

2019 TRENDING SCHEDULES - BASIS OF PRESENTATION

Business Segments

The Company reports 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, 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 expenses directly related to the Company's revenue generating activities, including feature film and television production asset amortization, 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)

	2017				2018				2019		Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2017	2018	2016-17	2017-18
Revenues:														
Media	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 133.4	\$ 202.6	\$ 142.1	\$ 205.3	\$ 135.4	\$ 197.0	\$ 535.6	\$ 683.4	12%	28%
Live Events	32.1	52.8	31.6	35.2	30.8	52.3	26.7	34.4	26.2	48.8	151.7	144.2	5%	(5%)
Consumer Products	35.1	24.6	24.0	30.0	23.5	26.7	19.6	32.8	20.8	23.1	113.7	102.6	5%	(10%)
Total Revenues	\$ 188.4	\$ 214.6	\$ 186.4	\$ 211.6	\$ 187.7	\$ 281.6	\$ 188.4	\$ 272.5	\$ 182.4	\$ 268.9	\$ 801.0	\$ 930.2	10%	16%
Operating Income (Loss)														
Media ¹	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 35.9	\$ 32.0	\$ 39.3	\$ 65.9	\$ 16.3	\$ 26.9	\$ 108.2	\$ 173.1	40%	60%
Live Events	3.7	17.1	3.1	0.8	2.9	13.4	(1.1)	1.4	(0.2)	12.4	24.7	16.6	(0%)	(33%)
Consumer Products	14.4	5.5	7.3	7.6	6.0	4.6	2.8	10.0	5.0	5.2	34.8	23.4	11%	(33%)
Corporate ²	(29.3)	(21.5)	(19.4)	(21.9)	(23.0)	(28.8)	(22.9)	(23.9)	(27.9)	(27.4)	(92.1)	(98.6)	(18%)	(7%)
Total Operating Income (Loss)	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 21.8	\$ 21.2	\$ 18.1	\$ 53.4	\$ (6.8)	\$ 17.1	\$ 75.6	\$ 114.5	36%	51%
Interest and Other Expense, net ^{3,5}	(2.6)	(2.9)	(2.8)	(3.3)	(1.7)	(6.7)	(0.1)	-	(4.5)	(3.2)	(11.6)	(8.5)	NM	27%
Income (loss) before taxes	\$ 1.4	\$ 7.8	\$ 31.1	\$ 23.7	\$ 20.1	\$ 14.5	\$ 18.0	\$ 53.4	\$ (11.3)	\$ 13.9	\$ 64.0	\$ 106.0	20%	66%
Provision (benefit) for taxes ⁴	0.5	2.7	9.3	18.9	5.3	4.5	(15.6)	12.2	(2.9)	3.5	31.4	6.4	62%	(80%)
<i>Effective Tax Rate</i> ⁴	36%	35%	30%	80%	26%	31%	(87%)	23%	26%	25%	49%	6%		
Net Income (Loss)	\$ 0.9	\$ 5.1	\$ 21.8	\$ 4.8	\$ 14.8	\$ 10.0	\$ 33.6	\$ 41.2	\$ (8.4)	\$ 10.4	\$ 32.6	\$ 99.6	(4%)	NM
EPS - Net Income (Loss) (Diluted)	\$ 0.01	\$ 0.06	\$ 0.28	\$ 0.06	\$ 0.18	\$ 0.11	\$ 0.37	\$ 0.46	\$ (0.11)	\$ 0.11	\$ 0.42	\$ 1.12	(5%)	NM
Diluted Shares (in millions)	78.2	78.6	78.5	79.4	82.5	87.1	90.8	90.2	78.0	91.1	78.5	88.6	1%	13%
Operating Metrics:														
<i>Operating Income (Loss) Margin %</i>	2%	5%	18%	13%	12%	8%	10%	20%	(4%)	6%	9%	12%		

Notes:

¹ 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)

² 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

³ 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

⁴ During the third quarter of 2018, the Company recognized \$20.7 million of excess tax benefits related to the Company's share-based compensation awards at vesting, as compared to \$1.6 million in the prior year quarter. The tax benefit recorded during the current year is driven by the increase in the Company's stock price between the original grant date of the awards and their subsequent vesting date in the third quarter of 2018

⁵ During the second quarter of 2019, we 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.

