

Corporate Responsibility 2014

Communication on Progress
UN Global Compact

This is Bertelsmann



TV and radio open up even the smallest room to the whole wide world. Turn on your set, and you will quickly come across RTL Group. Europe's biggest broadcaster operates channels and stations in 13 countries and is leading content producer.



Books turn people into explorers. More books await readers at Penguin Random House than anywhere else. With more than 15,000 new releases and over 700 million publications sold per year, Random House is the world's largest trade book publisher.



Gruner + Jahr is the home of fascinating media brands and is represented in more than 20 countries with over 500 offers (magazines, websites, and digital media). In Germany, its range includes Stern, Brigitte, Geo, Capital, Gala and Schöner Wohnen.



Services are the key to success for many businesses. Every day Arvato, with its over 66,000 employees in more than 35 countries, works on custom solutions for business clients from all over the world.



Printed products play a major role in many companies' communications – whether as a magazine, catalog or advertising brochure or with digital offerings. Be Printers covers the entire spectrum of the modern printing industry.



At Group level, Bertelsmann operates the music company BMG and, increasingly, education businesses. Funds that invest in digital companies especially in the U.S., China, India and Brazil, as well as the remaining book clubs, are also part of the Corporate division.



Dear Reader,

Bertelsmann is a global media and services company with an increasing presence in the education market. Employing more than 110,000 people in over 50 countries, we are aware of our particular responsibility to society. For decades, our Bertelsmann Essentials have included social responsibility as a goal and fundamental value for our company's employees, executives and shareholders. We act responsibly and with integrity in the content we provide and as entrepreneurs – toward our employees, partners, society and the environment.

As a participant in the United Nations Global Compact, Bertelsmann has been reporting on its implementation of the Compact's ten principles since 2008. We are committed to working with our employees, customers and suppliers around the world in using sustainable approaches in the areas of labor standards, human rights, environmental protection and anti-corruption.

Our companies' efforts are as diverse and international as Bertelsmann itself. This progress report documents

the engagement of our working program in achieving the demands. This fiscal year we are focusing on the strategic development of our corporate responsibility management, particularly regarding those issues most important to our businesses and stakeholders. An overview of the latest corporate responsibility facts & figures, as well as news about sustainability projects and initiatives we're taking internationally is updated daily and can be found on our website. I invite you to have a look on www.bertelsmann.com/responsibility or contact us directly if you have any questions.

Thank you for your interest and I'm looking forward to your comments!

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Thomas Rabe', written in a cursive style.

Dr. Thomas Rabe
Chairman and CEO of Bertelsmann SE & Co. KGaA

Bertelsmann Essentials

The Bertelsmann Essentials convey the goals and basic values of our company's employees, executives and shareholders and build on the Corporate Constitution. It is the responsibility of our executives to spread and epitomize these values and to serve as role models. The Bertelsmann Essentials reflect the common understanding of our corporate culture and are subject to constant review, revision and improvement.

Our Mission

Bertelsmann is an international media corporation. We provide information, entertainment and media services to inspire people's daily lives. We aspire to make a valuable contribution to society. We strive to be leaders in our markets and achieve returns on capital employed that guarantee growth and continuity of our corporation. Our joint efforts focus on creative content and customer relations. We seek to provide working conditions that are equitable and motivating for our employees. We commit ourselves to ensuring the continuity and ongoing progress of our corporation.

Our Core Values

Partnership

Our corporate culture is based on a mutually-beneficial partnership between our employees and the company. Motivated individuals who identify with the company and its values are the driving force behind quality, efficiency, innovation, and growth within our corporation. The hallmarks of our participatory leadership approach are mutual trust and respect as well as the principle of delegation of responsibilities. Our employees enjoy autonomy to the greatest extent possible. They receive comprehensive information and participate in decision making and our financial success. We are committed to the professional development of our employees and seek to provide longterm employment.

