



THE GOOD LIST

Whether organising major shows to raise funds and awareness, supporting an individual who wants to make a difference, or communicating current affairs in an informative and objective way, RTL Group has a strong tradition of acting responsibly. Many people within the Group show huge personal commitment to a particular cause. Here, RTL Television presenter Katja Burkard visits Africa to raise money to build a primary school in Burundi.

CHILDREN ARE THE WORLD'S FUTURE



Presenter Sylvie van der Vaart is committed to helping children with disabilities

RTL Group raises huge sums of money for good causes around the world. As a leading entertainment network, it also aims to raise awareness of social and environmental issues through the programmes it broadcasts and produces. But it's also proud to employ many people who are personally committed to doing their bit. This combined effort has seen many positive results during 2010. Many RTL Group activities focus on health, education and social inclusion, especially for children currently underserved by our society.

RTL SPENDENMARATHON

The 15th *RTL Spendenmarathon* raised a phenomenal €7,941,389, to support children in need. This takes the total raised in the last 15 years to over €88 million. And because RTL Television covers the administrative, personnel and production costs for the event, all this money goes directly to selected children's projects around the world.

Twenty-four hours of celebrity auctions, stunts and record-breaking activities were given a full day of programming built around live, hourly visits to the telethon studio. Athlete Joey Kelly balanced on a wire 11 metres above ground, for the full



Still going strong, the 15th *RTL Spendenmarathon* raised close to €8 million

24 hours. He covered 15.69 kilometres, making it into the Guinness Book of World Records, and raising €90,000 for children in need.

“WE WORK ALL YEAR ROUND FOR CHILDREN WHO NEED OUR HELP.”

ANKE SCHÄFERKORDT

Wolfram Kons, the telethon's presenter and RTL Television Charity Director, also took his enthusiasm for the *RTL Spendenmarathon* to new heights. Following a bet with Tom Cruise and Cameron Diaz, he jumped off the roof of the new broadcasting centre in Cologne-Deutz, landing safely, and raising €50,000 in the process.

As Anke Schäferkordt, CEO of RTL Television and chair of the foundation *RTL – Wir helfen Kindern* points out, charity work extends well beyond the day itself: “We work all year round for children who need our help.” This includes running fundraising events and supporting 85 major relief projects in numerous locations. In fact, teams from *RTL – Wir helfen Kindern* have covered 672,772 miles (the equivalent of travelling around the world 17 times) while doing charity-related work. Projects include rebuilding an orphanage and two primary schools in Haiti, and

providing long-term support to RTL Children's Houses in the Wolfsburg-Braunschweig area of Germany. Speaking of this commitment, Wolfram Kons says, "If you want to give real and long-term help, you need to work for it 365 days a year."

RTL Spendenmarathon invites celebrity sponsors to promote particular projects: actress Bettina Zimmermann helps seriously ill children on permanent life support in Wiesbaden; Eckart von Hirschhausen is working to get more clowns into hospitals to make sick children laugh; and presenter Katja Burkard is raising money to build a much-needed primary school in Burundi, Africa. Formula 1 star Nico Rosberg and musician Xavier Naidoo are helping to build two new RTL children's homes in Nuremberg and Mannheim, and presenter Sylvie van der Vaart is committed to building a farm for disabled children in the Bergstraße region.

Wolfram Kons says, "For me, *RTL Spendenmarathon* is the most important programme of the year," adding, "I'm particularly proud this event has been supported by the respective CEOs at RTL Television. Without their help, it would not be possible."

The commitment Wolfram Kons himself has shown over the last 15 years was recognised in 2010 when he won the 'Laureus Media Charity Prize 2010' at the first Kress Awards. This media award pays tribute to quality and social engagement in journalism, and recognises Wolfram Kons' 15-year commitment to both *RTL Spendenmarathon* and *RTL – Wir helfen Kindern*.



