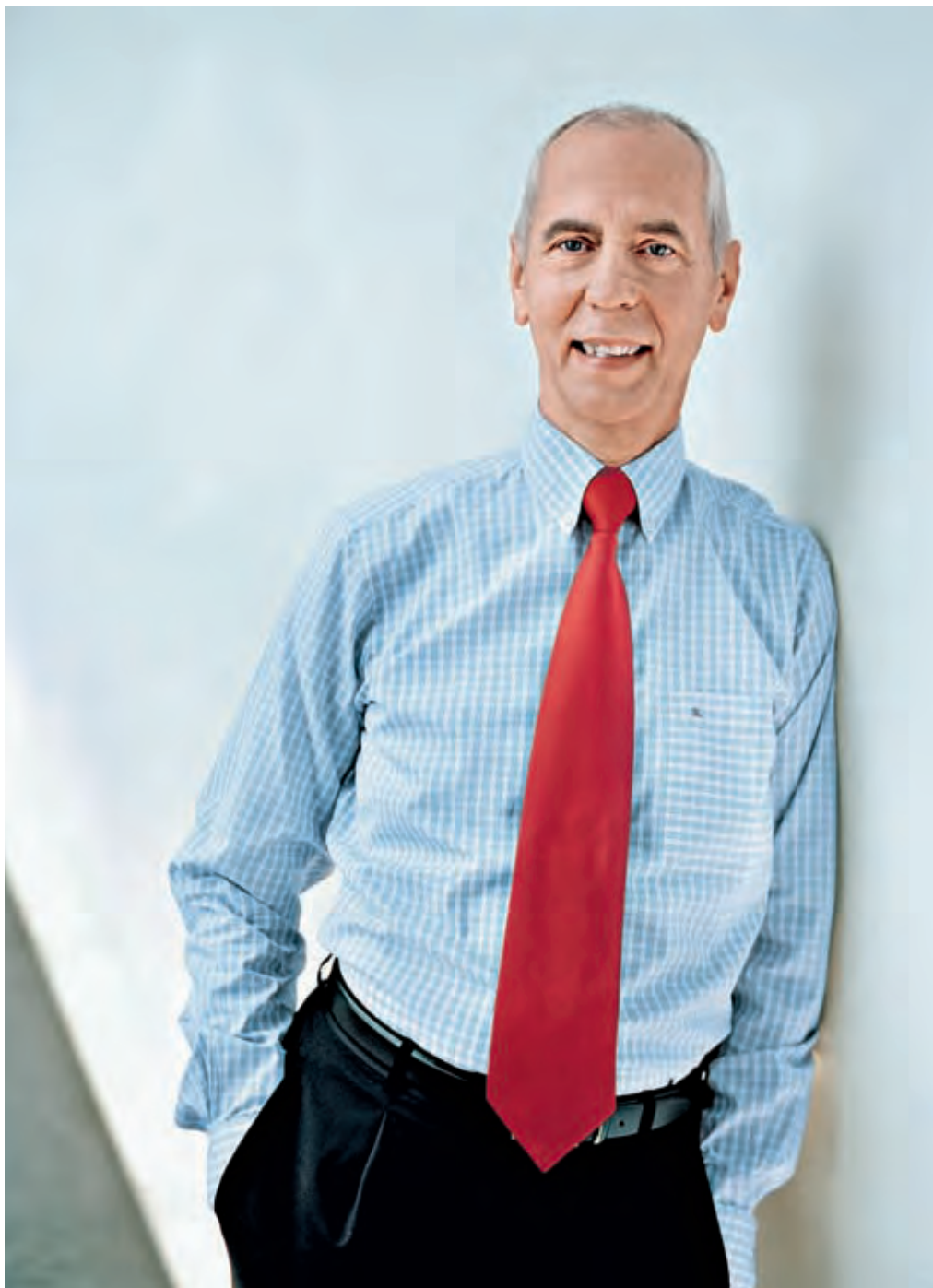


CHAIRMAN'S STATEMENT



BY SIEGFRIED LUTHER

With high audience shares and leading market positions, RTL Group's TV and radio channels have emerged from the economic crisis stronger than before. This position is also reflected in the Group's extraordinarily good results in 2010. All the key financial benchmarks – revenue, EBITA, margin, net profit – have increased substantially, mainly driven by strong performances in Germany, France and the Netherlands. Targeted acquisitions served to strengthen the Group's content business.

RTL Group benefited from the fact that, after the severe financial and economic crisis in 2008/09, the advertising markets in Western Europe recovered much faster and more strongly in 2010 than could have been expected – even in very optimistic scenarios. The big winner here was television. Large audiences, increased viewing time across Europe, attractive programmes and a growing presence on all digital platforms, make television indispensable to advertisers.

In addition to the recovery in the advertising markets, RTL Group management's early and decisive action during the crisis also had a positive impact in 2010. One vital aspect was the way our major TV channels achieved significant cost savings in 2009 – through detailed work on structures and processes, but always with the aim of safeguarding the audience appeal and leading positions of RTL Group's families of channels.

Clearly, this approach is much harder work than a deep, general cut in the cost base. But the results speak for themselves, and not only in financial terms: in 2010 the major flagship channels RTL Television in Germany, RTL 4 in the Netherlands and RTL-TVI in Belgium significantly increased their audience shares yet again. This popularity is and will remain the foundation of RTL Group's financial success.

The RTL Group share price finished the year up 63.2 per cent, from €47 at the end of 2009 to €76.7 at the end of 2010, while the DJ STOXX index of European media shares increased 13.3 per cent over the year.

The Board of Directors discussed the company's growth strategy intensely with the management. With high cash flows and a significant net cash position, RTL Group has significant investment capacity. In 2010, several mid-sized acquisitions strengthened FremantleMedia's business scope and international presence. Like the Group itself, FremantleMedia is diversifying its business models and customer base, expanding into the growing markets for casual gaming and branded entertainment, which includes activities such as advertising-funded TV programming, live events and sponsored sports tournaments.

RTL Group's digital channels, on-demand platforms and mobile applications are developing very rapidly. The high growth rates underline the fact that television drives and capitalises on digitisation. In fact, the respected journal *The Economist* wrote in May 2010: "If there is one media business with a chance of completing the perilous journey to the digital future looking as healthy as it did when it set off, it is television."

My special thanks go to the staff of RTL Group. In the past two years they have borne many difficult decisions. Their dedication, creativity and ideas played a major role in the company emerging strengthened from the economic crisis and achieving such excellent results last year.



SIEGFRIED LUTHER CHAIRMAN OF THE BOARD OF DIRECTORS