Creativity

We provide a home for artists, authors and creative talents in all of our fields of business, promoting their creative development and commercial success. We strive for the protection of intellectual property on a worldwide basis. We promote artistic freedom and freedom of thought, the protection of democracy and human rights and the respect of traditions and cultural values. Consequently, the content we provide reflects a wide range of viewpoints and opinions. Continuous innovation and improvement, guided by customer needs and interests, are the cornerstones of our success.

Entrepreneurship

The principle of decentralization is at the heart of Bertelsmann's management philosophy. It enables our employees to act with flexibility, responsibility, efficiency, and entrepreneurial freedom. Our operating businesses are run by managers who act as entrepreneurs: They enjoy considerable independence and bear full responsibility for the performance of their companies. Our executives act not only in the best interests of their individual businesses, but are also committed to the interests of the group as a whole.

Citizenship

The continuity and development of Bertelsmann as an independent entity is ensured by the Bertelsmann Verwaltungsgesellschaft's (Bertelsmann Management Company) control of the majority of voting rights. In the view of our shareholders, the possession of property creates an obligation to the community. They believe that, in a market economy, a corporation derives its legitimacy from making a valuable contribution to society. The work of the Bertelsmann Stiftung – to which the majority of Bertelsmann shares has been contributed – is also guided by this principle. Our businesses are managed in accordance with the spirit and the letter of the law. They maintain high standards of ethical conduct and act responsibly toward society and the environment.

Our Commitment

We expect everyone at Bertelsmann to adhere to this mission and these core values.

Corporate Responsibility 2014 – Highlights

Strategic Development

In 2014, the Bertelsmann Group Management Committee dealt with the topic of Corporate Responsibility twice. An internal stakeholder dialog jointly carried out with the divisions provided important input for this. Among other issues, education, freedom of the press, the protection of media users and customers, and ecological resource efficiency shaped the debate. In addition, the expansion of CR governance at Bertelsmann was advanced with the appointment of senior CR contacts in the Bertelsmann divisions.

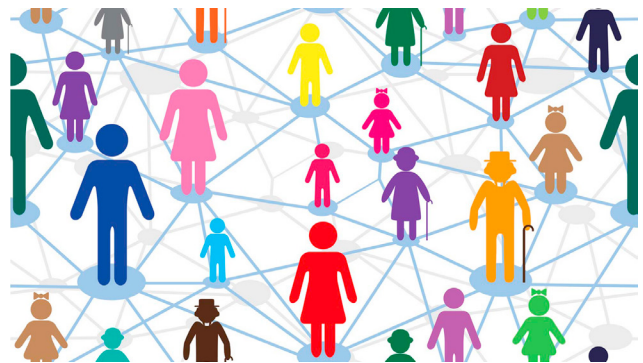


Transparency

Bertelsmann's corporate website creates transparency regarding the responsible conduct of Bertelsmann and its companies. Since 2014, an interactive index in accordance with the guidelines of the Global Reporting Initiative (GRI) has supported systematic navigation through the Group's profile and the company's social and environmental performance indicators. Beyond this, in the past business year alone, more than 200 corporate responsibility projects, initiatives and awards were communicated online. The information available online is supplemented by publications such as the annual Communication on Progress for the UN Global Compact and the many different CR communication channels in the divisions.

The Challenge of Demographic Change

Demographic change presents Bertelsmann with great challenges as well, especially in Germany. Against this background, the focus of diversity management in 2014 was to develop strategic measures such as age structure analyses. Pilots were initially run at the Bertelsmann Corporate Center in Gütersloh. The results are used to study the implications of demographic trends for HR policy, training, leadership, job design and health promotion.



Bertelsmann Ethics & Compliance

Ethics & Compliance

Bertelsmann's Ethics & Compliance program is the logical continuation of a form of corporate governance that has grown and proven its worth over decades, and that gives great priority to matters of legal compliance and corporate responsibility. In particular, this program is based on a compliance organization, the monitoring of compliance risks, a code of conduct as a binding guideline for law-abiding behavior, training and communication measures building on this, and mechanisms for monitoring compliance with these standards.

