2020 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, revenues principally consist of content rights fees associated with the distribution of our programming content, subscriptions to *WWE Network*, and advertising and sponsorships.

<u>Live Events</u>

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.

<u>Consumer Products</u>

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 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)

	2018										20	19					20	020				Full Yea	r		Change			
		Q1		Q2		Q3	Q4		Q1		Q2	Q	23	Q4		Q1	Q2	Q3	Q4	201	8	2019		2020	2017-18	2018-19	2019-20	
Revenues:																												
Media	\$	133.4	\$	202.6	\$	142.1	\$ 205.3	\$	135.4	\$ 3	197.0	\$ 1	46.1	\$ 264.6	\$	256.6	\$ 200.1	\$ 201.0	\$ 210.5	\$ 68	3.4	\$ 743.3	L :	\$ 868.2	28%	9%	17%	
Live Events		30.8		52.3		26.7	34.4		26.2		48.8		23.2	27.4		17.5	1.0	0.7	0.7	14	4.2	125.6	5	19.9	(5%)	(13%)	(84%)	
Consumer Products		23.5		26.7		19.6	32.8		20.8		23.1		17.0	30.8		16.9	22.3	19.9	27.0	10	2.6	91.	7	86.1	(10%)	(11%)	(6%)	
Total Revenues	\$	187.7	\$	281.6	\$	188.4	\$ 272.5	\$	182.4	\$ 2	268.9	\$ 1	86.3	\$ 322.8	\$	291.0	\$ 223.4	\$ 221.6	\$ 238.2	\$ 93	0.2	\$ 960.4		\$ 974.2	16%	3%	1%	
Operating Income (Loss)																												
Media	\$	35.9	\$	32.0	\$	39.3	\$ 65.9	\$	16.3	\$	26.9	\$	33.0	\$ 114.6	\$	89.3	\$ 81.6	\$ 94.5	\$ 67.1	\$ 17	3.1	\$ 190.8	3 :	\$ 332.5	60%	10%	74%	
Live Events		2.9		13.4		(1.1)	1.4		(0.2)		12.4		(3.5)	(1.0)		(3.2)	(4.5)	(4.4)	(7.0)	1	5.6	7.	7	(19.1)	(33%)	(54%)	NM	
Consumer Products		6.0		4.6		2.8	10.0		5.0		5.2		3.4	12.8		2.9	7.6	5.4	8.9	2	3.4	26.4	1	24.8	(33%)	13%	(6%)	
Corporate ¹		(23.0)		(28.8)		(22.9)	(23.9)		(27.9)		(27.4)	((26.5)	(26.6)		(35.7)	(29.0)	(32.1)	(32.8)	(9	8.6)	(108.4	1)	(129.6)	(7%)	(10%)	(20%)	
Total Operating Income (Loss)	\$	21.8	\$	21.2	\$	18.1	\$ 53.4	\$	(6.8)	\$	17.1	\$	6.4	\$ 99.8	\$	53.3	\$ 55.7	\$ 63.4	\$ 36.2	\$ 11	4.5	\$ 116.	5	\$ 208.6	51%	2%	79%	
Interest and Other Expense, net ²		(1.7)		(6.7)		(0.1)	-		(4.5)		(3.2)		(7.7)	(6.4)		(18.6)	(0.6)	(2.2)	(16.1)	(8.5)	(21.8	3)	(37.5)	27%	NM	(72%)	
Income (loss) before taxes	\$	20.1	\$	14.5	\$	18.0	\$ 53.4	\$	(11.3)	\$	13.9	\$	(1.3)	\$ 93.4	\$	34.7	\$ 55.1	\$ 61.2	\$ 20.1	\$ 10	5.0	\$ 94.7		\$ 171.1	66%	(11%)	81%	
Provision (benefit) for taxes ³		5.3		4.5		(15.6)	12.2		(2.9)		3.5		(7.1)	24.1		8.5	11.3	13.0	6.5		6.4	17.0	5	39.3	(80%)	NM	123%	
Effective Tax Rate		26%		31%		(87%)	23%		26%		25%		587%	26%		24%	20%	21%	32%		6%	19%	6	23%	()			
Net Income (Loss)	\$	14.8	\$	10.0	\$	33.6	\$ 41.2	\$	(8.4)	\$	10.4	\$	5.8	\$ 69.3	\$	26.2	\$ 43.8	\$ 48.2	\$ 13.6	\$9	9.6	\$77.:	L :	\$ 131.8	NM	(23%)	71%	
EPS - Net Income (Loss) (Diluted)	\$	0.18	\$	0.11	\$	0.37	\$ 0.46	\$	(0.11)	\$	0.11	\$	0.06	\$ 0.78	\$	0.31	\$ 0.52	\$ 0.57	\$ 0.16	\$ 1	12	\$ 0.8	5	\$ 1.56	NM	(24%)	83%	
Diluted Shares (in millions)		82.5		87.1		90.8	90.2		78.0		91.1		89.9	88.3		85.1	83.9	84.1	83.7	8	88.6	90	2	84.2	13%	2%	(7%)	
Operating Metrics:		4200		00/		1000	2004		(40()		604		20/	2404		100/	250/	20%	450/		20/	10		24%				
Operating Income (Loss) Margin %	I	12%		8%		10%	20%	I	(4%)		6%		3%	31%	I	18%	25%	29%	15%	1	2%	129	6	21%				

