picture Committee on behalf of the Board. Famous for her pro bono work in various societies and charities, Gail also chairs the Cheltenham Literature Festival and the Quick Reads charity – part of the UK’s World Book Day charity which she founded.

**RTL Group CR milestones**

- 2008
  - Creation of the environMINDteam in Luxembourg
  - First environMINDday in Luxembourg
- 2010
  - The environMINDteam expands Group-wide
  - First carbon footprint measurement
- 2011
  - Creation of the CRC in Luxembourg

**RT Group**
Commitment to good causes
Scan the QR code and watch a selection of RTL Group’s diverse CR initiatives; from telethons to charity runs to raising awareness about worthy causes.

A long-time supporter of the Télévie – French singer Patrick Bruel

Over 70 RTL Nederland colleagues from different departments ran 5 or 10 kilometers for the charitable cause Spieren voor Spieren (Muscles For Muscles), an organisation which fights against muscle diseases. RTL Nederland sponsored the team.

‘Stiftung RTL – Wir helfen Kindern’ Director, Wolfram Kons, encouraged RTL Television viewers to donate money for the flood victims in Germany. In total €650,000 was raised that evening.
MEDIA CONTENT

Positive messages on-screen, online and on the radio across RTL Group.

In Germany, the motoring experts at Mediengruppe RTL Deutschland’s channel Vox are helping not-for-profit organisations with their car problems. The Take CARe initiative keeps helpers rolling. For example, Cologne-based charity Caritas provides outreach and counselling for youngsters, and takes them on recreational trips. Car doctors Holger Parsch and Hans-Jürgen Faul fixed Caritas’ van to help keep the charity’s great work running smoothly.

Meanwhile, RTL Belgium has been cheering up the news across its family of channels in response to viewers’ concerns about round-the-clock negative reporting. In association with popular NGO Reporters d’Espoir (Reporters Of Hope), the campaign looks to go beyond heavy topics like politics and finance and broadcast more empowering and positive pieces, to give viewers more reasons to be cheerful.

After their successful adventures in Ibiza, Greece, Las Vegas and Austria, the cast of W9’s reality TV show, Les Ch’tis, decided to stay closer to home in 2013, touring France in a bus to raise money for ELA (European Leukodystrophies Association), which supports children with rare genetic illnesses.

For Christmas 2013, Vox did not send out gifts to their business partners but instead donated €25,000 to the Cologne-based children’s charity, Fips.

CASE STUDY

WHEN IT’S FOR KIDS, THERE’S NO COMPETITION

RTL Group is one of the founding members of the CEO coalition to make the internet a better place for kids, launched by the European Commission in 2011. Other members include leading media, telecoms and technology companies from all across Europe.

The coalition launched in response to the emerging challenges arising from the diverse ways in which young Europeans go online. It has been working on numerous initiatives such as simple reporting tools for users who experience problems, a choice of age-appropriate privacy settings, wider use of parental controls, and more effective takedown systems for material involving the sexual abuse of children.

The simple message is, where children’s issues are concerned co-operation, not competition counts.

CASE STUDY

DEPICTING DELICATE ISSUES

Drug use is a difficult issue to tackle, but RTL Group channels find a way. RTL Television’s popular series Gute Zeiten, Schlechte Zeiten (Good Times, Bad Times) has carefully leaned away from sensationalist portrayals of drugs to look instead into the motivations involved – even using humour to get important messages across. And RTL 4 in The Netherlands follows addicts going cold turkey for their family in Verslaafd! The programme’s success is based not just on its depiction of the effects of addiction, but on how it demonstrates the power of family love.

In June 2013, RTL Group’s flagship French channel M6 won two awards from Prix Média Enfance Majuscule for its programmes on childhood and child protection:

• the Youth Incentives category for its reports on Kid & Toi – a regular educational slot aired on Sunday mornings in the M6 Kid programme that answers a range of questions on children’s daily lives

• the Reports and Short Programmes Incentives category for a report aired on 100% Mag: Vacances: des familles accueillent des enfants défavorisés (Holidays: Families Welcome Disadvantaged Children). The report followed the story of Mohammed, who has joined the same family for two years to go on holiday and enjoy winter sports

PRAISED HIGHLY FOR CHILD-RELATED PROGRAMMING

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For Christmas 2013, Vox did not send out gifts to their business partners but instead donated €25,000 to the Cologne-based children’s charity, Fips.
Important social problems brought to the public’s attention and employee recognition are part of RTL Group’s corporate culture. In Germany, the devastating floods that affected the east and south of the country stirred the ‘Stiftung RTL – Wir helfen Kindern’ foundation to encourage viewers to donate money towards emergency relief efforts, support victims and help reconstruction in the worst hit areas. Vox, N-TV and RTL II viewers also raised funds with donations quickly reaching well over €1 million.