Our Corporate Responsibility Program

CR Strategy and Management

Goals	Realized Measures (2014)	Planned Measures (2015)
Continued development of Bertelsmann's CR strategy	<ul style="list-style-type: none"> ■ Bertelsmann Group Management Committee intensively addressed the latest CR developments and decided on next strategic steps ■ Implemented a cross-divisional, quantitative stakeholder survey as a component of Bertelsmann's in-house CR materiality analysis ■ Developed division-specific CR materiality matrixes 	<ul style="list-style-type: none"> ■ Develop management approaches for material CR topics at Bertelsmann based on a cross-divisional inventory ■ Have the Bertelsmann Group Management Committee adopt goals and measures for material CR topics
Expand Bertelsmann's CR governance	<ul style="list-style-type: none"> ■ Nominated high-level CR contacts in the divisions ■ Expanded human resources (staff) for Bertelsmann's environmental management 	<ul style="list-style-type: none"> ■ Continue an interdisciplinary, cross-divisional exchange on the Bertelsmann CR Council ■ Establish and expand cross-divisional working groups to strategically develop and work on specific areas of action
Expand CR reporting and communication	<ul style="list-style-type: none"> ■ Published an interactive Bertelsmann online index in accordance with the guidelines of the Global Reporting Initiative (GRI) ■ Continued to promote a cross-divisional understanding and awareness of CR using management communications 	<ul style="list-style-type: none"> ■ Update the interactive Bertelsmann online index in accordance with the Global Reporting Initiative (GRI) guidelines ■ Develop concept for and begin implementation of the Bertelsmann CR Report 2016 ■ Expand internal CR communications

Employee Responsibility

Goals	Realized Measures (2014)	Planned Measures (2015)
Promote the corporate culture of partnership / Promote participation of staff in operations	<ul style="list-style-type: none"> ■ Continued the online dialog for direct communication between employees and CEO / CFO ■ Hosted labor law training sessions for workers' representatives and HR staff ■ Initiatives to extend flexible working time models 	<ul style="list-style-type: none"> ■ Host a Corporate Works Council conference on 'Managing change – Shaping transformation together' ■ Provide basic training on employment law and advanced courses for workers' representatives as well as HR department staff ■ Roll out lifetime working time accounts as a way for employees to have more flexible working hours
Promote employee diversity	<ul style="list-style-type: none"> ■ Organized a joint conference between top management and Corporate Works Councils on 'Demographic Change' ■ Carried out pilot projects to analyze the age structure at the Corporate Center ■ Carried out the 'Sponsorship Project' to promote top young talent ■ Continued developing employee networks and an internal Bertelsmann Exchange Initiative ■ Introduced home office solutions at the Corporate Center 	<ul style="list-style-type: none"> ■ Carry out pilot projects to analyze age structure in the divisions ■ Launch employee networks ■ Launch the Bertelsmann Exchange Initiative for global employee exchange ■ Establish a mentoring program
Promote the integration of people with disabilities	<ul style="list-style-type: none"> ■ Employed a high number of persons with severe disabilities in Germany ■ Ongoing awareness-building among managers and staff in handling people with disabilities 	<ul style="list-style-type: none"> ■ Host a conference for representatives of persons with disabilities ■ Expand the Group Integration Agreement adopted in 2012 ■ Run a project in cooperation with the German Chamber of Crafts to promote vocational training for people with disabilities
Promote employee participation and improve working conditions	<ul style="list-style-type: none"> ■ Identified measures based on the Employee Survey at divisional and Group level, in accordance with the measures defined at company level ■ Implemented Employee Survey-driven measures at all levels 	<ul style="list-style-type: none"> ■ Follow up on measures taken after the Employee Survey 2013 ■ Prepare the next international Employee Survey in 2016