* Totals may not sum down or across due to rounding

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

	2017				2018				2019		Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2017	2018	2016-17	2017-18
Revenues:														
Media														
Network (including pay-per-view)	\$ 45.3	\$ 52.1	\$ 48.3	\$ 44.9	\$ 46.8	\$ 56.2	\$ 49.5	\$ 46.8	\$ 47.0	\$ 51.8	\$ 190.6	\$ 199.3	8%	5%
Core content rights fees ¹	59.2	60.1	60.4	64.6	65.5	66.2	65.9	72.2	68.1	69.0	244.3	269.8	12%	10%
Advertising and sponsorship	9.4	13.1	13.0	16.3	12.2	19.6	15.0	22.8	10.9	18.9	51.8	69.6	31%	34%
Other ²	7.3	11.9	9.1	20.6	8.9	60.6	11.7	63.5	9.4	57.3	48.9	144.7	10%	NM
Total Media	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 133.4	\$ 202.6	\$ 142.1	\$ 205.3	\$ 135.4	\$ 197.0	\$ 535.6	\$ 683.4	12%	28%
Quarter Growth % (y/y)	8%	13%	15%	14%	10%	48%	9%	40%	1%	(3%)				
Live Events														
North American ticket sales	30.1	35.9	25.2	20.8	29.8	33.5	22.4	19.7	24.1	33.6	112.0	105.4	9%	(6%)
International ticket sales	1.5	12.4	5.1	12.7	-	13.5	2.3	6.5	0.2	9.5	31.7	22.3	(4%)	(30%)
Advertising and sponsorship	0.4	0.7	0.4	0.5	0.2	0.9	0.4	0.6	0.4	0.8	2.0	2.1	(13%)	5%
Other ³	0.1	3.8	0.9	1.2	0.8	4.4	1.6	7.6	1.5	4.9	6.0	14.4	(3%)	139%
Total Live Events	\$ 32.1	\$ 52.8	\$ 31.6	\$ 35.2	\$ 30.8	\$ 52.3	\$ 26.7	\$ 34.4	\$ 26.2	\$ 48.8	\$ 151.7	\$ 144.2	5%	(5%)
Growth % (y/y)	27%	2%	10%	(9%)	(4%)	(1%)	(16%)	(2%)	(15%)	(7%)				
Consumer Products														
Licensing	20.1	9.4	11.3	11.3	9.3	10.8	8.5	17.4	9.4	9.4	52.1	46.0	6%	(12%)
Venue Merchandise	7.1	6.8	5.5	4.4	5.8	7.8	4.3	3.8	4.8	7.1	23.8	21.7	(2%)	(9%)
eCommerce (WWE Shop)	7.9	8.4	7.2	14.3	8.4	8.1	6.8	11.6	6.6	6.6	37.8	34.9	9%	(8%)
Total Consumer Products	\$ 35.1	\$ 24.6	\$ 24.0	\$ 30.0	\$ 23.5	\$ 26.7	\$ 19.6	\$ 32.8	\$ 20.8	\$ 23.1	\$ 113.7	\$ 102.6	5%	(10%)
Quarter Growth % (y/y)	5%	(2%)	11%	8%	(33%)	9%	(18%)	9%	(11%)	(13%)				
Total Revenues	\$ 188.4	\$ 214.6	\$ 186.4	\$ 211.6	\$ 187.7	\$ 281.6	\$ 188.4	\$ 272.5	\$ 182.4	\$ 268.9	\$ 801.0	\$ 930.2	10%	16%
Quarter Growth % (y/y)	10%	8%	14%	9%	(0%)	31%	1%	29%	(3%)	(5%)				

Notes:

