HOW RTL GROUP GIVES BACK TO SOCIETY
Groupe M6 hosts join the wave of national solidarity by shooting a short film to raise awareness about AIDS.

RTL TVI presenter Julie Taton (right) is appointed Ambassador of the Belgian Red Cross.

RTL Radio (France) CEO Christopher Baldelli rallies to the massive #BringBackOurGirls solidarity movement.

German goalkeeper Oliver Kahn wants to make townships in South Africa a safer place for children.

Croatian pop singer Severina (right), godparent of the association RTL pomaže djeci (RTL Helps Children), visits children suffering from malignant diseases at the Children’s Hospital in Zagreb.

Use the junaio app to scan this page and to activate the RTL Group channel.
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RAISING AWARENESS, RAISING FUNDS

RTL Group has always been aware of the great responsibility that comes with being an opinion former and information provider in society. As one of Europe’s foremost media organisations, we are in an excellent position to bring to people’s attention important social and environmental issues through reports, magazine shows and series, as well as to support a wide range of charities and good causes.

CASE STUDY
INVESTIGATING SOCIAL ISSUES

In Das Jenke-Experiment, RTL Television reporter Jenke von Wilmsdorff takes a close-up look at socially relevant issues by physically experiencing the situation first-hand – from struggling to cope as a single mother to mastering life as a homeless or old person. He has also tackled the themes of physical disability and death. In early 2015, Jenke’s key project was to recruit organ donors in Germany, where every eight hours someone who could have been saved by an organ donation dies.

In France, journalists for the M6 magazine Enquête Exclusive successfully infiltrated jihadist networks to conceal a camera. This led to the arrest of a young couple who were illegally selling jihadist flags on the internet.
When the final results of RTL-Spendenmarathon 2014 came in, viewers and guests had raised the remarkable total of €7,674,556 to support 11 major relief projects promoting the welfare of children, including six in Germany. 140 celebrity guests joined host Wolfram Kons in the studio to support the fundraising activities. Since the first RTL-Spendenmarathon in 1996, the total raised has reached €130 million for the ‘RTL – Wir helfen Kindern’ foundation. RTL Television covers all the costs of the campaign, so all donations go directly to children’s charities.

Télévie was started in 1989 by RTL-TVI in Belgium, and joined in 2002 by RTL Lëtzebuerg, to raise funds for scientific research into cancer and leukaemia. The 26th edition, Télévie 2014, which culminated in the Grande soirée du Télévie broadcast live from RTL House in Brussels, set a new record, with more than €9 million raised. Viewers enjoyed live testimonies from patients and researchers, performances from stars and, of course, the symbolic handing over of a cheque. In total, Télévie has raised more than €142 million since 1989.

In 2014, RTL-Spendenmarathon raised over €7 million for children’s projects, while Télévie collected over €9 million for cancer and leukaemia research.

HIGHLIGHTING FOOD WASTE

The M6 show Gaspillage alimentaire : les chefs contre-attaquent featured five renowned chefs launching a national campaign to fight food waste and change people’s consumption habits. They cooked only waste food for a large public banquet in Lille.

DRAMAS THAT ENLIGHTEN

In Germany, serial drama Gute Zeiten, Schlechte Zeiten is well-known for incorporating social issues in its storylines. With thorough research on the issues, the drama has provided viewers of recent series with insights into the impact of strokes, pill dependency and bulimia. The format is produced by UFA Serial Drama for RTL Television.
HELP FOR SICK CHILDREN IN CENTRAL EUROPE...
In Hungary, viewers of Fókusz Plusz on RTL Klub donated more than €20,000 to help the Bátor Tábor foundation provide valuable support to children with chronic diseases, and their families. The TV channel aired several programmes promoting the achievements to rally viewers to the cause.

...AND CROATIA
More than 100 celebrities manned the phone lines for RTL Televizija’s annual charity show Budi mi prijatelj (Be My Friend), raising 1.7 million HRK (€230,000) in just 2.5 hours. Despite the country’s tough economic situation, many thousands of viewers donated money to help provide medical and classroom equipment for Croatian children.

