

OUR ROLE IN SOCIETY



News, views, information, entertainment: RTL Group content is available when and where you want it.



WE BELIEVE...

video is the most complete medium. It engages our mind and speaks to our heart. It reminds us of our past and creates visions of what our future might look like. It captures our attention and spurs our imagination. There simply is no better way to tell stories. Since our first radio broadcast in 1924, and into the video and digital ages, our aim has always been to entertain and inform people. We also strive to engage audiences around the world. These three functions – to entertain, inform, and engage – constitute our role in society.

In 2016, we adopted a new mission statement, which defines who we are, what we do and what we stand for. This new mission statement reflects our understanding of our role in society and guides us in our daily work. It includes a commitment to embrace independence and diversity in our people, our content and our businesses. This demonstrates that Corporate Responsibility is integral to our mission.

ON THE FOLLOWING PAGES, WE DESCRIBE OUR EFFORTS TO MEET THIS COMMITMENT TO OUR MAIN STAKEHOLDERS:



VIEWERS, LISTENERS AND DIGITAL USERS

Every day, millions of people access RTL Group's content on television, radio and digital platforms. We have a long and proud history of setting new standards in our industry, and of creating and sharing stories that entertain, inform and engage audiences around the world. We've never strayed from our commitment to be "refreshingly different" and "always close to the audience". And we've grown our business by covering events and issues that people care about.

A vibrant, varied and high-quality broadcast and internet landscape is an important enabling factor for democratic, diverse and connected societies. The millions of people, who turn to us each day for the latest local, national and international news need to be able to trust us. Our commitment to independence and diversity in our

content enables us to maintain a journalistic balance that reflects the diverse opinions of the societies we serve. In keeping with this commitment, our local CEOs act as publishers and don't interfere in the selection or production of content, which is the exclusive responsibility of the editors-in-chief.

Since the early 1990s, we've been building families of TV channels, radio stations and digital platforms. They offer our audiences an extremely broad range of high-quality entertainment and informational programmes that can be enjoyed by people of all demographics and circumstances. Because of our belief in inclusive, barrier-free television, last year we increased our subtitled programming in Germany by over 60 per cent, offering a far greater choice for hearing impaired viewers.

THE CREATIVE COMMUNITY

A central aspect of our mission is to build inspiring environments where creative and pioneering spirits can thrive. Our broadcasters commission content from production companies, and our own production company, FremantleMedia, commissions scriptwriters, artists, and many other creatives. Buying a TV programme from

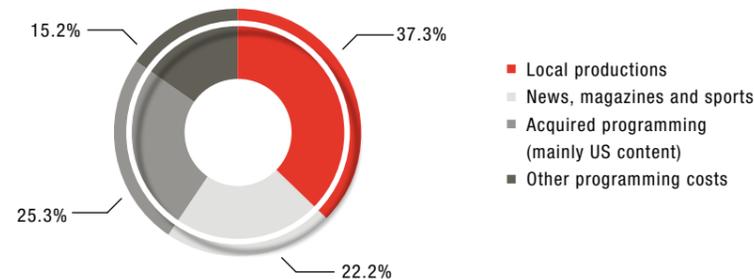


EVERY YEAR, RTL GROUP INVESTS €2 BILLION IN EUROPE'S CREATIVE COMMUNITY

a production company or creating one ourselves involves a substantial investment. Our ability to recoup this investment is founded on our exclusive right to show and distribute the programme in a particular geographic area. Successful programmes attract large audiences, which, in turn, attracts advertisers who pay us to show their commercials. This cycle ensures production companies and other creators are suitably rewarded, so they can continue to develop new, entertaining and compelling content. Maintaining the integrity of this cycle is crucial. That's why copyright is the lifeblood of our industry. Effective protection and enforcement of intellectual property rights are particularly indispensable in a digital world, where people can watch whatever they want, wherever they want, whenever they want. Without this protection and enforcement, the rewards to creators would dwindle, as would their creativity. Our unwavering commitment to copyright is therefore one important way we add value to society.

