

## 2022 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*, broadcast and pay television, digital and social media, as well as filmed entertainment. Across these platforms, revenue principally consists of content rights fees, subscriptions to *WWE Network*, and advertising and sponsorships. Effective March 18, 2021, the domestic monetization of *WWE Network* is generated from content license fees and certain shared sponsorship revenue from NBC Universal. Media segment revenue for the three months ended March 31, 2021 includes the upfront revenue recognition related to the delivery of certain intellectual property rights under this agreement.

- **Live Events**

Live events provide ongoing content for the Company's media platforms. The Live Events 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 significant items that otherwise would impact the comparability of results between periods. Adjusted OIBDA includes amortization and depreciation expenses directly related to supporting the operations of our segments, 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)

	2020				2021				2022		Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2020	2021	2019-20	2020-21
<b>Revenues:</b>														
Media	\$ 256.6	\$ 200.1	\$ 201.0	\$ 210.5	\$ 242.0	\$ 233.9	\$ 202.7	\$ 257.6	\$ 278.1	\$ 243.1	\$ 868.2	\$ 936.2	17%	8%
Live Events	17.5	1.0	0.7	0.7	0.5	9.2	28.0	20.1	23.1	41.0	19.9	57.8	(84%)	NM
Consumer Products	16.9	22.3	19.9	27.0	21.0	22.5	25.1	32.6	32.2	44.1	86.1	101.2	(6%)	18%
<b>Total Revenues</b>	<b>\$ 291.0</b>	<b>\$ 223.4</b>	<b>\$ 221.6</b>	<b>\$ 238.2</b>	<b>\$ 263.5</b>	<b>\$ 265.6</b>	<b>\$ 255.8</b>	<b>\$ 310.3</b>	<b>\$ 333.4</b>	<b>\$ 328.2</b>	<b>\$ 974.2</b>	<b>\$ 1,095.2</b>	<b>1%</b>	<b>12%</b>
<b>Operating Income (Loss)</b>														
Media	\$ 89.3	\$ 81.6	\$ 94.5	\$ 67.1	\$ 97.1	\$ 80.8	\$ 79.2	\$ 106.3	\$ 117.4	\$ 78.4	\$ 332.5	\$ 363.4	74%	9%
Live Events	(3.2)	(4.5)	(4.4)	(7.0)	(4.5)	0.9	9.1	1.4	2.0	13.2	(19.1)	6.9	NM	136%
Consumer Products	2.9	7.6	5.4	8.9	6.2	7.9	7.2	12.5	11.2	15.9	24.8	33.8	(6%)	36%
Corporate	(35.7)	(29.0)	(32.1)	(32.8)	(33.7)	(43.3)	(31.5)	(39.6)	(38.2)	(38.2)	(129.6)	(148.1)	(20%)	(14%)
<b>Total Operating Income (Loss)</b>	<b>\$ 53.3</b>	<b>\$ 55.7</b>	<b>\$ 63.4</b>	<b>\$ 36.2</b>	<b>\$ 65.1</b>	<b>\$ 46.3</b>	<b>\$ 64.0</b>	<b>\$ 80.6</b>	<b>\$ 92.4</b>	<b>\$ 69.3</b>	<b>\$ 208.6</b>	<b>\$ 256.0</b>	<b>79%</b>	<b>23%</b>
Interest and Other Expense, net	(18.6)	(0.6)	(2.2)	(16.1)	(8.0)	(8.6)	(8.2)	(1.3)	(6.0)	(4.9)	(37.5)	(26.1)	(72%)	30%
<b>Income (loss) before taxes</b>	<b>\$ 34.7</b>	<b>\$ 55.1</b>	<b>\$ 61.2</b>	<b>\$ 20.1</b>	<b>\$ 57.1</b>	<b>\$ 37.7</b>	<b>\$ 55.8</b>	<b>\$ 79.3</b>	<b>\$ 86.4</b>	<b>\$ 64.4</b>	<b>\$ 171.1</b>	<b>\$ 229.9</b>	<b>81%</b>	<b>34%</b>
Provision (benefit) for taxes	8.5	11.3	13.0	6.5	13.3	8.5	12.3	18.4	20.3	15.4	39.3	52.5	123%	34%
<i>Effective Tax Rate</i>	24%	20%	21%	32%	23%	23%	22%	23%	23%	24%	23%	23%		
<b>Net Income (Loss)</b>	<b>\$ 26.2</b>	<b>\$ 43.8</b>	<b>\$ 48.2</b>	<b>\$ 13.6</b>	<b>\$ 43.8</b>	<b>\$ 29.2</b>	<b>\$ 43.5</b>	<b>\$ 60.9</b>	<b>\$ 66.1</b>	<b>\$ 49.0</b>	<b>\$ 131.8</b>	<b>\$ 177.4</b>	<b>71%</b>	<b>35%</b>
<b>EPS - Net Income (Loss) (Diluted)</b>	<b>\$ 0.31</b>	<b>\$ 0.52</b>	<b>\$ 0.57</b>	<b>\$ 0.16</b>	<b>\$ 0.51</b>	<b>\$ 0.34</b>	<b>\$ 0.52</b>	<b>\$ 0.73</b>	<b>\$ 0.77</b>	<b>\$ 0.58</b>	<b>\$ 1.56</b>	<b>\$ 2.09</b>	82%	34%
Diluted Shares (in millions)	85.1	83.9	84.1	83.7	85.7	85.5	84.3	83.7	87.6	87.9	84.2	84.9	(7%)	1%

