

THE
GO
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LIST



Helping, informing, promoting solutions.
As the leading European entertainment network,
RTL Group is aware of its social responsibility.
And it takes that responsibility very seriously.



Columbian pop star, Shakira,
opens a school for 1,800 pupils in her home town

People within RTL Group raise significant amounts of money for charity. But as an organisation, we raise awareness of important issues, too. To do both, RTL businesses get involved in a wide range of initiatives spanning many countries. And in doing this, they help people and communities all around the world. Television and radio can truly be a force for good.



Following the devastating earthquake in Haiti, RTL Radio reporter Philippe Antoine was one of the first on the scene

PULLING TOGETHER TO HELP HAITI

Shortly after the earthquake hit Haiti on 12 January 2010, RTL Group began calling on its viewers and listeners to donate funds. In less than two weeks, RTL Group companies helped to raise over €45 million for emergency and long-term relief.

In the Netherlands, RTL's flagship channel RTL 4 teamed up with public broadcaster Nederland 1 and commercial channel SBS 6 to simultaneously broadcast the charity programme *Nederland Helpt Haiti*. This raised €41.7 million in donations, which was matched by the Dutch government. Most commercial radio stations, including RTL Nederland's Radio 538, also supported this joint initiative.

Grupo Antena 3 in Spain launched the *Ayuda a Haití* campaign to raise funds via text messages. Within 48 hours, the campaign had generated €1.3 million in donations, which went directly to the Red Cross.

In Germany, Mediengruppe RTL Deutschland launched a trailer campaign on RTL Television, Vox, N-TV and Super RTL. So far, viewers have donated more than €3.1 million. In addi-

“The courage shown by the Haitian people in the face of such adversity has been a humbling lesson to me, and one that I will remember.”

on, the company’s charity foundation had given €100,000 from its own emergency relief fund. Among other things, this money will be used to rebuild the orphanage in Trichet, which was sponsored by an *RTL Spendenmarathon*, but completely destroyed in the earthquake.

In France, Groupe M6 and RTL Radio teamed up with the newspaper *Le Figaro* for the campaign *Sauvons les enfants d’Haïti*, raising money for the rebuilding and running of orphanages, kindergartens, schools and clinics. M6 also ran a trailer campaign, in which its news anchors called on viewers to support Unicef’s relief efforts. RTL Radio’s special correspondent, Philippe Antoine, was one of the first reporters to reach Haiti, and kept listeners informed in the days following the disaster. Speaking shortly after his arrival, he said, “The devastation in Haiti is far worse than anything I’ve seen before. It’s extremely harrowing.” His heartfelt contributions to a blog have also raised much awareness, and paying tribute to the people of Haiti, he said, “The courage shown by the Haitian people in the face of such adversity has been a humbling lesson to me, and one that I will remember.”

In Belgium, RTL and the public broadcaster RTBF, organised a joint fundraising programme. The show *SOS Haïti* was aired simultaneously on RTL-TV1 and RTBF 1, and also ran on the radio station Bel RTL and the website *RTLinfo.be*, to raise €198,000.

In addition to raising money, RTL Group’s TV channels and radio stations have been reporting extensively from Haiti, to highlight the need for both short and long-term action to help rebuild this devastated country.

Speaking of recent events, Gerhard Zeiler, CEO of RTL Group, said, “I’d like to say a big thank you to our viewers and listeners who donated so generously, and to our employees and reporters who have made this possible.”



A quick response by Antena 3 to the Haiti disaster generated €1.3 million in donations – within 48 hours

SUPPORTING MANY GOOD CAUSES AROUND THE WORLD



Through his foundation and the help of *RTL Spendenmarathon*, Ricky Martin builds centres in Puerto Rico to help children escape from violence and poverty at home

The hugely successful *Télévie* event has been running in Belgium and Luxembourg since 1989. In 2009 *Télévie* raised a record-breaking €8,162,543 and the total amount raised to date passed the €100 million mark. *Télévie* collects money to pay for scientific research into leukaemia and cancer. Launching the 21st event, RTL Belgium’s CEO Philippe Delusinne said, “*Télévie* is concerned with what is essential to life: health.”

Once again, a number of celebrity guests gave their support to *Télévie*, which aired live on several TV and radio stations. It broadcast the success of over 900 volunteer-organised activities across the two countries. At one of these events, staff and guests of RTL Group’s Corporate Centre in Luxembourg pedalled on the training bikes in the company’s fitness centre. For every kilometre they cycled, the Group gave €5 to the appeal. After eight hours of non-stop pedalling, they clocked up a total of 8,826 kilometres, with a company donation rounding the sum raised up to €50,000.