IN SUPPORT OF DISADVANTAGED CHILDREN...
RTL Nederland’s celebrities organised a series of activities to fulfil the dreams of underprivileged children with highlights broadcast in a two-hour show supporting the Het Vergeten Kind (Forgotten Child) foundation. The charity takes care of over 32,000 children who can no longer live at home because of violence, maltreatment or neglect.

...AT HOME

AND ABROAD
RTL TVI in Belgium celebrated the 25th anniversary of the UN Convention on the Rights of the Child by broadcasting Enfants : face à la détresse. Two of Belgium’s most popular presenters travelled to Burundi and Moldova to highlight the work of Unicef, and to show the reality of everyday life for children in these countries.

AWARDS

M6 HONOURED FOR ITS CHILDREN’S PROGRAMMES
M6 was the winner in the Youth category at the 19th Lauriers de la Radio et de la Télévision awards for Kid & Toi – a four-minute educational module airing on children’s TV on Saturday mornings. Kid & Toi, broadcast with French sign language, explores issues arising in children’s everyday lives, for example, smoking or safe internet access. The honour is the latest in a string of awards the show has won since its launch in 2007.
PROGRAMMES SUITABLE AND ACCESSIBLE FOR ALL

RTL Group is dedicated to producing content that is not only inclusive, but that provides everyone in our audience with high quality programmes regardless of their age, disability or circumstance. To this end, RTL Group produces and broadcasts a wide variety of entertaining programmes for younger audiences, while supporting many initiatives that help improve media education. Besides ensuring suitable and responsible entertainment for children, RTL Group uses the latest technology to make its programmes more accessible for disabled people.

CASE STUDY
HELPING MAKE OUR CHILDREN SAFER AND FITTER

RTL Group already follows strict rules to protect children on the internet and helped to make it even safer by joining the CEO Coalition To Make The Internet A Better Place For Kids, in 2011. This action plan—which contains age-appropriate privacy settings, greater use of content classification, and wider availability of parental controls—continued to expand in 2014. Improvements include better visibility of age ratings, faster response times and easier reporting of unsuitable content.

Children’s wellbeing is another area in which we are making a difference. Tree Fu Tom, FremantleMedia’s action adventure animation series co-produced by the BBC, is a programme for pre-schoolers where children are encouraged to copy the movements of the hero to enhance their coordination at a critical time in their development. The popular hit series is now broadcast in over 123 countries worldwide.

Tree Fu Tom helps children’s mobility and growth in 123 countries.

CASE STUDY
RADIO FOR ALL

Deafness affects around 500,000 people in France who are unable to experience the joys of radio. In 2014, RTL Radio (France) presented a special edition of the show On est fait pour s’entendre (We Are Made For Each Other) live on RTL.fr, broadcasting alongside two guest signers who provided sign language for deaf viewers.
HELPING CHARITIES AND LOCAL COMMUNITIES

Each year, RTL Group raises awareness and funds for a wide range of charities and good causes. With record amounts of both money and in-kind donations, and a whole host of citizenship activities including sponsorship events, corporate volunteering and other initiatives, we continue to make a difference and benefit communities all around the world.

CASE STUDY

DISABLED EMPLOYMENT WEEK

In France, Groupe M6 and RTL Radio continued to help change people’s perception of disability during the 18th Disabled Employment Week. Special programmes helped raise awareness, improve integration, and offer opportunities for career development. Both broadcast short programmes called Différents comme tout le monde, where a Groupe M6 presenter was introduced to a Handisport by a champion athlete. W9 broadcast messages in sign language, while RTL Radio dedicated its 62nd Employment Day to the employment of disabled people.

Groupe M6 teamed up with employment agency Adecco to allow disabled job seekers to spend a day with partner companies, while RTL Radio welcomed 12 students from the National Young Blind People’s Institute for the day. 2014 also saw Groupe M6 and RTL Radio sign the Charter on the Training and Professional Integration of Disabled People in the Audiovisual Sector – a pledge to review HR policies to improve the training and professional integration of the disabled.