A host of stars appeared on *Idol Gives Back* – including Fergie from The Black Eyed Peas

**"I'M GIVING BACK.
ARE YOU?"**



Once again, *Télévie* raised huge sums of money to fund research into childhood leukaemia

TÉLÉVIE

Another hugely successful fundraiser, *Télévie*, has been running for more than 20 years in Belgium, and in Luxembourg since 2001. In 2010, the event raised €7,816,573 to support further research into cancer and leukaemia. Despite the progress made, every five days a child in Belgium dies of cancer. With this in mind, more than 400 RTL Group employees in Luxembourg took to their spinning bikes and rowing machines, to pedal and row non-stop for eight hours, raising €52,000 in the process. Guests of honour at the event included Luxembourg's Minister of Agriculture, the Minister of Health and the Minister of the Interior.

Elmar Heggen, Chief Financial Officer and Head of RTL Group's Corporate Centre says, "We're turning this bike ride into an entertaining event – which, after all, is what RTL Group stands for."

Thanks to the efforts of the RTL families in Belgium and Luxembourg, over €100 million has been raised to date. As Arsène Burny, President of the *Télévie* commission, says, "The ultimate goal is to develop a cure for childhood leukaemia."

IDOL GIVES BACK

Making a triumphant return in 2010, the message from *Idol Gives Back* was clear: "I'm giving back. Are you?" The show opened with President Barack Obama and First Lady Michelle Obama encouraging everyone to make a contribution, saying, "Every dollar you give makes a difference to those in need." The show was broadcast live from two separate venues – a huge undertaking in itself.

The event featured some of the biggest acts in show business, including Elton John, The Black Eyed Peas, Alicia Keys, Annie Lennox and Mary J. Blige, and raised almost USD 45 million. Simon Fuller, creator of *American Idol*, says, "I'm overwhelmed by the generosity of *American Idol* viewers, our sponsors and special benefactors. I'm also thankful to the celebrity guests and performers who appeared."

This time, more of the money raised will go to charities in the United States, though the focus is very much on helping children and families both home and abroad. Cecile Frot-Coutaz, CEO of FremantleMedia North America and Executive Producer of *American Idol*, explains, "It's been a very tough couple of years in this country, so we'll focus mainly on US causes as well as some big international ones."

INDIVIDUALS WHO MAKE A DIFFERENCE

It's not just the headline-grabbing, high profile events that matter at RTL Group. Individuals across the organisation have a huge impact, too.



As a Unicef patron and *RTL II News* presenter, Sandra Thier meets former child soldiers in the Congo, and actively raises money to help

As well as being Executive Director of Marketing and Communications at FremantleMedia North America, Ada La Greca is also Head of Community Services, helping a team of employee volunteers organise charity events throughout the year.

The idea came from Ada, who had done a lot of charity work with her previous employer. She says, "It's wonderful to see how these charity projects stretch employees to do things they may not have done before."

In North America, staff from FremantleMedia made food and toy donations, collected clothes for people in homeless shelters and even built a house for a family in need. Staff in the UK managed to raise a total of £54,500 through activities such as cake sales, pub quiz nights, and summer BBQs. On top of this, many invested their time in good causes, such as the Business in the Community programme, Business Action on Homelessness

and a Mini Movie Film Project, which involves working with young offenders.

Piet Hein Donderwinkel, the Senior Promotions Director at RTL Nederland, joined seven others to take part in a relay run from Paris to Rotterdam, which was covered by RTL 7. While raising money for people with cancer, the team had a lot of fun, and plan to do it again next year.

In addition to being a popular television personality on RTL Klub in Hungary, Antónia Erös was named a health ambassador in 2006 for her work publicising diabetes. She has lived with type 1 diabetes for 15 years, so knows how important it is to understand the disease. "Diabetes affects the lives of 1.5 million people, but half of them don't even know about it," she says.

In 2005, she helped establish the One Drop Attention Foundation (Egy csepp figyelem Alapítvány), which gives people the

opportunity to measure their blood sugar levels in any one of 850 pharmacies across the country. The foundation also organises the One Drop Day (Egy csepp Világnap) each year, marking World Diabetes Day.

