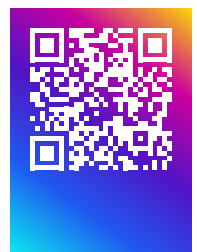


Online Annual Report 2024



You can find the Bertelsmann Annual Report online at:
ar2024.bertelsmann.com



Content

- 4 At a Glance – Financial Year 2024
- 8 Letter from the CEO

Bertelsmann Is All This and More

- 14 Overview
- 22 Interview with Thomas Rabe
- 26 National Media Champions
- 32 Global Content
- 40 Global Services
- 50 Education
- 56 Investments

Company

- 62 Management
- 64 Strategy
- 66 Essentials

- 68 Bertelsmann Is All This and More by Jim Rakete
- 74 Culture@Bertelsmann
- 80 190 Years of Bertelsmann
- 88 Bertelsmann Divisions
- 90 Further Information

BERTELSMANN



Penguin
Random
House



BMG

arvato
group

Bertelsmann
Marketing
Services

Bertelsmann
Education Group

BI Bertelsmann
Investments

Bertelsmann is a media, services and education company with about 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

Follow us on Facebook, Instagram, TikTok, X, LinkedIn, YouTube and WhatsApp.

Key Figures

in € millions	2024	2023	2022	2021	2020
Business Development					
Group revenues	18,988	20,169	20,245	18,696	17,289
Operating EBITDA adjusted	3,111	3,119	3,192	3,241	3,143
EBITDA-margin (in percent) ¹⁾	16.4	15.5	15.8	17.3	18.2
Group profit	1,036	1,326	1,052	2,310	1,459
Investments ²⁾	1,614	1,438	1,672	1,954	920
Consolidated Balance Sheet					
Equity	15,647	15,165	15,036	13,606	10,725
Equity ratio (in percent)	47.5	46.5	45.8	42.8	36.1
Total assets	32,951	32,622	32,818	31,769	29,704
Net financial debt	2,883	2,267	2,249	959	2,055
Economic debt ³⁾	5,445	4,713	4,785	3,475	5,207
Leverage factor	2.0	1.8	1.8	1.3	1.9
Dividends to Bertelsmann shareholders	220	220	220	180	–
Distribution on profit participation certificates	44	44	44	44	44
Employee profit sharing	63	74	63	89	88

The figures shown in the table are, in some cases, so-called Alternative Performance Measures (APM), which are neither defined nor described in IFRS Accounting Standards.

Details are presented in the section “Alternative Performance Measures” in the Combined Management Report.

In individual cases, rounding may result in individual figures not adding up to the totals shown and percentages may not add up exactly to the figures shown.

1) Operating EBITDA adjusted as a percentage of revenues.

2) Taking into account the financial debt assumed and purchase price payments for share increases in subsidiaries that were already consolidated, investments amounted to €2,092 million in the financial year 2024 (2023: €1,583 million).

3) Net financial debt plus pension provisions, profit participation capital and lease liabilities (up to and including the financial year 2022 less the short-term liquidable investments in a special fund; up to and including the financial year 2021 less 50 percent of the par value of the hybrid bonds).

BERTELSMANN IS ALL THIS AND MORE

Financial Year 2024

“We had a good 2024, a financial year in which our strategy of recent years, our operational strength, and our broad international positioning once again paid off. Almost all businesses contributed to this success. Despite the sale of Majorel, which had an earnings effect of €311 million, our operating result remained at the previous year’s high level of €3.1 billion. Group profit exceeded €1 billion for the tenth consecutive year. At €2.1 billion, our investment activity was the highest it’s been in 20 years.”

Outlook 2025

“Bertelsmann has a solid financial position. For the financial year 2025, we expect our current businesses to achieve revenue growth of 4 to 5 percent and an increase in earnings.”

Thomas Rabe
Chairman and CEO of Bertelsmann



Rolf Hellermann
CFO of Bertelsmann



Key Figures

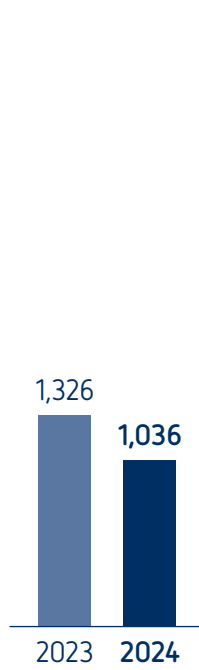
Group revenues
in € billions



Operating EBITDA adj.
in € millions



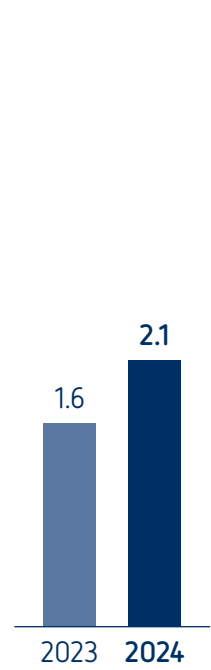
Group profit
in € millions



Equity
in € billions



Economic investments
in € billions





Dear readers,
Dear friends of Bertelsmann,

Bertelsmann looks back on a good business year. In 2024, our operational strength and our strategy of recent years of broadly positioning the Group in terms of businesses and business regions once again paid off. Almost all of our businesses contributed to this success.

Revenues grew organically by more than 3 percent. For the first time in the company's history, North America accounted for the highest revenue share at 29 percent. Our operating result remained stable despite the sale of the service provider Majorel, which impacted earnings to the tune of over €300 million. Group profit exceeded €1 billion for the tenth consecutive year. At €2.1 billion, investment activity was the highest it's been in 20 years. Equity increased from €15.2 billion to €15.6 billion. This corresponds to an equity ratio of 47 percent.



Thomas Rabe
Chairman and CEO of Bertelsmann

We expanded our Group strategy at the beginning of 2024 and have been driving growth in two programs since then. The first program, "Boost," was launched in 2021 with the aim of further increasing growth momentum. Since then, we have invested €5.4 billion in "Boost," including €1.8 billion in 2024 alone. By the end of 2026, we will have invested around €8 billion in "Boost." The second program, "Boost+," comprises "Next," "Regional Boost" and "Breakout." With "Next," we are pursuing the establishment of new lines of business areas with long-term revenue potential of around one billion euros. With "Regional Boost," we are driving the development and expansion of business in high-growth regions such as India, Mexico and Latin America. And with "Breakout," we are seeking to achieve economies of scale by merging existing businesses with other companies. The merger of Penguin and Random House in 2012 is a prime example of this.

In the 2024 financial year, Bertelsmann made good progress in pursuing its strategic growth priorities – National Media Champions, Global Content, Global Services, Global Services, Education and Investments.

National Media Champions

RTL Group achieved further dynamic growth in the streaming business. Its streaming services RTL+ in Germany and Hungary, M6+ in France and Videoland in the Netherlands increased their paying subscriber base by 20.6 percent to a combined 8.38 million in 2024; streaming revenues grew by 36.2 percent to €546 million. In June and July, RTL Deutschland and Groupe M6 broadcast selected UEFA Euro 2024 matches, achieving high reach in both linear TV and streaming. At the end of 2024, RTL Deutschland expanded its program portfolio by purchasing two soccer rights packages for the 1st and 2nd Bundesliga from the 2025/26 season onwards. Additionally, RTL Deutschland signed an exclusive five-year contract with TV entertainer Stefan Raab. In France, M6 launched the streaming service M6+ and secured the free TV broadcasting rights for the most attractive matches of the 2026 and 2030 FIFA World Cups. In July, M6 and the French media authority announced that the digital terrestrial television licenses for the channels W9, Gulli and Paris Première would be renewed.

Global Content

Bertelsmann continued to invest in the expansion of its global content businesses. The RTL Group subsidiary Fremantle acquired the production companies Asacha Media Group and Beach House Pictures. Among other moves, Penguin Random House acquired the independent US book publisher Hay House, one of the leading publishers in the United States in the self-help, health and wellness sectors, and further increased its stake in Sourcebooks. BMG acquired various music catalogs, signed new label deals with Blake Shelton, Chace and K. Michelle, among others, and celebrated successful releases by artists such as Lainey Wilson, Sum 41, Mustard, Travis and Rita Ora.

Global Services

The global services businesses also saw continued expansion. In September, Arvato's logistics business commenced the construction of a new distribution hub in the Netherlands. Arvato also implemented new automation solutions at several locations around the world. In November, Arvato signed an agreement to acquire ATC Computer Transport & Logistics, an Irish company whose offers include specialized logistics solutions for data center operators, and in December 2024 followed it with an agreement to acquire the US logistics provider Carbel. The financial services provider Riverty entered into a partnership with the payment platform Mollie, and Arvato Systems agreed to a collaboration with Delos Cloud to provide the sovereign cloud platform for the public sector in Germany. Bertelsmann Marketing Services exited the gravure printing sector for good with the closure of the Prinovis site in Ahrensburg at the end of January 2024.

Education

Bertelsmann increased its stake in Afya, one of the leading providers of medical education and training in Brazil. In July, Afya completed its acquisition of Unidom Participações S.A., a medical school in northeastern Brazil. Relias further expanded its digital platform for training healthcare professionals in the United States and Germany. The acquisition of US company Feedtrail Healthcare XM, a specialist in patient and employee surveys and reputation management, complements its range of solutions. Alliant International University welcomed the first students to its newly opened nursing and health sciences campus in the US city of Phoenix, Arizona. In December, Bertelsmann announced that it would further strengthen its investment activities in the fast-growing digital health segment by bringing them under the Bertelsmann Education Group umbrella.

Investments

Bertelsmann expanded its investment portfolio with 34 new and 24 follow-on investments. At the end of 2024, Bertelsmann Investments (BI) held a total of 379 investments. The fast-growing Bertelsmann Next division strengthened its involvement in the pharma tech sector with the acquisition of Extedo, a leading provider of software solutions and services in the field of regulatory information management. At the end of 2024, BI announced the acquisition of the e-learning platform Vocanto. In the Digital Health Ventures segment, BI further expanded its investments in the companies Doccla and Deepc and invested in the start-ups Guardoc Health and PI Health. Bertelsmann Asia Investments (BAI) achieved a successful exit from smartphone provider Xiaomi and made another follow-up investment in Stori, a leading neobank in Mexico. Bertelsmann India Investments (BII) invested in the Indian start-up Basic Home Loan, a technology-based marketplace for mortgage loans, among others.