Challenging people’s perceptions of those with disabilities, while promoting job opportunities.
RTL Television in Germany honoured young journalists and volunteers who make a difference with their work for society, at the annual Commit Awards. Among the winners were Kerstin Wolf, for her wheelchair sports coaching, and FC Schwalbach Sportfreunde 1920 eV football club from Hessen. An impressed Head Anchor of RTL Aktuell, Peter Kloeppel, said: “The numerous entries suggest that a gratifyingly large number of young people in Germany volunteer their time.” BMX and skating club, Sportspiraten Flensburg eV, were voted winners of the Audience’s Choice Award, while young journalist André Berthold scooped the coveted media award, and an exclusive TV workshop at RTL School of Journalism in Cologne, for his film Kämpfer – Judo statt Randale. All winners were presented with €2,000 and an ‘adventure’ prize at the International Consumer Electronic Fair IFA in Berlin.

**CASE STUDY**

**RTL TELEVISION COMMIT AWARD**

**SUPPORT FOR LITERACY IN GERMANY**

In support of 7.5 million illiterate adults in Germany, RTL Television and the Stiftung Lesen foundation for reading ran joint TV commercials, where well-known RTL faces served as reading role models for viewers and advocated the power of words.

**FREMANTLEMEDIA UK’S PARTNERSHIP WITH THE PRINCE’S TRUST**

Established in 1976, The Prince’s Trust is a charity that provides valuable support to disadvantaged young people, many of whom have had a tough upbringing or are struggling to find work. FremantleMedia UK continued to provide an annual donation of £25,000 and worked closely with the charity throughout 2014 to identify volunteering and fundraising opportunities.
IMPROVING THE LIVES OF WOMEN

Groupe M6’s pay-TV channel Téva crowned an ordinary viewer as Femme Téva 2014 (Téva Woman 2014) and ran the Téva Lab, where women could share experiences. The Prix Clarins de la Femme Dynamisante (The Clarins Impassioned Woman Prize) supported women committed to child-care organisations, the Trophée des Femmes en Or (Golden Women Trophy) rewarded successful women in media, arts, business, fashion, music and sport, while Octobre Rose (Pink October) was a national breast cancer awareness campaign sponsored by the channel.

SUPPORT FOR ‘LES RESTOS DU CŒUR’

RTL Radio (France) once again linked up with the food charity Restos du Cœur, with presenter Yves Calvi visiting Rungis where they prepare 8.5 million meals each year for underprivileged people. Sales of the annual ‘Enfoirés’ concert CD, broadcast and promoted on RTL Radio, paid for meals.

HELPING YOUNGSTERS FORGE A CAREER

In 2014, four talented young journalism students were once again offered work contracts at RTL Radio (France) through the Jean-Baptiste Dumas grant. Each year, the candidates take on a story in the news and present it to a jury of professionals.

SATCHELS FOR DISADVANTAGED GERMAN SCHOOLCHILDREN

In Germany, radiostation 104.6 RTL worked with charity Deutsches Kinderhilfswerk, to give away 500 satchels to year one school kids in Berlin – helping children from low-income backgrounds and giving them a chance to start school on an equal footing with their peers.

ATRESMEDIA FIGHTS FOREST FIRES

In Spain, Atresmedia’s initiative Hazte Eco (Become Eco), saw 3,000 trees planted at the Parque Nacional de Cabañeros, one of Spain’s National parks ravaged by forest fires in 2012. They received 14,000 donation texts and on ‘reforestation day’ the trees were planted by a team of volunteers.
EMPLOYEES AS
OUR MOST VALUABLE ASSET

RTL Group believes in being a ‘first-choice employer’. As an essential part of our corporate culture, we do everything in our power to give everyone the same recognition, treatment and opportunities. We do this through everything from attractive salaries, reward systems, company pension and other financial incentives, to providing training and development opportunities, career advancement, high quality work environments and general wellbeing initiatives.

