

As Europe's leading commercial broadcaster, we have responsibilities to viewers and to the wider communities in which we operate, as well as to our employees and shareholders. We are accountable to all of our stakeholders, and we expect our companies to discharge their corporate responsibilities with commitment and integrity.

Respecting our employees

Like all media businesses, RTL Group relies on the talent, professionalism and dedication of its people. We strive to recruit the best people and to ensure that they are amply rewarded, well motivated, and that their abilities are developed so that they achieve their full potential.

We aim to motivate employees by creating stimulating workplaces and favourable conditions of employment that allow their talents to flourish. In most of our companies, employees participate in profit sharing or incentive schemes that recognise and reward personal achievement.

Our companies provide extensive internal and external training opportunities for staff. For instance, many of our businesses provide scholarships and places at specialist media schools – some of which are run by our own companies. For instance, 30 students graduated in 2005 from RTL Journalistenschule, our journalism school in Germany, and all found work either as employees or freelancers. In November

2005, Grundy UFA in Germany founded the country's first school for TV scriptwriters – the Grundy UFA Serienschule.

RTL Group companies also help to promote skills development in the wider media community, through such initiatives as the First Steps project for up-and-coming German filmmakers, which the FremantleMedia company teamWorx supports. In France, M6 actively participates in the Graines de Boss competition for young entrepreneurs, while RTL Radio has Les Talents RTL, in which a new music talent is selected every month and promoted on-air.

We want to know what our employees think about their workplaces, so we measure and monitor their attitudes. Many RTL Group companies take part in regular employee surveys, the most recent of which was conducted in 2004. A number of new ideas and improvements have been implemented as a result of this survey. Measures to boost communication within and between Group companies include the introduction of suggestion boxes and the development of new intranet platforms.

Télévie



RTL Belgium and RTL Luxembourg collected no less than €6.75 million for leukaemia projects through their Télévie fundraising events in 2005. Since the start of the initiative in 1989 almost €70 million has been raised.

Télévie was created in order to collect funds to finance and improve research into cancer and children's leukaemia. Télévie has been active in Belgium since 1989, and in Luxembourg since 2002. With the money raised by Télévie more

then 1,000 research projects have been financed in both countries. In 2005, grants for 87 new research projects were distributed and a total of 115 research projects are currently up and running with 130 young scientists working on them.

Among many other events the employees of RTL Group's Luxembourgish activities organised a special event in the Corporate Fitness Centre at the headquarters of RTL Group in Luxembourg. This "Télévie Challenge" was a sports event in which the employees and the management raised money by cycling on special spinning bicycles. In total €25,000 was raised for Télévie and the event will be repeated in 2006.

www.televie.be
www.televie.lu

Fivearts



A huge pink banner on the front of a building in the city centre of Liverpool. When you get closer you read “Lippy Loose-limbed liberatingly lyrical, irreverent inspired je ne sais quoi...”. This is the start of a poem by the renowned poet Roger McGough.

The poem as well as the artwork are a part of “Fivearts cities” which took place from spring 2004 to spring 2005 in Liverpool.

“Fivearts cities” is a unique partnership between Five and the Arts Council England designed to showcase the nation’s cultural offering and to encourage people to explore the arts and their own creativity.

Roger McGough, writer of the Liverpool poem, points out “This inspired project by Five and the Arts Council gave me the

opportunity to write a poem about my city that evolved beyond the page, becoming accessible to the wider community through the various formats in which it appeared.”

“Fivearts cities” in Liverpool reached some 5.7 million people through broadcast programmes and promotions, and community events. More than 1,500 people directly participated in the events and activities. The second phase of “Fivearts cities” started in Newcastle and Gateshead in spring 2005.

Kim Peat, Controller of Arts, Daytime and Religion at Five, says “Five and the Arts Council England share with “Fivearts cities” the same goal – to get more people involved in the arts. It was fantastically stimulating to see how we brought together the different communities through the creative art work that came out of our programmes, events and initiatives run throughout last year in Liverpool as well as this year in Newcastle and Gateshead and looking ahead to spring 2006, the city of Oxford.”