Astrid Körner of the *Explosiv* editorial team organised the 'Wishing Tree' campaign at the new Mediengruppe RTL Deutschland broadcasting centre. Children at the local children's home send in their 'wishes', which RTL employees can choose to fulfil. As all the 52 wishes were quickly taken, Astrid started promoting direct debit mandates for RTL Kinderhaus to raise extra funds for the home in Kölnberg.

Ivana Vujnović and Andrea Prelas both work in RTL Televizija's social responsibility association – whose main goal is to help sick, poor or mentally handicapped children. They support a number of different organisations, making their working days very long. "The hard work is worth it," says Ivana. "Every smile on a child's face becomes a personal and professional success."

Sandra Thier, an RTL II news presenter and Unicef patron, also presents Unicef TV, which provides information about Unicef's latest projects. Sandra is particularly committed to providing support to former child soldiers, and recently travelled to the Congo to see the local situation first-hand. What she saw was: "Horrible. Children fighting to survive each day." She's now raising money to create a transit camp to help former child soldiers return to a normal life.

Francisco Javier Medina, an actor on the daily soap *Alles was zählt* (All That Counts), has been moved by the difficult plight of some children. He's currently involved in several projects, including a teen outreach programme in Germany, and a music project in Chile. This gives children from poverty-stricken families the chance to perform in an orchestra together. "The conductor in charge gave up his own career to support and care for these children," Francisco says. "Seeing this has been an incredibly moving experience. It's changed my life." Next year, Francisco will take a sabbatical to completely devote himself to children's causes.

These are just a few people in RTL Group who made a difference in 2010. They show what people can achieve when they want to help.

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ADA LA GRECA



ACTING ON EMPLOYEES' VIEWS

Participation in the 2010 Employee Survey rose seven percentage points from the 2006 survey. The results showed that overall satisfaction rates are improving, and employees are optimistic about the company's future – a positive outlook in line with the Group's financial performance over 2010.

However, one of the key benefits of the survey is that it highlights a number of areas the Group and its businesses can look to improve on, such as training and career development. In addition, many employees admitted to feeling unclear on the company's direction, while employee views on fair pay were below the industry benchmarks used to analyse the survey.

Kai Brettmann, Chairman of RTL Group's European Works Council (EWC), believes these latter two points are clearly linked: "The company's financial performance has been nothing short of brilliant, following the world economic crisis. And while it's natural for everyone to think they deserve to be paid a little more, it's especially so when they've been part of achieving these results." Which is why the communication of the company strategy is important, he points out: "If you know some of the profits are being invested in the company's future – your future – then it's easier to understand."

"Staff have to know what they are working towards," continues Kai Brettmann, "to know the aim of their department, division and business – if they are to be integrated into the workplace, and into the company overall."

"The employee survey is an important tool to help us find out what's working and what isn't," Kai concludes. "And it's an instrument for all partners in the social dialogue. So the employee survey highlights issues for everyone to work together on improving – management, works councils, and employees."

LOCAL INITIATIVES ADD UP



With audio description, even more people can enjoy M6's *Victoire Bonnot – Le Secret* on prime time television

In 2010, RTL Group companies continued to support a wide range of good, local causes. Which all adds up to a lot of positive activity.

In December, the *D&CO* show from Groupe M6 brought happiness and fun to sick children at the Robert Debré hospital in Paris, with an extreme makeover of the *Maison des Enfants*, to help improve the quality of life for hospitalised children.

In addition, Groupe M6 channel Téva was the exclusive sponsor of the Prix Clarins de la Femme Dynamisante event, which supports “impassioned women who put all their energy into helping children in distress”. In 2010, the award focused on the parents of autistic children. More than just a sponsor, Téva’s involvement included the broadcast of a documentary highlighting the plight of three women with autistic children. Vanessa Virag, who runs ABC Autisme said, “Most people with autism need care for life, which is financially and emotionally draining for their families.”

Also in France, W9 used sign language to mark the Week for the Employment of Handicapped People, and to help change the way people view handicaps. In addition, special programmes were broadcast, including one about Gilbert Montagné, a famous French singer who was born blind, yet manages to overcome huge challenges every day.

