2020 TRENDING SCHEDULES - BASIS OF PRESENTATION

Business Segments

The Company reports financial performance using three reportable segments: Media, Live Events and Consumer Products.

• <u>Media</u>

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, revenues from events for which the Company receives a fixed fee, 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 and depreciation expenses directly related to the Company's revenue generating activities, including content production asset amortization, depreciation and amortization of costs related to content delivery and technology assets utilized for the WWE Network, as well as amortization of right-of-use assets related to finance leases of equipment used to produce and broadcast our live events. 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 is a primary measure used by media investors, analysts and peers for comparative purposes.

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

		20	018			20	19			1	2020	Full	Year	Cha	ange
	Q1	Q2	Q3	Q4	Q1	 Q2		Q3	Q4		Q1	2018	2019	2017-18	2018-19
Revenues:															
Media	\$ 133.4	\$ 202.6	\$ 142.1	\$ 205.3	\$ 5 135.4	\$ 197.0	\$	146.1	\$ 264.6	\$	256.6	\$ 683.4	\$ 743.1	28%	9%
Live Events	30.8	52.3	26.7	34.4	26.2	48.8		23.2	27.4		17.5	144.2	\$ 125.6	(5%)	(13%)
Consumer Products	23.5	26.7	19.6	32.8	20.8	23.1		17.0	30.8		16.9	102.6	\$ 91.7	(10%)	(11%)
Total Revenues	\$ 187.7	\$ 281.6	\$ 188.4	\$ 272.5	\$ 5 182.4	\$ 268.9	\$	186.3	\$ 322.8	\$	291.0	\$ 930.2	\$ 960.4	16%	3%
Operating Income (Loss)															
Media	\$ 35.9	\$ 32.0	\$ 39.3	\$ 65.9	\$ 5 16.3	\$ 26.9	\$	33.0	\$ 114.6	\$	89.3	\$ 173.1	\$ 190.8	60%	10%
Live Events	2.9	13.4	(1.1)	1.4	(0.2)	12.4		(3.5)	(1.0)		(3.2)	\$ 16.6	\$ 7.7	(33%)	(54%)
Consumer Products	6.0	4.6	2.8	10.0	5.0	5.2		3.4	12.8		2.9	\$ 23.4	\$ 26.4	(33%)	13%
Corporate ¹	(23.0)	(28.8)	(22.9)	(23.9)	(27.9)	(27.4)		(26.5)	(26.6)		(35.7)	\$ (98.6)	\$ (108.4)	(7%)	(10%)
Total Operating Income (Loss)	\$ 21.8	\$ 21.2	\$ 18.1	\$ 53.4	\$ 6.8)	\$ 17.1	\$	6.4	\$ 99.8	\$	53.3	\$ 114.5	\$ 116.5	51%	2%
Interest and Other Expense, net ^{2,3,4,5}	(1.7)	(6.7)	(0.1)	-	(4.5)	(3.2)		(7.7)	(6.4)		(18.6)	(8.5)	(21.8)	27%	NM
Income (loss) before taxes	\$ 20.1	\$ 14.5	\$ 18.0	\$ 53.4	\$ 6 (11.3)	\$ 13.9	\$	(1.3)	\$ 93.4	\$	34.7	\$ 106.0	\$ 94.7	66%	(11%)
Provision (benefit) for taxes ⁶	5.3	4.5	(15.6)	12.2	(2.9)	3.5		(7.1)	24.1		8.5	6.4	17.6	(80%)	NM
Effective Tax Rate	26%	31%	(87%)	23%	26%	25%		587%	26%		24%	6%	19%		
Net Income (Loss)	\$ 14.8	\$ 10.0	\$ 33.6	\$ 41.2	\$ 6 (8.4)	\$ 10.4	\$	5.8	\$ 69.3	\$	26.2	\$ 99.6	\$ 77.1	NM	(23%)
EPS - Net Income (Loss) (Diluted)	\$ 0.18	\$ 0.11	\$ 0.37	\$ 0.46	\$ 6 (0.11)	\$ 0.11	\$	0.06	\$ 0.78	\$	0.31	\$ 1.12	\$ 0.85	NM	(24%)
Diluted Shares (in millions)	82.5	87.1	90.8	90.2	78.0	91.1		89.9	88.3		85.1	88.6	90.2	13%	2%
Operating Metrics:															
Operating Income (Loss) Margin %	12%	8%	10%	20%	(4%)	6%		3%	31%		18%	12%	12%		

Notes:

¹ Corporate Operating Income (Loss) is a reconciling item

² During the second quarter of 2018, the Company recorded an impairment charge of \$3.0 million to write off an equity investment in a mobile video publishing business due to issues of the underlying investee company. This charge was partially offset by an upward adjustment of \$2.2 million to the carrying value of an equity investment without readily determinable fair values resulting from an observable pricing event completed during the third quarter of 2018. Fourth quarter 2018 included the recognition of a \$2.5 million upward mark-to-market adjustment to a marketable equity investment, which was partially offset by impairment charges of \$0.8 million to write off an equity investment in a mobile video publishing business due to issues of the underlying investee company.

