



WWE INVESTOR PRESENTATION
NOVEMBER 2015

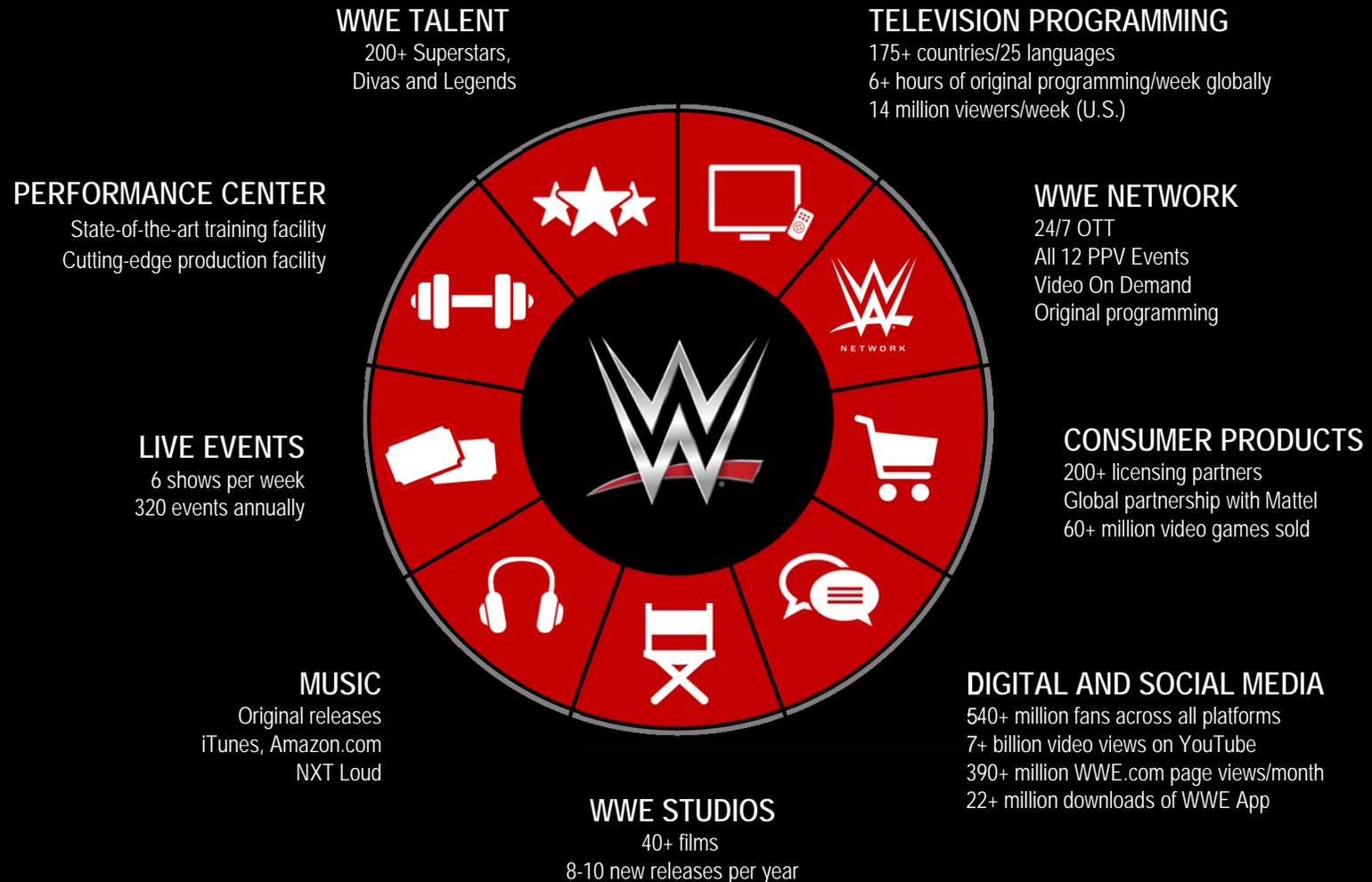
FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