<http://www.five.tv/programmes/fiveartscities/home>

Maintaining editorial standards

Our broadcasting companies take their responsibilities to audiences very seriously. We regard editorial independence as sacrosanct and we apply rigorous ethical standards to ensure that the material we broadcast is appropriate for the time of day, and sensitive to the needs of our audiences.

We encourage a culture of journalistic freedom. Most of our news programmes are produced in-house and the editor-in-chief is responsible for content – our CEOs act only as publishers and do not interfere in the production of content. Most of our editors adhere to clearly defined codes of editorial conduct. For example, RTL Television in Germany has a “news philosophy” to ensure objective and fair news programming. The *RTL Nieuws* show in the Netherlands has a code of conduct for its journalists setting out their rights and obligations, and RTL Televizija in Croatia has a set of general principles for content which are based on Croatian media law.

Our companies are just as rigorous in the application of advertising standards, either by membership of independent national organisations or by implementing their own control mechanisms.

Supporting the EWC

In addition to the employee representation arrangements which each profit centre has in place, RTL Group supports a European Works Council (EWC). This works with Group management to defend jobs and employment rights across the Group, resolve cross-border employment issues and intervene in situations where staff have limited protection.

The EWC has its roots in the Group’s traditional markets, such as Germany, France and the Benelux, where there is a strong works council culture and legislative framework. Staff of several Group companies in these countries are

currently going through a period of uncertainty while their organisations are relocated or restructured. The EWC is consulting with RTL Group management and maintaining lines of communication with national and local works councils whilst this process is ongoing.

There are fewer opportunities for the EWC in the Group’s newer markets of southern, central and eastern Europe, either because works council structures are less well established or because RTL Group is a minority shareholder. The EWC’s strategy is to create or strengthen the works council culture in these countries and to deepen the social dialogue with management at the European level.



RTL Group is a member of the FTSE4Good Index. To be accepted for membership, companies must meet globally recognised standards of corporate responsibility.

Grundy UFA Serienschule



The Grundy UFA Serienschule (Storyline School) was founded in November 2005 to teach students how to become a script writer for serial TV productions such as the successful daily soaps or telenovelas of Grundy UFA.

“Good Times – Bad Times”, episode 3443... To develop creative and touching plots during a short period of time is a great challenge for authors. Though the demand for serial TV production has significantly increased during the last few years there is no special instruction available in this field. This led Grundy UFA

to the idea of developing a school which offers, for the first time, a systematic instruction for script writers.

Anja Weber, Head of Grundy UFA Serienschule, points out “You cannot compare script writing for a serial production with writing for a movie. We need “storytellers” talented in writing, who are team-orientated and have strong nerves.”

The first class started in November 2005. Andreas Walker, student at Grundy UFA Serienschule thinks: “The know-how conveyed by our tutors, not just in theory but also in practice, is essential to become a good script writer.” Student Sonja Cöster adds: “Our training offers us various options such as becoming chief author, producer or television editor.”

www.grundyufaserienschule.de

Recognising diversity

RTL Group companies recognise and reflect the diversity of the cultures they serve, not only in the programmes that they broadcast but also in the composition of their workforces. For example, around 10% of the staff on Five News in the UK are from Asian or Afro Caribbean backgrounds, including two of the presenters. RTL Klub has introduced practical measures to help eliminate prejudice against minority groups in Hungary, and RTL Lëtzebuerg broadcasts a daily French translation of its Luxembourg news programme.

Our companies also appreciate the importance of making their programmes accessible to disabled people. Five in the UK has a strong commitment to its hearing-impaired audience – some 60% of its programmes were subtitled in 2004 and this will rise to 80% in 2008.

