

PRESS RELEASE

Bertelsmann Launches New Corporate Website with Integrated AI Features

- **Clear structures and contrasts shape the corporate website**
- **Accessibility implemented / Optimized display across all screens**
- **‘An innovative digital showcase for the Group’**

Gütersloh, March 19, 2026 – Bertelsmann has launched a new corporate website. The new website combines innovative features, integrated artificial intelligence, and a modern design. Clear structures, strong contrasts, and new technical features enhance user-friendliness.

Karin Schlautmann, Head of Corporate Communications at Bertelsmann, said: “Our website is an innovative digital showcase for Bertelsmann. The relaunch aligns the site more closely with the needs of our key target groups, and the comprehensive use of AI underscores that Bertelsmann consistently adopts and implements innovations and new technological possibilities in corporate communications.”

Integrated AI tools streamline editorial processes in the backend – such as automated translations – and provide users with additional information, including thematically related articles and images. The new design is optimized for various screen sizes. The website can be accessed via smartphones, tablets, laptops, and desktop computers.

The Bertelsmann website complies with new legal requirements for accessibility, making Bertelsmann’s content and information accessible to people with disabilities. By separating the technical infrastructure from the front end, Bertelsmann also enhances cybersecurity.

About Bertelsmann

Bertelsmann is a media, services, and education company with around 75,000 employees that operates in some 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group, and Bertelsmann Investments, an international network of funds. The company generated revenues of €19 billion in the 2024 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

www.bertelsmann.com



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