¹ 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

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

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

	2017				2018				2019		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2017	2018
<u>Operating Income (Loss):</u>												
Media ¹	\$15.2	\$9.6	\$42.9	\$40.5	\$35.9	\$32.0	\$39.3	\$65.9	\$16.3	\$26.9	\$108.2	\$173.1
Live Events	3.7	17.1	3.1	0.8	2.9	13.4	(1.1)	1.4	(0.2)	12.4	24.7	16.6
Consumer Products	14.4	5.5	7.3	7.6	6.0	4.6	2.8	10.0	5.0	5.2	34.8	23.4
Corporate ²	(29.3)	(21.5)	(19.4)	(21.9)	(23.0)	(28.8)	(22.9)	(23.9)	(27.9)	(27.4)	(92.1)	(98.6)
Total Operating Income (Loss)	\$4.0	\$10.7	\$33.9	\$27.0	\$21.8	\$21.2	\$18.1	\$53.4	(\$6.8)	\$17.1	\$75.6	\$114.5
<u>Growth % (y/y)</u>												
Media	(37%)	NM	41%	65%	136%	NM	(8%)	63%	(55%)	(16%)	40%	60%
Live Events	68%	(10%)	55%	(53%)	(22%)	(22%)	(135%)	75%	(107%)	(7%)	0%	(33%)
Consumer Products	(3%)	2%	52%	21%	(58%)	(16%)	(62%)	32%	(17%)	13%	11%	(33%)
Corporate	(53%)	(2%)	(3%)	(17%)	22%	(34%)	(18%)	(9%)	(21%)	5%	(18%)	(7%)
Total Operating Income (Loss)	(82%)	NM	85%	94%	NM	98%	(47%)	98%	(131%)	(19%)	36%	51%
<u>Margin %</u>												
Media	13%	7%	33%	28%	27%	16%	28%	32%	12%	14%	20%	25%
Live Events	12%	32%	10%	2%	9%	26%	(4%)	4%	(1%)	25%	16%	12%
Consumer Products	41%	22%	30%	25%	26%	17%	14%	30%	24%	23%	31%	23%
Total Operating Income (Loss)	2%	5%	18%	13%	12%	8%	10%	20%	(4%)	6%	9%	12%

Notes:

¹ 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)

² 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

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

	2017				2018				2019		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2017	2018
Adjusted OIBDA:												
Media	\$25.1	\$17.8	\$49.5	\$49.3	\$43.6	\$44.5	\$50.4	\$72.1	\$28.5	\$37.5	\$141.7	\$210.6
Live Events	4.5	17.7	3.6	1.3	3.6	14.7	0.2	2.0	0.8	13.3	27.1	20.5
Consumer Products	15.2	6.3	7.8	8.4	6.9	6.9	4.0	10.6	6.0	6.2	37.7	28.4
Corporate	(19.6)	(17.5)	(15.3)	(18.0)	(18.9)	(22.6)	(18.8)	(20.3)	(22.9)	(22.4)	(70.4)	(80.6)
Total Adjusted OIBDA	\$25.2	\$24.3	\$45.6	\$41.0	\$35.2	\$43.5	\$35.8	\$64.4	\$12.4	\$34.6	\$136.1	\$178.9
Growth % (y/y)												
Media	(14%)	NM	32%	68%	74%	150%	2%	46%	(35%)	(16%)	40%	49%
Live Events	73%	(10%)	38%	(35%)	(20%)	(17%)	(94%)	54%	(78%)	(10%)	1%	(24%)
Consumer Products	-	0%	42%	29%	(55%)	10%	(49%)	26%	(13%)	(10%)	13%	(25%)
Corporate	(22%)	(1%)	(1%)	(22%)	4%	(29%)	(23%)	(13%)	(21%)	1%	(11%)	(14%)
Total Adjusted OIBDA	(18%)	74%	50%	78%	40%	79%	(21%)	57%	(65%)	(20%)	39%	31%
Margin %												
Media	21%	13%	38%	34%	33%	22%	35%	35%	21%	19%	26%	31%
Live Events	14%	34%	11%	4%	12%	28%	1%	6%	3%	27%	18%	14%
Consumer Products	43%	26%	33%	28%	29%	26%	20%	32%	29%	27%	33%	28%
Total Adjusted OIBDA	13%	11%	24%	19%	19%	15%	19%	24%	7%	13%	17%	19%

Notes:

