

5. August 2022



R T L

RTL Group Halbjahresbilanz 2022

Agenda

01



Highlights

02



Ergebnisse

03



RTL Deutschland

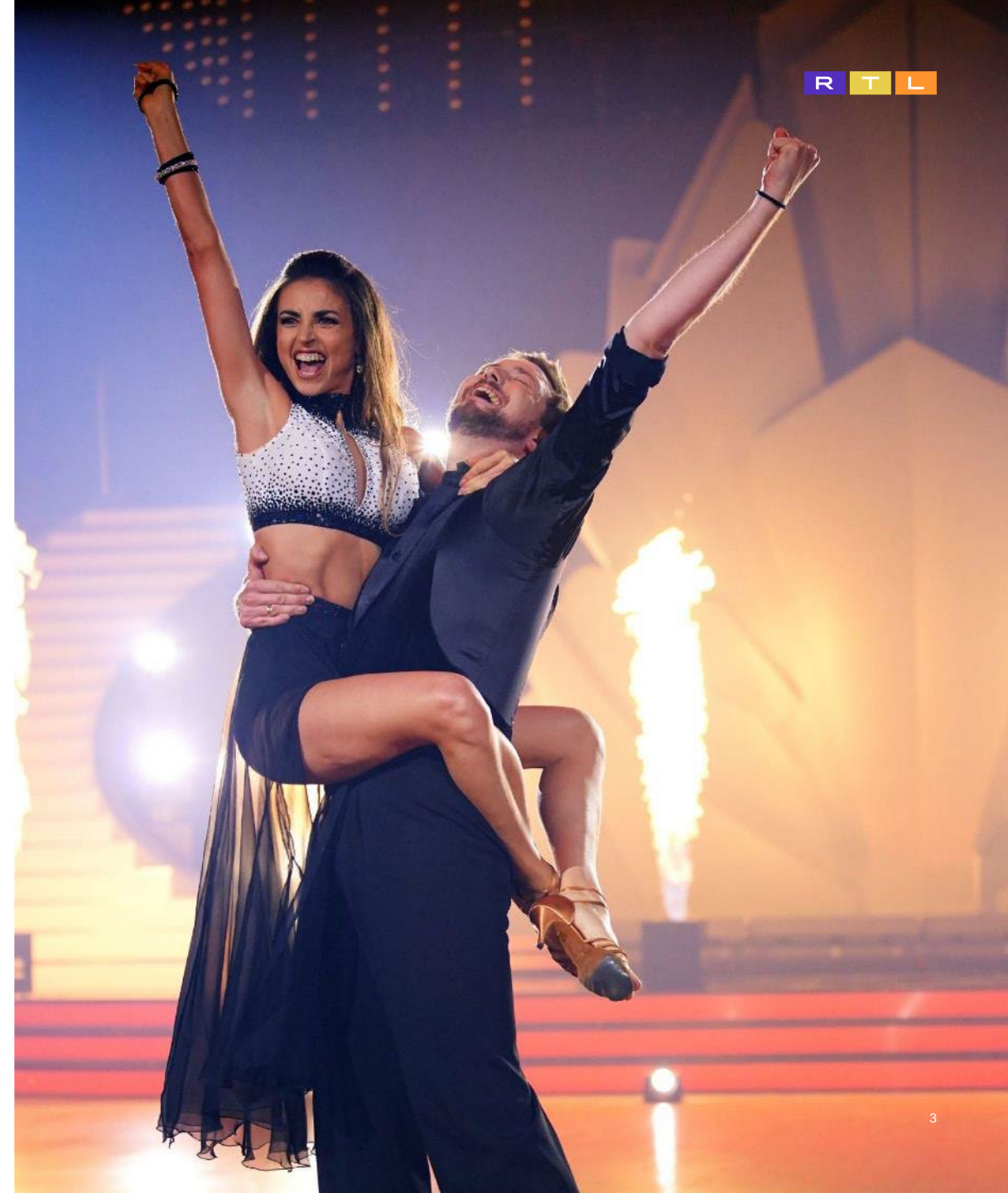
04



Strategie & Ausblick

Highlights

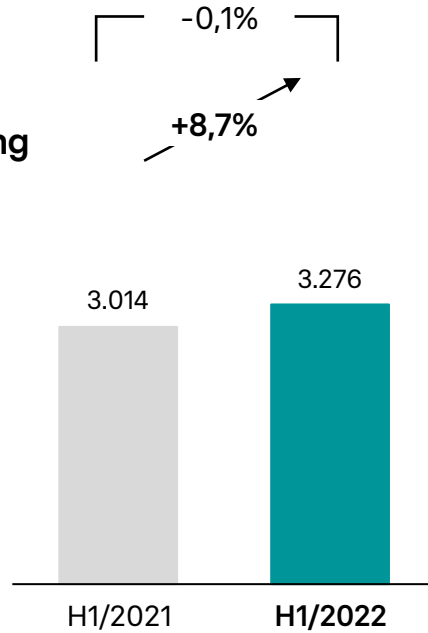
- **Solide operative und finanzielle Performance**
 - Höheres Adjusted EBITA trotz herausfordernder gesamtwirtschaftlicher Bedingungen und höherer Streaming-Anlaufverluste
 - Höhere TV-Zuschauermarktanteile in DE + NL
- **Portfoliomanagement:** Verkauf von RTL Belgium, RTL Croatia und VideoAmp abgeschlossen
- **Streaming:** zahlende Abonnenten +48% auf mehr als 4,5 Millionen