On 12 December 2013, the RTL Group Corporate Centre in Luxembourg hosted the Café pour l’emploi (Job Café). Organised by IMS Luxembourg, a body that promotes Corporate Social Responsibility, and the Ministry of Family and Integration, the event provided support for 36 young people struggling with their first steps on the career ladder. It gave them useful contact with HR managers from nine IMS Luxembourg member companies, including Axa, BGL, BNP Paribas, PwC, Sodexo, Randstad and RTL Group. Each company offered personalised coaching, alongside workshops on job-searching, CV-writing and interview techniques. Plans for December 2014 are already well underway.

Also in December, Croatia’s RTL pomaze djeci (RTL Helps Children) organised their seventh annual ‘Budi mi Prijatelji’ (Be My Friend) campaign. In a prime time RTL Televizija broadcast, they raised 1.6 million HRK (over €200,000) in just two and a half hours. This was enough to finance 15 projects to help 1,400 children across the country. The money paid for medical equipment for children suffering from tumours, musical instruments for a school in a former war-torn area, and a day-care centre and garden for disabled children. The show, hosted by the Association’s ambassador Antonija Blace, featured distinguished guests, including the Minister of Labour and the Minister of Health, alongside famous Croatian singers and actors. President of the Republic, Ivo Josipović, and First Lady, Tatjana, even answered phones in the call centre.

RTL Radio in France is known for its solidarity with important causes. In October 2013, it organised and ran an engaging editorial campaign to support ‘Le Cancer du Sein, Parlons-en!’ (Breast Cancer – Let’s Talk About It). This association raises awareness of the illness. One in eight women risks developing breast cancer, which kills almost 12,000 women in France each year. Meanwhile, website RTL.fr began rallying its online audience around the ‘Pink October’ campaign as far back as May, starting with the national Estée Lauder Pink Ribbon Photo Award, which drew a huge response. In November, the station again dedicated an entire day and air time to supporting Les Restos de Cœur. The organisation distributes free meals to homeless and destitute people across the country, and in 2012 helped over a million individuals in need. It also helped mark the second World Down Syndrome Day and raise awareness of the condition, with Laura, a 19-year-old woman with Down’s syndrome, appearing on Le choix d’Yves Calvi to interview regular host Yves Calvi.

Finally, the 2013 Jean-Baptiste Dumas grant gave three journalism students the chance to join RTL Radio’s editorial department as interns on contracts lasting from two months to one year. The theme was “Do the French have good reason to be increasingly pessimistic?” and they had one day to produce their report and present it to a jury presided over by Journal du Dimanche editor-in-chief Bruno Jeudy. In Germany, the ‘Commit Awards’ encouraged aspiring journalists to create films exploring integration. Student category winner, Lisa Koinzer, examined cultural conflicts at her school in Ein unbeschriebenes Blatt sein (Being A Blank Piece Of Paper), while the young journalist prize went to Sabrina Kurth and Louisa Thomas for their film, Migrantenelite (Migrant Elite). Winners were invited to a TV workshop at the RTL School of Journalism in Cologne, and offered an internship at a Mediengruppe RTL Deutschland company.
CASE STUDY

RTL SPENDENMARATHON AND WOLVERINE VS WOLFRAM

The 2013 edition of the RTL Spendenmarathon raised €7.8 million. Since 1996, the success of this 24-hour-long charity event has been substantial, with more than €119 million collected and used for ‘RTL - Wir helfen Kindern’ projects aimed at helping children.

In 2013, RTL Charity Director and anchor, Wolfram Kons, again did his best to rally the audience, partners and guests. He also made a bet with Hugh Jackman - known for his portrayal of Wolverine - and was able to collect funds, with the actor donating €20,000.

CASE STUDY

DIVERSITY IN MANAGEMENT AT RTL RADIO DEUTSCHLAND

In April, the ‘Pay equality in companies – Germany’, or Logib-D awards came around again, and RTL Radio Centre in Berlin was among the 34 recipients. Created by Germany’s Federal Ministry for Family Affairs to promote equal pay, the awards honour companies that strive for gender equality in their HR and compensation policies. RTL Radio Center Berlin Managing Director, Stephan Schmitter, was delighted: “Equal pay and appropriate remuneration are important principles of our personnel policy. Even without a quota, almost half of our managers are women. The fact that we won an award in an independent audit shows we’re on the right track.” The Federal Ministry for Family Affairs praised RTL Radio Center Berlin, saying the company serves as a role model, having made equal pay a priority.