Another huge annual fundraiser is Germany's *RTL Spendenmarathon*, which in 2009 supported seven specially selected children's projects – each with a celebrity mentor and activity. Football star Philipp Lahm holds summer camps for disadvantaged kids, while gourmet cook Christian Rach helps a nutritional programme for children living in institutions. *Gute Zeiten, schlechte Zeiten* star Susan Sideropoulos is supporting the expansion of RTL's "Arche" Children's House in Berlin-Friedrichshain, while pop star Ricky Martin will help build a centre for children in need in Loiza in his native Puerto Rico, and moderator Miriam Pielhau's project is a school for poor children in Na Nai in north-eastern Thailand. World swimming champion Britta Steffen is working for severely disabled children on ventilators in Wiesbaden, while Hartmut Engler of the German band Pur, is supporting a sports project to prevent violence in German schools.

As Wolfram Kons, RTL Television Charity Director said when he launched the 14th *RTL Spendenmarathon* live on air, "2.7 million children in Germany live in poverty, and their number is growing. So every penny raised here will go directly to where it's needed." At this point he reminded viewers that RTL Television pays all the administrative, personnel and production costs, so all donations made are passed straight on.

Starting on 20 November, the event ran non-stop for 24 hours. One way RTL Television supported it was by providing airtime – on the hour, every hour. A number of personalities also gave their support to the day. The extreme athlete Joey Kelly, cycling pro Marc Mertens, sports host René Hiepen and marathon runner John Achtendung all took part in a charity run, covering

"2.7 million children in Germany live in poverty, and their number is growing. So every penny raised here, will go directly to where it's needed."



Clowns for Children in Hospitals helped to bring a smile to lots of young faces



Yet again *Télévie* raised record-breaking sums in Belgium for charity

600 kilometres in 3.5 days. Despite the economic downturn, 2009's *RTL Spendenmarathon* raised a staggering €7,303,085 for needy children around the world. This brings the total raised across all *RTL Spendenmarathon* years to over €78 million.

But while it's often these high-profile events that grab the headlines, there's more good work happening 'behind the scenes'. In Australia, for example, FremantleMedia held a charity event on the set of *Neighbours* and donated AUS \$25,000 to rebuild a community playground destroyed by bush fires.

And in Luxembourg, for the third year running, employees and friends packed Christmas gift boxes for children in need. 135 shoeboxes were beautifully decorated and filled with toys, clothes and sweets for children in Romania. While in Croatia, special attention continues to be given to the development of corporative philanthropy and assistance to children's organisations. Since 2008, *RTL Helps Children* has sponsored projects to the value of €834,000.

Antena 3 got involved in a similar event. Through their *Niños Solidarios* campaign they collect shoeboxes filled with toys to send to children all over the world who are living in difficult circumstances. The campaign aims not just to provide children with toys, but also to involve entire families in the initiative, and to help young people understand that even small gestures can make a big difference. In total, 30 countries donated a total of 65,000 gift boxes. 30,000 of these came from Spain alone. Antena 3 is also keen to spread the spirit of reading among children. For the second year in a row, on World Book Day, it gave out 2,500 books to children in over 40 hospitals across Spain.

Super RTL also plays a part. The website *Toggo.de* provides detailed information about how children can send their toys to disadvantaged families. And for every donation, Super RTL gives €1 to the 'Clowns for Children in Hospitals' appeal. Last year over 12,000 families got involved.

For one RTL radio station, helping people enjoy the finer things in life is a real passion. RTL Radio in France is well known for devoting a significant amount of time every day to various cultural events, such as exhibitions, music, movies and theatre plays. And literature enjoys a particularly prominent place in the programming schedule – often providing an opportunity to discuss books and discover the most prominent new authors of the day.

RAISING AWARENESS AND SOLVING PROBLEMS



A host of stars, including Natalie Imbruglia, line up to support the 2009 Concert for Tolerance in Morocco, presented by M6's Aïda Touihri (pictured above)

In 2009, RTL Group continued to capitalise on its ability to raise awareness and solve real problems. As France's leading radio station, RTL Radio attracts over six million listeners each day. And at a time of economic difficulty and growing unemployment, the team at RTL Radio decided to take action. They wanted to help with unemployment, and highlight that, even in difficult times, there are companies thriving and opportunities arising. So they organised a *Journée RTL emploi* (Job Creation Day) with a really simple formula – to put people looking for work in touch with people who have jobs to offer.