Dear readers, for the current financial year 2025, we expect our businesses to achieve revenue growth of 4 to 5 percent and an increase in earnings.

I would be delighted if you would continue to accompany our company on its journey into the future.

A handwritten signature in black ink, appearing to be 'R. Be' or similar, written in a cursive style.

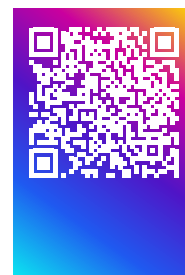


Bertelsmann Is All This and More

Image Film: Bertelsmann Is All This and More



Under the heading “Bertelsmann Is All This and More,” the image film illustrates Bertelsmann’s diversity and internationality. In just over two minutes, viewers are guided through the seven divisions: RTL Group, Penguin Random House, BMG, Arvato Group, Bertelsmann Marketing Services, Bertelsmann Education Group, and Bertelsmann Investments.





RTL Group inspires millions of people every day with countless entertainment and information programs on TV, radio, in magazines and digitally, as well as with constantly growing streaming services.

>11,000
hours of programming
per year by Fremantle

>50 television
channels
7 streaming services
>30 radio stations
15 publishing brands

6.8 million
paying streaming
subscribers for
RTL+ in Germany and
Hungary, and M6+
in France



Penguin
Random
House

As the leading international trade book publisher, Penguin Random House publishes many of the world's most widely read and acclaimed books.

350
imprints
on 6 continents

>80
Nobel laureates

>700 million
books, e-books
and audiobooks sold
annually



The music company BMG represents songs and recordings by many of the world's most successful music creators.

The world's
fourth-largest
global music company

>3 million
songs and
recordings

>70,000
artists and
songwriters



Arvato Group is big in logistics, financial services and cloud solutions for business customers.

>2.8 million
sqm warehouse space

1 billion
financial transactions
per year

54 petabytes
of data center
storage capacity



Bertelsmann Marketing Services is one of the leading providers of direct marketing and printing services.

>10 million
daily touchpoints
on the customer
journey

~330 million
books produced
annually

>10 million
active participants use
the DeutschlandCard

Bertelsmann
Education Group

Bertelsmann Education Group supports millions of people on their career paths with its learning offerings.

>30
campuses in the
US and Brazil

>50 percent
of psychologists in
California trained by
Alliant

~5 million
nurses use online
platforms



Bertelsmann Investments develops new lines of business and invests in hundreds of start-ups and funds around the world.

>20
unicorns in
the portfolio

>370
active investments

Entrepreneurial
development of new
business areas



Interview with Thomas Rabe

The Bertelsmann CEO looks back on the results and developments of 2024 and provides an outlook on the current financial year.

Mr. Rabe, how would you say the 2024 financial year went for Bertelsmann?

Bertelsmann looks back on a good financial year. In 2024, our operational strength and our strategy of recent years of an increasingly broad positioning of our divisions and regions paid off. Almost all businesses contributed to this success. Our investment activity was the highest it's been in 20 years.

How did revenues develop?

With organic growth at over 3 percent, Bertelsmann generated consolidated revenues of €19.0 billion. Our 2024 revenues were down from the previous year due to the sale of shares in the customer experience company Majorel in November 2023. For the first time in the company's history, North America accounted for the highest revenue share at 29 percent. This represents a doubling since 2011.



What about profits?

Despite the sale of Majorel, which impacted earnings to the tune of €311 million, our operating result remained at the previous year's high level of €3.1 billion. The Majorel effect was thus completely compensated for. Group profit was at €1.0 billion after €1.3 billion in the previous year, which included the profit from the sale of the Majorel shares. In other words, we reached the €1 billion mark for the tenth consecutive year. Bertelsmann's equity increased further from €15.2 to €15.6 billion. This corresponds to an equity ratio of 47 percent.

You mentioned the high level of investment...

Compared to the previous year, our economic investments increased by €0.5 billion to €2.1 billion. The last time they were this high was in the 2005 financial year.

Did you make good progress in implementing the Boost strategy as well?

We expanded our Group strategy at the beginning of 2024 and have been driving growth in two programs since then. The first program, "Boost," was launched in 2021 with the aim of increasing our growth momentum. Since then, we have invested €5.4 billion in "Boost," including €1.8 billion in 2024 alone. By the end of 2026, we will have invested around €8 billion in "Boost."

And the second program?

The second program, "Boost+," comprises "Next," "Regional Boost" and "Breakout." With "Next," we are building up new lines of business areas with long-term revenue potential of around one billion euros. With "Regional Boost," we are driving forward the development and expansion of business in high-growth regions such as India, Mexico and Latin America. And with "Breakout," we are seeking to achieve economies of scale by merging existing businesses with other companies. The merger of Penguin and Random House in 2012 is a prime example of this. Our overarching goal remains to broaden the Group's positioning in the interests of its shareholders.

What progress did you make on your strategic growth priorities – National Media Champions, Global Content, Global Services, Global Services, Education and Investments?

We continued to make good progress in all five priorities. You will find numerous examples of this in our annual report. They range from dynamic growth in the TV streaming business and the acquisition of additional video production companies, book publishers and music catalogs, to Arvato's first acquisitions, the increase in our stake in the education company Afya in Brazil and more than 50 new and follow-up investments by the Bertelsmann Investments network of funds. And, as I said, these are just a few of many examples.

What are your expectations for the current financial year?

For the current financial year 2025, we expect to see revenues increase by 4 to 5 percent, and an increase in earnings.

NATIONAL MEDIA CHAMPIONS

National Media Champions

Further
information





Stefan Raab Brings RTL+ Record Growth in New Customers

In 2024, Stefan Raab returned to the screen after years of absence. 5.9 million viewers tuned in for Raab's boxing match against Regina Halmich in September (25.8 percent of the total audience market). Raab's hit "Pa auf's Maul" (roughly: "A Couple to the Jaw"), released at the same time, immediately soared to the top of the German iTunes charts. This spectacular performance extended to social media as well: RTL recorded more than 465 million hits on Instagram, TikTok, Facebook and YouTube. As part of his five-year contract, the entertainer will produce the weekly show "Du gewinnst hier nicht die Million bei Stefan Raab" ("You Won't Win a Million Here With Stefan Raab") and primetime events such as "Chef-sache ESC 2025 – Wer singt für Deutschland?" ("Spotlight on Eurovision 2025 – Who Will Sing For Germany?").

Among other things, these extensions to the program lineup helped RTL+ to increasingly reach men across various age groups as well. Even aside from the euphoria over the return of Stefan Raab, the number of RTL+ subscribers in Germany rose steadily to 6.1 million – a 21.5-percent increase compared to the previous year. The streaming service treated its viewers to popular reality shows such as "Ich bin ein Star – Holt mich hier raus" ("I'm A Celebrity – Get Me Out Of Here") and "Das Sommerhaus der Stars" ("Celebrity Summer House"), sports broadcasts including twelve UEFA Euro matches and the NFL, as well as to in-house productions such as the Grimme Award-nominated series "Angemessen Angry" ("Appropriately Angry") and the four-part series "Zeit Verbrechen" ("Time Crimes"), as well as a new season of "Sisi."



6.1 M RTL+ subscribers
in Germany





RTL Group Scores Big with Attractive Sports Rights

Millions of people in Europe watched the matches of the European Football Championship 2024 on RTL Group channels. Both RTL Deutschland in Germany and M6 in France broadcast matches on television and on their streaming services. The quarter-final between the Netherlands and Turkey was watched by 13.2 million people on RTL alone. The quarter-final between France and Portugal, broadcast on M6, was watched by 12.7 million French viewers – 58 percent of the total viewer market.



To ensure that they can continue celebrating such successes, RTL Group channels also secured the rights to further major sporting events. For example, Groupe M6 will broadcast the 2026 and 2030 FIFA World Cups in France. RTL Deutschland is expanding its own sports offering with the Bundesliga 1 and Bundesliga 2 highlight rights for RTL+, as well as the free TV rights for the top match of the week from the Bundesliga 2 on Saturday evenings. These rights packages complete the existing Europa League and Conference League portfolio. RTL Hungary has broadcast most Champions League matches in Hungary since the 2024/2025 season.

The second NFL season covered by RTL Deutschland also proved very popular. Sunday games in the regular season between September 2024 and January 2025 were watched live by an average of one million viewers every Sunday.