AMOUNT RAISED BY RTL SPENDENMARATHON 2009 TO 2013

<table>
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In Croatia the President, Ivo Josipović and the First Lady, Tatjana, lend a hand to RTL pomaze djeci (RTL Helps Children).
CASE STUDY

TÉLÉVIE & TÉLÉVIE CHALLENGE

The 2014 Télévie raised more than €9 million for cancer and leukaemia research. RTL Belgium and RTL Lëtzebuerg again rallied to the cause by organising a series of fundraising events, and broadcast the grand evening show featuring live performances from famous artists, plus testimonials from scientists and volunteers. For the tenth consecutive year, RTL Group’s Corporate Centre lent its support to the cause, with the Télévie Challenge. From 12:00 to 20:00, 380 employees, guests, political and sports personalities attending the event took turns in a spinning challenge. To mark this anniversary, RTL Group decided to organise another special initiative: the ‘Télévie Challenge on Tour’, which invited participants to cycle through the streets of Luxembourg. Launched in 1989 in Belgium and in 2002 in Luxembourg the Télévie has since raised €142,896,507 for research projects in Belgium and Luxembourg.

AMOUNTS RAISED FOR THE TÉLÉVIE CHALLENGE 2009 TO 2014

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<tr>
<td>2014</td>
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A chain of solidarity - RTL Group during the Télévie Challenge organised yearly since 2005 (bottom) that contributed to collecting another record amount to finance cancer research projects in Belgium and Luxembourg (top).


CASE STUDY

ATRESMEDIA

Corporate Responsibility is part of the business model at Spanish broadcasting company Atresmedia (formerly Grupo Antena 3) and since 2007 the company has been working hard to integrate CR issues into the day-to-day culture of the group, and its strategy. Its CR Committee includes representatives from all strategic areas of the company, aiming to widen and build on the work of its charitable foundation, formed in 2005, and position the company for sustainable competitive advantage.

In 2013, Atresmedia again ran a series of initiatives and always seeks to take full advantage of its commercial reach to promote good causes.
In October, RTL Nederland launched their Fitness and Health Week – a whole week dedicated to health and lifestyle issues. Employees enjoyed a broad range of workshops in subjects such as nutrition and stress management, as well as sports training sessions. The aim was to create awareness about taking responsibility for our own health, and the initiative was well received by all who took part.

At the Corporate Centre, in close collaboration with other Kirchberg-based companies, colleagues had the opportunity to partake in a campaign based on staying healthy when working in front of a screen. Staff received eye tests, an ergonomic analysis of their workstation, suggested improvements, and advice on working with a screen.

CASE STUDY

**TYphoon Haiyan**

**Relief Efforts**

November’s devastating typhoon in the Philippines prompted many RTL Group companies to call for donations, including RTL Television, RTL 4, FremantleMedia and Atresmedia. Straight after the disaster, ‘RTL – Wir helfen Kindern’ launched a major fundraising campaign that quickly raised €650,000. This generosity allowed Action Medeor to deliver kits containing painkillers, antibiotics and surgical supplies, and Care to distribute desperately needed food packages.

RTL Television reported from the disaster areas, while across Europe, other RTL Group programmes joined the cause. In the UK The X Factor donated proceeds from votes and live performance downloads – and in the Netherlands, RTL 4, SBS 6 and public broadcasters teamed up with Dutch relief organisations to raise €18.5 million.

In Spain, Atresmedia’s ongoing partnership with Unicef meant viewers could contribute to rescue funds, while TV channel La Sexta used news segments to let viewers know how their donations were helping.

At the RTL Group Corporate Centre in Luxembourg, staff donated the entire Christmas party budget to the disaster fund. This helped Médecins Sans Frontières in Luxembourg send over 350 tonnes of medical and relief supplies and an emergency team of 100 specialists.

For the European Works Council (EWC) at RTL Group, the major project of 2013 was the Employee Survey. The participation rate increased again, up to 87 per cent, confirming that employees see the survey as a useful tool to bring their views on working processes and conditions to senior management’s attention, and improve them where necessary. This is the fourth survey since they started in 2002 at RTL Group, though from EWC’s perspective the results show there is still room for improvement. “One of the major trends arising this year became apparent in the responses from several team leaders,” says EWC chairman Kai Brettmann. “We are selecting them because they have special skills in their field of expertise – say journalism or film-making – but we aren’t preparing them enough for their new management role. We shouldn’t be surprised that the results aren’t perfect.” The EWC has subsequently asked for more training programmes for team leaders and their teams. Another development, a Bertelsmann project called Operational Excellence, sparked an intensive discussion between the EWC and RTL Group management.

