

**2018 TRENDING SCHEDULES - BASIS OF PRESENTATION**

**Business Segments**

Effective with the communication of first quarter 2018 results, the Company will report financial performance using three reportable segments: Media, Live Events and Consumer Products.

- **Media**

The Media segment reflects the production and monetization of long-form and short-form video content across various platforms, including WWE Network, pay television, digital and social media, as well as filmed entertainment. Across these platforms, revenue consists principally of subscriptions, advertising and rights fees.

- **Live Events**

Live events provide ongoing content for the Company's media platforms. Live event segment revenue consists primarily of ticket sales, including primary and secondary distribution, as well as the sale of travel packages associated with the Company's global live events.

- **Consumer Products**

The Consumer Products segment engages in the merchandising of WWE branded products, such as video games, toys and apparel, through licensing arrangements and direct-to-consumer sales. The Consumer Products segment revenue consists principally of royalties and licensee fees related to WWE branded products, and sales of merchandise distributed at our live events and through eCommerce platforms.

**Adjusted OIBDA**

The Company presents Adjusted OIBDA as its primary measure of performance. The Company defines Adjusted OIBDA as operating income excluding depreciation and amortization, stock-based compensation expense, certain impairment charges and other non-recurring material items that otherwise would impact the comparability of results between periods. Adjusted OIBDA includes amortization expenses directly related to the Company's revenue generating activities, including the amortization of feature film, television production and WWE Network programming assets. The Company believes the presentation of Adjusted OIBDA is relevant and useful for investors because it allows them to view the Company's segment performance in the same manner as the primary method used by management to evaluate segment performance and to make decisions regarding the allocation of resources. Additionally, the Company believes that Adjusted OIBDA provides a meaningful representation of operating cash flows generated by our business segments, and is a primary measure used by media investors, analysts and peers for comparative purposes.

**WWE**  
**TRENDING SCHEDULES**  
**STATEMENT OF OPERATIONS**  
(\$ in millions; Unaudited)

	2016				2017				2018	Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2016	2017	2015-16	2016-17
<b>Revenues:</b>													
Media	\$ 112.5	\$ 121.9	\$ 114.0	\$ 128.5	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 133.4	\$ 476.8	\$ 535.6	9%	12%
Live Events	25.3	51.9	28.6	38.6	32.1	52.8	31.6	35.2	30.8	144.4	151.7	16%	5%
Consumer Products	33.3	25.2	21.6	27.8	35.1	24.6	24.0	30.0	23.5	107.9	113.7	10%	5%
<b>Total Revenues</b>	<b>\$ 171.1</b>	<b>\$ 199.0</b>	<b>\$ 164.2</b>	<b>\$ 194.9</b>	<b>\$ 188.4</b>	<b>\$ 214.6</b>	<b>\$ 186.4</b>	<b>\$ 211.6</b>	<b>\$ 187.7</b>	<b>\$ 729.1</b>	<b>\$ 801.0</b>	<b>11%</b>	<b>10%</b>
<b>Operating Income</b>													
Media <sup>1</sup>	\$ 24.2	\$ (1.8)	\$ 30.4	\$ 24.5	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 35.9	\$ 77.3	\$ 108.2	11%	40%
Live Events	2.2	18.9	2.0	1.7	3.7	17.1	3.1	0.8	2.9	24.8	24.7	13%	0%
Consumer Products	14.8	5.4	4.8	6.3	14.4	5.5	7.3	7.6	6.0	31.3	34.8	3%	11%
Corporate <sup>2</sup>	(19.2)	(21.0)	(18.9)	(18.6)	(29.3)	(21.5)	(19.4)	(21.9)	(23.0)	(77.7)	(92.1)	7%	-19%
<b>Total Operating Income</b>	<b>\$ 22.0</b>	<b>\$ 1.5</b>	<b>\$ 18.3</b>	<b>\$ 13.9</b>	<b>\$ 4.0</b>	<b>\$ 10.7</b>	<b>\$ 33.9</b>	<b>\$ 27.0</b>	<b>\$ 21.8</b>	<b>\$ 55.7</b>	<b>\$ 75.6</b>	<b>44%</b>	<b>36%</b>
Interest and Other, net	(0.6)	(0.6)	(0.2)	(1.1)	(2.6)	(2.9)	(2.8)	(3.2)	(1.7)	(2.5)	(11.5)	4%	NM
<b>Income before taxes</b>	<b>\$ 21.4</b>	<b>\$ 0.9</b>	<b>\$ 18.1</b>	<b>\$ 12.8</b>	<b>\$ 1.4</b>	<b>\$ 7.8</b>	<b>\$ 31.1</b>	<b>\$ 23.8</b>	<b>\$ 20.1</b>	<b>\$ 53.2</b>	<b>\$ 64.1</b>	<b>47%</b>	<b>20%</b>
Provision (benefit) for taxes	7.5	0.1	7.0	4.8	0.5	2.7	9.3	19.0	5.3	19.4	31.5	60%	62%
<i>Effective Tax Rate</i>	35%	11%	39%	38%	36%	35%	30%	80%	26%	36%	49%		
<b>Net Income</b>	<b>\$ 13.9</b>	<b>\$ 0.8</b>	<b>\$ 11.1</b>	<b>\$ 8.0</b>	<b>\$ 0.9</b>	<b>\$ 5.1</b>	<b>\$ 21.8</b>	<b>\$ 4.8</b>	<b>\$ 14.8</b>	<b>\$ 33.8</b>	<b>\$ 32.6</b>	<b>40%</b>	<b>-4%</b>
<b>EPS - Net Income (Diluted)</b>	<b>\$ 0.18</b>	<b>\$ 0.01</b>	<b>\$ 0.14</b>	<b>\$ 0.10</b>	<b>\$ 0.01</b>	<b>\$ 0.06</b>	<b>\$ 0.28</b>	<b>\$ 0.06</b>	<b>\$ 0.18</b>	<b>\$ 0.44</b>	<b>\$ 0.42</b>	38%	-5%
Diluted Shares (in millions)	77.1	77.4	77.6	77.8	78.2	78.6	78.5	79.4	82.5	77.5	78.5	2%	1%
<b>Operating Metrics:</b>													
<i>Operating Income Margin %</i>	13%	1%	11%	7%	2%	5%	18%	13%	12%	8%	9%		