RTL GROUP'S BROADCASTERS' PROGRAMME SPEND IN 2016*

*based on fully consolidated businesses



ADVERTISERS



EACH DAY, MORE THAN 100 MILLION VIEWERS WATCH OUR FREE-TV CHANNELS

No advertising is more effective than television commercials. TV reaches mass audiences, which is why it remains the dominant ingredient in the advertising mix. TV communicates the main message of a major advertising campaign. This message then resonates across other media, such as radio, newspapers, magazines and online. We've taken a variety of steps to expand our position in the rapidly growing online video advertising market. One of them was to acquire, in March 2016, Germany-based Smartclip, a pacesetter in this market. Smartclip integrates and delivers an online video advertising inventory of 700 publishers worldwide to all types of connected devices. The acquisition offers opportunities for innovation in cooperation with SpotX, RTL Group's programmatic video advertising platform, which was acquired in 2014.

Television and video commercials work best when they tell interesting, informative stories that grab viewers emotionally. Together, high-quality programming and engaging commercials form the basis for successful free-to-air broadcasting. Each day, more than 100 million viewers watch our free-TV channels, which are financed mainly through advertising. A recent study by Deloitte, published in January 2017, estimates that each euro spent on advertising generates up to seven euros of GDP in the EU economy. Advertising helps shape people's lifestyles, guide their purchasing decisions and keep the wheels of commerce turning. It also fosters media plurality, which is essential in a democratic society. A Europe without advertising would be less affluent, less informed and less competitive.

OUR PEOPLE



Our business is a people business, built on the creativity and dedication of our employees. To reward them, we offer attractive salaries and other financial incentives. We foster a supportive and inspiring work environment and conduct talent-management and succession-planning programmes. We also provide a wide range of opportunities for our people to develop personally and professionally, to advance their careers, and to maintain a healthy work-life balance. Our efforts haven't gone unnoticed. In 2016, Randstad named RTL Group the most attractive employer in Luxembourg for the third year running, and RTL Belgium the most attractive employer in Brussels. To remain an attractive employer and a successful media company, it's important we reflect the audiences we entertain, and

embrace workplace diversity in gender, ethnicity, disability and socio-economic status. We're committed to equal opportunities. We strive to recognise each individual's unique value, and treat everyone at our company with courtesy, honesty and dignity. Harassment, bullying, and intimidation are strictly prohibited. In 2016, we reinforced our commitment to equal opportunities and non-discrimination in a new Diversity Statement, which we expect all RTL Group companies to comply with. Our management approach is decentralised. This enables each company to respond to its particular market, develop its own identity and be close to its audience – a crucial success factor in our industry. Yet our markets – despite their differences – also have some characteristics in common. So whenever it makes sense, we work together across the Group, share best practices, and learn from one another – for example, in the RTL Group Synergy Committees (Sycos). These have become one of the major platforms for sharing information and knowledge across our decentralised organisation. The Sycos comprise executives and experts from RTL Group's profit centres and the Corporate Centre, and meet regularly on subjects such as programming, news, radio, advertising sales and new media.



COMMUNITIES AND CHARITIES

As a leading media organisation, we're in an excellent position to raise awareness of important social and environmental issues, particularly those that might otherwise go unreported or under-funded. In 2016, one of our drama series in Germany began a partnership with the German Bone Marrow Donor Centre (DKMS) to draw attention to blood cancers. Similarly, one of our programmes in Belgium highlights the charitable activities of the Belgian Red Cross and tells viewers how they can get involved. We also harness the power of TV, radio and the internet to raise money for charities that make a positive difference to people's lives. Since 1996, the annual *RTL-Spendenmarathon* in Germany has raised more than €151 million for children in need. Our *Télévie* events in Belgium and Luxembourg have raised more than €162 million for scientific research to fight cancer, particularly leukaemia, since 1989. We also support many organisations and projects that help sick or disadvantaged children and young people in Croatia, Belgium, Hungary, UK, France and the Netherlands.