EWC was informed about a comprehensive data collection and analysis, and feasibility studies on the business support functions Finance, HR, IT and Sourcing. The project shows there is still potential to identify cost-saving initiatives across the defined work streams. The EWC is in discussion with RTL Group management to closely follow the next steps of the project.

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To coincide with World Environment Day on 5 June 2013, RTL Group companies once again organised their own environMINDday at RTL locations across Europe.

At RTL Nederland, 80 employees attended a climate change presentation by weather presenter Helga van Leur. Jeroen Marré, a member of the environMINDteam, said: “Helga stressed the fact that we only have one world – a world we need to pass on to our children. We need to change our behaviour. I now realise something really has to change.” Already, since mid-February, a fleet of electric bikes and scooters have been available for RTL Nederland’s employees. There’s also a charging point for hybrid cars – some of which RTL Nederland leases to its staff – plus free rail passes, a subsidised bicycle purchase scheme and a range of ways individuals can cut their energy use at work.

Mediengruppe RTL Deutschland participated in environMINDday too, with the company’s environment and health council (Arbeitskreis Umwelt und Rundum Gesund) joining Mediengruppe RTL Deutschland’s health management team on environmental initiatives that focused on sustainability. Drive Now offers a car sharing scheme in various cities throughout Germany. Employees can register free. Biking to work was also encouraged as an environmentally friendly and healthy alternative to driving, with bikes available to all Mediengruppe RTL Deutschland employees, while the ‘Rundum Gesund’ quiz offered the chance to win a free gym membership. Star presenters and employees at RTL Klub in Hungary planted ten trees around the site and saved energy by switching off air-conditioning in certain areas, then comparing energy consumption with that of a regular day. Employees who left their car at home for the day and cycled to work, or used stairs instead of elevators, received free fruit as part of the ‘Get an apple – not an elevator’ campaign.

RTL Group’s French radio stations took part in environMINDday again this year, with the home page of the RTL.fr website turning green for the day. Listeners and internet users could view tips on how to be more environmentally friendly. Employees were offered an organic menu, and there was a drive to collect old telephones to sell to a recycling company and raise money for an environmental association. They were also encouraged to adopt environmentally friendly habits in recycling, energy, printing and paper use.
### CASE STUDY

#### HOW RTL BELGIUM AIMS TO REDUCE ITS CARBON FOOTPRINT

In 2013, RTL Belgium made great progress towards meeting its objective of cutting its CO₂ emissions by 20 per cent by 2020. The company has targeted its electricity consumption, which accounts for 75 per cent of its environmental footprint. The first step was buying green-only electricity. Later the company opted to install a brand-new photovoltaic power plant, unveiled at the 2013 environMINDday. According to estimates, this will provide the total electricity needs of the company canteen. The company also recently invested in an energy monitoring system that calculates and provides the building’s total energy consumption, which has allowed them to find several important sources of savings.

> “The significant drop is primarily due to lower energy consumption associated with new buildings and infrastructure, even though actual consumption of electricity has risen in line with growth in activities.”

Tun Van Rijswijck
RTL Group’s Environment Chief Officer

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### UNIT 2008 2010 2012 Evolution since 2008 (%)

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<th>2008</th>
<th>2010</th>
<th>2012</th>
<th>Evolution since 2008 (%)</th>
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</thead>
<tbody>
<tr>
<td><em><em>Total greenhouse gas emissions (GWP</em>)</em>*</td>
<td>t</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric energy</td>
<td>kWh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heat energy</td>
<td>kJ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office paper</td>
<td>kg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water (public)</td>
<td>m3</td>
<td></td>
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**Figures not adjusted for the effects of acquisitions and disposals of businesses;**

**GWP stands for Global Warming Potential**

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### CASE STUDY

#### RTL GROUP UNVEILS ITS ENVIRONMENTAL FOOTPRINT FOR 2012

For the third time since 2008, RTL Group has measured its greenhouse gas emissions (GHGs) generated by its activities (across eight European countries), and the latest figures show a drop of almost 18 per cent between 2008 and 2012. RTL Group’s Environment Chief Officer Tun Van Rijswijck said: “The significant drop is primarily due to lower energy consumption associated with new buildings and infrastructure, even though actual consumption of electricity has risen in line with growth in activities. Some is also due to changes made outside the Group, such as the electricity grids in both France and Luxembourg becoming more environmentally friendly.” RTL Group has set a target of lowering its GHG emissions by 20 per cent by 2020, compared with the initial levels measured.
In 1924 Radio Luxembourg took to the airwaves. 90 years later, RTL Group is marking – and celebrating – the anniversary with a new brochure and film. Titled Always Close To The Audience, both productions recount the vivid and rich events that turned a modest radio station based in tiny Luxembourg into the leading European entertainment network.