The 2014 Randstad Awards voted RTL Group the ‘most attractive employer’ in Luxembourg, out of 30 large private companies surveyed by independent research company ICMA. 51 per cent of people would like to work for RTL Group, while, in France, Groupe M6 was voted ‘most attractive employer in the media sector’ based on salaries, job security, career prospects, and social responsibility of more than 200 companies. In Spain, Atresmedia’s flagship channel Antena 3 ranked 17th among the 165 biggest companies, and third in the category ‘Interesting job’.

The RTL Group HR team
with Jean-Pierre Mullenders,
Managing Director of
Randstad Luxembourg

CASE STUDY

MOST ATTRACTIVE EMPLOYER

The 2014 Randstad Awards voted RTL Group the ‘most attractive employer’ in Luxembourg, out of 30 large private companies surveyed by independent research company ICMA. 51 per cent of people would like to work for RTL Group, while, in France, Groupe M6 was voted ‘most attractive employer in the media sector’ based on salaries, job security, career prospects, and social responsibility of more than 200 companies. In Spain, Atresmedia’s flagship channel Antena 3 ranked 17th among the 165 biggest companies, and third in the category ‘Interesting job’.
Take part! Take action! was the motto of RTL Group’s 2013 employee survey and with 86.9 per cent of RTL Group’s employees worldwide completing it, that’s exactly what happened. The survey is taken every three years to give everyone the chance to rate important aspects of the working life, and help contribute to the company’s development. It’s an anonymous multiple-choice questionnaire that covers topics including working conditions, work-life balance, leadership style, continuing education and training, and career development. Managers and employees then discuss the results and create shared action plans for areas needing improvement. Once our employees had spoken, it was time to take action…

1,845 employees told us they feel moving to another company within RTL Group in a different country would be good for their development. In early 2014, HR teams at the Corporate Centre set about discussing these aspirations with the employees concerned, with the aim of finding ways to address their needs.

Groupe M6 employees in France now have the opportunity to try out a colleague’s job for a day or two thanks to the ‘Dans la peau de’ (meaning ‘In the shoes of…’). This encourages open-mindedness and collaboration, and gives staff an insight into a new job in case they are thinking about moving within the company.

The Upward Progress of the Employee Survey’s Participation Rate Since 2002 at RTL Group

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation Rate</th>
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<tbody>
<tr>
<td>2002</td>
<td>63.4%</td>
</tr>
<tr>
<td>2006</td>
<td>71.3%</td>
</tr>
<tr>
<td>2010</td>
<td>78.5%</td>
</tr>
<tr>
<td>2013</td>
<td>86.9%</td>
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</table>
The European Works Council (EWC) cooperates with RTL Group management to discuss employment matters and to support staff in need of representation. Two major topics have challenged the EWC during 2014. One is a political issue, where the Hungarian parliament imposed taxes of up to 50 per cent on advertising revenues at RTL Klub, something not levied on any other media company in the country. Although RTL Group management insists clearly that exiting the Hungarian market is not an option, the EWC was contacted by employees who were concerned about this possibility. The EWC supported all the initiatives of RTL Group and Bertelsmann to negotiate with the Hungarian government, with the help of the EU and German governments. The EWC has also been working closely with local staff representatives, and encouraging RTL Klub’s journalists to maintain their objective stance on political matters.

The other matter is the Operational Excellence project which started in 2013 to standardise, among others, accounting processes across Bertelsmann, and ultimately move them to a shared service centre. EWC Chairman, Kai Brettmann, says: "For the first time, the EWC has been collaborating with all works councils across Bertelsmann Group, to protect the jobs and functions within RTL Group, where the accounting expertise is already efficient and of a high standard."

RTL Belgium launched a similar initiative named ‘Vis mon job’ (‘Live my job’). They have also introduced the mid-career interview (MCI) to ensure personal and professional development of workers aged 45 and over. Shared workstations at their offices in Charleroi have been introduced as a great way for employees to save time, money and reduce their carbon footprint.