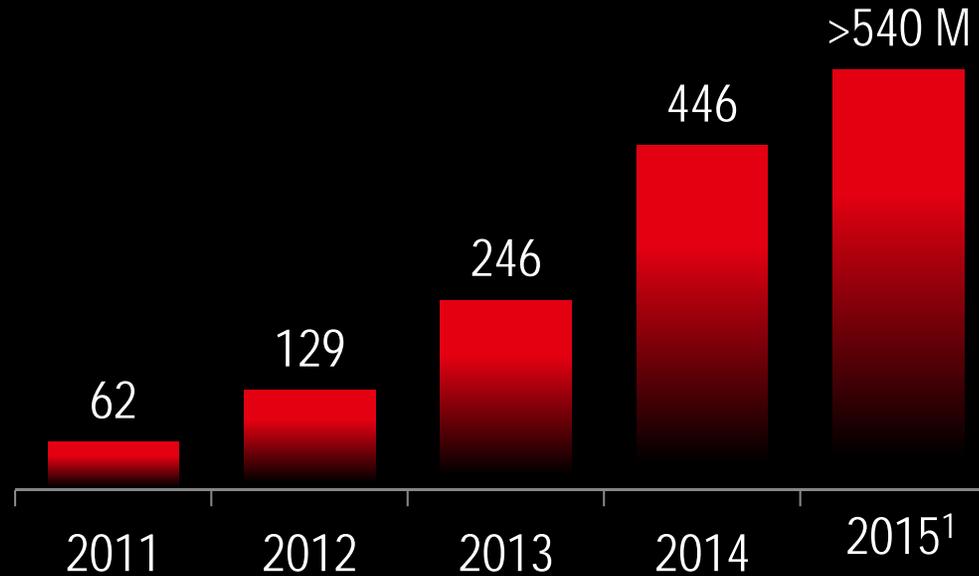
This presentation contains non-GAAP financial information, including OIBDA. We define OIBDA as operating income before depreciation and amortization, excluding feature film and television production amortization and related impairments. OIBDA is a non-GAAP financial measure and may be different than similarly-titled non-GAAP financial measures used by other companies. A limitation of OIBDA is that it excludes depreciation and amortization, which represents the periodic charge for certain fixed assets and intangible assets used in generating revenues for the Company's business. OIBDA should not be regarded as an alternative to operating income or net income as an indicator of operating performance, or to the statement of cash flows as a measure of liquidity, nor should it be considered in isolation or as a substitute for financial measures prepared in accordance with GAAP. We believe that operating income is the most directly comparable GAAP financial measure to OIBDA. Reconciliations of OIBDA to operating income can be found in the Company's earnings release dated October 29, 2015.



WWE BUSINESS MODEL: CREATE & MONETIZE IP... ACROSS PLATFORMS



WWE SURPASSED HALF A BILLION SOCIAL MEDIA FOLLOWERS¹



WWE IS THE **#6** MOST-SOCIAL BRAND IN THE WORLD
BEATING

facebook



Microsoft



* Sources: Omniture (2012-2013); Google Analytics (January 2014 to present) Social Business Index

¹ Social media follower data is through September 30, 2015 and includes total followers on Twitter, Facebook, Instagram, YouTube, Google+ and other social media platforms.