- Fortschritte beim **Fremantle**-Wachstumsplan mit fünf Übernahmen und Anteilsaufstockungen in H1/2022
- Vorgeschlagene **Konsolidierungsmaßnahmen** in FR + NL: Entscheidungen der Wettbewerbsbehörden für Herbst erwartet; Marktkonsolidierung in Europa unverändert notwendig



Key Financials

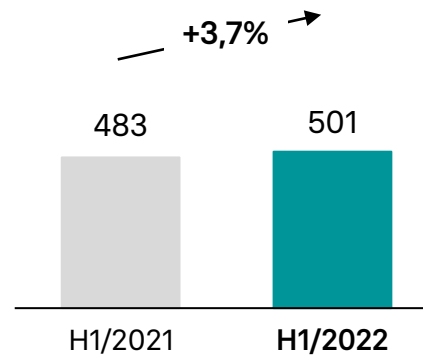
in Mio. €
Organisches
Wachstum/
Rückgang

Veränderung



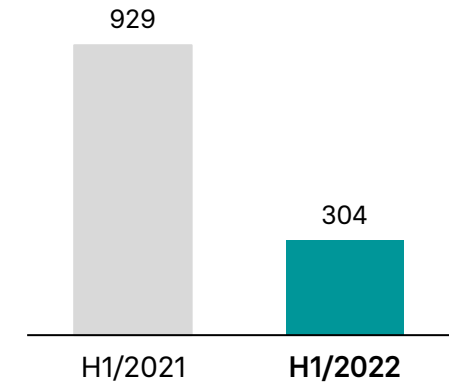
Gesamtumsatz

Marge



Adjusted EBITA

inkl. Veräußerungs-
gewinne durch den
Verkauf von SpotX

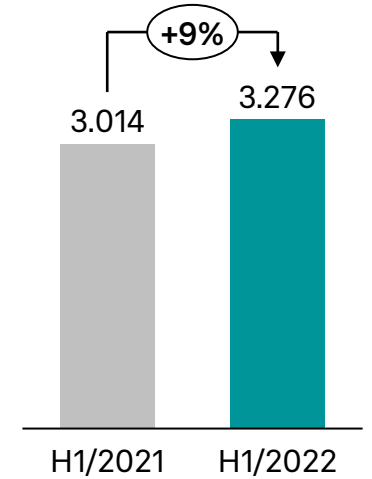
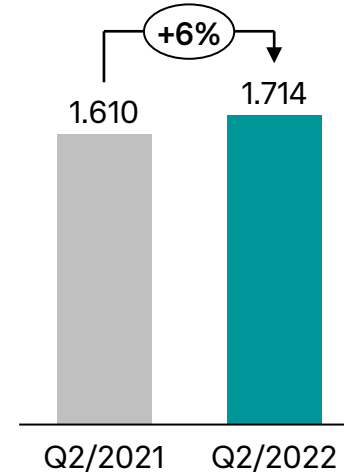
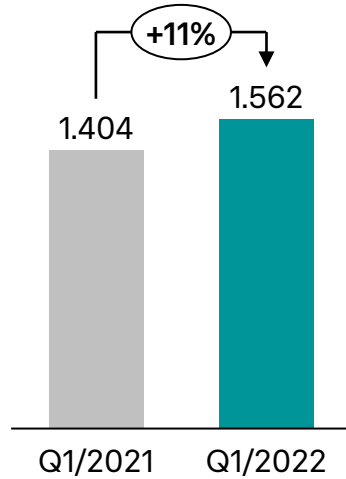


