

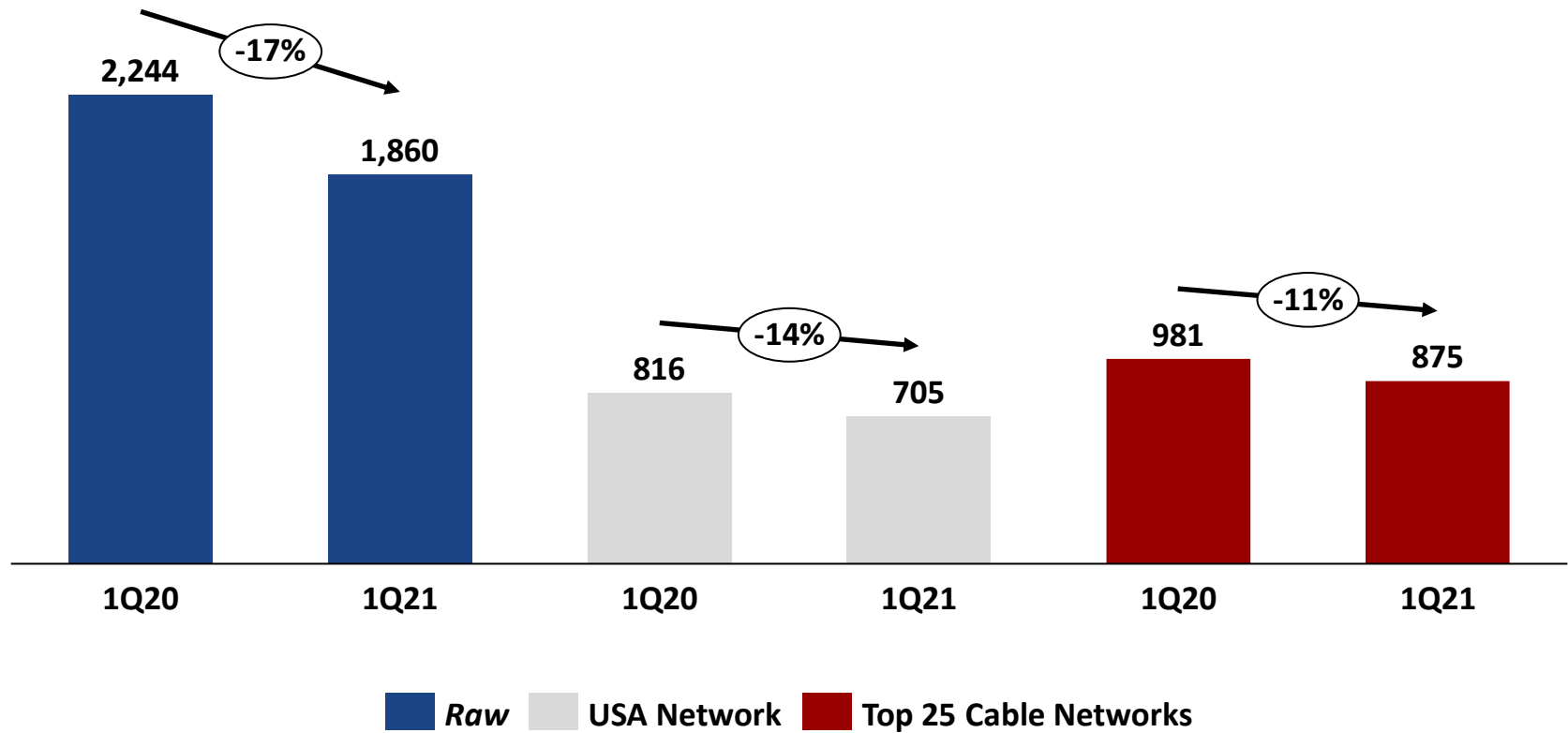


Key Performance Indicators

April 22, 2021

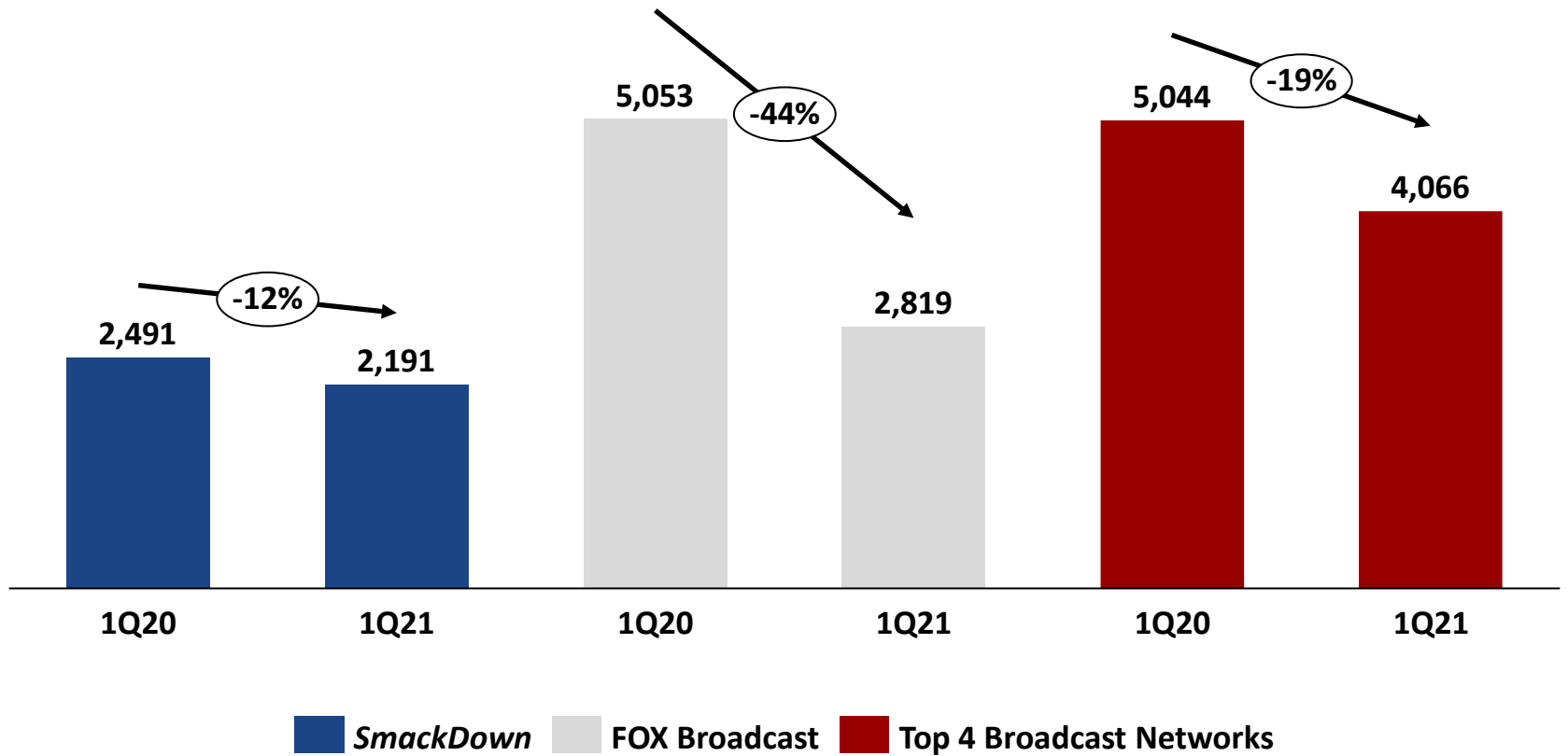
AVERAGE US PRIMETIME CABLE TV VIEWERSHIP

RAW AND PRIMETIME CABLE TV P2+ VIEWERSHIP (000s)