**Notes:**

<sup>1</sup> Media Operating income includes the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

<sup>2</sup> Corporate Operating income is a reconciling item that includes \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million to write-off the carrying value of a media center expansion project in Q4 2015

\* Totals may not sum down or across due to rounding

**WWE**  
**TRENDING SCHEDULES**  
**REVENUES - SEGMENT DETAIL**  
(\$ in millions; Unaudited)

	2016				2017				2018	Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2016	2017	2015-16	2016-17
<b>Revenues:</b>													
<b>Media</b>													
Network (including pay-per-view)	\$ 39.6	\$ 49.7	\$ 43.9	\$ 42.5	\$ 45.3	\$ 52.1	\$ 48.3	\$ 44.9	\$ 46.8	\$ 175.7	\$ 190.6	11%	8%
Core content rights fees <sup>1</sup>	51.9	53.0	55.4	57.0	59.2	60.1	60.4	64.6	65.5	217.2	244.3	8%	12%
Advertising and sponsorship	7.6	10.4	9.7	12.1	9.4	13.0	12.9	16.3	12.2	39.8	51.6	27%	30%
Other <sup>2</sup>	13.4	8.8	5.0	16.9	7.3	12.0	9.2	20.6	8.9	44.1	49.1	(1%)	11%
<b>Total Media</b>	<b>\$ 112.5</b>	<b>\$ 121.9</b>	<b>\$ 114.0</b>	<b>\$ 128.5</b>	<b>\$ 121.2</b>	<b>\$ 137.2</b>	<b>\$ 130.8</b>	<b>\$ 146.4</b>	<b>\$ 133.4</b>	<b>\$ 476.8</b>	<b>\$ 535.6</b>	<b>9%</b>	<b>12%</b>
<i>Quarter Growth % (y/y)</i>	<i>5%</i>	<i>20%</i>	<i>(3%)</i>	<i>18%</i>	<i>8%</i>	<i>13%</i>	<i>15%</i>	<i>14%</i>	<i>10%</i>				
<b>Live Events</b>													
North American ticket sales	22.3	37.4	20.7	22.6	30.1	35.9	25.3	20.8	29.8	103.0	112.1	12%	9%
International ticket sales	2.1	9.9	6.5	14.4	1.5	12.4	5.1	12.7	-	32.9	31.7	17%	(4%)
Advertising and sponsorship	0.5	0.7	0.2	0.8	0.4	0.7	0.4	0.5	0.2	2.2	2.0	47%	(9%)
Other <sup>3</sup>	0.4	3.9	1.2	0.8	0.1	3.8	0.8	1.2	0.8	6.3	5.9	85%	(6%)
<b>Total Live Events</b>	<b>\$ 25.3</b>	<b>\$ 51.9</b>	<b>\$ 28.6</b>	<b>\$ 38.6</b>	<b>\$ 32.1</b>	<b>\$ 52.8</b>	<b>\$ 31.6</b>	<b>\$ 35.2</b>	<b>\$ 30.8</b>	<b>\$ 144.4</b>	<b>\$ 151.7</b>	<b>16%</b>	<b>5%</b>
<i>Growth % (y/y)</i>	<i>(36%)</i>	<i>97%</i>	<i>10%</i>	<i>17%</i>	<i>27%</i>	<i>2%</i>	<i>10%</i>	<i>(9%)</i>	<i>(4%)</i>				
<b>Consumer Products</b>													
Licensing	21.0	9.0	9.0	10.1	20.1	9.4	11.3	11.3	9.3	49.1	52.1	0%	6%
Venue Merchandise	5.5	8.7	5.1	4.9	7.1	6.8	5.5	4.4	5.8	24.2	23.8	8%	(2%)
eCommerce (WWE Shop)	6.8	7.5	7.5	12.8	7.9	8.4	7.2	14.3	8.4	34.6	37.8	28%	9%
<b>Total Consumer Products</b>	<b>\$ 33.3</b>	<b>\$ 25.2</b>	<b>\$ 21.6</b>	<b>\$ 27.8</b>	<b>\$ 35.1</b>	<b>\$ 24.6</b>	<b>\$ 24.0</b>	<b>\$ 30.0</b>	<b>\$ 23.5</b>	<b>\$ 107.9</b>	<b>\$ 113.7</b>	<b>10%</b>	<b>5%</b>
<i>Quarter Growth % (y/y)</i>	<i>10%</i>	<i>16%</i>	<i>(4%)</i>	<i>16%</i>	<i>5%</i>	<i>(2%)</i>	<i>11%</i>	<i>8%</i>	<i>(33%)</i>				
<b>Total Revenues</b>	<b>\$ 171.1</b>	<b>\$ 199.0</b>	<b>\$ 164.2</b>	<b>\$ 194.9</b>	<b>\$ 188.4</b>	<b>\$ 214.6</b>	<b>\$ 186.4</b>	<b>\$ 211.6</b>	<b>\$ 187.7</b>	<b>\$ 729.1</b>	<b>\$ 801.0</b>	<b>11%</b>	<b>10%</b>
<i>Quarter Growth % (y/y)</i>	<i>(3%)</i>	<i>32%</i>	<i>(1%)</i>	<i>17%</i>	<i>10%</i>	<i>8%</i>	<i>14%</i>	<i>9%</i>	<i>(0%)</i>				