Employee Responsibility

Goals	Realized Measures (2014)	Planned Measures (2015)
Internal knowledge-building for HR managers	<ul style="list-style-type: none"> ■ Promoted cross-divisional exchange between HR managers in Germany, France, U.K., Spain, North America and Asia (HR Country Coordination Meetings) ■ Regular meetings of the divisions' Management Development staff ■ Prepared the concept for an HR Summit in 2015 ■ Continued the Bertelsmann Academy's activities and expanded the qualification program 	<ul style="list-style-type: none"> ■ Host an HR Summit in 2015 ■ Host regular HR Country Coordination meetings and HR Circles to promote cross-divisional exchange within the HR community ■ Promote Bertelsmann's staff development community ■ Run Ambassador trainings for the Learning Management System ■ Continue Bertelsmann Academy activities and expand the training program
Expand Group-wide health management activities	<ul style="list-style-type: none"> ■ Continued working on selected health issues in five Group-wide working groups in Germany: <ol style="list-style-type: none"> 1. Health as an issue for the Executive Board, the Essentials and management approaches 2. Minimum standards 3. Checklist on workplace safety 4. Evaluation 5. Information and communication ■ Hosted two cross-divisional Bertelsmann Health Management workshops in spring and fall 2014 ■ Expanded the management of long-term health measures ■ Expanded Company Social Services' offerings to all German companies in the Group ■ Pilot project on health management at a Group company with selected focus ■ Pilot management training 	<ul style="list-style-type: none"> ■ Host two cross-divisional Bertelsmann Health Management workshops in spring and fall 2015 ■ Further expand the management of long-term health measures ■ Further develop selected health issues in five Group-wide working groups in Germany ■ Launch a Germany-wide online health platform ■ Run a pilot project on health management at another Group company with a specified focus

Employee Responsibility

Goals	Realized Measures (2014)	Planned Measures (2015)
Training of young people	<ul style="list-style-type: none"> ■ Ongoing offer of apprenticeships at German companies in the Group ■ Increased the provision of dual-degree programs at German companies in the Group ■ Ongoing offer of dual-training program in Spain ■ Ongoing support of the Spanish government's strategy to combat youth unemployment, by the Fundación Bertelsmann 	<ul style="list-style-type: none"> ■ Clear commitment by Bertelsmann to the dual-training principle by constantly providing apprenticeships at the German Group companies ■ Constant supply and possibly increased provision of dual-degree programs at the German Group companies ■ Continue the program "You are your future" – a qualification program for young people who have tried in vain to secure an apprenticeship in the German training market ■ Ongoing offer of dual-training program in Spain ■ Support schools and vocational training centers in Spain in implementing a dual career guidance, with a guideline authored by Fundación Bertelsmann and a group of experts
Improve access to opportunities for continued training and promote knowledge sharing	<ul style="list-style-type: none"> ■ Continued the step-by-step, Group-wide introduction of the Learning Management System ■ Promoted social learning and topic-driven collaboration by introducing a Social Collaboration Tool 	<ul style="list-style-type: none"> ■ Complete the Germany-wide rollout of the Learning Management System ■ Continue the international rollout of the Learning Management System ■ Continue promoting and using Social Learning and Social Collaboration Tools

Compliance & Anti-Corruption

Goals	Realized Measures (2014)	Planned Measures (2015)
Promote awareness of key standards of business conduct	<ul style="list-style-type: none"> ■ Provided online and in-person training on Bertelsmann Code of Conduct ■ Followed up on results from the employee survey on the Code of Conduct 	<ul style="list-style-type: none"> ■ Continue online and in-person training on the Code of Conduct at Group companies around the world ■ Translate Code of Conduct tutorial into additional languages
Promote awareness of anti-corruption standards	<ul style="list-style-type: none"> ■ Continued anti-corruption training for an extended group of employees ■ Made available an Intranet-based Anti-Corruption Resource Center with information and tools to prevent corruption 	<ul style="list-style-type: none"> ■ Continue anti-corruption training at Group companies around the world and translate into additional languages
Effective compliance risk management	<ul style="list-style-type: none"> ■ Carried out annual Group-wide compliance risk analysis ■ Intensified integration of compliance risks with the Group's risk management process 	<ul style="list-style-type: none"> ■ Carry out the annual Group-wide compliance risk analysis
Effective incident handling	<ul style="list-style-type: none"> ■ Updated policies and procedures for incident handling and conducting investigations ■ Assessed and processed reported incidents ■ Initiated corrective measures as required ■ Developed a case management system for recording and processing incidents 	<ul style="list-style-type: none"> ■ Roll-out, communication and training on the updated guidelines and process descriptions for processing incidents and conducting investigations ■ Ongoing analysis and processing of reported incidents and initiation of necessary corrective measures ■ Put the updated Case Management System into operation