The first Job Creation Day in March was a huge success. It not only featured on the evening news, but also attracted the attention of the American broadcaster CNN, who came to France to cover subsequent days. But more important than the media attention was the phenomenal results – which has led RTL Radio to give the Job Creation Day a regular monthly slot. That decision seems to be paying off, as every month it attracts more participants. The number of job offers has grown from 6,000 in March to 35,000 in November.

RTL Group can also use its position as a communications network to spread good news. In Belgium, RTL-TVI, Bel RTL and *RTLInfo.be* have launched *RTL Positif*, which aims to spread po-

sitive news and advice. It may be a story about a company hiring people, or an invention that will make life easier. Whatever the story, teams at *RTL Positif* will investigate and announce it through the television, radio and internet.

Another important message the RTL Group supports is the celebration of diversity and tolerance. Groupe M6 has shown a commitment to promoting diversity on its television screens, and has been recognised for its efforts in this area. A report from Club Averroes, which brings together over 400 media professionals, applauded the work of Groupe M6 saying, "Accurately representing French society has always been a policy of Groupe M6." And as a strong advocate of tolerance, M6 was chosen to be a partner in the *Concert for Tolerance*, held in Morocco last year. This was a free concert for the local community, which aimed to raise awareness and promote the idea of sharing. Another way M6 demonstrated its commitment to this cultural gathering was by providing complete media coverage.

RTL Group also wants to inspire young people to think about the issues of integration and migration through the Com.mit Award for Integration. Launched in Germany in 1999, this award asks school pupils between the ages of 15 and 20 to submit concepts for films that deal directly with these themes.

A COMMITMENT TO BALANCED AND INDEPENDENT NEWS COVERAGE

RTL Group's commitment to providing comprehensive and informed news coverage was recently reinforced by CEO Gerhard Zeiler, who said: "One of our socio-political mandates is to ensure the communication of unbiased news."

In France, M6 has 100 journalists covering daily news, and another 200 working on its popular magazine formats such as *Capital* and *Zone Interdite* – which are a real strength of the channel. As Thomas Valentin, Deputy Chairman of the Groupe M6 Management Board and in charge of programming and content, pointed out, "We are the only channel to present news magazines in prime time, and our prime time news show *Le 19.45* is the only major news programme attracting new viewers."

RTL Televizija provided extensive coverage of the 2009 presidential elections. This included a 'duel' between the two candidates, seen by one in four Croatians, and a live election night special. RTL Lëtzebuerg set up a multimedia campaign (TV, radio and internet) to ensure the widest coverage possible of the 2009 national and European elections, bringing interviews, in-depth debates, online specials and live reports.

Similarly, RTL Television has given extensive time to the German federal elections. An election bus travelled across Germany to capture the mood, concerns and thoughts of the people, and RTL Television also broadcast the only live TV debate between Chancellor Angela Merkel and her challenger Frank-Walter Steinmeier.

In Washington, N-TV journalist Christian Wilp is one of the very few foreign journalists to have a 'White House Hard Pass'. "This means I can attend press events even at very short notice," he explains. "They are sometimes announced just two hours in advance." Wilp can also move freely around the White House grounds without escort by security staff, allowing him great flexibility when sending live feeds to Germany.

Wilp has also joined six foreign correspondents from Canada, France, Spain, Saudi Arabia, Palestine and Morocco in setting up a pool of foreign correspondents. "The idea is that there is always one of us at events of international relevance," says Wilp. During state visits in particular, the Foreign Press Pool representatives clearly have an advantage over their American colleagues: "We often have more background information," Wilp notes. "When the German chancellor Angela Merkel visited the Oval Office, I was able to tell all the others who was in her delegation – as well as provide some additional informa-

tion about her visit. And my colleague from Saudi Arabia was able to tell us what the Iraqi Prime Minister was saying in Arabic during his visit."

Bel RTL has also added another string to its bow. With Belgium's Herman Van Rompuy becoming the first permanent European Council President, and Belgium assuming the EU's presidency in 2010, the Belgian radio station has taken the decision to showcase European news.

RTL Radio in France has a strong tradition of hosting leading politicians for key interviews, and radio is very definitely the medium the French trust most for news coverage. "News is of strategic importance for RTL Radio," says CEO Christopher Baldelli. "We put a lot of resources behind it and want to be the best. It's this search for excellence that leads to us getting so many scoops."



Top: Claire Barsacq of *Le 19.45*

Bottom: The live TV debate between Chancellor Angela Merkel and challenger Frank-Walter Steinmeier was also broadcast by RTL Television

TALK IS GOOD WHEN TIMES ARE TOUGH

The year 2009 will be remembered for its economic turmoil, with serious job losses in all the world's major economies as companies foundered or made people redundant in an effort to cut costs. Before the year even began, Kai Brettmann, Chairman of RTL Group's European Works Council (EWC) knew it would be a busy one.