Notes:

¹ Corporate Operating Income (Loss) is a reconciling item

² 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

³ During the third quarters of 2020, 2019 and 2018, the Company recognized \$0.2 million of excess tax expenses, and \$8.0 million and \$20.7 million of excess tax benefits, respectively, related to the Company's share-based compensation awards at vesting

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

		20	018			20	19			20	020			Full Year		Change			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2018	2019	2020	2017-18	2018-19	2019-20	
<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	\$ 49.4	\$ 47.8	\$ 45.0	\$ 199.3	\$ 184.6	\$ 185.7	5%	(7%)	1%	
Core content rights fees ¹	65.5	66.2	65.9	72.2	68.1	69.0	72.2	139.3	133.2	132.9	132.4	139.8	269.8	348.6	\$ 538.3	10%	29%	54%	
Advertising and sponsorship	12.2	19.6	15.0	22.8	10.9	18.9	15.0	27.6	17.4	13.3	18.1	16.5	69.6	72.4	\$ 65.3	34%	4%	(10%)	
Other ²	8.9	60.6	11.7	63.5	9.4	57.3	14.7	56.1	62.5	4.5	2.7	9.2	144.7	137.5	78.9	NM	(5%)	(43%)	
Total Media Quarter Growth % (y/y)	\$ 133.4 10%	\$ 202.6 48%	\$ 142.1 <i>9%</i>	\$ 205.3 40%	\$ 135.4 1%	\$ 197.0 (3%)	\$ 146.1 <i>3%</i>	\$ 264.6 29%	\$ 256.6 90%	\$ 200.1 2%	\$ 201.0 38%	\$ 210.5 (20%)	\$ 683.4	\$ 743.1	\$ 868.2	28%	9%	17%	
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	15.2	(6%)	(11%)	(84%)	
International ticket sales	-	13.5	2.3	6.5	0.2	9.5	2.3	7.0	0.2	-	-	-	22.3	19.0	0.2	(30%)	(15%)	(99%)	
Advertising and sponsorship	0.2	0.9	0.4	0.6	0.4	0.8	0.5	0.4	0.1	0.3	-	-	2.1	2.1	0.4	5%	-	(81%)	
Other ³	0.8	4.4	1.6	7.6	1.5	4.9	2.1	2.2	2.0	0.7	0.7	0.7	14.4	10.7	4.1	139%	(25%)	(62%)	
Total Live Events Growth % (y/y)	\$ 30.8 (4%)	\$ 52.3 (1%)	\$ 26.7 (16%)	\$ 34.4 (2%)	\$ 26.2 (15%)	\$ 48.8 (7%)	\$ 23.2 (13%)	\$ 27.4 (20%)	\$ 17.5 (33%)	\$ 1.0 (98%)	\$ 0.7 (97%)	\$ 0.7 (97%)	\$ 144.2	\$ 125.6	\$ 19.9	(5%)	(13%)	(84%)	
Consumer Products Licensing	\$ 9.3	\$ 10.8	\$ 8.5	\$ 17.4	\$ 9.4	\$ 9.4	\$ 7.8	\$ 16.6	\$ 7.7	\$ 9.7	\$ 10.8	\$ 13.5	\$ 46.0	\$ 43.2	41.7	(12%)	(6%)	(3%)	
Venue Merchandise	5.8	7.8	4.3	3.8	4.8	7.1	3.5	3.2	3.2	-	-	-	21.7	18.6	3.2	(9%)	(14%)	(83%)	
eCommerce (WWE Shop)	8.4	8.1	6.8	11.6	6.6	6.6	5.7	11.0	6.0	12.6	9.1	13.5	34.9	29.9	41.2	(8%)	(14%)	38%	
Total Consumer Products <i>Quarter Growth % (y/y)</i>	\$ 23.5 (33%)	\$ 26.7 9%	\$ 19.6 (18%)	\$ 32.8 <i>9%</i>	\$ 20.8 (11%)	\$ 23.1 (13%)	\$ 17.0 (13%)	\$ 30.8 (6%)	\$ 16.9 (19%)	\$ 22.3 (3%)	\$ 19.9 17%	\$ 27.0 (12%)	\$ 102.6	\$ 91.7	\$ 86.1	(10%)	(11%)	(6%)	
Total Revenues	\$ 187.7	\$ 281.6	\$ 188.4	\$ 272.5	\$ 182.4	\$ 268.9	\$ 186.3	\$ 322.8	\$ 291.0	\$ 223.4	\$ 221.6	\$ 238.2	\$ 930.2	\$ 960.4	\$ 974.2	16%	3%	1%	
Quarter Growth % (y/y)	(0%)	31%	1%	29%	(3%)	(5%)	(1%)	18%	60%	(17%)	19%	(26%)							