RTL Nederland has implemented a new Talent Management Analysis tool (TMA) to help employees with their career development, answering career questions and increasing job mobility within the company. They have also introduced a ‘Fit & Healthy Week’, when employees can attend workshops and training related to sports, stress management, work-life balance and nutrition.

RTL Radio (France) is improving leadership by continuing its managerial development training courses throughout the year, receiving a high level of satisfaction from the participants. The profit centre has also introduced an in-house nutritional advice programme and introductory relaxation sessions, and contribute €100 per employee per year for sports-related subscriptions. In addition, from April 2015, permanent full-time staff at the radio station will be given an individual global reward. This gives employees a breakdown of all the remuneration and social benefits they received from the company during 2014, so everyone has a clearer understanding of the structure of their overall remuneration, and can compare it with previous years.
Ben Stiller (left) attending the RTL-Spendenmarathon with RTL Charity Director Wolfram Kons (right).

With the help of donations, the actor plans to build a primary school for children with disabilities in Dalmas, one of the poorest neighbourhoods in Port-au-Prince, Haiti.
Interview with

ROMAIN MANNELLI

ROMAIN MANNELLI, EXECUTIVE VICE PRESIDENT HUMAN RESOURCES AND CHAIRMAN CORPORATE RESPONSIBILITY, TALKS ABOUT RECENT ACCOMPLISHMENTS AND NEXT STEPS FOR CORPORATE RESPONSIBILITY AT RTL GROUP.
WHAT WERE THE MAJOR ACCOMPLISHMENTS FOR CR IN 2014?

ROMAIN MANNELLI As always, we’ve been using our position as a leading media company to campaign and raise funds for good causes – for example RTL Television’s annual Spendenmarathon raised over €7 million to support projects helping children in need. This is just one of the many projects alongside those in support of sick or disadvantaged children and young people in Croatia, Belgium, Hungary, the UK, France, and the Netherlands. And as for raising funds, we mustn’t forget the €9 million raised for cancer and leukaemia research by our annual Télévie in Belgium and Luxembourg.

Many of our profit centres’ initiatives help in the field of employment – for example, for people with disabilities or aspiring young journalists. And, of course, we have a huge responsibility to our own employees, and what better way to fulfil those than by asking our employees what they think we should do? So we see our employee survey as one of the key instruments in our dialogue-oriented corporate culture. In 2013 nearly 87 per cent of staff responded, and I’m pleased to report that this has led to 160 projects being put into action across the Group.

At Group-level, 2014 saw the birth of a new CR organisation, which we will phase in gradually, as well as the first RTL Group CR Network Meeting. Additionally, to identify the CR issues of direct relevance and significance to our business and major stakeholders, we have completed a CR ‘materiality analysis’, the outcome of which will form the basis of our future CR strategy.

WHY ARE WE FORMING A NEW CR ORGANISATION AT RTL GROUP? WHAT DOES THE NEW ORGANISATIONAL STRUCTURE LOOK LIKE?

ROMAIN MANNELLI In 2013, the RTL Group Executive Committee first discussed CR issues at Group level. As companies are increasingly expected to demonstrate that they do business in a responsible way for society, the Executive Committee asked us to explore whether CR should and could be better co-ordinated at a Group-level, while maintaining our decentralised approach and initiatives. Early in 2014, we asked our local CEOs to appoint CR representatives from their respective companies to attend the first Group-wide CR Network Meeting, in March. We created this new network to facilitate the exchange of knowledge and best practice throughout the Group – ultimately it will serve as the main sounding board to define our future CR strategy.

We decided it was appropriate to review our overall CR organisation at the same time. The newly created CR Core team in Luxembourg now meets every two weeks to deal with day-to-day activities and follow-up on projects with a wider scope. The CR Council (CRC) in Luxembourg gathers quarterly to work on CR topics such as diversity, ethics and compliance, and environmental protection – and their implications for human resources, investor relations and communications at the Corporate Centre level.
WHAT DID YOU LEARN FROM THE FIRST RTL GROUP CR NETWORK MEETING?

