

The Four Strategic Priorities

Bertelsmann pursues four strategic priorities in transforming itself into a faster-growing, more digital, more international and more diversified company. In recent years, the company invested more than €4.6 billion in digital and high-growth businesses, and is pursuing their expansion with an increasing focus on organic growth. Along with this, Bertelsmann is increasingly opening new lines of business that benefit from digitization, the growing demand for education and growing consumption in countries such as Brazil, China and India. At the core of the value creation of all its businesses, Bertelsmann focuses especially on the innovative power of creativity.

Strengthening the Core

Digital Transformation

Building and Developing Growth Platforms

- Digital businesses of RTL Group
- Fremantle Media
- Digital businesses of Gruner + Jahr
- BMG
- Arvato SCM Solutions
- Arvato Financial Solutions
- Bertelsmann Education Group

Growth Regions

especially Brazil, China and India