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	.8			201	9			202	0		Full Year					
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2018	2019	2020			
Operating Income (Loss):																		
Media	\$35.9	\$32.0	\$39.3	\$65.9	\$16.3	\$26.9	\$33.0	\$114.6	\$89.3	\$81.6	\$94.5	\$67.1	\$173.1	\$190.8	\$332.5			
Live Events	2.9	13.4	(1.1)	1.4	(0.2)	12.4	(3.5)	(1.0)	(3.2)	(4.5)	(4.4)	(7.0)	16.6	7.7	(19.1)			
Consumer Products	6.0	4.6	2.8	10.0	5.0	5.2	3.4	12.8	2.9	7.6	5.4	8.9	23.4	26.4	24.8			
Corporate	(23.0)	(28.8)	(22.9)	(23.9)	(27.9)	(27.4)	(26.5)	(26.6)	(35.7)	(29.0)	(32.1)	(32.8)	(98.6)	(108.4)	(129.6)			
Total Operating Income (Loss)	\$21.8	\$21.2	\$18.1	\$53.4	(\$6.8)	\$17.1	\$6.4	\$99.8	\$53.3	\$55.7	\$63.4	\$36.2	\$114.5	\$116.5	\$208.6			
<u>Growth % (y/y)</u>																		
Media	136%	NM	(8%)	63%	(55%)	(16%)	(16%)	74%	NM	NM	NM	(41%)	60%	10%	74%			
Live Events	(22%)	(22%)	(135%)	75%	(107%)	(7%)	NM	NM	NM	(136%)	(26%)	NM	(33%)	(54%)	NM			
Consumer Products	(58%)	(16%)	(62%)	32%	(17%)	13%	21%	28%	(42%)	46%	59%	(30%)	(33%)	13%	(6%)			
Corporate	22%	(34%)	(18%)	(9%)	(21%)	5%	(16%)	(11%)	(28%)	(6%)	(21%)	(23%)	(7%)	(10%)	(20%)			
Total Operating Income (Loss)	NM	98%	(47%)	98%	(131%)	(19%)	(65%)	87%	NM	NM	NM	(64%)	51%	2%	79%			
<u>Margin %</u>																		
Media	27%	16%	28%	32%	12%	14%	23%	43%	35%	41%	47%	32%	25%	26%	38%			
Live Events	9%	26%	(4%)	4%	(1%)	25%	(15%)	(4%)	(18%)	NM	NM	NM	12%	6%	(96%)			
Consumer Products	26%	17%	14%	30%	24%	23%	20%	42%	17%	34%	27%	33%	23%	29%	29%			
Total Operating Income (Loss)	12%	8%	10%	20%	(4%)	6%	3%	31%	18%	25%	29%	15%	12%	12%	21%			

Notes:

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

		201	.8			201	.9			202	20		Full Year				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2018	2019	2020		
Adjusted OIBDA:																	
Media	\$43.6	\$44.5	\$50.4	\$72.1	\$28.5	\$37.5	\$41.5	\$116.6	\$102.6	\$90.5	\$101.7	\$73.0	\$210.6	\$224.1	\$367.8		
Live Events	3.6	14.7	0.2	2.0	0.8	13.3	(2.9)	(1.8)	(2.6)	(4.2)	(4.1)	(6.7)	20.5	9.4	(17.6)		
Consumer Products	6.9	6.9	4.0	10.6	6.0	6.2	4.0	12.3	3.8	8.1	5.6	9.1	28.4	28.5	26.6		
Corporate	(18.9)	(22.6)	(18.8)	(20.3)	(22.9)	(22.4)	(17.2)	(19.5)	(26.5)	(20.9)	(18.9)	(24.2)	(80.6)	(82.0)	(90.6)		
Total Adjusted OIBDA	\$35.2	\$43.5	\$35.8	\$64.4	\$12.4	\$34.6	\$25.4	\$107.6	\$77.3	\$73.5	\$84.3	\$51.2	\$178.9	\$180.0	\$286.2		
<u>Growth % (y/y)</u>																	
Media	74%	150%	2%	46%	(35%)	(16%)	(18%)	62%	NM	141%	145%	(37%)	49%	6%	64%		
Live Events	(20%)	(17%)	(94%)	54%	(78%)	(10%)	NM	NM	NM	(132%)	(41%)	NM	(24%)	(54%)	NM		
Consumer Products	(55%)	10%	(49%)	26%	(13%)	(10%)	-	16%	(37%)	31%	40%	(26%)	(25%)	0%	(7%)		
Corporate	4%	(29%)	(23%)	(13%)	(21%)	1%	9%	4%	(16%)	7%	(10%)	(24%)	(14%)	(2%)	(10%)		
Total Adjusted OIBDA	40%	79%	(21%)	57%	(65%)	(20%)	(29%)	67%	NM	112%	NM	(52%)	31%	1%	59%		
Margin %																	
Media	33%	22%	35%	35%	21%	19%	28%	44%	40%	45%	51%	35%	31%	30%	42%		
Live Events	12%	28%	1%	6%	3%	27%	(13%)	(7%)	(15%)	NM	NM	NM	14%	7%	(88%)		
Consumer Products	29%	26%	20%	32%	29%	27%	24%	40%	22%	36%	28%	34%	28%	31%	31%		
Total Adjusted OIBDA	19%	15%	19%	24%	7%	13%	14%	33%	27%	33%	38%	21%	19%	19%	29%		