**Notes:**

<sup>1</sup> Core content rights fees consist primarily of licensing revenues earned from the distribution of our flagship programs, *Raw* and *SmackDown*, through global broadcast, pay television and digital rights

<sup>2</sup> Other forms of media monetization reflect revenues earned from the distribution of other content, including, but not limited to, scripted, reality and other in-ring programming, as well as theatrical and direct-to-home video releases

<sup>3</sup> Other Live events includes revenue from the sale of travel packages associated with the Company's live events, and commissions earned through secondary ticketing

\* Totals may not sum down or across due to rounding

**WWE**  
**TRENDING SCHEDULES**  
**OPERATING INCOME - SEGMENT DETAIL**  
(\$ in millions; Unaudited)

	2016				2017				2018	Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2016	2017
<b><u>Operating Income:</u></b>											
Media <sup>1</sup>	\$24.2	(\$1.8)	\$30.4	\$24.5	\$15.2	\$9.6	\$42.9	\$40.5	\$35.9	\$77.3	\$108.2
Live Events	2.2	18.9	2.0	1.7	3.7	17.1	3.1	0.8	2.9	\$24.8	24.7
Consumer Products	14.8	5.4	4.8	6.3	14.4	5.5	7.3	7.6	6.0	\$31.3	34.8
Corporate <sup>2</sup>	(19.2)	(21.0)	(18.9)	(18.6)	(29.3)	(21.5)	(19.4)	(21.9)	(23.0)	(77.7)	(92.1)
<b>Total Operating Income</b>	<b>\$22.0</b>	<b>\$1.5</b>	<b>\$18.3</b>	<b>\$13.9</b>	<b>\$4.0</b>	<b>\$10.7</b>	<b>\$33.9</b>	<b>\$27.0</b>	<b>\$21.8</b>	<b>\$55.7</b>	<b>\$75.6</b>
<b><u>Growth % (v/y)</u></b>											
Media	NM	-111%	12%	37%	-37%	NM	41%	65%	136%	11%	40%
Live Events	-85%	NM	-26%	-19%	68%	-10%	55%	-53%	-22%	13%	0%
Consumer Products	18%	-19%	-31%	47%	-3%	2%	52%	21%	-58%	3%	11%
Corporate	6%	-14%	0%	28%	-53%	-2%	-3%	-18%	22%	7%	-19%
<b>Total Operating Income</b>	<b>46%</b>	<b>-79%</b>	<b>2%</b>	<b>NM</b>	<b>-82%</b>	<b>NM</b>	<b>85%</b>	<b>94%</b>	<b>NM</b>	<b>44%</b>	<b>36%</b>
<b><u>Margin %</u></b>											
Media	22%	-1%	27%	19%	13%	7%	33%	28%	27%	16%	20%
Live Events	9%	36%	7%	4%	12%	32%	10%	2%	9%	17%	16%
Consumer Products	44%	21%	22%	23%	41%	22%	30%	25%	26%	29%	31%
<b>Total Operating Income</b>	<b>13%</b>	<b>1%</b>	<b>11%</b>	<b>7%</b>	<b>2%</b>	<b>5%</b>	<b>18%</b>	<b>13%</b>	<b>12%</b>	<b>8%</b>	<b>9%</b>