48 M watched the European Football Championship on M6

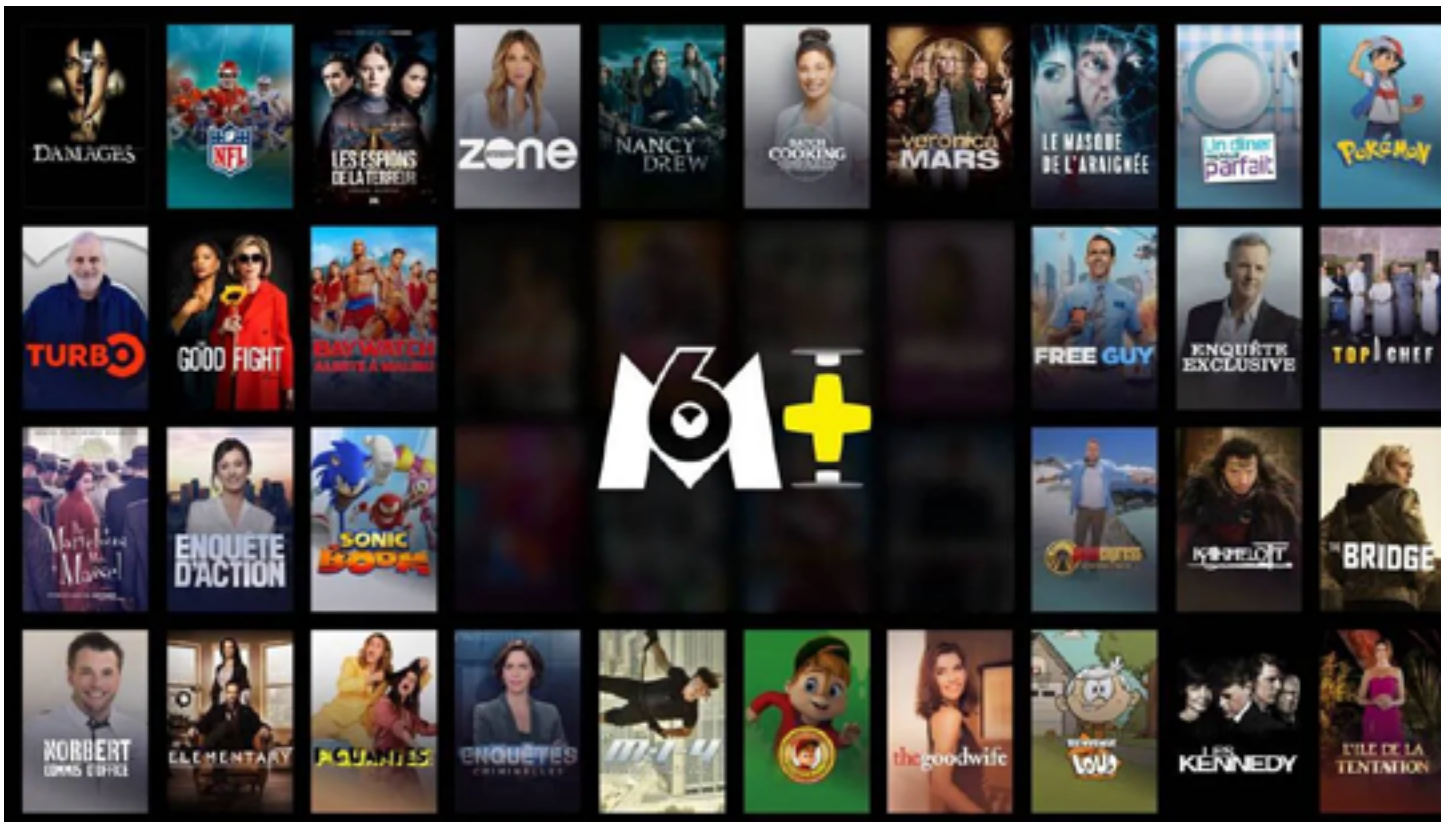


Groupe M6 Presents New Streaming Service

Groupe M6 in France invested in M6+ with a view to improving the user experience and expanding the range of exclusive content available on the new streaming platform. Successfully so: M6+ recorded 30 percent more monthly users compared to its predecessor 6play, and increased streaming hours by 35 percent. In November, M6+ celebrated a record month, with 25.5 million unique monthly users. Another record for the streaming service was the more than one million concurrent users during the quarter-final of UEFA Euro 2024.

M6+ has set itself the goal of doubling its range of free-to-access program content to 30,000 hours, a third of which is to be original content. The platform serves as the catalyst for Groupe M6's digital transformation.

Up to **25.5 M**
users in November





RTL Deutschland Inks Several Partnerships

RTL Deutschland and ProSiebenSat.1 partner in the area of advertising technology. Advertising customers will be able to book advertising campaigns via a joint technical platform, which are then played out by both partners. In addition to the linear television program, the partnership includes the streaming platforms Joyn and RTL+. The project runs under the name "Adtech made in Europe," as both partners want to create an attractive alternative to US companies through technical progress in the field of advertising technology.

RTL Deutschland also renewed its successful partnership with Deutsche Telekom. RTL+ Premium will remain an integral part of almost all Deutsche Telekom Magenta TV tariffs until at least 2030. Magenta customers have been given access to RTL sports highlights, popular reality formats and award-winning fictional productions. Besides RTL+, they also have access to all of RTL Deutschland's other free and pay TV offerings.





Stern+ Unites “Stern,” “Geo” and “Capital” in One Online Offering

The new Stern+ offering unites the strong brands “Stern,” “Geo” and “Capital” under a shared roof. From 2023 to 2025, RTL Deutschland is investing 30 million euros in the further development of Stern+. The aim is to gain 100,000 paying subscribers by 2026. The step shows RTL Deutschland’s continued commitment to independent quality journalism.

In terms of appearance, opulence and image intensity, the digital version of “Stern” is completely on a par with the print magazine. In fact, many features, such as the multimedia content of the digital version, actually improve the reader experience. Stern+ offers a subscription for everyone who wants to read the daily news as well as comprehensive background stories, interviews with compelling personalities and interesting reports. The increased relevance of the online area is also reflected in a changed editorial structure. The separation between print and digital was abolished, and the focus is increasingly on the online offering. “Stern” thus underscored its journalistic repositioning of recent years.



Target: **100,000**
subscribers by 2026

Mehr Leben.
Mehr Mut.
Mehr **stern.**



GLOBAL CONTENT

Global Content

Further
information





Fremantle Productions Win 190 Awards in 2024

The film “Queer,” produced by Bertelsmann subsidiary Fremantle, won over critics and audiences alike. Director Luca Guadagnino brought a surreal, intellectually stimulating film starring “James Bond” actor Daniel Craig to cinemas. “Queer” was selected to premiere in competition at the Venice Film Festival. Daniel Craig was named “Best Actor” by the prestigious National Board of Review and received Golden Globe, SAG and Critics’ Choice nominations. Angelina Jolie was nominated for “Best Actress” for her work in and on the biopic “Maria” by Pablo Larraín. The film about opera singer Maria Callas premiered in competition at the Venice Film Festival in August and scored a nomination for the 2025 Academy Awards.

Other Fremantle productions also enjoyed creative success, collectively garnering 706 nominations (2023: 622) and 190 awards (2023: 146). “Poor Things” starring Emma Stone was particularly successful in 2024, winning four Oscars, five BAFTAs and two Golden Globes. In addition to its big-screen productions, Fremantle is also successful in living-room cinema: The series “Maxton Hall – The World Between Us” won the Audience Award at the Bambi Awards and was in the top three on Amazon Prime Video in more than 100 countries worldwide shortly after its release.



706 nominations and
190 awards in 2024



Fremantle Acquires Major Production Companies in Europe and Asia

Fremantle expanded its international portfolio to include the two successful production companies Asacha Media Group and Beach House Pictures. Asacha Media Group already produces numerous successful formats for broadcasters across Europe. The 14th season of the BBC series "Death in Paradise" is already in planning. Productions like these and the wide range of documentaries including "When Sharks Attack 360" demonstrate the breadth of the company, which enjoys success throughout Europe and reaches a broad customer base.

The Singaporean production company Beach House Pictures was particularly successful last year with "Don't Cry Butterfly." The film won the Grand Prize and "Most Innovative Film" in the Critics' Week section at the Venice Film Festival. In the entertainment sector, the company produces, among other things, a documentary series about various car cultures around the world called "The Ride Life with Sung Kang" narrated by "Fast and Furious" star Sung Kang.



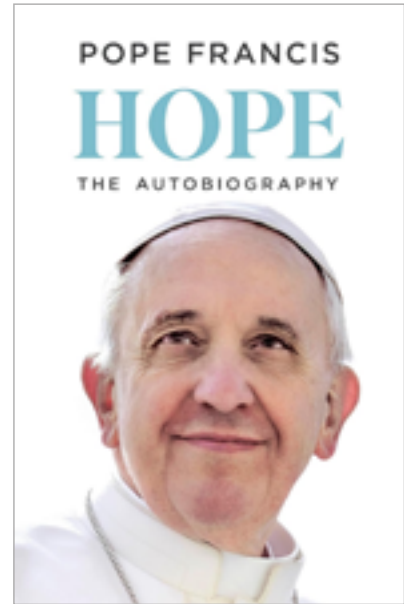


Penguin
Random
House

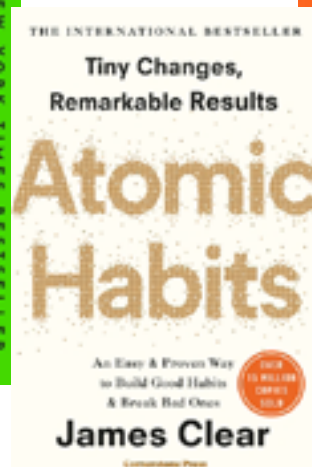
Penguin Random House Sells More Books than Ever Before

Penguin Random House celebrated a record-breaking year in 2024 – publishing and selling an unprecedented number of books. James Clear’s bestselling “Atomic Habits” sold approximately 2.3 million copies in 2024 alone, bringing its total global sales to 20 million copies since its first edition in 2018. Emily Henry’s “Funny Story” (2024) and Ashley Elston’s “First Lie Wins” (2024) also enjoyed immense popularity, each selling around 1.5 million copies. In January 2025, Penguin Random House made history by publishing the first-ever biography of a sitting pontiff, “Hope” by Pope Francis.

Penguin Random House also achieved record results in the audio market, with 2024 marking the highest number of audiobook downloads in its history. Beloved legends Dolly Parton and Barbra Streisand narrated their respective works “Behind the Seams: My Life in Rhinestones” and “My Name is Barbra” and garnered 2025 “Best Audio Book, Narration and Storytelling Recording” Grammy Award nominations.



760 M
Titles Sold Worldwide





Penguin
Random
House

Penguin Random House Celebrates “New Adult” Successes, Expands Publishing Repertoire

Penguin Random House tapped into the “New Adult” genre, which comprises romance novels aimed primarily at a young audience. The genre’s robust presence on social media has caused a remarkable surge in popularity. In response, Penguin Random House launched a new imprint devoted exclusively to these readers: Delacorte Romance. Among the notable authors of this genre, Penguin Random House Grupo Editorial’s Mercedes Ron stands out with her hugely successful “Culpa Mía” (“My Fault”) trilogy. The final book in the series, published in 2024, generated excellent sales worldwide. The first two books in the series have been adapted into films for Amazon Prime.

In a strategic move to further expand its portfolio, Penguin Random House increased its stake in the US publisher Sourcebooks to 75 percent. Sourcebooks is renowned for publishing successes across all genres, including “New York Times” bestsellers such as “The Grift” by Clay Cane and “If He Had Been with Me” by Laura Nowlin. Other noteworthy acquisitions include Amber-Allen Publishing and the comic publisher BOOM! Studios, which released a comic adaptation of the prequel to the popular film franchise “Dune” in 2024.



Delacorte
Romance



“Culpa Mía” trilogy has reached
>3 M readers worldwide





BMG Sets New Records with “Next” Strategy

BMG raised the bar in 2024 with the successful implementation of its BMG “Next” strategy. The digital business grew faster than ever before, while profitability soared to an all-time high. By systematically streamlining its structures, BMG steadily focused on its two core segments – Music Publishing and Recorded Music. This strategic focus makes it possible to offer artists, songwriters and partners an even better service experience and to react more flexibly to market changes.

One key success factor is the company’s optimization of its go-to-market strategy. BMG brought the digital distribution with partnerships with Spotify and Apple Music in-house and outsourced physical distribution to the Universal Music Group. BMG also set new standards in its repertoire strategy with targeted investments in a broader portfolio of genres and the “Boost” program consistently delivering above-average returns. 2024 was a record year, during which BMG further expanded its market position with an investment volume of close to half a billion euros for new signings and catalog acquisitions.



Investment in music content of
~ €500 M



BMG Recording Artists Storm the Charts

BMG songwriter Bruno Mars became the first artist to reach the 135 million monthly listeners mark on Spotify. "Die With a Smile," his duet with Lady Gaga, scored one billion streams faster than any other song before it. "Die With a Smile" also went to #1 on the US charts, and both artists received a Grammy Award. BMG songwriters also contributed to numerous other #1 successes: The single "Houdini" by Eminem and Beyoncé's album "Cowboy Carter" were penned by BMG songwriters.

BMG recording artists also had a winning year: Country star Jelly Roll released his album "Beautifully Broken" in October and soared straight to #1 on the "Billboard 200" charts. Pop singer Kylie Minogue and punk-rock band Sum 41 also released new albums, both of which topped the charts, along with individual tracks from them.

BMG's roster continued to grow with the signings of various high-reach and successful artists. BMG's newly agreed collaboration with Blake Shelton attracted particular attention. The Country star has been releasing his songs via BMG since 2024. Shelton has already placed 14 number-one hits on the "Billboard Hot Country Songs," one of the most important country charts in the United States.



BMG artists simultaneously
topped UK and US
charts for first time



GLOBAL SERVICES

Global Services

Further information



Arvato Acquires Companies in Ireland and the United States

In November 2024, Arvato signed an agreement to acquire ATC Computer Transport & Logistics, an Irish company offering highly specialized services in the areas of high-security logistics, white-glove deliveries, and technical services. The transaction was completed in January 2025. One month later, the purchase agreements for the United States third-party logistics provider Carbel LLC and United Customs Services, a specialist in customs clearance, were signed. This step marked Arvato's entry into the growth market of e-commerce services for fashion, beauty, and lifestyle providers in the United States. These transactions were completed in February 2025.

The acquisition of ATC Computer Transport & Logistics gives Arvato new opportunities in the fast-growing market for data center services. With this acquisition, Arvato expands its own portfolio of services and is able to support data centers over their entire lifecycle – from construction, operation, maintenance and modernization through to decommissioning. The special feature: Everything can be tailored precisely to the respective client's requirements, a service that Arvato, together with ATC Computer Transport & Logistics, is now able to offer to customers worldwide.

In Carbel, Arvato acquired a company that offers warehousing, distribution and transportation services with a strong focus on the fashion segment and retail. Carbel operates from two locations each in Florida and Pennsylvania, and one location each in California and New York. United Customs Services provides import and export solutions, including customs brokerage and compliance services, to facilitate international trade. The three acquisitions represent major milestones in Arvato's growth strategy.



16 distribution centers
with 650,000 m² each in the US



Arvato Pursues Robotics Projects – With Boston Dynamics

Arvato continued the automation strategy at its sites with the “Leleka,” “Bucky,” “Stretch” and “justPick” robots. The company implemented numerous robotics projects throughout the year to make processes more efficient and reduce employees’ workload.

In collaboration with leading robotics provider Boston Dynamics, the Bertelsmann subsidiary implemented the “Stretch” robot, whose gripper arm can unload cartons from containers completely autonomously for 16 hours at a time. “Stretch” is currently being used at two sites in the United States. Following its successful introduction, its use is to be expanded to ten locations – including in Europe. In Dortmund, Germany, Arvato uses the “justPick” robot, a picking system installed by the Polish company Nomagic that is notable for its particularly quick and flexible responses. “justPick” combines the ability to pick up items, collect orders and process returned goods. Arvato is also independently developing the “Leleka” robotic arm. In combination with an AI algorithm, “Leleka” quickly learns tedious and monotonous tasks, which it can perform with high quality. The “Bucky” palletizing robot is another in-house solution being used in Venlo. “Bucky” is able to scan parcels, store them on pallets, and then pack the pallets.

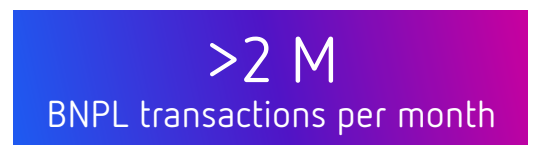
The robotics solutions are rarely stand-alone systems. Arvato is working intensively to ideally integrate them into an overall process.



Riverty Grows with “Buy Now, Pay Later” Solutions

The payment services provider Riverty, part of the Arvato Group, grew during the reporting period, boasting 4,000 employees, 28 million consumers reached, and double-digit growth figures. Its popular “buy now, pay later” solutions have helped Riverty expand into new sectors, acquire numerous new customers, and expand existing partnerships. Sellers including s.Oliver and eBay set up the service using Riverty. With Riverty, buyers can pay for their goods up to 30 days after purchase. The solution is meant to optimize the conversion rate – i.e., the rate of actual purchases following online searches for items – and simplify payment processes. Berliner Verkehrsgesellschaft (BVG), a long-standing Riverty customer, expanded their cooperation to include a “buy now, pay later” service for its own ticket store.

Various strategic partnerships, such as the one with the financial services provider Mollie, also helped drive growth. Mollie offers customers various payment methods for their online stores and now works with Riverty in this area. Riverty also developed a “Riverty AI Voice Assistant” in collaboration with the company Parloa. The voice assistant is available around the clock and can process simple inquiries itself or forward them to qualified experts in sensitive debt collection cases.



Arvato Systems Cooperates with Microsoft and Delos Cloud

The development of a sovereign cloud for the German public sector reached its next milestone in late summer 2024: After completing extensive preparatory work and developing the technical setup of the data centers to an advanced stage, in September, Delos Cloud GmbH, Microsoft and Arvato Systems signed the final contracts regulating the cooperation between the companies in providing a sovereign cloud platform for the public sector in Germany.

Going forward, Delos Cloud will provide a sovereign cloud for the German administration based on the hyperscale technology Microsoft Azure. In particular, the sovereign cloud platform's services include the extensive collaboration tools and productivity solutions of Microsoft Office 365. The cloud platform will be technically, operationally and legally sovereign in accordance with the federal government's regulatory requirements. With its many years of experience in operating data centers and critical infrastructures, Arvato Systems' role in the partnership will be to operate the platform. Delos Cloud and Arvato Systems are jointly developing the operating processes for the Delos Cloud and will ensure its on-site operation long-term at several locations in Germany.



First cloud offering that meets government security requirements



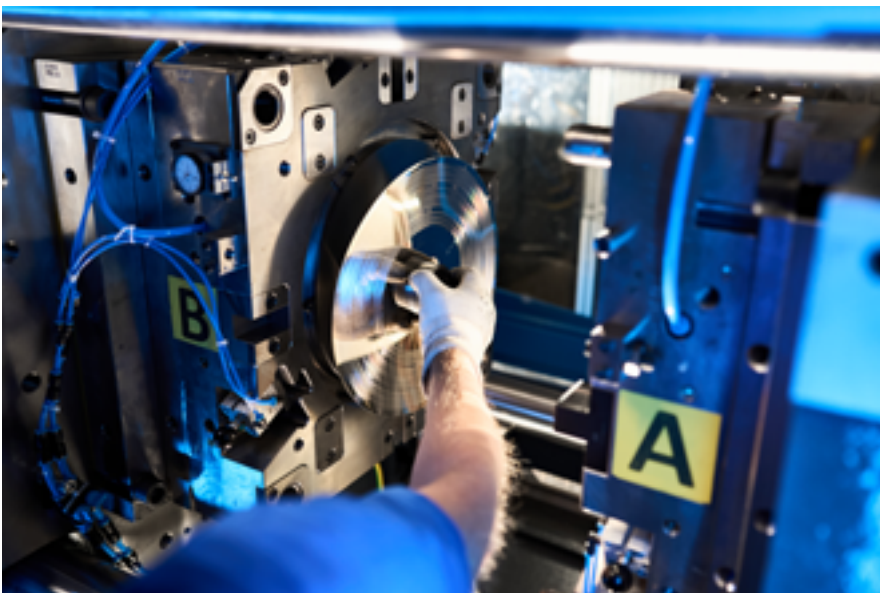
Sonopress Forges Ahead with Innovative EcoRecord

The storage media manufacturer Sonopress, part of Bertelsmann Marketing Services, uses recyclable PET for the production of its EcoRecords, generating great demand among music companies and artists alike. Neither natural gas nor steam are used for the special production method behind this sustainable long-play record, reducing the environmental impact of the manufacturing process by as much as 85 percent compared to conventional methods.

In January, rock icons Liam Gallagher and John Squire became the first artists to release their joint album in the new format. Coldplay actually released their new album "Moon Music" exclusively as an EcoRecord. The CD version of the album is the first "Eco CD" ever produced. Over the course of the year, many more artists got excited about records and CDs made from recycled materials. Ed Sheeran released a special tenth-anniversary version of his album "X" – also as an EcoRecord. Demand among artists is so high that Sonopress put another machine into operation in November to produce the sustainable LPs.



9 PET bottles
recycled for each limited-
edition EcoRecord of
"Moon Music"



Mohn Media Renews Key Customer Contracts

Mohn Media will continue to print brochures for two major German discounters, as well as the entire circulation of the news magazine "Spiegel." The print service provider, which is part of Bertelsmann Marketing Services, actually managed to increase the number of brochures printed compared to the previous year. The print volume for the two large retail chains alone totals close to 50 million brochures per week. In the case of one discounter, the order covers not only branches in Germany, but also in other European countries. Mohn Media prevailed against a large number of competitors in the competition for these two large orders, one of which was renewed long-term. The printing company also expanded its cooperation with the Hamburg-based Spiegel publishing house, and now prints the complete weekly edition of the news magazine. After ten years of producing half of the magazine's circulation, this expansion of the partnership is a sign of the trust clients place in Mohn Media. The exclusive contract runs through 2028.



65 to 70 M
brochures produced per week



Investments in US Printing Plants

Book Printing Group USA continued the systematic implementation of the largest investment package in its history. Under the heading “One BPG USA,” the money is being channeled into three areas: modernizing the machinery, digitizing processes and harmonizing the IT landscape. As the project name suggests, the aim of the investments is clear: to ensure that the Book Printing Group is perceived by customers as a single entity and is the top choice for every publisher on the North American continent when it comes to high-quality, reliable book production.

IT modernization is a particular focus. On the one hand, AI-based solutions are being implemented, while on the other, the “EPS Technique” software solution is to be gradually introduced at all locations by 2026. This software will make it possible to further automate and accelerate processes in the future, so that overall, the investment will reduce the time it takes to bring products to market.

€70 M
invested in modernization

Book Printing Group
USA

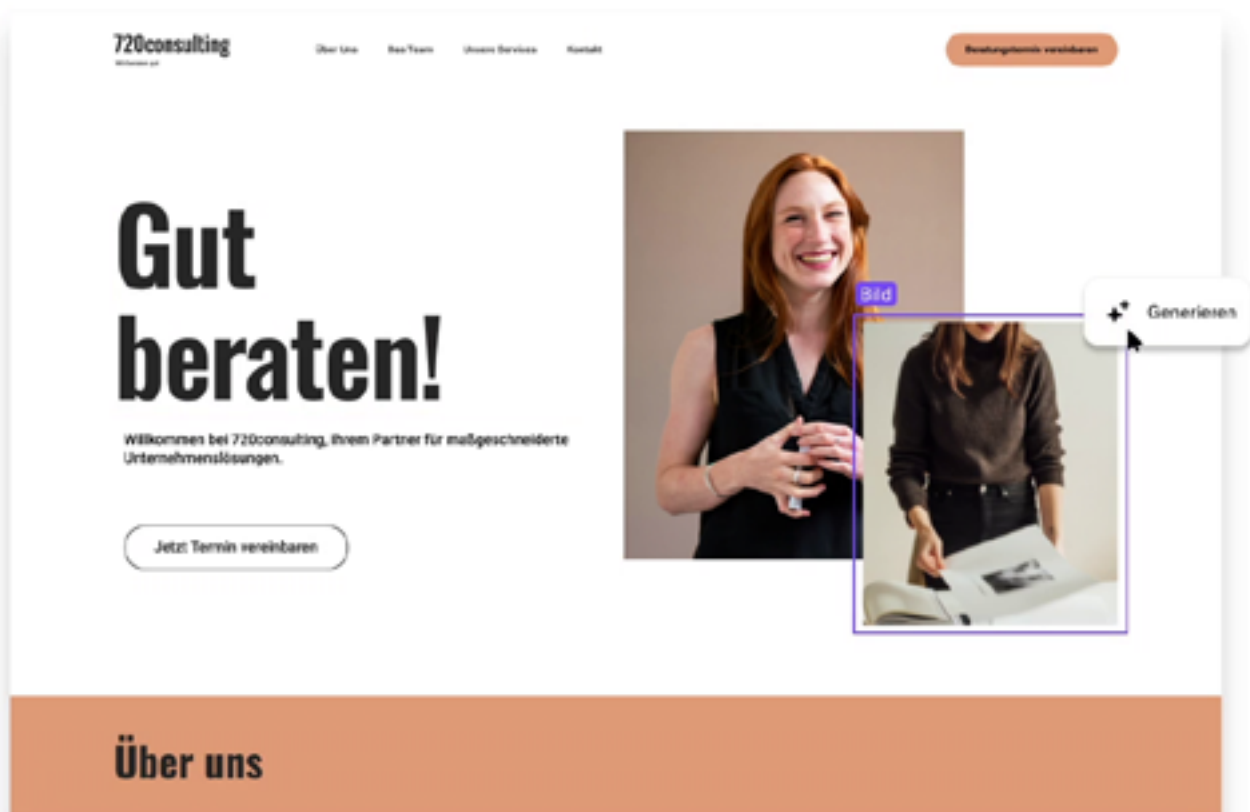


Territory Launches Agency for AI-based Marketing

With the founding of the mar-tech start-up Smart Agency, Territory started offering self-employed professionals and small businesses easy access to innovative digital marketing solutions. The aim was to offer small businesses an efficient and legally compliant way to professionalize their marketing while allowing them to focus on their core business. Smart Agency is designed as an all-in-one tool that covers essential marketing needs such as the creation of a company website, an individual brand design, social media templates with strategic recommendations, a Google Business Profile, print materials and customized content. Smart Agency's AI setup ensures a professional, appealing appearance. In addition to the automated solutions, Smart Agency offers support from Territory's marketing experts as needed. In this way, Smart Agency combines individual consultation and implementation support using state-of-the-art technologies.



SMART AGENCY



EDUCATION

Education

Further
information



BERTELSMANN

Digital Campaign Reaches Nearly One Billion Contacts Globally

Bertelsmann successfully concluded its international media campaign “AI. And I can do more.” Besides TV commercials, print ads, online advertising and a dedicated landing page, it was primarily social media posts that achieved a reach of 345 million contacts worldwide: 330 million of them on social networks. Bertelsmann has reached nearly one billion contacts with its digital campaigns since 2019.

The 100,000 Tech & Data scholarships that Bertelsmann granted and campaigned for between 2019 and 2024 garnered some 250,000 applications from a total of 190 countries. Bertelsmann Chairman & CEO Thomas Rabe, who serves as an ambassador for the campaigns, said: “Bertelsmann remains committed to drawing attention to the possibilities of new technologies, especially artificial intelligence, and to using them itself as a technologically leading media company. I believe that we have succeeded in doing this in recent years with our digital campaigns.”



Bertelsmann has granted
100,000
Tech & Data scholarships



Relias Reaps Numerous International Awards

Relias, the world's leading provider of digital training and education solutions, continues to enhance its role as an industry leader with numerous accolades, including on the G2 online marketplace for software solutions, where users can rate the software. Every quarter, G2 awards prizes and rankings to the top-rated providers. With an almost perfect rating of 99 percent, the "Relias Learning Management System" has topped the "Top Product" category since summer 2023: only three percent of participating companies received an award. Relias software scored sixth place in the annual report's ranking of the "Top 100 Best Software Products for 2024" and 14th place in the "Highest Satisfaction Products for 2024" category.

One particularly innovative solution for continued training is the simulation course "A Day in the Life: An ASD Perspective," which lets participants experience first-hand the daily challenges and problems experienced by people on the autism spectrum. This helps healthcare professionals to better engage with their patients. Relias received the EdTech Breakthrough Award in the "Online Learning Innovation" category for the course, prevailing over thousands of nominees from 17 different countries.



4.5 M nursing staff
learn with Relias

Relias Invests in Software and Improves Patient Satisfaction

Relias acquired the US company Feedtrail Healthcare XM, a specialist in patient and employee surveys and reputation management. The integration of Feedtrail solutions into Relias' offering is meant to further improve both the quality of patient care and the efficiency of work processes for employees in healthcare organizations.

Feedtrail's software, which was awarded "Best in KLAS 2024 for Patient Experience Improvement," enables the real-time recording of patient satisfaction in relation to the patient experience in healthcare facilities. The idea is to record patient and staff satisfaction and identify opportunities for improvement so as to improve the overall quality of healthcare provided.



Best in KLAS 2024
for Patient Experience Improvement



Afya Adds Study Seats in Latin America

The Brazilian education provider Afya increased its capacity and further expanded the number of medical study seats available in Brazil. Afya acquired Grupo Unidom in one of Brazil's largest cities, Salvador. The takeover increased the number of medical study seats by 300 to around 3,500, meaning that 3,500 new students will be able to study medicine each year at one of Afya's 30 medical faculties across the country.

Afya also expanded its efforts in the Brazilian state of Minas Gerais with the signing of a purchase agreement to acquire the "Faculdade Única de Contagem" (FUNIC for short) campus. FUNIC is the fifth Afya campus in Minas Gerais, giving the company an additional 60 study seats.



24,000
medical students in Brazil



INVESTMENTS

Investments

Further
Information



“Bertelsmann Next” Reports Strong Organic Growth

The “Bertelsmann Next” growth program, part of Bertelsmann Investments, achieved organic growth of more than 130 percent, making it a significant contributor to Bertelsmann’s overall organic growth. “Next” comprises the entrepreneurial development of the fast-growing Mobile Ad Tech, HR Tech and Pharma Tech sectors. Bertelsmann Next also includes venture capital investments in the growth area of digital health. Organic growth was driven in particular by the mobile ad tech company AppLike. AppLike offers app operators technical solutions for monetizing and acquiring users and also operates its own apps. In 2024, AppLike achieved organic growth of around 180 percent and was highly profitable, in particular through growth with existing customers, acquisition of new customers and product extensions.



180 percent
organic growth at AppLike



Strong Acquisition-Driven Expansion of the HR Tech and Pharma Tech Segments

Bertelsmann Investments invested in new companies for its emerging HR Tech and Pharma Tech segments.

The HR tech company Embrace acquired Milch & Zucker and announced the acquisition of Vocanto as of January 1, 2025. Milch & Zucker adds a provider of software in the field of job listing and applicant management to the Embrace portfolio. Vocanto, an e-learning platform for commercial and industrial-technical training professions, expands Embrace's offering for the training segment, following its 2023 acquisition of Studyflix, the largest learning and career platform for schoolchildren and students in German-speaking countries.

In Pharma Tech, Bertelsmann Investments acquired Munich-based Extedo, a leading provider of software solutions and services in the field of regulatory information management. The acquisition significantly expands Bertelsmann Investments' expertise in the Pharma Tech segment. Besides Extedo, this segment includes the portfolio company Rote Liste, which has played a leading role in Germany's healthcare sector for many decades and offers innovative solutions for the distribution of pharmaceutical content. The Pharma Tech segment also includes an investment in Docuvera, a digital platform specializing in the structured creation of pharmaceutical content.



BII Systematically Implements its Boost Strategy

As part of its Boost strategy, the Indian investment fund Bertelsmann India Investments (BII) invested in five promising new Indian companies in 2024. They include the start-up Rozana, an online retailer of everyday goods for rural India, a structurally weak emerging region that is home to more than one billion people. Rozana was founded in 2021 and currently serves people in 18,000 villages. Its CEO and founder Ankur Dahiya won the “IndusWe Award” given out by the Indian business newspaper “The Financial Times” for her contributions to strengthening local communities and promoting women’s entrepreneurship through Rozana.

In addition to the new investments, BII also made several follow-on investments, including in LetsTransport, the leading digital logistics platform for inner-city transport in India.



Rozana supplies
18,000 villages in India



BAI Makes Follow-on Investment in One of Mexico's Leading Digital Banks

Bertelsmann Asia Investments (BAI) expanded its holdings in Stori, one of Mexico's leading neobanks. Valued at more than one billion euros in its most recent round of financing, the company has been growing strongly for years and has issued more than three million credit cards to customers as of the end of 2024. This represents an increase of almost one million credit cards compared to the end of 2023.

BAI has owned a stake in Stori since 2019 and has since supported the bank in its goal of providing access to banking for all population groups in Mexico and Latin America. Annabelle Long, Managing Partner of BAI, was recognized as one of the top 100 investors worldwide by Forbes magazine for investing in Stori.



>3 M credit cards
issued by Stori





Management

The Bertelsmann Executive Board, together with selected executives from the Group, constitutes the Group Management Committee (GMC). Led by Thomas Rabe, the GMC reflects Bertelsmann's diversity and internationality, as well as its most important markets. The GMC advises and supports the Executive Board on important matters of corporate strategy and development, and other Group-wide topics.

Executive Board



Thomas Rabe
Chairman and Chief Executive Officer of Bertelsmann and Chief Executive Officer of RTL Group



Carsten Coesfeld
Member of the Executive Board of Bertelsmann
Chief Executive Officer of Bertelsmann Investments



Thomas Coesfeld
Member of the Executive Board of Bertelsmann
Chief Executive Officer of BMG



Rolf Hellermann
Chief Financial Officer of Bertelsmann



Immanuel Hermreck
Chief Human Resources Officer of Bertelsmann

Group Management Committee



Andreas Barth
Chief Executive Officer of Riverty



Nria Cabuti
Chief Executive Officer of Penguin
Random House Grupo Editorial



Elmar Heggen
Chief Operating Officer and
Deputy Chief Executive Officer of
RTL Group



Dirk Kemmerer
Chief Executive Officer of
Bertelsmann Marketing Services



Kay Krafft
Chief Executive Officer of
Bertelsmann Education Group



David Larramendy
Chief Executive Officer
of Groupe M6



Annabelle Yu Long
Managing Partner of Bertelsmann
Asia Investments



Nihar Malaviya
Chief Executive Officer of
Penguin Random House



Steven Moran
Chief Partnership Officer and Chief
Learning Officer of Bertelsmann



Jennifer Mullin
Chief Executive Officer
of Fremantle



Gail Rebuck
Group Creative
Coordinator



Frank Schirmeister
Chief Executive Officer
of Arvato



Karin Schlautmann
Executive Vice President Corporate
Communications of Bertelsmann



Stephan Schmitter
Chief Executive Officer of
RTL Deutschland



Strategy

Bertelsmann is focused on achieving profitable growth and an increasingly digital, international and diversified business portfolio. The Group's strategy is guided by five strategic growth priorities.

National Media Champions: Bertelsmann is building national media champions in its core markets. This will create strong alliances anchored in local markets that can excel with offers across all media genres, as well as with high reach.

Global Content: Bertelsmann is intensifying its focus on expanding its global content businesses. RTL Group's production arm Fremantle, the Penguin Random House book publishing group and the music company BMG are investing large sums in the production of new content and the acquisition of attractive book rights and music catalogs, respectively.

Global Services: Bertelsmann is prioritizing the expansion of its international services business for clients from various industries. The focus is on supply chain solutions, financial services and IT services for the digital transformation of companies.

Education: Education is one of the largest sectors of the global economy. Bertelsmann is successfully active in the field of education and training in numerous countries. This commitment is to be expanded organically and through acquisitions, including with investments in new products and content.

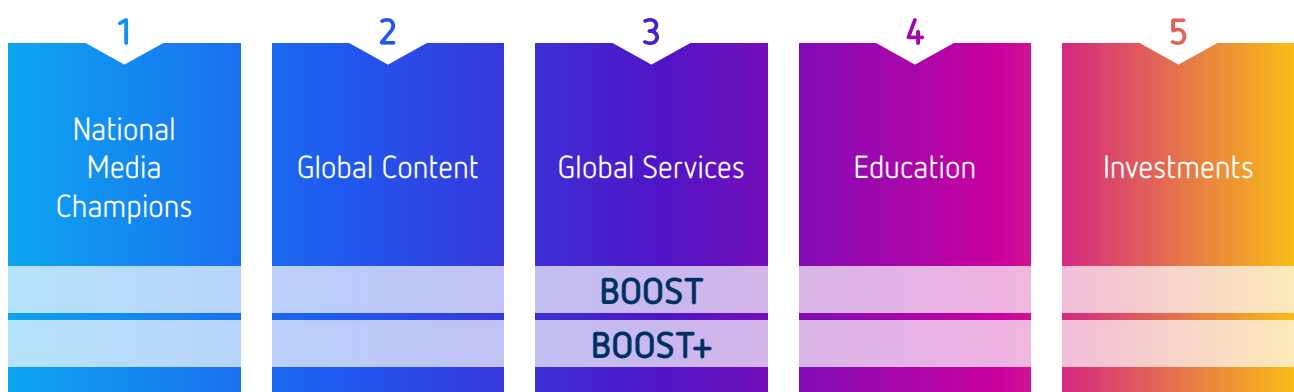
Investments: Through a global network of funds, Bertelsmann secures attractive investments and access to innovative companies. Bertelsmann intends to expand this investment network, increasingly in cooperation with external funds. The Bertelsmann Next unit fast-tracks the entrepreneurial development of new growth industries and lines of business.

At the beginning of 2024, Bertelsmann expanded its Group strategy and has since been driving growth through two key programs. The first program, “Boost,” was initiated in 2021 with the goal of accelerating growth momentum.

Since 2021, €5.4 billion has been invested, with €1.8 billion allocated in 2024 alone. A total of approximately €8 billion is to be invested by the end of 2026.

The second program, “Boost+,” encompasses three key thrusts: “Next,” “Regional Boost” and “Breakout.” “Next” focuses on the development of new lines of business with a projected long-term sales potential of approximately €1 billion. “Regional Boost” targets the expansion of business in particularly promising regions. Finally, “Breakout” involves larger-scale mergers of existing businesses with other companies.

Strategic Growth Priorities



Enablers

People

ESG

Tech & Data

Communication

Target Portfolio

Profitable growth

Digital

International

Diversified



Our Origins and Shareholders

Bertelsmann was founded in 1835 by Carl Bertelsmann. It remains a privately held company, with the majority of shares donated to a not-for-profit foundation – the Bertelsmann Stiftung.

Our Sense of Purpose

To empower, to create and to inspire is the purpose of our work. This provides direction to our managers and employees and informs our relationship with customers, partners and society at large. It guides all of our work as an international media, services and education company.

Our Essentials

In a rapidly changing world, how we do things has never been more important. Our core values guide everything we do. Strong individually, it is how Creativity and Entrepreneurship work together that makes them powerful and true to our Bertelsmann culture of participation and partnership.

Creativity & Entrepreneurship

Creativity is vital to us. We celebrate and nurture creativity: encouraging the critical and imaginative thinking that challenges convention and unlocks opportunity. Our minds are open and curious, and we encourage and develop the passionate pursuit of fragile ideas. We know that experimentation is part of the creative process and that innovation best serves our customers and markets. Diversity is crucial. We actively seek out different viewpoints and encourage communication and collaboration.

Entrepreneurial freedom provides us with the vision and courage to take risks, the decisiveness and perseverance to get things done, and to be accountable for our actions. Because we act responsibly, we can be proud of our entrepreneurial achievements. We never lose sight of our customers. Mutual respect and trust between every colleague and partner is crucial. Collaborating makes us all stronger. We invest in our people, empower them and provide fair working conditions. We're mindful of the impact we have on society and the environment, and we seek to make a positive difference.