Konzernergebnis

Quartalsentwicklung

in Mio. €

Gesamtumsatz



Entwicklung des TV-Werbeumsatzes vs. 2021

vs. 2021

+11%

-3%

+3%

Adjusted EBITA

vor Streaming-Anlaufverlusten

483

501

537

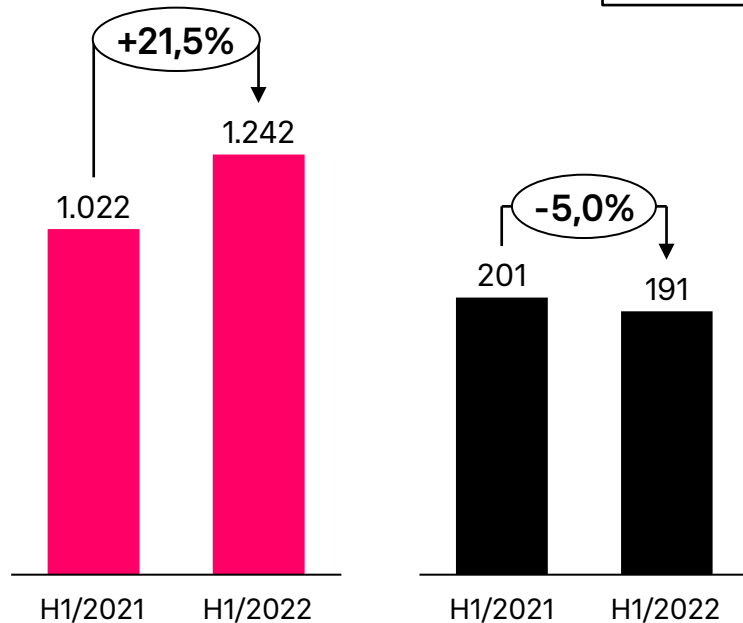
575

Key Financials

in Mio. €

■ Umsatz
■ Adjusted EBITA

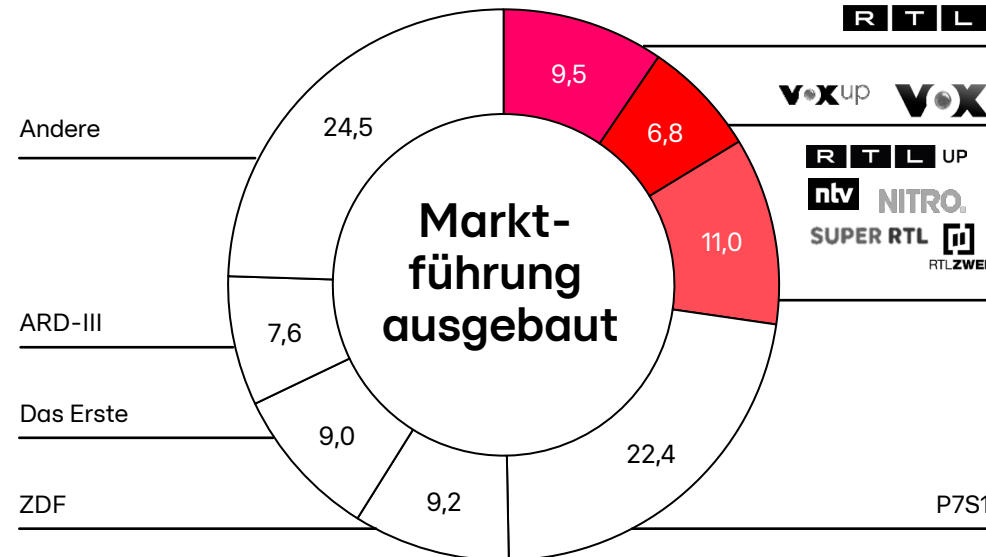
15%
Marge



Senderfamilie

Zuschauermarktanteile
14 bis 59, H1/2022

27,3%



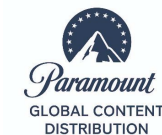
Highlights

RTL+

3,427 Millionen zahlende Abonnenten am 30. Juni 2022: +69% vs. Ende Juni 2021

VOX

H1/2022: Vox auf Platz 3 unter allen Sendern in Deutschland (14-49)



Content-Deals zur Stärkung von RTL+ und der TV-Sender von RTL Deutschland



Ausweitung der Magazin-Marken ins TV

Unveränderte Strategie

Core



Growth



Alliances & Partnerships



Kreativität & Unternehmertum

Mitarbeiterinnen & Mitarbeiter

Kommunikation & Marketing

Regulierung

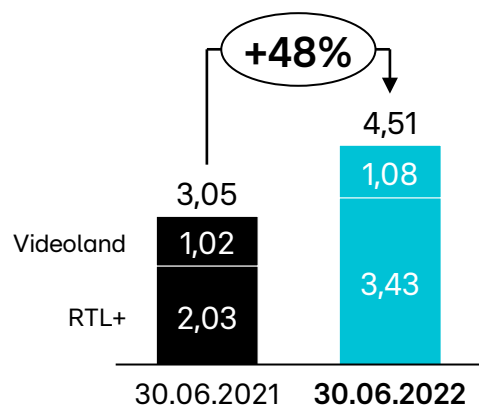
Enabler

Dynamisches Wachstum beim Streaming hält an

RTL + videoland.

