

## BERTELSMANN | THE MEDIA CORPORATION

With revenues of 16.1 billion euros in 2008, Bertelsmann is one of the largest media companies in the world. Over 100,000 employees contribute to its success. Bertelsmann is synonymous with a corporate culture of partnership, with creativity and diversity. The group's five business areas cover a broad spectrum. RTL Group, for instance, operates TV and radio stations in eleven countries and is among the world's leading TV producers. Each year, Random House sells over 500 million books from its 120 individual publishers, making it the world's largest trade book publishing group. The printing and publishing house Gruner + Jahr publishes over 500 magazines and digital sites in more than 30 countries, while the Arvato division unites state-of-the-art media and communication services. Direct Group, with its media clubs, bookstores and online activities, has operations in 16 countries. Bertelsmann's history dates back to 1835, when Carl Bertelsmann started a business for the distribution of theological literature in Gütersloh. The leap from medium-sized company to global enterprise took place after 1945. The company's post-war founder Reinhard Mohn introduced a business culture based on entrepreneurial freedom and partnership, and quickly expanded the company into further business sectors and international markets. Today, the main focus is on the digital future and the creation of media-based value chains.



**BERTELSMANN**  
*media worldwide*