³ During the second quarter of 2019, the Company recorded an unrealized holding loss of \$3.6 million related to our equity investment in a software application developer, based on the closing price of the investee company. This loss was partially offset by upward adjustments of \$1.2 million to the carrying values related to two equity investments as the result of observable price change events during the quarter

⁴ As previously announced on March 18, 2019, the Company entered into a lease for its new Company headquarters. The lease commenced on July 1, 2019 at which time the Company gained control of the leased premises. The lease is accounted for as a finance lease pursuant to the new lease accounting standard. Beginning in the third quarter 2019, the approximate \$4.1 million in increased interest expense is associated with the Company's new global headquarters lease

⁵ During the first quarter of 2020, the Company recorded impairment charges of \$11.5 million on our investments in an apparel and lifestyle brand and a themed attraction touring company resulting from declining performance and significant adverse changes in the economic and market conditions caused by COVID-19

⁶ During the third quarters of 2019 and 2018, the Company recognized \$8.0 million and \$20.7 million, respectively, of excess tax benefits, related to the Company's share-based compensation awards at vesting. The tax benefit is driven by the change in the Company's stock price between the original grant date of the awards and their subsequent vesting date during the third quarter

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

		20	18			20	19		2020	Full	Year	Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2018	2019	2017-18	2018-19	
<u>Revenues</u> :														
<u>Media</u>														
Network (including pay-per-view)	\$ 46.8	\$ 56.2	\$ 49.5	\$ 46.8	\$ 47.0	\$ 51.8	\$ 44.2	\$ 41.6	\$ 43.5	\$ 199.3	\$ 184.6	5%	(7%)	
Core content rights fees ¹	65.5	66.2	65.9	72.2	68.1	69.0	72.2	139.3	133.2	269.8	348.6	10%	29%	
Advertising and sponsorship	12.2	19.6	15.0	22.8	10.9	18.9	15.0	27.6	17.4	69.6	72.4	34%	4%	
Other ²	8.9	60.6	11.7	63.5	9.4	57.3	14.7	56.1	62.5	144.7	137.5	NM	(5%)	
Total Media	\$ 133.4	\$ 202.6	\$ 142.1	\$ 205.3	\$ 135.4	\$ 197.0	\$ 146.1	\$ 264.6	\$ 256.6	\$ 683.4	\$ 743.1	28%	9%	
Quarter Growth % (y/y)	10%	48%	9%	40%	1%	(3%)	3%	29%	90%					
Live Events														
North American ticket sales	29.8	33.5	22.4	19.7	24.1	33.6	18.3	17.8	15.2	105.4	93.8	(6%)	(11%)	
International ticket sales	-	13.5	2.3	6.5	0.2	9.5	2.3	7.0	0.2	22.3	19.0	(30%)	(15%)	
Advertising and sponsorship	0.2	0.9	0.4	0.6	0.4	0.8	0.5	0.4	0.1	2.1	2.1	5%	-	
Other ³	0.8	4.4	1.6	7.6	1.5	4.9	2.1	2.2	2.0	14.4	10.7	139%	(25%)	
Total Live Events	\$ 30.8	\$ 52.3	\$ 26.7	\$ 34.4	\$ 26.2	\$ 48.8	\$ 23.2	\$ 27.4	\$ 17.5	\$ 144.2	\$ 125.6	(5%)	(13%)	
Growth % (y/y)	(4%)	(1%)	(16%)	(2%)	(15%)	(7%)	(13%)	(20%)	(33%)					
Consumer Products														
Licensing	9.3	10.8	8.5	17.4	9.4	9.4	7.8	16.6	7.7	46.0	43.2	(12%)	(6%)	
Venue Merchandise	5.8	7.8	4.3	3.8	4.8	7.1	3.5	3.2	3.2	21.7	18.6	(9%)	(14%)	
eCommerce (WWE Shop)	8.4	8.1	6.8	11.6	6.6	6.6	5.7	11.0	6.0	34.9	29.9	(8%)	(14%)	
Total Consumer Products	\$ 23.5	\$ 26.7	\$ 19.6	\$ 32.8	\$ 20.8	\$ 23.1	\$ 17.0	\$ 30.8	\$ 16.9	\$ 102.6	\$ 91.7	(10%)	(11%)	
Quarter Growth % (y/y)	(33%)	9%	(18%)	9%	(11%)	(13%)	(13%)	(6%)	(19%)					
Total Revenues	\$ 187.7	\$ 281.6	\$ 188.4	\$ 272.5	\$ 182.4	\$ 268.9	\$ 186.3	\$ 322.8	\$ 291.0	\$ 930.2	\$ 960.4	16%	3%	
Quarter Growth % (y/y)	(0%)	31%	1%	29%	(3%)	(5%)	(1%)	18%	60%	16%	3%		······································	

