

PRESS RELEASE

Bertelsmann Seeks Top International Students

- **Application phase for 11th edition of 'Talent Meets Bertelsmann' runs until May 13, 2018**
- **Event under the heading 'Data.Driven.Innovation.' is open to students of all disciplines**
- **Alumni network grows to over 600 participants**

Gütersloh / Berlin, May 7, 2018 – Bertelsmann is once again inviting students from all over the world to network: applications for participating in the eleventh edition of “Talent Meets Bertelsmann” are open until May 13, 2018. The renowned career event, the highlight of the Group’s multi-award-winning employer branding campaign “Create Your Own Career,” will take place from July 2 to 4, 2018 in Berlin.

The motto of this year's event is “Data.Driven.Innovation”; its focus is on working with data-based business models. The event is open to students of all disciplines who are interested in working with data – which is why, for the first time, besides the usual focus on business or IT, students working towards degrees in physics, econometrics, applied mathematics and other fields of study are also invited to apply. Opening the event to these fields of study is a further step towards more firmly anchoring the topic of Data Science in Bertelsmann's HR work: Last year, the company announced 15,000 data science scholarships for the Udacity training platform, and recently Bertelsmann also launched a new career program specifically for data specialists.

Immanuel Hermreck, Chief Human Resources Officer at Bertelsmann, says: “Bertelsmann offers excellent career prospects in three industries that are as exciting as they are diverse: media, services and education. In all three areas, the analysis of large data volumes is playing an increasingly important role; accordingly, the topic is a focus of this year's career event. We look forward to bringing together inspiring young people from entirely different fields of study with our top management and demonstrating to them our company’s creativity. We are the right address for anyone who wants to work entrepreneurially, creatively and internationally. In recent years, we have hired more than 100 top students whom we met through ‘Talent Meets Bertelsmann’, either on a permanent basis or for internships.”

Since 2008, Bertelsmann has regularly invited top students to its representative office at Unter den Linden 1 in Berlin, to discuss with Group executives and develop presentations in various workshops. Attractive prizes are offered to the best teams, including trips lasting several days to the Group's international locations. In addition, all participants receive career coaching. In 2017, some 1,300 students from 117 countries had applied for “Talent Meets Bertelsmann.”

Over the years, Bertelsmann has created a worldwide alumni network of more than 600 “Talent Meets Bertelsmann” graduates. The company stays in touch with past participants through various “alumni hub” meetings and on social media.

Further information on the event and the application procedure can be found at www.talentmeetsbertelsmann.com.

About Bertelsmann

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company has 119,000 employees and generated revenues of €17.2 billion in the 2017 financial year. Bertelsmann stands for entrepreneurship and creativity. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

Für Rückfragen:

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