WWE HAS 375M FOLLOWERS ON FACEBOOK



WWE WAS THE MOST-VIEWED CHANNEL ON YOUTUBE WORLDWIDE

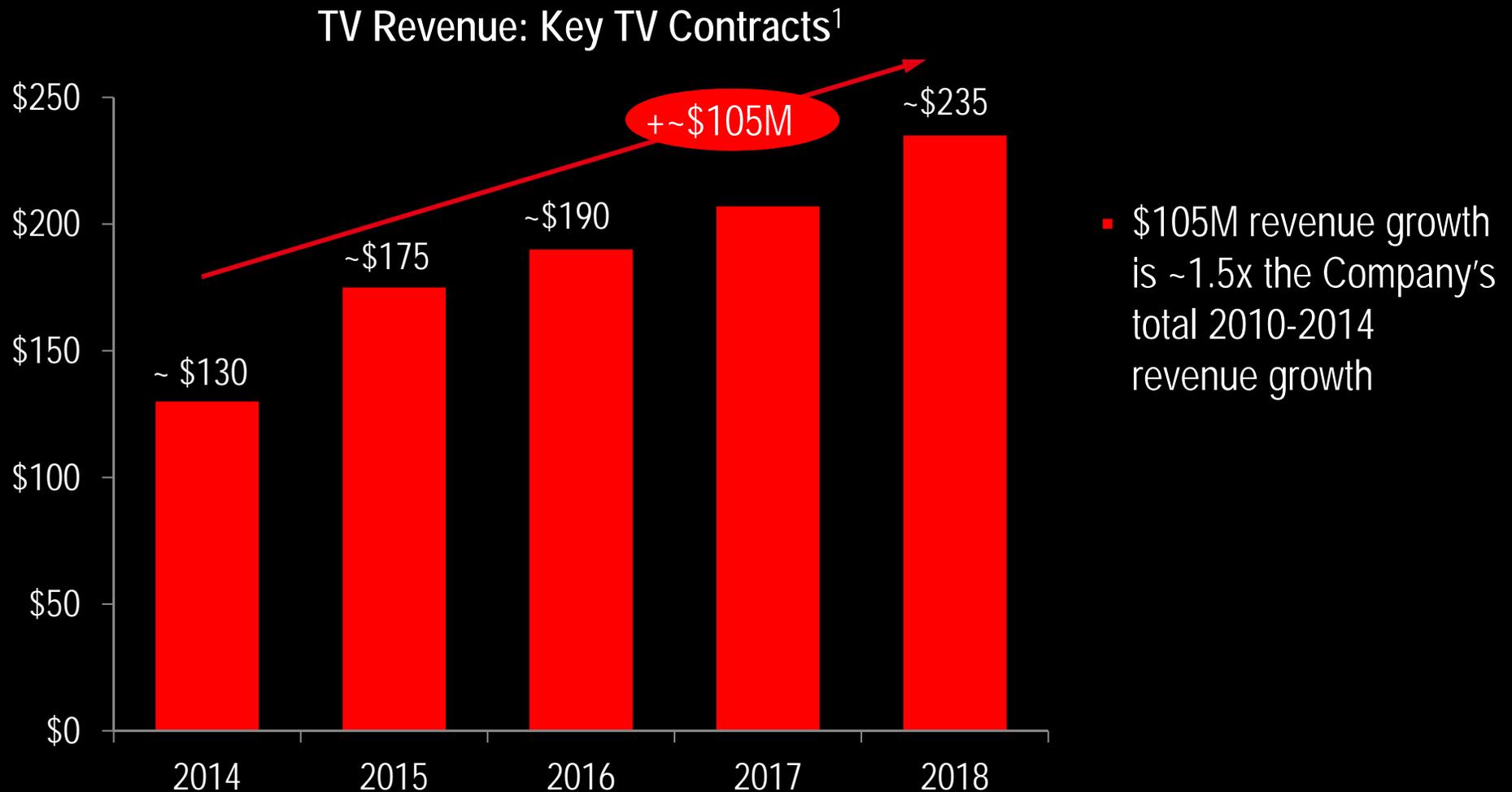


#1 SPORTS CHANNEL

BEATING



KEY TV RIGHTS AGREEMENTS INCREASE REVENUE \$105M (\$ MILLIONS)



¹ The Company's seven largest distribution agreements account for revenue that is expected to increase from \$130 million in 2014 to approximately \$235 million in 2018, thereby providing approximately \$105 million of revenue growth over this period (subject to counterparty risk).