Notes:

¹ Core content rights fees consist primarily of licensing revenues earned from the distribution of our flagship programs, *Raw* and *SmackDown*, as well as our *NXT* programming, through global broadcast, pay television and digital platforms

² 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

³ Other Live Events includes revenue from the sale of travel packages associated with the Company's live events, and commissions earned through secondary ticketing as well as revenue from events for which the Company receives a fixed fee

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

		201	18			201	.9		2020	Full Y	'ear
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2018	2019
Operating Income (Loss) :											
Media	\$35.9	\$32.0	\$39.3	\$65.9	\$16.3	\$26.9	\$33.0	\$114.6	\$89.3	\$173.1	\$190.8
Live Events	2.9	13.4	(1.1)	1.4	(0.2)	12.4	(3.5)	(1.0)	(3.2)	16.6	7.7
Consumer Products	6.0	4.6	2.8	10.0	5.0	5.2	3.4	12.8	2.9	23.4	26.4
Corporate	(23.0)	(28.8)	(22.9)	(23.9)	(27.9)	(27.4)	(26.5)	(26.6)	(35.7)	(98.6)	(108.4)
Total Operating Income (Loss)	\$21.8	\$21.2	\$18.1	\$53.4	(\$6.8)	\$17.1	\$6.4	\$99.8	\$53.3	\$114.5	\$116.5
<u>Growth % (γ/γ)</u>											
Media	136%	NM	(8%)	63%	(55%)	(16%)	(16%)	74%	NM	60%	10%
Live Events	(22%)	(22%)	(135%)	75%	(107%)	(7%)	NM	NM	NM	(33%)	(54%)
Consumer Products	(58%)	(16%)	(62%)	32%	(17%)	13%	21%	28%	(42%)	(33%)	13%
Corporate	22%	(34%)	(18%)	(9%)	(21%)	5%	(16%)	(11%)	(28%)	(7%)	(10%)
Total Operating Income (Loss)	NM	98%	(47%)	98%	(131%)	(19%)	(65%)	87%	<u></u>	51%	2%
<u>Margin %</u>											
Media	27%	16%	28%	32%	12%	14%	23%	43%	35%	25%	26%
Live Events	9%	26%	(4%)	4%	(1%)	25%	(15%)	(4%)	(18%)	12%	6%
Consumer Products	26%	17%	14%	30%	24%	23%	20%	42%	17%	23%	29%
Total Operating Income (Loss)	12%	8%	10%	20%	(4%)	6%	3%	31%	18%	12%	12%

Notes:

WWE TRENDING SCHEDULES ADJUSTED OIBDA - SEGMENT DETAIL

(\$ in millions; Unaudited)

		201	18			201	19		2020	Full Y	/ear
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	2018	2019
Adjusted OIBDA:											
Media	\$43.6	\$44.5	\$50.4	\$72.1	\$28.5	\$37.5	\$41.5	\$116.6	\$102.6	\$210.6	\$224.1
Live Events	3.6	14.7	0.2	2.0	0.8	13.3	(2.9)	(1.8)	(2.6)	20.5	9.4
Consumer Products	6.9	6.9	4.0	10.6	6.0	6.2	4.0	12.3	3.8	28.4	28.5
Corporate	(18.9)	(22.6)	(18.8)	(20.3)	(22.9)	(22.4)	(17.2)	(19.5)	(26.5)	(80.6)	(82.0)
Total Adjusted OIBDA	\$35.2	\$43.5	\$35.8	\$64.4	\$12.4	\$34.6	\$25.4	\$107.6	\$77.3	\$178.9	\$180.0
<u>Growth % (y/y)</u>											
Media	74%	150%	2%	46%	(35%)	(16%)	(18%)	62%	NM	49%	6%
Live Events	(20%)	(17%)	(94%)	54%	(78%)	(10%)	NM	NM	NM	(24%)	(54%)
Consumer Products	(55%)	10%	(49%)	26%	(13%)	(10%)	-	16%	(37%)	(25%)	0%
Corporate	4%	(29%)	(23%)	(13%)	(21%)	1%	9%	4%	(16%)	(14%)	(2%)
Total Adjusted OIBDA	40%	79%	(21%)	57%	(65%)	(20%)	(29%)	67%	<u></u> NM	31%	1%
<u>Margin %</u>											
Media	33%	22%	35%	35%	21%	19%	28%	44%	40%	31%	30%
Live Events	12%	28%	1%	6%	3%	27%	(13%)	(7%)	(15%)	14%	7%
Consumer Products	29%	26%	20%	32%	29%	27%	24%	40%	22%	28%	31%
Total Adjusted OIBDA	19%	15%	19%	24%	7%	13%	14%	33%	27%	19%	19%