**Notes:**

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

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

	2020				2021				2022		Full Year		Change	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2020	2021	2019-20	2020-21
<b>Revenues:</b>														
<b>Media</b>														
Network	\$ 43.5	\$ 49.4	\$ 47.8	\$ 45.0	\$ 79.4	\$ 61.5	\$ 43.1	\$ 31.4	\$ 56.3	\$ 63.7	\$ 185.7	\$ 215.4	1%	16%
Core content rights fees	133.2	132.9	132.4	139.8	139.7	141.8	141.3	153.0	141.5	151.8	538.3	575.8	54%	7%
Advertising and sponsorship	17.4	13.3	18.1	16.5	15.6	18.7	16.1	21.1	19.8	17.9	65.3	71.5	(10%)	9%
Other	62.5	4.5	2.7	9.2	7.3	11.9	2.2	52.1	60.5	9.7	78.9	73.5	(43%)	(7%)
<b>Total Media</b>	<b>\$ 256.6</b>	<b>\$ 200.1</b>	<b>\$ 201.0</b>	<b>\$ 210.5</b>	<b>\$ 242.0</b>	<b>\$ 233.9</b>	<b>\$ 202.7</b>	<b>\$ 257.6</b>	<b>\$ 278.1</b>	<b>\$ 243.1</b>	<b>\$ 868.2</b>	<b>\$ 936.2</b>	<b>17%</b>	<b>8%</b>
<i>Growth % (y/y)</i>	<i>90%</i>	<i>2%</i>	<i>38%</i>	<i>(20%)</i>	<i>(6%)</i>	<i>17%</i>	<i>1%</i>	<i>22%</i>	<i>15%</i>	<i>4%</i>				
<b>Live Events</b>														
North American ticket sales	\$ 15.2	\$ -	\$ -	\$ -	\$ -	\$ 6.7	\$ 23.8	\$ 15.8	\$ 19.9	\$ 34.9	\$ 15.2	\$ 46.3	(84%)	NM
International ticket sales	0.2	-	-	-	-	-	2.4	2.2	-	2.2	0.2	4.6	(99%)	NM
Advertising and sponsorship	0.1	0.3	-	-	-	0.3	0.5	0.2	1.1	1.6	0.4	1.0	(81%)	150%
Other	2.0	0.7	0.7	0.7	0.5	2.2	1.3	1.9	2.1	2.3	4.1	5.9	(62%)	44%
<b>Total Live Events</b>	<b>\$ 17.5</b>	<b>\$ 1.0</b>	<b>\$ 0.7</b>	<b>\$ 0.7</b>	<b>\$ 0.5</b>	<b>\$ 9.2</b>	<b>\$ 28.0</b>	<b>\$ 20.1</b>	<b>\$ 23.1</b>	<b>\$ 41.0</b>	<b>\$ 19.9</b>	<b>\$ 57.8</b>	<b>(84%)</b>	<b>NM</b>
<i>Growth % (y/y)</i>	<i>(33%)</i>	<i>(98%)</i>	<i>(97%)</i>	<i>(97%)</i>	<i>(97%)</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>				
<b>Consumer Products</b>														
Consumer Product Licensing	\$ 7.7	\$ 9.7	\$ 10.8	\$ 13.5	\$ 11.0	\$ 11.3	\$ 11.6	\$ 18.1	\$ 20.0	\$ 22.6	\$ 41.7	\$ 52.0	(3%)	25%
eCommerce (WWE Shop)	6.0	12.6	9.1	13.5	10.0	9.9	8.2	11.0	7.7	12.9	41.2	39.1	38%	(5%)
Venue Merchandise	3.2	-	-	-	-	1.3	5.3	3.5	4.5	8.6	3.2	10.1	(83%)	NM
<b>Total Consumer Products</b>	<b>\$ 16.9</b>	<b>\$ 22.3</b>	<b>\$ 19.9</b>	<b>\$ 27.0</b>	<b>\$ 21.0</b>	<b>\$ 22.5</b>	<b>\$ 25.1</b>	<b>\$ 32.6</b>	<b>\$ 32.2</b>	<b>\$ 44.1</b>	<b>\$ 86.1</b>	<b>\$ 101.2</b>	<b>(6%)</b>	<b>18%</b>
<i>Growth % (y/y)</i>	<i>(19%)</i>	<i>(3%)</i>	<i>17%</i>	<i>(12%)</i>	<i>24%</i>	<i>1%</i>	<i>26%</i>	<i>21%</i>	<i>53%</i>	<i>96%</i>				
<b>Total Revenues</b>	<b>\$ 291.0</b>	<b>\$ 223.4</b>	<b>\$ 221.6</b>	<b>\$ 238.2</b>	<b>\$ 263.5</b>	<b>\$ 265.6</b>	<b>\$ 255.8</b>	<b>\$ 310.3</b>	<b>\$ 333.4</b>	<b>\$ 328.2</b>	<b>\$ 974.2</b>	<b>\$ 1,095.2</b>	<b>1%</b>	<b>12%</b>
<i>Growth % (y/y)</i>	<i>60%</i>	<i>(17%)</i>	<i>19%</i>	<i>(26%)</i>	<i>(9%)</i>	<i>19%</i>	<i>15%</i>	<i>30%</i>	<i>27%</i>	<i>24%</i>				