Our companies are also introducing sign language translation for digital transmission, and are planning to provide audio description for visually impaired viewers. In France, M6 has exceeded the French media authority’s requirements for subtitling.

We respect the special requirements and sensibilities of younger viewers and listeners. Our flagship children’s channel, Super RTL in Germany, commissions external studies to improve its understanding of the ways in which children use television. RTL Television in Germany participates in several literacy projects and produces media packages for teachers on various topics including daily soaps and news programmes. In 2005, Antena 3 in Spain created the Fundación Antena 3 which focuses on developing young people’s relationships with television, the internet and new technologies.

Supporting local communities

Our TV and radio companies have strong ties with their communities. They often give active support to charitable projects, through sponsorship and through their own foundations and initiatives. Many also give production resources and free promotional airtime – in 2005 VOX in Germany provided airtime with a commercial value of more than €6 million for a range of charities and social projects, including its own SOS für Kinder initiative. Some channels have set up charitable foundations, such as RTL Television's RTL Stiftung. Five is involved in the "Fivearts Cities" cultural initiative with the Arts Council England.

The media fundraising events sponsored by our companies generate many millions of euros for worthwhile causes. Télévie, organised by RTL Belgium and RTL Luxembourg, collected €6.75 million

for a range of charities in 2005. RTL Television's Spendenmarathon has raised more than €51 million since it started ten years ago – the 2005 event in November drew around €4.6 million in donations.

Environmentally aware

We take our environmental responsibilities very seriously. Our companies try to ensure that natural resources are used responsibly in the production and distribution of our programmes and related products, and we aim to exceed the requirements of environmental legislation in our procurement practices.

Practical measures our companies have taken include the introduction of low radiation monitors at UFA Film & TV Produktion in Germany, "intelligent" facility management and other practices to reduce energy consumption and improve waste disposal practices.

Spendenmarathon



"No doubt the most exciting way to raise funds". That's how Anke Schäferkordt, CEO of RTL TV and Chairperson of the Foundation RTL "Stiftung RTL – Wir helfen Kindern e.V." describes RTL Television's unique charity action Spendenmarathon. For the tenth consecutive year RTL Television dedicated its programme on 24 and 25 November to help children in need all over the world.

In 2005 the Spendenmarathon collected approximately €4.6 million, whilst a total of €51.4 million has been raised since the event first began.

Every year famous people act as godparents to the RTL projects. In 2005 the wife of the German President Eva Luise Köhler, the former tennis champion Steffi Graf, RTL presenter Frauke Ludowig, Germany's national football team coach Jürgen Klinsmann and the actor Pierre Brice were among those who participated. With their help and the funds raised by RTL, a variety of new projects were launched including kindergartens in Eritrea, social stations in Moldavia and a hospital for children in Sri Lanka.

www.spendenmarathon.de

Pièces Jaunes



All aboard! From 28 to 30 January 2005 RTL journalists, presenters, technicians and the French radio station's management were present on the train "TGV Pièces Jaunes" to raise funds for the "Pièces Jaunes" (Yellow Coins) initiative of the organisation "Hôpitaux de France".

The train "TGV Pièces Jaunes" stopped in the French cities of Saint-Quentin, Châteauroux, Sens, Montauban and Sète:

special programmes were aired from the railway stations and exceptional events organised to support the initiative. During the journey the RTL programmes gave information on the current status of donations and news from inside the train. The initiative on the TGV train raised about 2.5 tons of coins.

In total, the "Pièces Jaunes" collected funds amounting to €5.2 million.

The aim of the organisation "Hôpitaux de France", whose president is Bernadette Chirac, is to improve the quality of life in hospitals and offer help to sick children. Since the foundation of "Hôpitaux de France" in 1989 the organisation has so far funded over 4,600 projects in France and in France's Overseas Departments. "Pièces Jaunes" started in 1990 and RTL has been its radio partner since 1992.

<http://www.piecesjaunes.com>
www.fondationhopitaux.fr