ROMAIN MANNELLI The aim of this first gathering was to explore the status of CR-related activities throughout the Group, share knowledge and best practice, and agree on potential future developments. Co-CEO Guillaume de Posch opened the meeting in the presence of distinguished guests, and the CR representatives from the various business units took it in turn to explain their current progress with CR matters and their expectations of how the CR Network might help.

Overall, we observed that, although the progress of CR efforts across RTL Group has been varied, each business unit shares a significant interest in CR. It was also clear that there is a real motive in developing a common CR framework across RTL Group – while maintaining a decentralised organisation. This framework could serve as guidance for business units to further develop their local activities and establish the CR theme on their own management’s agenda.

WHERE ARE WE IN DEVELOPING A CR STRATEGY?

ROMAIN MANNELLI Corporate responsibility can be anything or nothing. Knowing which CR issues are important for us helps to set the right priorities and take whatever action matters most. Therefore we completed a ‘materiality analysis’ in close co-operation with RTL Group’s business units, to identify the most relevant CR topics for our businesses and key stakeholders, and to maximise the value of our CR initiatives. We presented the final outcome of the analysis to the Executive Committee in October. In the coming years, together with the business units, we will concentrate our efforts on these topics, and ensure they have a prominent role in our CR strategy.

WHAT IS THE CR AGENDA FOR 2015?

ROMAIN MANNELLI Based on the outcome of the materiality analysis, we have started to define CR key performance indicators (KPIs), which we will gradually introduce into our reporting. We will also examine how a more strategic approach to CR – in other words, an approach linked to our core business objectives and core competences of the Group – could add value to RTL Group’s business challenges, as well as potential related CR projects. We will discuss such a framework with the Executive Committee and our CR Network. Alongside many other initiatives, RTL Group will conduct its fourth carbon footprint measurement and bring the subject of environmental and climate protection to life for employees Group-wide, with this year’s environMINDday.

These are just a few of our projects. In 2015, highly committed employees at all levels, in all business units – including some well-known faces – will continue working on our CR initiatives. Together, we will keep discovering how – over
and above simple compliance with regulations – we can create additional value through CR, and contribute to the long-term development of our business. At RTL Group, our philosophy is simple: actions speak louder than words. We don’t just talk about making a difference. We take action.

Out of 12 CR topics assessed (on a scale of 0 to 3), six issues have been identified as being of most relevance to RTL Group’s business operations and to key stakeholders.
## Donations & Aid Projects

- **€5,095,555**  
  Estimated net value of free advertising space given to charities

- **€3,503,096**  
  …of cash donations and budget allocated to corporate foundations or charity initiatives supported internally

- **47,352**  
  The number of hours of subtitled and signed programmes for disabled people

- **€4,941,960**  
  – the amount RTL Group spent on employee training and development

## Education

- **74%**  
  Of participants responded positively to the questions on continuing education and training in the RTL Group Employee Survey 2013  
  (2010: 74%)

  The employee survey is completed anonymously every three years by employees worldwide. There were 7,386 respondents in 2013 (participation rate 86.9%)

## Diversity

- **41**  
  Average employee age

- **48% / 52%**  
  RTL Group employees are

- **20 / 80**  
  is the female-to-male top management ratio across RTL Group

### Facts and Figures 2014*

**€20,700,000**  
Of donations raised by RTL Group for charity – flagship events RTL-Spendenmarathon in Germany and Télévie in Belgium and Luxembourg being the two biggest contributors

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*As of 31 December 2014.
EMPLOYEE WELLBEING AND WORK-LIFE BALANCE

51%
The number of people in Luxembourg who said they would like to work for RTL Group in the Randstad Awards which voted RTL Group ‘most attractive employer’