**Notes:**

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

	2020				2021				2022		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2020	2021
<b><u>Operating Income (Loss):</u></b>												
Media	\$89.3	\$81.6	\$94.5	\$67.1	\$97.1	\$80.8	\$79.2	\$106.3	\$117.4	\$78.4	\$332.5	\$363.4
Live Events	(3.2)	(4.5)	(4.4)	(7.0)	(4.5)	0.9	9.1	1.4	2.0	13.2	(19.1)	6.9
Consumer Products	2.9	7.6	5.4	8.9	6.2	7.9	7.2	12.5	11.2	15.9	24.8	33.8
Corporate	(35.7)	(29.0)	(32.1)	(32.8)	(33.7)	(43.3)	(31.5)	(39.6)	(38.2)	(38.2)	(129.6)	(148.1)
<b>Total Operating Income (Loss)</b>	<b>\$53.3</b>	<b>\$55.7</b>	<b>\$63.4</b>	<b>\$36.2</b>	<b>\$65.1</b>	<b>\$46.3</b>	<b>\$64.0</b>	<b>\$80.6</b>	<b>\$92.4</b>	<b>\$69.3</b>	<b>\$208.6</b>	<b>\$256.0</b>
<b><u>Growth % (y/y)</u></b>												
Media	NM	NM	NM	(41%)	9%	(1%)	(16%)	58%	21%	(3%)	74%	9%
Live Events	NM	(136%)	(26%)	NM	(41%)	120%	NM	120%	144%	NM	NM	136%
Consumer Products	(42%)	46%	59%	(30%)	114%	4%	33%	40%	83%	101%	(6%)	36%
Corporate	(28%)	(6%)	(21%)	(23%)	6%	(49%)	2%	(21%)	(13%)	12%	(20%)	(14%)
<b>Total Operating Income (Loss)</b>	<b>NM</b>	<b>NM</b>	<b>NM</b>	<b>(64%)</b>	<b>22%</b>	<b>(17%)</b>	<b>1%</b>	<b>123%</b>	<b>42%</b>	<b>50%</b>	<b>79%</b>	<b>23%</b>
<b><u>Margin %</u></b>												
Media	35%	41%	47%	32%	40%	35%	39%	41%	42%	32%	38%	39%
Live Events	NM	NM	NM	NM	NM	10%	33%	7%	9%	32%	NM	12%
Consumer Products	17%	34%	27%	33%	30%	35%	29%	38%	35%	36%	29%	33%
<b>Total Operating Income (Loss)</b>	<b>18%</b>	<b>25%</b>	<b>29%</b>	<b>15%</b>	<b>25%</b>	<b>17%</b>	<b>25%</b>	<b>26%</b>	<b>28%</b>	<b>21%</b>	<b>21%</b>	<b>23%</b>

**Notes:**

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

	2020				2021				2022		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2020	2021
<b>Adjusted OIBDA:</b>												
Media	\$102.6	\$90.5	\$101.7	\$73.0	\$106.6	\$86.2	\$85.6	\$112.1	\$128.2	\$90.7	\$367.8	\$390.5
Live Events	(2.6)	(4.2)	(4.1)	(6.7)	(4.3)	1.1	9.3	1.6	2.8	13.8	(17.6)	7.7
Consumer Products	3.8	8.1	5.6	9.1	6.7	8.4	7.5	12.9	11.9	16.5	26.6	35.5
Corporate	(26.5)	(20.9)	(18.9)	(24.2)	(25.1)	(27.6)	(24.5)	(32.4)	(31.2)	(29.5)	(90.6)	(109.6)
<b>Total Adjusted OIBDA</b>	<b>\$77.3</b>	<b>\$73.5</b>	<b>\$84.3</b>	<b>\$51.2</b>	<b>\$83.9</b>	<b>\$68.1</b>	<b>\$77.9</b>	<b>\$94.2</b>	<b>\$111.7</b>	<b>\$91.5</b>	<b>\$286.2</b>	<b>\$324.1</b>
<b>Growth % (y/y)</b>												
Media	NM	141%	145%	(37%)	4%	(5%)	(16%)	54%	20%	5%	64%	6%
Live Events	NM	(132%)	(41%)	NM	(65%)	126%	NM	124%	NM	NM	NM	144%
Consumer Products	(37%)	31%	40%	(26%)	76%	4%	34%	42%	78%	96%	(7%)	33%
Corporate	(16%)	7%	(10%)	(24%)	5%	(32%)	(30%)	(34%)	(24%)	(7%)	(10%)	(21%)
<b>Total Adjusted OIBDA</b>	<b>NM</b>	<b>112%</b>	<b>NM</b>	<b>(52%)</b>	<b>9%</b>	<b>(7%)</b>	<b>(8%)</b>	<b>84%</b>	<b>33%</b>	<b>34%</b>	<b>59%</b>	<b>13%</b>
<b>Margin %</b>												
Media	40%	45%	51%	35%	44%	37%	42%	44%	46%	37%	42%	42%
Live Events	NM	NM	NM	NM	NM	12%	33%	8%	12%	34%	NM	13%
Consumer Products	22%	36%	28%	34%	32%	37%	30%	40%	37%	37%	31%	35%
<b>Total Adjusted OIBDA</b>	<b>27%</b>	<b>33%</b>	<b>38%</b>	<b>21%</b>	<b>32%</b>	<b>26%</b>	<b>30%</b>	<b>30%</b>	<b>34%</b>	<b>28%</b>	<b>29%</b>	<b>30%</b>

**Notes:**

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

	2020				2021				2022		Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2020	2021
<b>Media</b>												
<b>Operating Income (Loss)</b>	\$ 89.3	\$ 81.6	\$ 94.5	\$ 67.1	\$ 97.1	\$ 80.8	\$ 79.2	\$ 106.3	\$ 117.4	\$ 78.4	\$ 332.5	\$ 363.4
Depreciation and Amortization	3.9	3.8	3.7	3.7	3.7	3.8	3.5	2.4	3.6	3.6	15.1	13.4
Stock Compensation	9.4	5.1	3.5	2.2	5.8	1.6	2.9	3.4	7.2	8.7	20.2	13.7
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-
<b>Adjusted OIBDA</b>	<b>\$ 102.6</b>	<b>\$ 90.5</b>	<b>\$ 101.7</b>	<b>\$ 73.0</b>	<b>\$ 106.6</b>	<b>\$ 86.2</b>	<b>\$ 85.6</b>	<b>\$ 112.1</b>	<b>\$ 128.2</b>	<b>\$ 90.7</b>	<b>\$ 367.8</b>	<b>\$ 390.5</b>
<b>Live Events</b>												
<b>Operating Income (Loss)</b>	\$ (3.2)	\$ (4.5)	\$ (4.4)	\$ (7.0)	\$ (4.5)	\$ 0.9	\$ 9.1	\$ 1.4	\$ 2.0	\$ 13.2	\$ (19.1)	\$ 6.9
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	0.1	-	-
Stock Compensation	0.6	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.8	0.5	1.5	0.8
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-
<b>Adjusted OIBDA</b>	<b>\$ (2.6)</b>	<b>\$ (4.2)</b>	<b>\$ (4.1)</b>	<b>\$ (6.7)</b>	<b>\$ (4.3)</b>	<b>\$ 1.1</b>	<b>\$ 9.3</b>	<b>\$ 1.6</b>	<b>\$ 2.8</b>	<b>\$ 13.8</b>	<b>\$ (17.6)</b>	<b>\$ 7.7</b>
<b>Consumer Products</b>												
<b>Operating Income (Loss)</b>	\$ 2.9	\$ 7.6	\$ 5.4	\$ 8.9	\$ 6.2	\$ 7.9	\$ 7.2	\$ 12.5	\$ 11.2	\$ 15.9	\$ 24.8	\$ 33.8
Depreciation and Amortization	-	-	-	-	-	0.1	-	0.1	0.1	-	-	0.2
Stock Compensation	0.9	0.5	0.2	0.2	0.5	0.4	0.3	0.3	0.6	0.6	1.8	1.5
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-
<b>Adjusted OIBDA</b>	<b>\$ 3.8</b>	<b>\$ 8.1</b>	<b>\$ 5.6</b>	<b>\$ 9.1</b>	<b>\$ 6.7</b>	<b>\$ 8.4</b>	<b>\$ 7.5</b>	<b>\$ 12.9</b>	<b>\$ 11.9</b>	<b>\$ 16.5</b>	<b>\$ 26.6</b>	<b>\$ 35.5</b>
<b>Corporate</b>												
<b>Operating Income (Loss)</b>	\$ (35.7)	\$ (29.0)	\$ (32.1)	\$ (32.8)	\$ (33.7)	\$ (43.3)	\$ (31.5)	\$ (39.6)	\$ (38.2)	\$ (38.2)	\$ (129.6)	\$ (148.1)
Depreciation and Amortization	7.0	7.0	6.8	6.7	7.1	7.0	6.6	6.6	6.0	5.8	27.5	27.3
Stock Compensation	2.2	1.1	0.9	0.4	1.5	0.6	0.4	0.6	1.0	1.2	4.5	3.1
Adjustments	-	-	5.5	1.5	-	8.1	-	-	-	1.7	7.0	8.1
<b>Adjusted OIBDA</b>	<b>\$ (26.5)</b>	<b>\$ (20.9)</b>	<b>\$ (18.9)</b>	<b>\$ (24.2)</b>	<b>\$ (25.1)</b>	<b>\$ (27.6)</b>	<b>\$ (24.5)</b>	<b>\$ (32.4)</b>	<b>\$ (31.2)</b>	<b>\$ (29.5)</b>	<b>\$ (90.6)</b>	<b>\$ (109.6)</b>
<b>WWE Total</b>												
<b>Operating Income (Loss)</b>	\$ 53.3	\$ 55.7	\$ 63.4	\$ 36.2	\$ 65.1	\$ 46.3	\$ 64.0	\$ 80.6	\$ 92.4	\$ 69.3	\$ 208.6	\$ 256.0
Depreciation and Amortization	10.9	10.8	10.5	10.4	10.8	10.9	10.1	9.1	9.7	9.5	42.6	40.9
Stock Compensation	13.1	7.0	4.9	3.1	8.0	2.8	3.8	4.5	9.6	11.0	28.0	19.1
Adjustments	-	-	5.5	1.5	-	8.1	-	-	-	1.7	7.0	8.1
<b>Adjusted OIBDA</b>	<b>\$ 77.3</b>	<b>\$ 73.5</b>	<b>\$ 84.3</b>	<b>\$ 51.2</b>	<b>\$ 83.9</b>	<b>\$ 68.1</b>	<b>\$ 77.9</b>	<b>\$ 94.2</b>	<b>\$ 111.7</b>	<b>\$ 91.5</b>	<b>\$ 286.2</b>	<b>\$ 324.1</b>

**Notes:**

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