



**WORLD WRESTLING ENTERTAINMENT, INC.**  
**ANNUAL MEETING OF STOCKHOLDERS**  
**MAY 27, 2021**

**Q&A RULES OF CONDUCT AND PROCEDURE**

Welcome to the Annual Meeting of Stockholders (the “Annual Meeting”) of World Wrestling Entertainment, Inc. (the “Company”). It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Q&A Rules of Conduct and Procedures.

1. Because this is a meeting of our stockholders, only our stockholders of record and their duly authorized proxies, are permitted to ask questions prior to and during the Annual Meeting. You need to have held stock as of the close of business on the record date of March 30, 2021 to vote or submit questions. To vote or submit questions, please login as a Stockholder by entering the 16-digit control number you received with your proxy materials. Prior to the date of the Annual Meeting, questions may be submitted at [www.proxyvote.com](http://www.proxyvote.com). On the day of, and during, the Annual Meeting, you can submit questions on [www.virtualshareholdermeeting.com/WWE2021](http://www.virtualshareholdermeeting.com/WWE2021). If you have submitted a proxy prior to the start of the Annual Meeting, your voting instructions have been received by the Company’s inspector of elections and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
2. The only business matters to be conducted at the Annual Meeting are the matters set forth in the Notice of Annual Meeting and Proxy Statement dated April 13, 2021.
3. Following adjournment of the formal business of the Annual Meeting, the Company will address appropriate general questions from stockholders regarding the Company, as time permits. Such questions may be submitted in the field provided in the web portal during the Annual Meeting.
4. To allow us to answer questions from as many stockholders as possible, we will limit each stockholder to two questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
5. Stockholder questions are welcome but the Company does not intend to address any questions that are, among other things:
  - irrelevant to the business of the Company or to the business of the Annual Meeting;
  - related to material non-public information of the Company;
  - related to personal grievances;
  - derogatory references to individuals or that are otherwise in bad taste;
  - repetitious statements already made by another stockholder;
  - in furtherance of the stockholder’s personal or business interests; or
  - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair or Corporate Secretary in their reasonable judgment.
6. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting Investor Relations at [Investor.Relations@wwecorp.com](mailto:Investor.Relations@wwecorp.com).
7. Recording of the Annual Meeting is prohibited.

8. In the event of disorder, technical malfunction or other significant problem that disrupts the Annual Meeting, the Chair may adjourn, recess or expedite the Annual Meeting, or take such other action as the Chair determines is appropriate in light of the circumstances.

Thank you for your cooperation and for joining the Company at the Annual Meeting.