BERTELSMANN IS ALL THIS AND MORE

by Jim Rakete

Jim Rakete is undoubtedly one of the most famous photographers in the world. There is hardly a chancellor, actor or musician he hasn't photographed over the decades. Now the artist has captured his view of Bertelsmann and its seven divisions in photographs. The result is 23 situational black-and-white photos, each depicting a "decisive moment" in Jim Rakete's visual language. The large-format originals have been on display in Bertelsmann's Corporate Center in Gütersloh since November 2024 and represent the diversity of the Group.

Further
information



Jim Rakete – A Look Behind the Scenes

The three-minute video shows exclusive footage captured during the creation of the exhibition project “Bertelsmann is all this and more – by Jim Rakete.” It offers insights into the photographer’s work as well as scenes from photoshoots at various Bertelsmann locations around the world. The video documents the creative process and gives an impression of the Group’s diversity and internationality.



Jim Rakete – Exhibition Opening

In November 2024, the permanent exhibition by renowned photographer Jim Rakete was unveiled at Bertelsmann’s Corporate Center in Gütersloh. The opening ceremony was attended by the photographer himself as well as representatives of top management and members of the owner family. The exhibition features impressive black-and-white photographs that portray Bertelsmann and its divisions in a unique way.



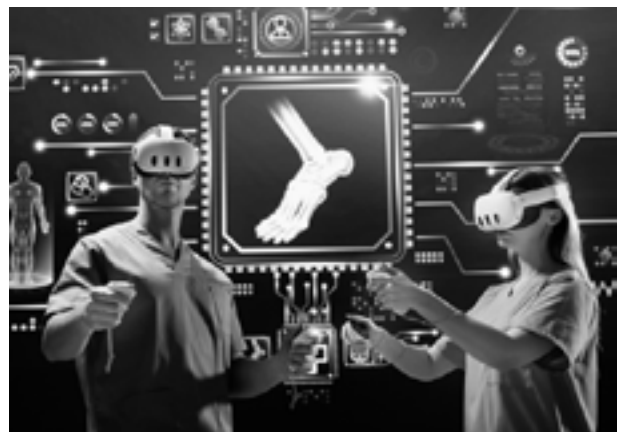
Bertelsmann Business Podcast with Jim Rakete

n-tv presenter and podcast host Isabelle Körner talks to photographer Jim Rakete in the Bertelsmann Business Podcast “Creativity & Entrepreneurship.” Topics include the genesis of his special collaboration with Bertelsmann, the creative approaches behind his project and the challenges he overcame in the process.

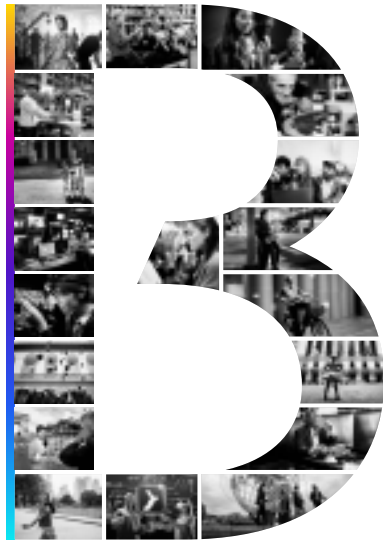












Culture@ Bertelsmann

As a creative content company with a 190-year history, Bertelsmann is involved in cultural activities at various levels, both in Germany and internationally. The Group's "Culture@Bertelsmann" activities are focused on supporting cultural diversity and preserving important cultural assets. From Archivio Storico Ricordi exhibitions to "Das Blaue Sofa" (The Blue Sofa), literary events and UFA Film Nights screenings, the "Culture@Bertelsmann" initiative makes culture accessible to the wider public.

Further
information



Ricordi Archive: World Premiere with Multimedia Exhibition to Mark Puccini Centenary

The Bertelsmann Group owns the Archivio Storico Ricordi in Milan, which houses a wealth of unique testimonies from 200 years of Italian opera history. The archive is regarded as one of the world's foremost music collections and comprises around 7,800 scores, more than 31,000 letters, 6,000 photographs, magazines, libretti and documents. Bertelsmann processes the archive holdings according to the latest standards and puts thousands of documents, stage and costume designs, libretti and business correspondence online.

To mark the 100th anniversary of Giacomo Puccini's death, Bertelsmann and the Archivio Storico Ricordi presented the multimedia exhibition "Opera Meets New Media – Puccini, Ricordi, Ricordi and the Rise of the Modern Entertainment Industry" at Bertelsmann Unter den Linden 1 in Berlin in the spring, and at La Scala in Milan in the fall. The exhibition, carefully assembled by curators Gabriele Dotto, Ellen Lockhart and Christy Thomas Adams, tells the story of the extraordinary symbiosis of commercial activity and artistic creation that characterized Puccini and his publisher Casa Ricordi in the last century. The interplay between opera and media at the time is presented in several audiovisual installations: from the 3D sculpture of a Puccini portrait to AI animation of contemporary stage sets of the time. Numerous original Puccini documents from the Archivio Storico Ricordi are also on display. In all, 70,000 people visited the multimedia exhibition in Berlin and Milan.



UFA Film Nights Featuring Strong Women in the City of Millions

Bertelsmann has hosted the popular UFA Film Nights silent film festival in Berlin for many years now, and repeatedly acts as the main sponsor for the digital restoration of important silent films. Bertelsmann Chairman & CEO Thomas Rabe comments: "There are many silent films in the archives that are now a hundred years old or more. Without restoration, digitization and screenings, they would disappear – both physically and from our collective consciousness. By organizing the UFA Film Nights, we make an active contribution to preserving this very special cultural asset."

In 2024, Bertelsmann and UFA once again presented masterpieces of Weimar cinema: More than 1,000 silent film fans flocked to Berlin's Museum Island to watch the reconstructed and digitally restored version of "Saxophon-Susi" ("Suzy Saxophone," 1928), the silent film that kicked off the 14th UFA Film Nights in August. The 1925 documentary "Die Stadt der Millionen. Ein Lebensbild Berlins" ("City of Millions. A Portrait of Berlin") was the first feature-length film portrait of Berlin, and showed the hectic urban aspects, but also the historical and contemplative sides of the city of four million people. On Friday, UFA Film Nights 2024 closed with a double feature of two early Ernst Lubitsch films: "Kohlhiesels Töchter" ("Kohlhiesel's Daughters," 1920) starring Henny Porten in a double role, and "Ich möchte kein Mann sein" ("I Don't Want to Be a Man," 1918) starring Ossi Oswalda. The silent films were accompanied live with specially composed music by renowned artists.



A New Cooperation and International Guests for The Blue Sofa

With the Blue Sofa, Bertelsmann has been providing a stage for established and emerging authors to talk about their latest books for more than 20 years. Bertelsmann reliably platforms the book world at cultural events in various cities and during major book fairs, including the “Leipzig liest” (“Leipzig Reads”) reading festival at the Leipzig Book Fair, the opening event of the OPEN BOOKS reading festival at the Frankfurt Book Fair, and exclusive events in Berlin, Weimar, Luxembourg and Gütersloh.

In 2024, Salman Rushdie, Rachel Eliza Griffiths and other internationally renowned authors were the featured guests at various events. Bertelsmann Unter den Linden 1 in Berlin opened its doors for the first time to welcome Leipzig Book Fair 2024’s Guest of Honour countries – the Netherlands and Flanders. As part of Leipzig Reads, The Blue Sofa 2024 hosted the KrimiClub at the Leipzig District Court and a Blue Sofa event at Leipzig’s Kaiserbad venue. Together with Frankfurt Book Fair’s Guest of Honour country – this year, it was Italy – the Group also celebrated the opening of the world’s largest book fair at Bertelsmann Unter den Linden 1 in Berlin.

While 2024 marked the Blue Sofa’s debut as part of the literature program of the Jewish Culture Days in Berlin, Luxembourg’s Pierre Werner Institute hosted the literary format for the third time: In October, Romanian-Swiss author Dana Grigorcea, winner of the Swiss Literature Prize and recipient of the Romanian Order of Cultural Merit, came to sit on the Blue Sofa in Luxembourg, where she presented her latest novel “Das Gewicht eines Vogels beim Fliegen” (“The Weight of a Bird in Flight,” Penguin Verlag).



Remarkable Guests at the Blue Sofa Gütersloh

By hosting the Blue Sofa Gütersloh, Bertelsmann contributes to cultural diversity in its home region while also bringing the company's creative diversity closer to people at the Group's headquarters. Bertelsmann took the literary format to Gütersloh twice in 2024. Germany's most famous forester Peter Wohlleben kicked things off in March, when he presented his book "Unser wildes Erbe" ("Our Wild Legacy"), published by Ludwig Verlag, to the audience in Gütersloh. In it, he provides fascinating insights into the true nature of humans and draws many astonishing comparisons with the animal and plant world to show that we are by no means the pinnacle of creation, but that evolution in fact continues to have an effect on us.

In November, Melanie Raabe presented her latest novel "Der längste Schlaf" ("The Longest Sleep") on the Blue Sofa at Theater Gütersloh and spoke to the audience about her writing process and the themes of sleep, dream and the past.



Bertelsmann's Local Cultural Efforts

For five days every summer, Dreiecksplatz in Gütersloh is transformed into a cultural meeting place where different musical styles come together. Bertelsmann regularly supports the "Woche der kleinen Künste" ("Cabaret Week") program by bringing artists from its music company BMG to the stage in Gütersloh. In August 2024, the Moses Yoofee Trio thrilled the audience in Gütersloh with its inimitable hip-hop, R'n'B and soul-influenced sound.





BERTELSMANN



Eine
erstaunliche
Leistung!
66,- DM

PROMI-OFFER
CORTINA





190 Years of Bertelsmann

Bertelsmann is a company that has always embraced change and will keep doing so to continue its success and growth story. At every stage of its history, Bertelsmann has successfully handled technological innovations, new user habits and market upheavals, including the current megatrend of digitalization. In the past, the company revolutionized book distribution, helped launch commercial television in Germany and introduced profit-sharing for employees at a very early stage. Our company's history is unique: from its founding as a Protestant publishing house to the modern education, services and media group it has become. Built on this foundation of creative entrepreneurship, Bertelsmann is also superbly equipped for the future.