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

	2017				2018				2019		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2017	2018
Media												
Operating Income (Loss)	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 35.9	\$ 32.0	\$ 39.3	\$ 65.9	\$ 16.3	\$ 26.9	\$ 108.2	\$ 173.1
Adjustments ¹	2.1	1.1	-	1.5	-	-	-	-	-	-	4.7	-
Depreciation and Amortization	3.1	2.9	2.9	3.0	3.0	3.0	3.1	2.8	2.8	2.1	11.9	11.9
Stock Compensation	4.7	4.2	3.7	4.3	4.7	9.5	8.0	3.4	9.4	8.5	16.9	25.6
Adjusted OIBDA	\$ 25.1	\$ 17.8	\$ 49.5	\$ 49.3	\$ 43.6	\$ 44.5	\$ 50.4	\$ 72.1	\$ 28.5	\$ 37.5	\$ 141.7	\$ 210.6
Live Events												
Operating Income (Loss)	\$ 3.7	\$ 17.1	\$ 3.1	\$ 0.8	\$ 2.9	\$ 13.4	\$ (1.1)	\$ 1.4	\$ (0.2)	\$ 12.4	\$ 24.7	\$ 16.6
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.8	0.6	0.5	0.5	0.7	1.3	1.3	0.6	1.0	0.9	2.4	3.9
Adjusted OIBDA	\$ 4.5	\$ 17.7	\$ 3.6	\$ 1.3	\$ 3.6	\$ 14.7	\$ 0.2	\$ 2.0	\$ 0.8	\$ 13.3	\$ 27.1	\$ 20.5
Consumer Products												
Operating Income (Loss)	\$ 14.4	\$ 5.5	\$ 7.3	\$ 7.6	\$ 6.0	\$ 4.6	\$ 2.8	\$ 10.0	\$ 5.0	\$ 5.2	\$ 34.8	\$ 23.4
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.8	0.8	0.5	0.8	0.9	2.3	1.2	0.6	1.0	1.0	2.9	5.0
Adjusted OIBDA	\$ 15.2	\$ 6.3	\$ 7.8	\$ 8.4	\$ 6.9	\$ 6.9	\$ 4.0	\$ 10.6	\$ 6.0	\$ 6.2	\$ 37.7	\$ 28.4
Corporate												
Operating Income (Loss)	\$ (29.3)	\$ (21.5)	\$ (19.4)	\$ (21.9)	\$ (23.0)	\$ (28.8)	\$ (22.9)	\$ (23.9)	\$ (27.9)	\$ (27.4)	\$ (92.1)	\$ (98.6)
Adjustments ²	5.6	-	-	-	-	-	-	-	-	-	5.6	-
Depreciation and Amortization	3.8	3.4	3.6	3.3	3.3	3.9	2.8	3.2	3.6	3.8	14.1	13.2
Stock Compensation	0.3	0.6	0.5	0.6	0.8	2.3	1.3	0.4	1.4	1.2	2.0	4.8
Adjusted OIBDA	\$ (19.6)	\$ (17.5)	\$ (15.3)	\$ (18.0)	\$ (18.9)	\$ (22.6)	\$ (18.8)	\$ (20.3)	\$ (22.9)	\$ (22.4)	\$ (70.4)	\$ (80.6)
WWE Total												
Operating Income (Loss)	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 21.8	\$ 21.2	\$ 18.1	\$ 53.4	\$ (6.8)	\$ 17.1	\$ 75.6	\$ 114.5
Adjustments	7.7	1.1	-	1.5	-	-	-	-	-	-	10.3	-
Depreciation and Amortization	6.9	6.3	6.5	6.3	6.3	6.9	5.9	6.0	6.4	5.9	26.0	25.1
Stock Compensation	6.6	6.2	5.2	6.2	7.1	15.4	11.8	5.0	12.8	11.6	24.2	39.3
Adjusted OIBDA	\$ 25.2	\$ 24.3	\$ 45.6	\$ 41.0	\$ 35.2	\$ 43.5	\$ 35.8	\$ 64.4	\$ 12.4	\$ 34.6	\$ 136.1	\$ 178.9

Notes:

¹ 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)

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

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