CREATING ORIGINAL CONTENT IS KEY NETWORK STRATEGY

Pay-Per-View



Originals



Specials

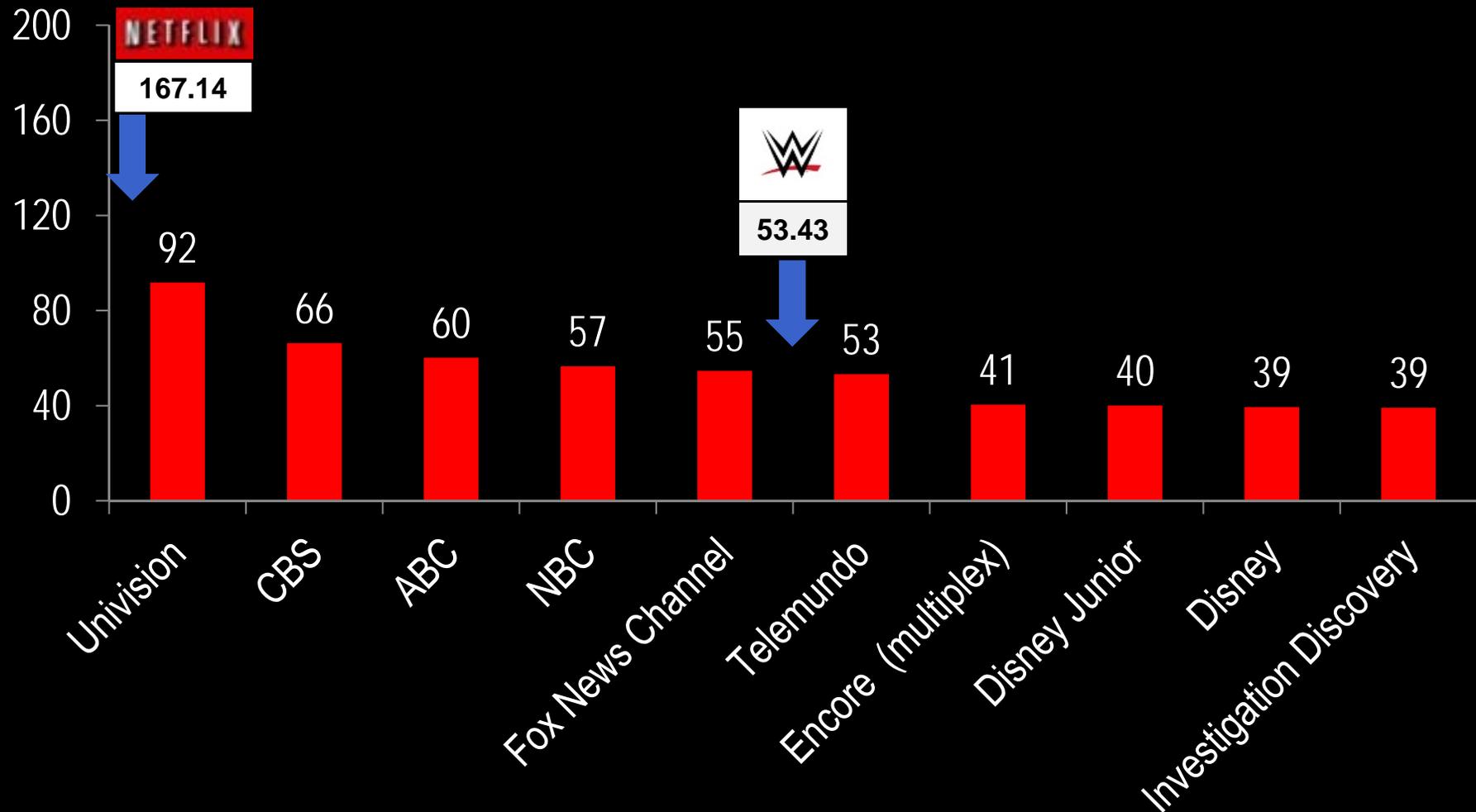


Library



ORIGINAL CONTENT DRIVES VIEWER ENGAGEMENT

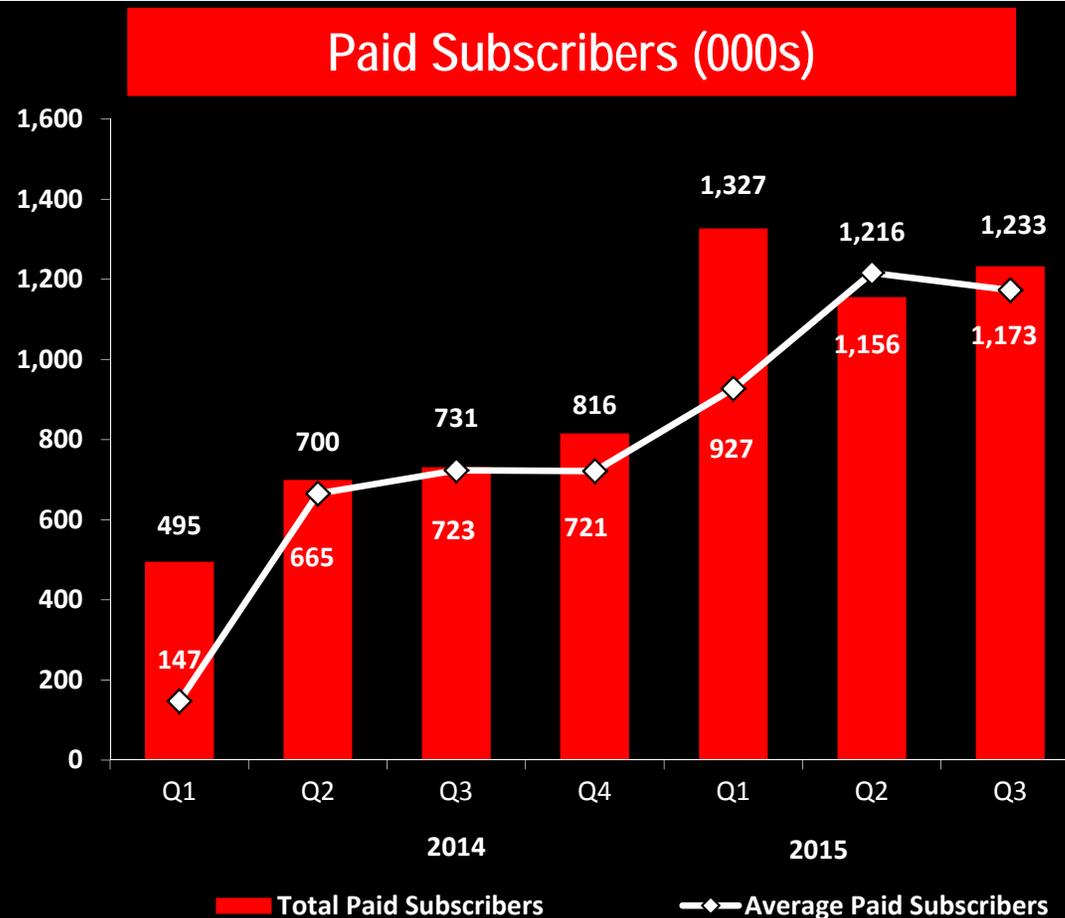
Viewing Hours Per Household (Q1'15)



Note:
Notes regarding the definition and source of data are shown on the final page of this presentation



WWE NETWORK HAD 1.2M SUBSCRIBERS AT SEPTEMBER 30, 2015



- Year-to-date 2015 average paid *WWE Network* subscribers of 1.1 million is double full year 2014 level

- Focus: Content, impactful marketing, distribution, platforms and geographies
- Select developments: enhanced search, watchlist enhancements, retail card, content discovery, sampling...

Note:

*WrestleMania 30 was held on April 6, 2014 and WrestleMania 31 was held on March 29, 2015





WORLD HEAVYWEIGHT CHAMPION

NOTES RELATED TO VIEWER ENGAGEMENT

Notes

- Networks are defined as broadcast and cable services. Premium networks refer to the content services that receive a subscription fee from consumers.
- Viewing hours per household is defined as the cumulative hours of network content watched across network households divided by the number of viewing households.
- Viewing hours are defined as the cumulative hours of network content watched across network households. WWE viewing hours are per internal estimates for Q1 2015. Netflix viewing hours are as reported by Netflix, *Q1 Letter to Shareholders*, April 15, 2015. Viewing hours for all other networks are based on Live+7D total day Nielsen data (time period based tuning minutes) for Q1 2015.
- Households are defined as an estimate of the total unique households that viewed network content. WWE households are per internal estimates for Q1 2015. Netflix households represent an estimate based on average Q1 2015 subscribers as reported by Netflix, *Q1 Letter to Shareholders*, April 15, 2015. Households for all other networks are based on Live+7D total day Nielsen data (total unique reach for all households tuning to at least 6 minutes of programming) for Q1 2015. Source: Nielsen Media Research, NPOWER.