AVERAGE US PRIMETIME BROADCAST TV VIEWERSHIP

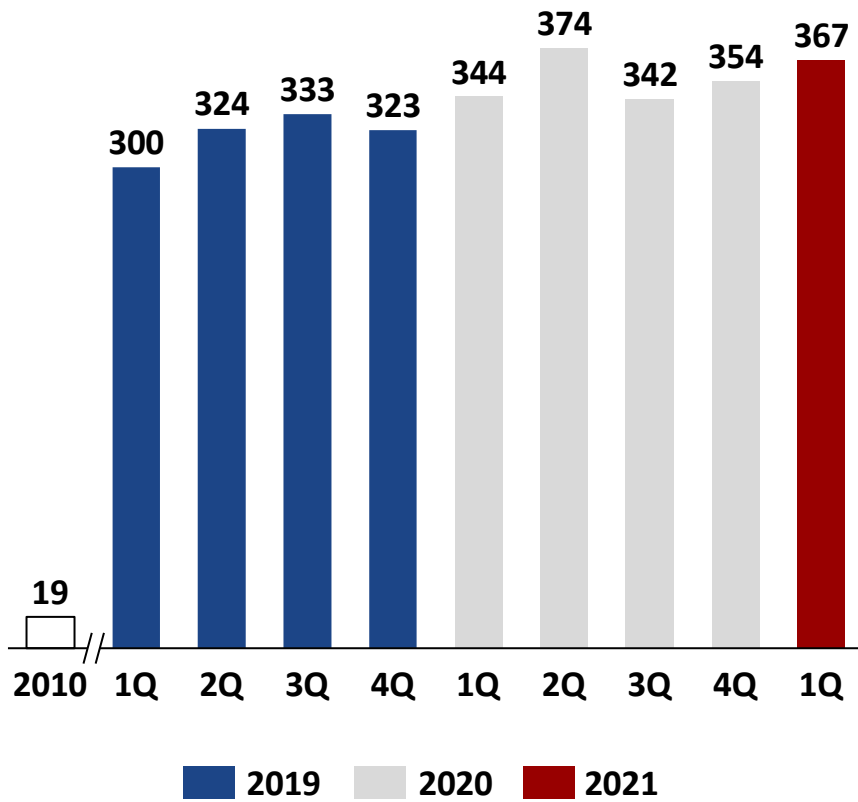
SMACKDOWN AND PRIMETIME BROADCAST TV P2+ VIEWERSHIP (000s)



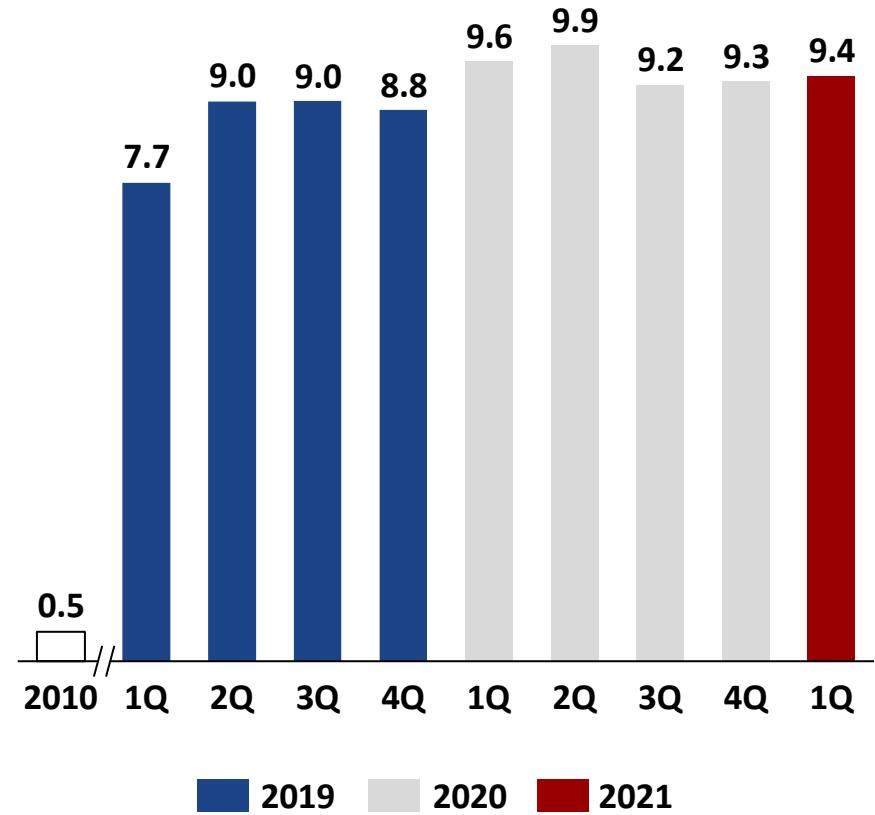
Note: 1Q20 FOX Broadcast P2+ viewership (000s) includes the broadcast of the NFL's Super Bowl, which was not aired on FOX Broadcast in 1Q21. Excluding the impact of the 2020 Super Bowl, FOX Broadcast P2+ viewership (000s) for 1Q20 would decline from 5,053 to 3,752, resulting in a year-over-year viewership decline of 25%

MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

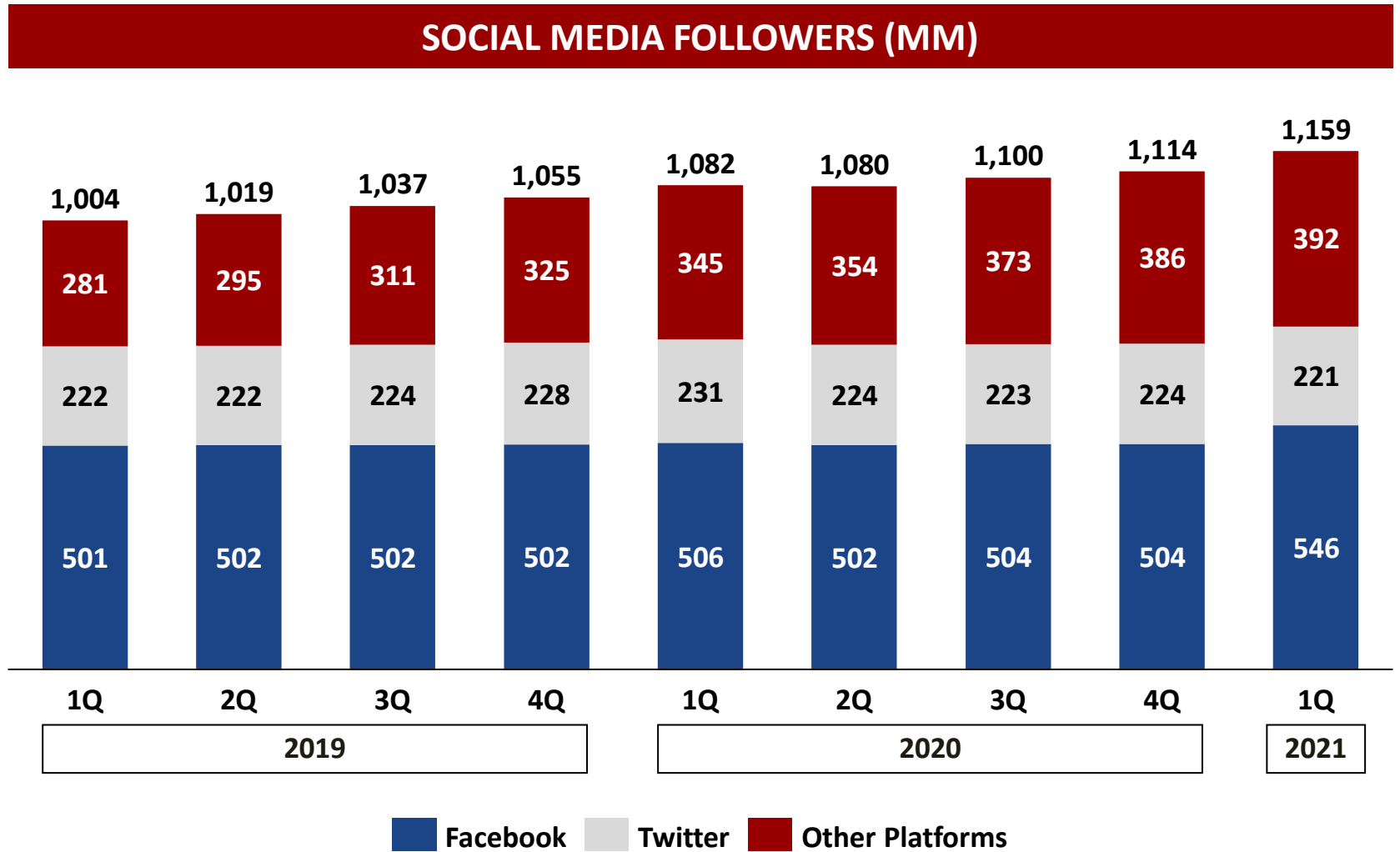
AVOD Global Hours Viewed (MM)



AVOD Global Views (B)



SOCIAL MEDIA: WWE REACH

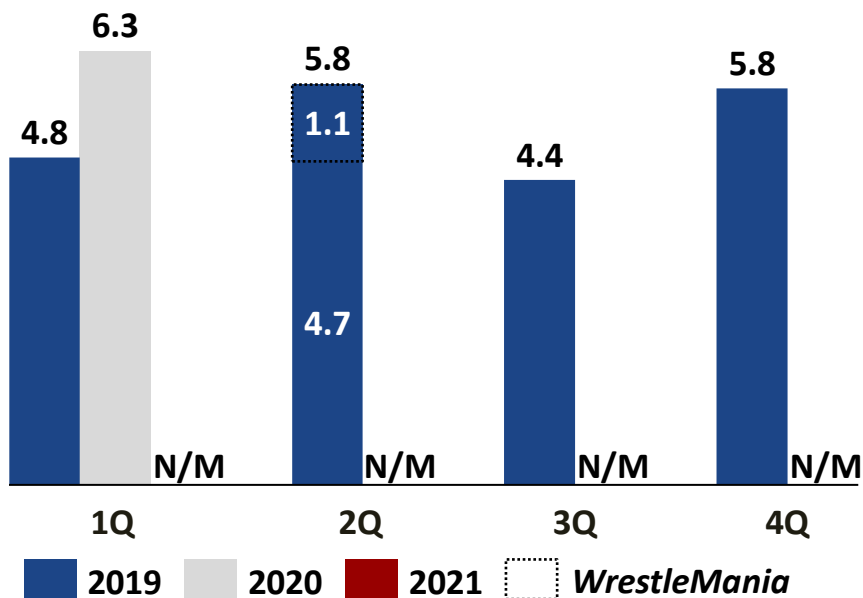


WWE AT A GLANCE: 1Q21 HIGHLIGHTS

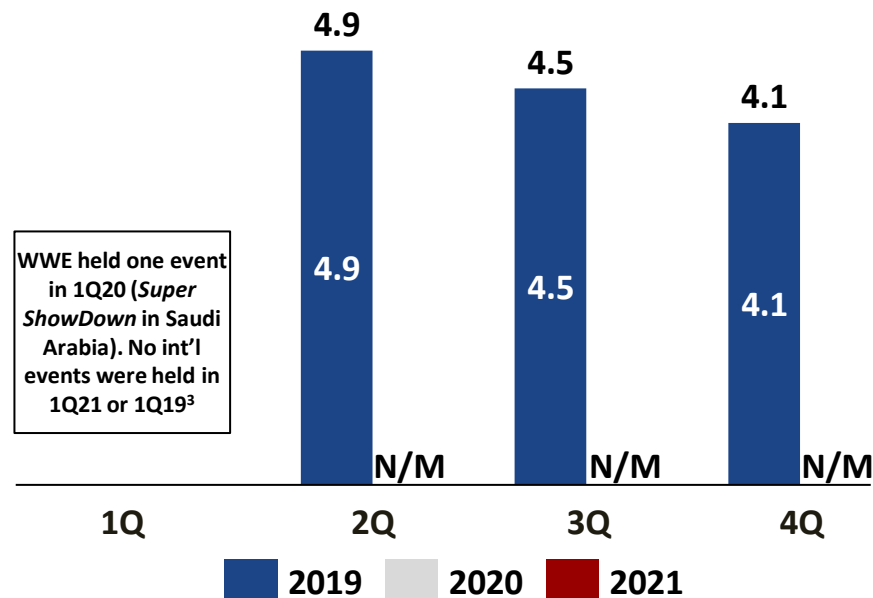
LIVE EVENT AVERAGE ATTENDANCE

WWE has not performed events for ticketed audiences since mid-March 2020

NORTH AMERICA (000s)^{1,2}



INTERNATIONAL (000s)^{2,3}



NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2019	90	53	67	50
2020	41	0	0	0
2021	0			

NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2019	0	23	7	20
2020	1	0	0	0
2021	0			



¹ In 2020, *WrestleMania* was held without a live audience in WWE's Performance Center located in Orlando, Florida due to public-health concerns as a result of the COVID-19 outbreak
² WWE has not performed live events for ticketed audiences since mid-March 2020 due to public health concerns about in-person gatherings as a result of the COVID-19 outbreak
³ Given the unique nature of WWE's events in Saudi Arabia, the *Super ShowDown* event held in February 2020, and comparable events in prior periods, have been excluded from attendance



APPENDIX

FOOTNOTES – DEFINITION OF METRICS

- Average Viewers P2+: An average of the U.S. viewing audience (persons age 2+, as measured by Nielsen) for each minute of a program or daypart expressed as an absolute number, in thousands. During 1Q21 and 1Q20, total U.S. television persons included an average of approximately 308 million and 307 million persons, respectively. Television viewership is measured on a Live+SD basis for 1Q21 and 1Q20
- Top 25 Cable Networks reflect those 25 networks with the highest total primetime Average Viewers P2+ (duration-weighted) in 1Q20 (excludes broadcast and premium networks).
- Top 4 Broadcast Networks include ABC, CBS, FOX and NBC. Note that total primetime Average Viewers P2+ (duration-weighted) are defined as Monday-Saturday 8-11pm, Sunday 7-11pm for ABC, CBS and NBC, and Monday-Saturday 8-10pm, Sunday 7-10pm for FOX.
- Media Consumption – AVOD is defined as ad-supported video on demand. Consumption includes videos viewed on third-party (Facebook, Instagram, Snapchat, TikTok, Twitch, Twitter, YouTube) and WWE platforms (WWE.com and WWE App). 2018-2019 figures include Facebook, Instagram, Snapchat, Twitter, YouTube and WWE platforms. Beginning 4Q19, data includes TikTok. Beginning 1Q20, data includes Twitch and Snapchat Discovery. Beginning 2Q20, figures include consumption on the Free Version of *WWE Network*. Due to potential data re-statements by YouTube, rounding differences may occur. Third-party consumption figures, including Facebook and YouTube, are based on Google Analytics and WWE platform consumption figures are based on internal data.
- Social media followers represent the number of followers for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of “unique” followers.