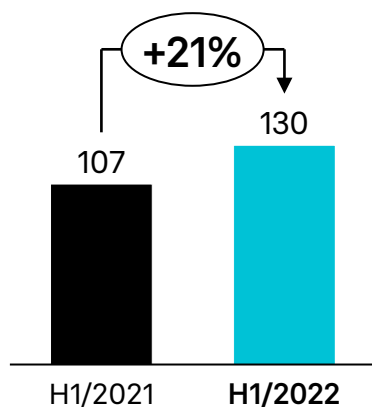
Zahlende Abonnenten

in Mio.



Streaming-Umsatz

in Mio. €



in Mio. €

Inhalte-Investitionen

Streaming-Anlaufverluste



Ziele bis 2026 unverändert

10 Mio.

Zahlende Abonnenten

1 Mrd. €

Streaming-Umsatz

~ 600 Mio. €

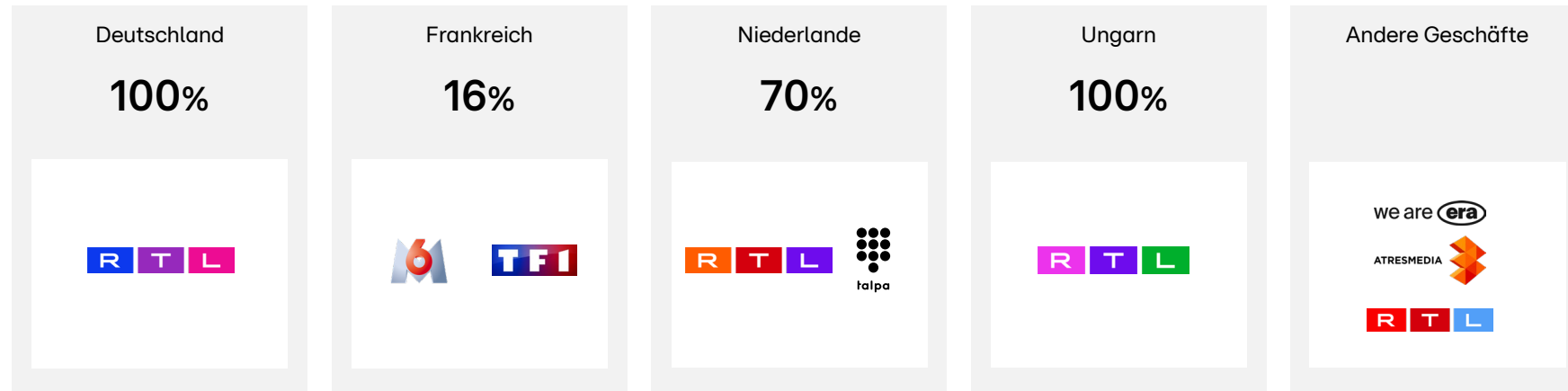
Jährliche Inhalte-Investitionen

Profitabilität

Adjusted EBITA

Zielstruktur

Nationale Cross-Media-Champions



Länderübergreifende Zusammenarbeit und Kompetenzen

Werbetechnologie



Streaming-Technologie



Internationale Werbevermarktung



Weitere länderübergreifende Initiativen



Globales Inhalte-Geschäft



Ziel:

3 Mrd. € Umsatz bis 2025 via organisches Wachstum und M&A

Wachstum mit globalen Streamingdiensten; Expansion in neue Genres

Ausblick 2022

	2021	2022e alt	2022e neu*
Umsatz	6,6 Mrd. €	~7,4 Mrd. €	7,3 Mrd. € bis 7,5 Mrd. €
Adjusted EBITA	1.152 Mio. €	~1,15 Mrd. €	1,05 Mrd. € bis 1,15 Mrd. €
Streaming-Anlaufverluste	166 Mio. €	~0,25 Mrd. €	~0,25 Mrd. €
„Adjusted EBITA vor Streaming-Anlaufverlusten“	1.318 Mio. €	~1,4 Mrd. €	1,3 Mrd. € bis 1,4 Mrd. €

*Beinhaltet positive Wechselkurseffekte



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