Notes:

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

	2018					2019								2020			Full Year			
		Q1		Q2	 Q3	 Q4		Q1		Q2		Q3		Q4		Q1		2018	2019	
Media																				
Operating Income (Loss)	\$	35.9	\$	32.0	\$ 39.3	\$ 65.9	\$	16.3	\$	26.9	\$	33.0	\$	114.6	\$	89.3	\$	173.1	\$1	90.8
Adjustments		-		-	-	-		-		-		-		-		-		-		-
Depreciation and Amortization		3.0		3.0	3.1	2.8		2.8		2.1		3.2		4.5		3.9		11.9		12.6
Stock Compensation		4.7	-	9.5	 8.0	 3.4		9.4		8.5		5.3		(2.5)		9.4		25.6		20.7
Adjusted OIBDA	\$	43.6	\$	44.5	\$ 50.4	\$ 72.1	\$	28.5	\$	37.5	\$	41.5	\$	116.6	\$	102.6	\$	210.6	\$ 2	24.1
Live Events																				
Operating Income (Loss)	\$	2.9	\$	13.4	\$ (1.1)	\$ 1.4	\$	(0.2)	\$	12.4	\$	(3.5)	\$	(1.0)	\$	(3.2)	\$	16.6	\$	7.7
Adjustments		-		-	-	-		-		-		-		-		-		-		-
Depreciation and Amortization		-		-	-	-		-		-		-		-		-		-		-
Stock Compensation		0.7		1.3	 1.3	 0.6		1.0		0.9		0.6		(0.8)		0.6		3.9		1.7
Adjusted OIBDA	\$	3.6	\$	14.7	\$ 0.2	\$ 2.0	\$	0.8	\$	13.3	\$	(2.9)	\$	(1.8)	\$	(2.6)	\$	20.5	\$	9.4
Consumer Products																				
Operating Income (Loss)	\$	6.0	\$	4.6	\$ 2.8	\$ 10.0	\$	5.0	\$	5.2	\$	3.4	\$	12.8	\$	2.9	\$	23.4	\$	26.4
Adjustments		-		-	-	-		-		-		-		-		-		-		-
Depreciation and Amortization		-		-	-	-		-		-		-		-		-		-		-
Stock Compensation		0.9		2.3	 1.2	 0.6		1.0		1.0		0.6		(0.5)		0.9		5.0		2.1
Adjusted OIBDA	\$	6.9	\$	6.9	\$ 4.0	\$ 10.6	\$	6.0	\$	6.2	\$	4.0	\$	12.3	\$	3.8	\$	28.4	\$	28.5
Corporate																				
Operating Income (Loss)	\$	(23.0)	\$	(28.8)	\$ (22.9)	\$ (23.9)	\$	(27.9)	\$	(27.4)	\$	(26.5)	\$	(26.6)	\$	(35.7)	\$	(98.6)	\$ (1	08.4)
Adjustments		-		-	-	-		-		-		-		-		-		-		-
Depreciation and Amortization		3.3		3.9	2.8	3.2		3.6		3.8		8.0		6.1		7.0		13.2		21.5
Stock Compensation		0.8		2.3	 1.3	 0.4		1.4		1.2		1.3		1.0		2.2		4.8		4.9
Adjusted OIBDA	\$	(18.9)	\$	(22.6)	\$ (18.8)	\$ (20.3)	\$	(22.9)	\$	(22.4)	\$	(17.2)	\$	(19.5)	\$	(26.5)	\$	(80.6)	\$ (82.0)
WWE Total																				
Operating Income (Loss)	\$	21.8	\$	21.2	\$ 18.1	\$ 53.4	\$	(6.8)	\$	17.1	\$	6.4	\$	99.8	\$	53.3	\$	114.5	\$ 1	16.5
Adjustments		-		-	-	-		-		-		-		-		-		-		-
Depreciation and Amortization		6.3		6.9	5.9	6.0		6.4		5.9		11.2		10.6		10.9		25.1		34.1
Stock Compensation		7.1		15.4	 11.8	 5.0		12.8		11.6		7.8		(2.8)		13.1		39.3		29.4
Adjusted OIBDA	\$	35.2	\$	43.5	\$ 35.8	\$ 64.4	\$	12.4	\$	34.6	\$	25.4	\$	107.6	\$	77.3	\$	178.9	\$ 1	80.0

Notes: