

SpotX transaction closed

Luxembourg/Cologne, 30 April 2021 – RTL Group today confirms that it has closed the transaction to sell its US ad-tech company SpotX to Magnite, the world's largest independent sell-side advertising platform.

Since the announcement of the transaction on 5 February 2021, RTL Group exercised an option to increase the cash component of the transaction and received US-\$640 million (€528 million¹) in cash and 12.37 million shares of Magnite stock. Based on the closing price of Magnite stock as at 29 April 2021, the agreement implies an enterprise value (100 per cent) for SpotX of US-\$1.14 billion (€942 million¹).

As previously stated, RTL Group's shareholders will benefit from the cash proceeds in line with the Group's dividend policy.

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About RTL Group


RTL Group is a leader across broadcast, content and digital, with interests in 67 television channels, ten streaming platforms and 38 radio stations. RTL Group also produces content throughout the world and owns digital video networks. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content business, Fremantle, is one of the world's largest creators, producers and distributors of scripted and unscripted content. Fremantle has an international network of production teams, companies and labels in over 30 countries, producing over 12,000 hours of original programming and distributing over 30,000 hours of content worldwide. Combining the streaming-services of its broadcasters (such as TV Now, 6play, Salto, Videoland), the digital video network Divimove, and Fremantle's more than 360 YouTube channels, RTL Group has become the leading European media company in digital video. RTL Group also owns the ad-tech businesses Smartclip and Yospace, as well as the streaming-tech company Bedrock. RTL AdConnect is RTL Group's international advertising sales house. Bertelsmann is the majority shareholder of RTL Group, which is listed on the Luxembourg and Frankfurt stock exchanges and in the SDAX stock index.

For more information, please visit [RTLGroup.com](https://www.rtlgroup.com).


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¹ Based on the €/US-\$ exchange rate at 29 April 2021

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