"Perhaps in other years the EWC would be fighting for improved social benefits or pushing for higher salaries," he remarks, "but 2009 was not the time to talk about these matters. We had one major goal – to safeguard jobs." Thus, his job in the height of the crisis was to ensure he always had a voice when cost reduction strategies were being discussed by management: "We always ask about the effects on people. Are the changes that will have an effect on personnel always necessary?"

While there have been small elements of restructuring around the Group – and larger ones in Greece and the UK – on the whole, in Kai Brettmann's words, "in the countries where we have long-standing businesses, there have been far fewer staff cuts than we feared." Overall, the Group reduced its operating costs by €371 million – but mostly from programming, not from job cuts.

Other promising news relates to the latest EU directive for pan-European Works Councils, giving them more rights to information and consultation, including the option of making a statement even before the management has implemented a decision. In this regard, RTL Group is already a trail-blazer with its regular discussions between management and the EWC, and has adopted the directive already, even though it has two years before it must be adopted into the national laws of European countries.

RTL Group CEO Gerhard Zeiler, Romain Mannelli, Executive Vice President Corporate HR, and Kai Brettmann of the EWC, signing the voluntary addendum to the European directive



FTSE4GOOD INDEX

RTL Group cares. And in 2009 this was formally recognised once again. RTL Group was told it remains a member of the FTSE4Good index, the responsible investment index. Having been a member since 2005, this demonstrates RTL Group's commitment to sustainability.

In his letter to RTL Group, Will Oulton, Director of Responsible Investment at FTSE Group wrote, "As a member of the FTSE4Good index, your company is demonstrating that you have the policies and management systems in place to help address environmental and social risks. Congratulations once again on your continued inclusion."

HELPING PRISONERS

Groupe M6 recently announced the creation of a corporate foundation that will deal with a sensitive subject – life in prison. It aims to ensure, "inmates leaving prison never have to return." To that end, Fondation M6 will work with the prison administration, its partners, associations and the inmates themselves. A budget of €2.5 million has been set for the next five years to provide training and rehabilitation for inmates.

MODEL OF EXCELLENCE

In April 2009, RTL Group was awarded the Model of Excellence prize at the 6th European Conference on Promoting Workplace Health. Speaking to 300 participants from 25 European countries, Romain Mannelli, Executive Vice President Corporate Human Resources, said, "I am delighted that RTL Group has received recognition for its health and well-being programme."

THE GREEN LIST



THE GREATEST CHALLENGE

the world faces is environmental.

While RTL Group is not a major polluter, we are taking action to measure and

REDUCE OUR CARBON FOOTPRINT

In 2008, RTL Group started to undertake a group-wide inventory to assess and quantify its greenhouse gas emissions. Calculating this is a very complex process, since it relates to the total of all greenhouse gas produced in a company's day-to-day operations. The data includes electricity consumption, transportation, emissions, water use and the use of environmentally relevant consumables such as paper, toner for printers, batteries and cleaning products.

During our second 'environMINDday' on 1 December 2009, we presented the outcome of our carbon footprint measurement, delivering a concrete insight into where the group and its subsidiaries stand – 73,000 tons of greenhouse gas emissions in 2008. As a service provider and broadcasting group, energy consumption is by far the largest proportion of this. "Establishing a carbon footprint is a very good start," commented Dr Achim Schorb from the Institute for Environmental Research (IFEU) in Heidelberg who assisted RTL Group's carbon footprint coordinator Tun Van Rijswijck. "Knowing where and how you generate greenhouse gases is the first step to reducing them." Opening the 'environMINDday', Elmar Heggen, Chief Financial Officer and Head of the RTL Group Corporate Centre, stated, "RTL Group aims to combine economic success with environmentally responsible behaviour. All of our initiatives show that RTL Group is committed to protecting the environment."

Based on these insights, RTL Group's environmental task force 'environMIND' expanded to become a group-wide initiative early in 2010. Environmental officers from the various profit centres met in Luxembourg to discuss the outcome of our carbon footprint calculation and our efforts to reduce carbon emissions. They agreed to aim to cut carbon emissions by 5 per cent from the current level in 2010, by 10 per cent in 2012 and by 20 per cent in 2020. To achieve these targets, the task force shared a number of best practices and sought the opinions of environmental experts. They will continue to meet regularly to encourage each profit centre to take responsibility for managing their environmental protection. "We strive for the prudent use of natural resources in all our operations," Oliver Herrgesell, Environmental Chief Officer at RTL Group, noted.