Environmental Protection

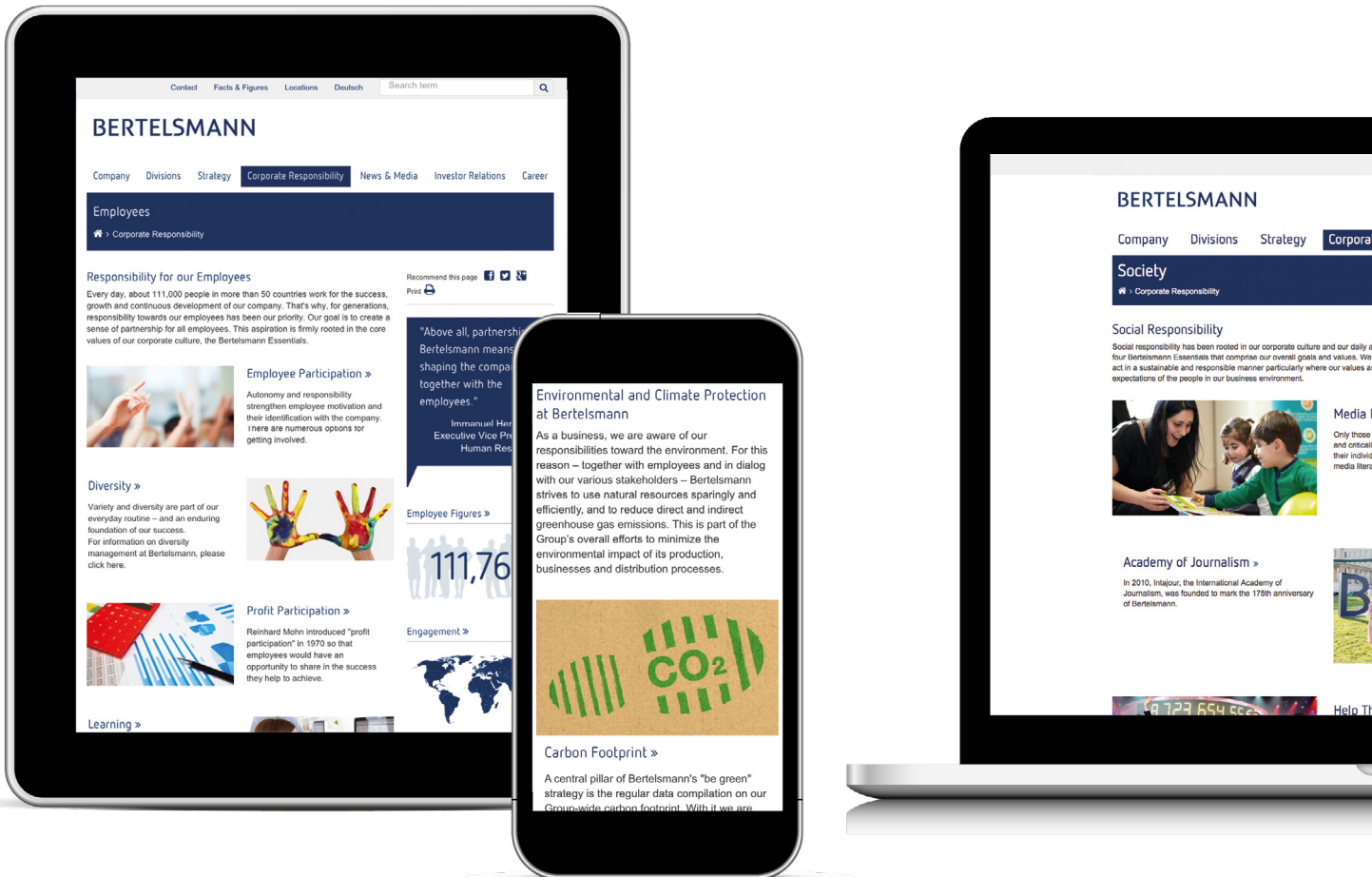
Goals	Realized Measures (2014)	Planned Measures (2015)
Expand Group-wide reporting on environmental and climate protection	<ul style="list-style-type: none"> ■ Reviewed and systematized the processes for Group-wide environmental data collection 	<ul style="list-style-type: none"> ■ Put the processes for Group-wide environmental data collection revised in 2014 into practice during current calculation of the carbon footprint
Promote environmental awareness and environmental knowledge of the staff	<ul style="list-style-type: none"> ■ Carried out incentive programs (e.g. to encourage employees to bike to work) ■ Hosted a discussion evening on sustainability as part of the "Green Sofa" series 	<ul style="list-style-type: none"> ■ Hold the 5th international "be green Day" in June 2015 ■ Intensify cooperation between Bertelsmann's international "be green" experts ■ Expand "be green" communications in various sections of the Bertelsmann Intranet and on the CR pages of the Bertelsmann homepage
Increase energy and resource efficiency	<ul style="list-style-type: none"> ■ Derived decentralized measures at the sites based on the results of the carbon footprint ■ Adopted an action plan for the "Green Corporate Center" project in Gütersloh and started putting measures into action 	<ul style="list-style-type: none"> ■ Develop a Group-wide working program for protecting the environment and the climate ■ Continue the "Green Corporate Center" project and carry out specific measures in the areas of employee mobility and employee communication
Reduce CO ₂ emissions	<ul style="list-style-type: none"> ■ CO₂ limits on company cars in Germany (except G+J and RTL Group) achieved average CO₂ score of all new orders below 130g / km ■ Offset CO₂ emissions from staff travel with company cars, and air travel at the Corporate Center and other companies in Germany 	<ul style="list-style-type: none"> ■ Develop a climate strategy ■ Systematize and gradually expand carbon-offsetting measures ■ Reduce average CO₂ reference value below 120g / km for new company cars ordered in Germany (except G+J and RTL Group)