Milestones

1835

C. Bertelsmann Publishing House

Carl Bertelsmann (1791–1850) founds his publishing house for Protestant literature at Alter Kirchplatz in Gütersloh on July 1, 1835

1852

Expansion of the publishing program

Under Heinrich Bertelsmann (1827–1887), C. Bertelsmann first starts acquiring publishing companies outside the Gütersloh region

1887

Employee welfare

Heinrich Bertelsmann introduces a disability and pension fund

1898

Investments in printing

Johannes Mohn (1856–1930) expands the publishing house's printing capacities

1898

"Kleine Missionsharfe"

With around 2 million copies sold in Germany and abroad, the songbook is the publisher's most successful publication of the 19th century

1928

Expansion into fiction

Heinrich Mohn (1885–1955) expands the publishing program to include fictional literature

1939

Bertelsmann Feldpost (field post) editions

With the beginning of the war in 1939, a new book market emerges. Between 1939 and 1944, C. Bertelsmann Verlag supplied the German armed forces, the Wehrmacht, with specially produced series, and becomes its largest book supplier

1944

Closure of the publishing house

Charges of illegal paper procurement are brought against senior employees, and the publishing house is shut down by the authorities

1945

Destruction and a new beginning

A bombing raid destroys large parts of the print shop and the publishing building



1947

Reinhard Mohn becomes new publishing director

Heinrich Mohn's son, who has returned from American captivity as a prisoner of war, takes over the management of the publishing house in the fifth generation of the family

1950

Launch of the Lesering book club

Bertelsmann brings the "Wirtschaftswunder" (economic miracle) to Gütersloh

1956

Entry into the music business

The founding of the Bertelsmann Schallplattenring music club marks the beginning of the company's involvement in the music and recording sector

1959

Launch of the services business

The Kommissionshaus Buch und Ton is the nucleus of Bertelsmann's modern-day logistics and services business

1960

125 years of Bertelsmann

To mark the company's anniversary, the former Wilhelmstrasse in Gütersloh is renamed Carl-Bertelsmann-Strasse

1962

Expanding abroad

The founding of the Spanish book club Círculo de Lectores marks the beginning of Bertelsmann's internationalization

1964

Acquisition of Ufa

Bertelsmann expands its television and music business

1969

Entry into the magazine business

Bertelsmann acquires a stake in Gruner + Jahr

1971

Bertelsmann AG

The Group is converted to a stock corporation



1975

Launch in the United States

Bertelsmann founds Ariola America, its first subsidiary in the American market

1976

Corporate Center

Relocation to the new Group headquarters on Carl-Bertelsmann-Strasse in Gütersloh

1977

Bertelsmann Stiftung

Reinhard Mohn establishes the non-profit Bertelsmann Stiftung foundation

1977

Stake in Bantam Books

Bertelsmann enters the American paperback market

1977

Acquisition of Arista Records

Bertelsmann expands its activities in the US music market

1979

New service center

One of the largest high-bay warehouses in Europe is built at the new "An der Autobahn" site in Gütersloh

1984

Launch of RTL plus

Bertelsmann enters the commercial television market

1986

Sonopress CD factory

The second-largest CD factory in the world starts operations in Gütersloh

1986

Major acquisitions in the United States

Following the merger of its US publishing houses with Doubleday, Bertelsmann becomes the largest trade publisher in the United States



1987

Founding of BMG

Bertelsmann continues its global music activities under a new name with the acquisition of RCA's music division in the United States

1994

Acquisition of Ricordi

BMG acquires the historic Italian music company with its world-famous publishing archive

1995

Founding of AOL Europe

Entry into the Internet market

1998

Acquisition of Random House

Bertelsmann becomes the largest trade publisher in the English-speaking world

2000

Founding of RTL Group

Creation of Europe's largest broadcasting group

2004

Sony BMG

Bertelsmann and Sony merge their music businesses

2008

Realignment of the music division

Bertelsmann focuses on the marketing of music rights with BMG Rights Management

2013

Penguin Random House

Bertelsmann and Pearson merge their global book businesses

2016

Launch of the Bertelsmann Education Group

Entry into the education sector

2020

Penguin Random House

Bertelsmann acquires
all shares in the world's largest
trade publishing group

2021

100 years of Reinhard Mohn

The city of Gütersloh
commemorates its honorary
citizen by naming a street
after him

2022

Highest revenues in the company's history

Bertelsmann increases
its revenues to over €20 billion
for the first time ever

2023

Sonopress launches the EcoRecord

The world's first sound carriers
made from recycled PET are
developed in Gütersloh

2025

Bertelsmann and OpenAI agree a cooperation

Joint development projects
to support creative work processes



DAS ARCHIVIO STORICO Recordi



Konzert im eigenen Heim



Die Sensation des Jahres
Alle Stories. Alle Bilder. Alle Emotionen.
Vom Casting bis zum Finale



Bertelsmann Divisions



RTL Group is a leading entertainment company across broadcast, streaming, content and digital, with interests in 60 television channels, seven streaming services and 37 radio stations. The Group's families of TV channels are either number one or number two in six European countries. RTL Deutschland is the Group's largest business unit and Germany's first cross-media champion, operating across TV, streaming, radio, digital and publishing. RTL Group's streaming services include RTL+ in Germany and Hungary, Videoland in the Netherlands and M6+ in France. Fremantle is one of the world's largest creators, producers and distributors of scripted and unscripted content, responsible for more than 11,000 hours of programming per year, alongside an international network of teams operating in 27 countries. Bertelsmann is the majority shareholder of RTL Group, holding 75 percent of its shares.

www.rtlgroup.com



Penguin Random House, the world's largest trade book publisher, is dedicated to its mission to ignite a universal passion for reading by creating books for everyone. Each year, it publishes around 14,000 new works and sells more than 700 million print books, e-books and audiobooks. With about 350 imprints across six continents, Penguin Random House comprises adult fiction, nonfiction, children's and young adult literature, primarily in English, German and Spanish. Penguin Random House's publishing list includes more than 80 Nobel Prize laureates, 140 US Pulitzer Prize winners, and hundreds of the world's most widely read and acclaimed authors. Penguin Random House is wholly owned by Bertelsmann.

www.penguinrandomhouse.com



Founded in 2008, **BMG** reimagined the relationship between music companies, songwriters, and artists by offering fairer contracts, greater creative freedom, and unparalleled transparency in royalties and licensing. Now the fourth-largest music company in the world, BMG combines human creativity with cutting-edge technology to connect music with global audiences. With 20 offices across 13 core markets, BMG represents more than three million songs and recordings, including some of the most iconic catalogs and works from leading artists and songwriters such as The Rolling Stones, Tina Turner, George Harrison, Blondie and more. BMG is wholly owned by Bertelsmann.

www.bmg.com



Arvato Group is an internationally active service group that develops and implements customized solutions for various business processes for customers in diverse industries in more than 20 countries. The group's solution portfolio, which ranges from supply chain solutions (Arvato) and financial services (Riverty) to IT services (Arvato Systems) and business processing services (Arvato Connect), is used by globally renowned companies from a wide variety of industries – from telecommunications providers and energy suppliers to banks and insurance companies, as well as e-commerce, IT and Internet providers. Arvato Group is wholly owned by Bertelsmann.

www.arvato.com



The **Bertelsmann Marketing Services** division is a cross-channel full-service provider for the advertising industry in which all of Bertelsmann's direct marketing and print activities are bundled. Bertelsmann Marketing Services comprises four units: first, the German offset printers Mohn Media, GGP Media and Vogel Druck; second, the Book Printing Group in the United States, which consists of several offset and digital printers specializing in the production of books; third, the Digital Marketing Unit, which includes Germany's leading content agency Territory, Campaign, DeutschlandCard and the Dialog business; and fourth, the Sonopress Group, with the storage media producer Sonopress and the printing and packaging specialist Topac. Bertelsmann Marketing Services is wholly owned by Bertelsmann.

www.bertelsmann-marketing-services.com



Bertelsmann Education Group comprises Bertelsmann's education activities. The group's companies focus on the healthcare and education sectors, in particular education and training, and deliver innovative ways of teaching and learning as well as performance management solutions for students, professionals and organizations. The companies include Brazil's leading university group for medical education and training, Afya, the US continuing education and workforce management solution provider Relias, and the professional practice-oriented Alliant International University. The Bertelsmann Education Group is wholly owned by Bertelsmann.

www.bertelsmann-education-group.com



Bertelsmann Investments (BI) comprises Bertelsmann's global venture capital activities as well as the Bertelsmann Next growth unit. The venture capital arm includes the funds Bertelsmann Asia Investments (BAI), Bertelsmann India Investments (BII) and Bertelsmann Digital Media Investments (BDMI), as well as selected fund and direct holdings in markets including Europe, the United States, Brazil, Southeast Asia and Africa. The Bertelsmann Next unit advances the entrepreneurial development of new growth sectors and business areas, including HR Tech, Mobile Ad Tech and Pharma Tech. To date, around €1.9 billion has been invested in about 500 innovative companies and funds through Bertelsmann Investments. Bertelsmann Investments currently holds over 370 active investments worldwide through its network of start-ups and funds.

www.bertelsmann-investments.com



Further Information

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Responsible

Karin Schlautmann
Bertelsmann SE & Co. KGaA
Executive Vice President Corporate Communications

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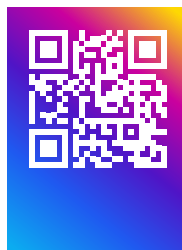
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Contact

Bertelsmann SE & Co. KGaA · Corporate Communications
Carl-Bertelsmann-Strasse 270 · 33311 Guetersloh · Germany
Phone: +49 (0) 52 41-80-0
info@bertelsmann.com · www.bertelsmann.com

The Annual Report and current information about Bertelsmann are also available on the Internet:
www.bertelsmann.com



Bertelsmann SE & Co. KGaA
Carl-Bertelsmann-Strasse 270
33311 Guetersloh
Germany

www.bertelsmann.com