In addition to the Group-wide initiatives, things are also happening at a local level. RTL Belgium, for example, is taking part in Green Day, a community event aimed at raising awareness of the importance of protecting the environment, and helping people reduce their individual carbon footprint.



GREEN PROGRAMMING

But we recognise we have an even greater power to really make a difference, through programming and our ability to connect with millions of people around the world. A good example is the support given to *Home*. This spectacular nature documentary sets out to warn people about the threat to our planet and highlight the need for action. With a budget of over €12 million, *Home* features 'bird's eye-view' images from over 50 countries, and took two years to make. For its world premiere, *Home* was released simultaneously, and free of charge, in more than 50 countries and in all media – TV, internet, DVD and in theatres – to help it reach the widest possible audience. And the launch date of 5 June 2009 was chosen to coincide with World Environment Day.

At a press conference, the film's director, Yann Arthus-Bertrand, made a plea for action, saying, "It's too late to be pessimistic." Radio station Bel RTL played its part – supporting the



Intensive discussions about the results of the carbon footprint measurement at RTL Group's second 'environMINDday'

launch by giving away books and DVDs to viewers. On the same day, N-TV hosted the exclusive German TV broadcast. In Belgium, Club RTL broadcast the film and also made it available on the unit's video-on-demand platform. RTL Radio in France also made a real effort to promote the film. But one television station went a step further. RTL Télé Lëtzebuerg decided to dub the film into its own native language: Lëtzebuergish. Speaking of this decision, the TV station's manager Steve Schmit said, "Of course it was a major investment, but it was our way of doing our bit. We wanted to present this film to our viewers in their own language, in order to reach more people."

Another example of broadcasting important messages is *Expédition RTL*, RTL Radio's social and environmental awareness programme in France. It sees the station's special correspondents head to the four corners of the globe to highlight important issues. Each expedition has its own special day on air and features on *RTL.fr* to inform listeners about these important topics. In November 2009, the *Expédition RTL* team ventured through the Democratic Republic of Congo, home to the world's second largest rainforest. Further destruction of the Congolese rainforest would be an ecological disaster, so RTL Radio dedicated a day to the problem of deforestation, the consequences of this for climate change and the threat it poses to endangered species.

In another show, the team visited Iceland. As reporter Patric Gabard explained, "This year we are focusing on renewable energy sources and Iceland is a good example to follow." It produces all its own electricity and most of its heating through geothermal energy and hydroelectricity. This means 71 per cent of Iceland's energy is from renewable sources. Another positive programme saw the *Expédition RTL* team visit Costa Rica, to show the exemplary role it has taken in the fight against global warming. It's a small country with 4.5 million inhabitants, yet it represents six per cent of the world's biodiversity. Government incentives for reforestation mean that 50 per cent of the land is forested as opposed to just 21 per cent in the 1970s. Costa Rica is also a pioneer in 'ecotourism', currently attracting some two million 'ecotourists' each year. The decision they took to link economic development to the protection of nature is certainly

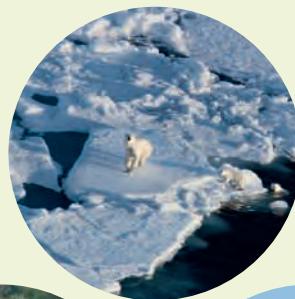
working. Other expeditions have highlighted melting glaciers at the summit of Mont Blanc, the effects of global warming in Alaska, the problems of waste in India, depleted fish reserves in Japan, the drying up of the Aral Sea in Uzbekistan and pollution in China.

In January 2010, RTL Radio's hugely successful Job Creation Days in France ran an initiative to promote jobs linked to green growth, focusing solely on jobs linked to the environment and sustainable development.

The themes of eating organically, consuming without pollution, producing ones own electricity or building an environmentally friendly house were also taken up by Groupe M6. The information programme, *Capital*, was given prime time and attracted over 4.4 million viewers. In addition, M6's celebrity chef Cyril Lignac is embarking on a crusade against unhealthy eating. Under the premise, "Working together, we can eat better for less" he proves that people can eat healthily without spending a fortune.

In addition to these and many other 'green' programmes, RTL provided extensive coverage of the 2009 Copenhagen summit. In the Netherlands, for example, *RTL Nieuws* featured ten climate-related stories in ten different parts of the world during the two weeks of the summit. RTL Radio France created a special dossier on the event – summarising the issues at stake, the decisions made and the failures of the summit. And N-TV in Germany made the summit a priority in its news coverage, as did Alpha TV in Greece.

So whether through our reporting or programming, we know we have the power to effect change. But this responsibility is never taken lightly.



RTL journalists cover many of the world's environmental hotspots making people aware of issues important to us all