As part of the *Kinder helfen Kindern* (Children Helping Children) campaign, Super RTL gave €10,000 to the National Association of Food Banks in Germany. The channel also distributed toys donated by younger viewers, to children across Germany. This is the fifth time Super RTL has been involved in the campaign.

For the second year running, Antena 3 in Spain ran a two-week campaign, which focused on stopping sexual violence against women. The aim was to show viewers that violence is not just a problem for the women involved, but for society as a whole.

Antena 3 also used its road safety platform *Ponle Freno*, to launch two new initiatives. One hopes to raise awareness of the dangers of cycling, using a TV, radio and internet campaign that talks about the importance of wearing a helmet, keeping your distance, safe places to cycle with kids, and so on. This has the support of six Spanish winners of the Tour de France, as well as the Association of Professional Cyclists in Spain. The other initiative aims to increase safety on the road for seniors, by publishing a charter promoting safer travel for people over 65 years old.

In Germany, RTL II continues to work with schools to help prevent sexual abuse, and is currently producing an awareness and prevention kit, available online at RTL2.de.

Radio 538 in the Netherlands works with children in war zones. Two of the radio DJs, Jeroen Nieuwenhuize and Jens Timmermans, went to Sierra Leone to do some hands-on work for War Child. War Child teams up with dozens of local organisations in 12 countries to invest in a peaceful future for children affected by war. They organise education, and encourage children to move on from their traumatic experiences – often using music to help their psychological and social development.

Aiming to exclude no one, M6 broadcast *Victoire Bonnot – Le Secret* with audio description of the visual elements, so that visually impaired viewers could also enjoy an evening of television. Audio description is a technique of describing the visual elements in a programme, which include gestures, surroundings, characters and actions. Since the beginning of the year, M6 has made all of its programming accessible to the hearing impaired. Wer-kennt-wen.de is joining other German-language internet networks in working to prevent the dissemination of right-wing extremist ideology on the internet.



Keeping people up to date with balanced and independent news coverage is a priority for RTL Group

COMMITMENT TO NEWS

In this section of last year's Annual Report, RTL Group highlighted the commitment to balanced and independent news coverage that runs through all the company's individual profit centres. This year the company's position was underlined with the publication of a separate brochure explaining this commitment in greater depth.

In *News For The People*, a 60-page pocket-sized booklet, RTL Group CEO Gerhard Zeiler states: "Yes, news is expensive. But providing reliable news is our responsibility, so we finance news broadcasts from the company's overall profitability. This deep investment clearly pays off, supporting high ratings, strengthening our brands, and increasing audience loyalty." Alongside facts, figures and examples relating to the company's news and information coverage, the brochure – which you can download at RTLGroup.com – features interviews with leading editors, journalists and presenters such as Peter Kloeppel and Antonia Rados from RTL Television, Mélissa Theuriau from M6 and Jacques Esnous from RTL Radio in France.



Award-winning journalist Antonia Rados reports live from Tahrir Square in Egypt



FTSE4 GOOD INDEX

It's official – we do make a difference. In 2010, RTL Group remained a member of FTSE4Good, the responsible investment index.

This formally recognises the positive work RTL Group does, and is evidence of a continued commitment to sustainability.

In his letter to RTL Group, David Harris, Head of Responsible Investment, said: "Congratulations on this important achievement. Global investors are increasingly concerned with the management of environmental and social risks in their portfolios. As a member of the FTSE4Good Index, your company is demonstrating that you have the policies and management systems in place to help address these risks."

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DAVID HARRIS

THE GREEN LIST

**The greatest challenge the world faces is environmental.
While RTL Group is not a major polluter, the company is always keen to reduce
its environmental impact and promote environmental causes.**



Expédition RTL highlights a biodiversity hotspot under threat: the Madagascan jungle



Environmental days 2010

The 'environMINDdays' have one clear aim: to build awareness among RTL Group's employees of climate change issues, and to highlight what action they can take to tackle them.