Corporate Responsibility online

For more detailed information about how Bertelsmann meets its Corporate Responsibility, please visit our website at

www.bertelsmann.com/responsibility

In addition to current CR projects and initiatives from across the Bertelsmann world, you will find an interactive online index in accordance with the Global Reporting Initiative (GRI) guidelines, containing key processes and indicators of our corporate responsibility efforts.





Company Divisions Strategy **Corporate Responsibility** News & Media Investor Relations Career

Corporate Responsibility

Corporate Responsibility at Bertelsmann

We take responsibility – for our employees, for the quality of our media and services, and for the impact our business operations have on society and the environment. This is an integral part of Bertelsmann's corporate culture. We take action locally through a decentralized approach, along our value chain that promotes sustainability, and on issues related to the media and services business. The facts and figures document our actions and demonstrate the commitment of Bertelsmann and its divisions and companies around the world.

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Engagement >



We invite you to explore numerous Corporate Responsibility projects and initiatives from across the Bertelsmann world.

Bertelsmann GRI Index >



Facts and Figures >

Statistics and reporting data collected from across the Group provide information about our economic, environmental and social performance.

News



Employees >

From the beginning, motivated people who identify with the company and its core values have been the driving force behind our company's quality, ability to innovate, and sustained growth.



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Contact and further information

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