**Notes:**

<sup>1</sup> Media Operating income includes the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

<sup>2</sup> Corporate Operating income is a reconciling item that includes \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017

\* Totals may not sum down or across due to rounding

**WWE**  
**TRENDING SCHEDULES**  
**ADJUSTED OIBDA - SEGMENT DETAIL**  
(\$ in millions; Unaudited)

	2016				2017				2018	Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2016	2017
<b><u>Adjusted OIBDA:</u></b>											
Media	\$29.1	\$5.5	\$37.5	\$29.2	\$25.1	\$17.8	\$49.5	\$49.3	\$43.6	\$101.3	\$141.7
Live Events	2.6	19.6	2.6	2.0	4.5	17.7	3.6	1.3	3.6	26.8	27.1
Consumer Products	15.2	6.3	5.5	6.6	15.2	6.3	7.8	8.4	6.9	33.6	37.7
Corporate	(16.1)	(17.4)	(15.2)	(14.7)	(19.6)	(17.5)	(15.3)	(18.0)	(18.9)	(63.4)	(70.4)
<b>Total Adjusted OIBDA</b>	<b>\$30.8</b>	<b>\$14.0</b>	<b>\$30.4</b>	<b>\$23.1</b>	<b>\$25.2</b>	<b>\$24.3</b>	<b>\$45.6</b>	<b>\$41.0</b>	<b>\$35.2</b>	<b>\$98.3</b>	<b>\$136.1</b>
<b><u>Growth % (v/y)</u></b>											
Media	126%	-76%	16%	21%	-14%	NM	32%	69%	74%	10%	40%
Live Events	-82%	NM	-19%	-26%	73%	-10%	38%	-35%	-20%	12%	1%
Consumer Products	18%	-15%	-26%	35%	0%	0%	42%	27%	-55%	3%	12%
Corporate	5%	-16%	0%	5%	-22%	-1%	-1%	-22%	4%	-1%	-11%
<b>Total Adjusted OIBDA</b>	<b>31%</b>	<b>-24%</b>	<b>9%</b>	<b>43%</b>	<b>-18%</b>	<b>74%</b>	<b>50%</b>	<b>77%</b>	<b>40%</b>	<b>14%</b>	<b>38%</b>
<b><u>Margin %</u></b>											
Media	26%	5%	33%	23%	21%	13%	38%	34%	33%	21%	26%
Live Events	10%	38%	9%	5%	14%	34%	11%	4%	12%	19%	18%
Consumer Products	46%	25%	25%	24%	43%	26%	33%	28%	29%	31%	33%
<b>Total Adjusted OIBDA</b>	<b>18%</b>	<b>7%</b>	<b>19%</b>	<b>12%</b>	<b>13%</b>	<b>11%</b>	<b>24%</b>	<b>19%</b>	<b>19%</b>	<b>13%</b>	<b>17%</b>

**WWE**  
**TRENDING SCHEDULES**  
**RECONCILIATION OF OPERATING INCOME TO ADJUSTED OIBDA BY SEGMENT**  
(\$ in millions; Unaudited)