The 20-minute documentary and 118-page brochure take viewers and readers alike through the nine decades in which RTL Group made entertainment history. Exclusive archive material, unique images and first-hand testimonials from the people directly involved bring that history to life.

Both productions document how the Group has remained close to its audience and consistently at the forefront of entertainment and information, thanks to an inherent talent for constant innovation.
RTL GROUP
The leading European entertainment network

With interest in 54 television channels and 27 radio stations, RTL Group is the leading European entertainment network.

In 1924, a sole radio transmitter broadcast from Luxembourg. Today, RTL Group has a portfolio of 54 TV channels. RTL Group’s worldwide production arm – which adopted the company name FremantleMedia in 2001 – has grown its revenues by 97 per cent to €1.5 billion since its inception.
The Luxembourg-based company has interest in TV channels and radio stations in Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Hungary, Croatia and South East Asia. It is one of the world’s leading producers of television content such as talent and game shows, drama, daily soaps and telenovelas, including Idols, Got Talent, The X Factor, Good Times – Bad Times and Family Feud.

The roots of the company’s history date back to 1924, the year when Radio Luxembourg first went on air. Compagnie Luxembourgeoise de Radiodiffusion (CLR) was founded in 1931. As a European pioneer, the company broadcast a unique programme in several languages using the same frequency.

RTL Group itself was created in spring 2000 following the merger of Luxembourg-based CLT-UFA and the British content production company Pearson TV, owned by UK media group Pearson PLC. CLT-UFA itself was created in 1997 when the shareholders of UFA (Bertelsmann) and the historic Compagnie Luxembourgeoise de Télédiffusion – CLT (Audiofina) merged their TV, radio and TV production businesses.

Bertelsmann has been the majority shareholder of RTL Group since July 2001. The shares of RTL Group are publicly traded on the regulated market (Prime Standard) of the Frankfurter Stock Exchange as well as the Brussels and Luxembourg stock exchanges.

**Broadcast** → Each day, millions of viewers all over Europe watch RTL Group’s television channels, which include flagship channels RTL Television in Germany, M6 in France, RTL 4 in the Netherlands and RTL-TVI in Belgium. The company also has broadcasting operations in Hungary and Croatia, and has interests in Atrismedia in Spain. In August 2013, RTL Group and CBS announced a new venture – RTL CBS Asia Entertainment Network – to launch two pay-TV channels across South East Asia. RTL Group’s radio stations reach millions of listeners daily, with among others, flagship radio station RTL in France. It also owns or has interests in stations in Germany, Belgium, Spain and Luxembourg.

**Company overview:**

**Best-in-class European entertainment company**

<table>
<thead>
<tr>
<th>Broadcast</th>
<th>Strong #1 or #2 in attractive key countries</th>
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</thead>
<tbody>
<tr>
<td>Content</td>
<td>Global leader in TV entertainment production, exploitation and distribution</td>
</tr>
<tr>
<td>Digital</td>
<td>At the forefront of the digital and non-linear transition</td>
</tr>
<tr>
<td>Team</td>
<td>Highly experienced international management team with an integrated approach</td>
</tr>
<tr>
<td>Results</td>
<td>Strong track record of delivering financial results</td>
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</tbody>
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**Content** → RTL Group’s content production arm, FremantleMedia, is one of the leading international producers and independent distributors outside the US. Each year it is responsible for producing 9,000 hours of award-winning programming across 62 countries, and sells more than 20,000 hours of programming in over 150 territories.

**Digital** → RTL Group has become the leading European media company in online video and the number three global player on Youtube (excluding music video services) thanks to investments in multi-channel networks such as BroadbandTV, Divimove and Style Haul, as well as the Group’s on-demand platforms and catch-up TV services. In addition, FremantleMedia is the highest-rated TV producer on Youtube. Overall, the Group registered a total of 16.8 billion video views in 2013.
In 1924, a sole radio transmitter broadcast from Luxembourg.

Today, RTL Group has a portfolio of 54 TV channels. RTL Group’s worldwide production arm – which adopted the company name FremantleMedia in 2001 – has grown its revenues by 97 per cent to €1.5 billion since its inception.