In Luxembourg, Elmar Heggen, Chief Financial Officer and Head of RTL Group's Corporate Centre, opened the third 'environMINDday' in June 2010 by saying, "Everyone can do more to protect the environment if they're so inclined." The day focused on transport and looked at more environmentally responsible ways to commute to work. Employees visited an eco-mobility exhibition, had the chance to test-drive a range of environmentally friendly vehicles, and were encouraged to take part in a 'Car-Free Challenge' as well as a 'Bike To Work' initiative.

Such special events also took place in Belgium, the Netherlands, France, Germany and the United Kingdom. The 540 employees at RTL Nederland were made aware of carbon-neutral behaviour and shown the importance of simple actions, such as turning off lights and computers, and using the stairs instead of the lift. In Paris, at RTL Radio, people were encouraged to get to work using greener methods of transport. And in London, FremantleMedia worked with partner organisations to put on a green exhibit that promoted the importance of fair trade and recycling.

Commenting on the day, Jeroen Marre, RTL Nederland, said, "Colleagues were pleasantly surprised that CO₂ reduction is an issue for RTL Group."



GREEN PROGRAMMING

As well as internal initiatives to educate and raise awareness, the opportunity to use its position as a broadcaster to inspire others and communicate important messages is not lost on RTL Group.

One programme that successfully raises awareness of current environmental issues is *Expédition RTL* on RTL Radio in France. Each month a journalist and a technician from France's number one radio station travel to a place where part of the planet's environmental future is at stake. In 2010, the team set sail for Madagascar, one of the planet's biodiversity hotspots, to look at ways its inhabitants are trying to preserve the island's marine and natural resources. They also visited the Middle East to investigate water shortage in the area.

Marking a new season, *Expédition RTL* has been renamed *Destination RTL*, and focuses on locations in Europe. The journalist reports on the problems each country faces, and ways to resolve them. In the first trip to Lithuania the team looks at how green energy is developing in the country, following the closure of an old nuclear power plant, which resulted in an energy crisis.

By informing listeners in France of current environmental challenges, RTL Radio gives them an opportunity to form their own opinion.

As well as making informative programmes, RTL Group is actively involved in heading up a number of other green initiatives.

Hazte Eco from Grupo Antena 3's digital channel Neox is a long-running campaign that aims to put ecology at the forefront of its socially responsible activities. Just before the UN Climate Change Conference in Mexico, they presented 10,000 signatures to the Environment Minister – all from people supporting action on climate change.

Protecting the environment is a subject Bel RTL talks about as often as possible. In 2010 it launched a new initiative to show Belgian listeners easy, practical ways to save energy. RTL Radio



On 'environMINDday', RTL employees in Luxembourg test-drive eco-friendly vehicles



M6's *Capital Terre* visits China to look at the environmental impact of over-fishing

in France also promotes saving energy in its green programming, and draws attention to the fight against global warming on a daily basis – in September it gave listeners a sneak preview of the C-Zéro, France's first electric zero-emission car.

N-TV broadcast an *Energy Day* in November 2010, which focused on the future of power production and renewable energy. N-TV's Managing Director Hans Demmel says, "This is by no means a one-off event. We will continue to devote whole days of broadcasting to the environment and its conservation."

Meanwhile, Vox in Germany broadcast a *Planet Blue – Water Day*, which showed the importance of water as a source of life, habitat and threat. The aim of the day was not just to build awareness and provide information, but also to raise money for a *Water Is Life* project, which funds the construction of dams in India.

**“EVERYONE CAN
DO MORE TO PROTECT
THE ENVIRONMENT
IF THEY'RE
SO INCLINED.”**

ELMAR HEGGEN
CHIEF FINANCIAL OFFICER, RTL GROUP

Other initiatives include *Capital Terre*, a new documentary-style magazine about the environment, launched by M6. The first issue looks at our daily consumption, and the ecological consequences this has for the planet, and asks, 'How do we feed seven billion people without destroying the planet?' While in Belgium, RTL-TVI aired a competition called *Tous au Vert*, encouraging viewers to send in their ideas on how to make their neighbourhood a greener, cleaner place to live. Out of 500 ideas, four finalists were chosen to present their ideas to a panel of specialists.

While RTL Group doesn't have all the answers to big questions like this, it's playing an active part in working towards solutions.