	2016				2017				2018	Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2016	2017
<b>Media</b>											
<b>Operating Income (Loss)</b>	\$ 24.2	\$ (1.8)	\$ 30.4	\$ 24.5	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 35.9	\$ 77.3	\$ 108.2
Adjustments <sup>1</sup>	-	-	-	-	2.1	1.1	-	1.5	-	-	4.7
Depreciation and Amortization	2.6	2.8	2.9	3.1	3.1	2.9	2.9	3.0	3.0	11.4	11.9
Stock Compensation	2.3	4.5	4.2	1.6	4.7	4.2	3.7	4.3	4.7	12.6	16.9
<b>Adjusted OIBDA</b>	<b>\$ 29.1</b>	<b>\$ 5.5</b>	<b>\$ 37.5</b>	<b>\$ 29.2</b>	<b>\$ 25.1</b>	<b>\$ 17.8</b>	<b>\$ 49.5</b>	<b>\$ 49.3</b>	<b>\$ 43.6</b>	<b>\$ 101.3</b>	<b>\$ 141.7</b>
<b>Live Events</b>											
<b>Operating Income (Loss)</b>	\$ 2.2	\$ 18.9	\$ 2.0	\$ 1.7	\$ 3.7	\$ 17.1	\$ 3.1	\$ 0.8	\$ 2.9	\$ 24.8	\$ 24.7
Adjustments	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.4	0.7	0.6	0.3	0.8	0.6	0.5	0.5	0.7	2.0	2.4
<b>Adjusted OIBDA</b>	<b>\$ 2.6</b>	<b>\$ 19.6</b>	<b>\$ 2.6</b>	<b>\$ 2.0</b>	<b>\$ 4.5</b>	<b>\$ 17.7</b>	<b>\$ 3.6</b>	<b>\$ 1.3</b>	<b>\$ 3.6</b>	<b>\$ 26.8</b>	<b>\$ 27.1</b>
<b>Consumer Products</b>											
<b>Operating Income (Loss)</b>	\$ 14.8	\$ 5.4	\$ 4.8	\$ 6.3	\$ 14.4	\$ 5.5	\$ 7.3	\$ 7.6	\$ 6.0	\$ 31.3	\$ 34.8
Adjustments	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.4	0.9	0.7	0.3	0.8	0.8	0.5	0.8	0.9	2.3	2.9
<b>Adjusted OIBDA</b>	<b>\$ 15.2</b>	<b>\$ 6.3</b>	<b>\$ 5.5</b>	<b>\$ 6.6</b>	<b>\$ 15.2</b>	<b>\$ 6.3</b>	<b>\$ 7.8</b>	<b>\$ 8.4</b>	<b>\$ 6.9</b>	<b>\$ 33.6</b>	<b>\$ 37.7</b>
<b>Corporate</b>											
<b>Operating Income (Loss)</b>	\$ (19.2)	\$ (21.0)	\$ (18.9)	\$ (18.6)	\$ (29.3)	\$ (21.5)	\$ (19.4)	\$ (21.9)	\$ (23.0)	\$ (77.7)	\$ (92.1)
Adjustments <sup>2</sup>	-	-	-	-	5.6	-	-	-	-	-	5.6
Depreciation and Amortization	3.0	3.2	3.3	3.5	3.8	3.4	3.6	3.3	3.3	13.0	14.1
Stock Compensation	0.1	0.4	0.4	0.4	0.3	0.6	0.5	0.6	0.8	1.3	2.0
<b>Adjusted OIBDA</b>	<b>\$ (16.1)</b>	<b>\$ (17.4)</b>	<b>\$ (15.2)</b>	<b>\$ (14.7)</b>	<b>\$ (19.6)</b>	<b>\$ (17.5)</b>	<b>\$ (15.3)</b>	<b>\$ (18.0)</b>	<b>\$ (18.9)</b>	<b>\$ (63.4)</b>	<b>\$ (70.4)</b>
<b>WWE Total</b>											
<b>Operating Income (Loss)</b>	\$ 22.0	\$ 1.5	\$ 18.3	\$ 13.9	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 21.8	\$ 55.7	\$ 75.6
Adjustments	-	-	-	-	7.7	1.1	-	1.5	-	-	10.3
Depreciation and Amortization	5.6	6.0	6.2	6.6	6.9	6.3	6.5	6.3	6.3	24.4	26.0
Stock Compensation	3.2	6.5	5.9	2.6	6.6	6.2	5.2	6.2	7.1	18.2	24.2
<b>Adjusted OIBDA</b>	<b>\$ 30.8</b>	<b>\$ 14.0</b>	<b>\$ 30.4</b>	<b>\$ 23.1</b>	<b>\$ 25.2</b>	<b>\$ 24.3</b>	<b>\$ 45.6</b>	<b>\$ 41.0</b>	<b>\$ 35.2</b>	<b>\$ 98.3</b>	<b>\$ 136.1</b>

**Notes:**

<sup>1</sup> Media adjustments include the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

<sup>2</sup> Corporate adjustments include \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017

\* Totals may not sum down or across due to rounding