51%
THE PERCENTAGE OF EMPLOYEES WHO RESPONDED POSITIVELY TO THE QUESTIONS RELATED TO FAIR WORKING CONDITIONS AND WORK-LIFE BALANCE IN THE RTL GROUP EMPLOYEE SURVEY 2013 (2010: 43%)

ENVIRONMENTAL FOOTPRINT

18%
THE PERCENTAGE DROP IN GREENHOUSE GAS EMISSIONS (GHGS) GENERATED BY RTL GROUP ACTIVITIES (ACROSS EIGHT EUROPEAN COUNTRIES) BETWEEN 2008 AND 2012

TOTAL GREENHOUSE GAS EMISSIONS (GWP)

<table>
<thead>
<tr>
<th></th>
<th>Unit</th>
<th>2012</th>
<th>Evolution since 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total global warming potential (GWP)</td>
<td>t</td>
<td>59,922</td>
<td>- 17.7 %</td>
</tr>
<tr>
<td>Carbon Monoxide (CO)</td>
<td>t</td>
<td>55.42</td>
<td>+ 1.8 %</td>
</tr>
<tr>
<td>Carbon Dioxide (CO²)</td>
<td>t</td>
<td>57,666.56</td>
<td>- 16.2 %</td>
</tr>
<tr>
<td>Nitrous Oxide (NO²)</td>
<td>t</td>
<td>98.10</td>
<td>- 4.6 %</td>
</tr>
<tr>
<td>Methane (CH4)</td>
<td>t</td>
<td>90.21</td>
<td>- 28.8 %</td>
</tr>
</tbody>
</table>

ENERGY AND NATURAL RESOURCES CONSUMPTION

<table>
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<tr>
<th></th>
<th>Unit</th>
<th>2012</th>
<th>Evolution since 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric energy</td>
<td>kWh</td>
<td>97,858,285</td>
<td>+ 6.3 %</td>
</tr>
<tr>
<td>Heat energy</td>
<td>kJ</td>
<td>88,752,064,870</td>
<td>- 4.6 %</td>
</tr>
<tr>
<td>Air travel</td>
<td>km</td>
<td>40,883,890</td>
<td>- 32.1 %</td>
</tr>
<tr>
<td>Waste</td>
<td>kg</td>
<td>2,095,015</td>
<td>+ 22.8 %</td>
</tr>
<tr>
<td>Waste recycled</td>
<td>kg</td>
<td>1,342,715</td>
<td>- 34.9 %</td>
</tr>
<tr>
<td>Water public</td>
<td>m³</td>
<td>148,749</td>
<td>- 6.1 %</td>
</tr>
</tbody>
</table>

*The Carbon footprint is conducted every two years.
Figures not adjusted for the effects of acquisitions and disposal of businesses.

*Reporting scope includes: Mediengruppe RTL Deutschland, Groupe M6, FremantleMedia, RTL Nederland, RTL Belgium, RTL Radio (France), RTL Hungary, RTL Hrvatska, RTL Radio Deutschland and Luxembourg activities.
RTL-TVI presenter Sandrine Corman met the children of Moldova
In October 2014, RTL Group launched the first edition of *Giving Back* – a new web-optimised e-publication showcasing the numerous CR initiatives throughout the Group. Each edition of *Giving Back* features a cover story that focuses on a major CR initiative from one of RTL Group’s business units. The newsletter also features other CR activities from the past weeks or months, the ‘A passion for’ section, where employees who dedicate their time to giving back to others share their experience, a big picture, a CR-related video or reading tip, and a section where we explain CR jargon. With this new quarterly e-newsletter, we hope to better communicate our CR efforts and respond to the interests of our viewers, employees, shareholders, business partners and the communities we work in.

In 2014, the RTL Group Corporate Centre was, for the second consecutive year, a member of the Media CSR Forum – a platform for exchange set up to develop CR practices and understanding for the media sector. Since 2010, RTL Group has also been a member of IMS (Inspiring More Sustainability) in Luxembourg. For more information on our cooperation and memberships, please visit RTLGroup.com/CR.