Notes:

WWE TRENDING SCHEDULES RECONCILIATION OF OPERATING INCOME TO ADJUSTED OIBDA BY SEGMENT

(\$ in millions; Unaudited)

	2018											20	19			2020									Full Year				
		Q1		Q2		Q3		Q4		Q1		Q2		Q3	Q4		Q1		Q2		Q3		Q4	2018		2	019	2020	
Media																													
Operating Income (Loss) Depreciation and Amortization Stock Compensation Adjustments	\$	35.9 3.0 4.7	\$	32.0 3.0 9.5	\$	39.3 3.1 8.0	\$	65.9 2.8 3.4	\$	16.3 2.8 9.4	\$	26.9 2.1 8.5	\$	33.0 3.2 5.3	\$ 114.6 4.5 (2.5)	\$	89.3 3.9 9.4	\$	81.6 3.8 5.1	\$	94.5 3.7 3.5	\$	67.1 3.7 2.2	\$	173.1 11.9 25.6	\$	12.6 20.7	\$ 332.5 15.1 20.2	
Adjusted OIBDA	\$	43.6	\$	44.5	\$	50.4	\$	72.1	\$	28.5	\$	37.5	Ś		\$ 116.6	Ś	102.6	¢	90.5	Ś	101.7	\$	73.0	Ś	210.6	Ś	- 224.1	\$ 367.8	
	<u>,</u>	43.0	Ļ	44.5	Ļ	50.4	Ŷ	72.1	<u>,</u>	20.5	ý	37.5	Ŷ	41.5	<u> </u>	<u>,</u>	102.0	<u>,</u>	50.5	Ļ	101.7	<u>,</u>	73.0	Ŷ	210.0	<u>, ,</u>	24.1	\$ 307.8	
Live Events																													
Operating Income (Loss) Depreciation and Amortization	\$	2.9 -	\$	13.4 -	\$	(1.1) -	\$	1.4 -	\$	(0.2) -	\$	12.4 -	\$	(3.5) -	\$ (1.0) -	\$	(3.2) -	\$	(4.5) -	\$	(4.4) -	\$	(7.0) -	\$	16.6 -	\$	7.7 -	\$ (19.1) -	
Stock Compensation Adjustments		0.7 -		1.3 -		1.3 -		0.6 -		1.0 -		0.9 -		0.6 -	(0.8) -		0.6 -		0.3 -		0.3 -		0.3 -		3.9 -		1.7 -	1.5 -	
Adjusted OIBDA	\$	3.6	\$	14.7	\$	0.2	\$	2.0	\$	0.8	\$	13.3	\$	(2.9)	\$ (1.8)	\$	(2.6)	\$	(4.2)	\$	(4.1)	\$	(6.7)	\$	20.5	\$	9.4	\$ (17.6)	
Consumer Products																													
Operating Income (Loss) Depreciation and Amortization	\$	6.0 -	\$	4.6 -	\$	2.8 -	\$	10.0 -	\$	5.0 -	\$	5.2 -	\$	3.4 -	\$ 12.8 - (0.5)	\$	-	\$	7.6 -	\$	5.4 -	\$	8.9 -	\$	23.4 -	\$	-	\$ 24.8 -	
Stock Compensation Adjustments		0.9 -		2.3 -		1.2 -		0.6 -		1.0 -		1.0 -		0.6 -	(0.5) -		0.9 -		0.5 -		0.2 -		0.2 -		5.0 -		2.1 -	1.8 -	
Adjusted OIBDA	\$	6.9	\$	6.9	\$	4.0	\$	10.6	\$	6.0	\$	6.2	\$	4.0	\$ 12.3	\$	3.8	\$	8.1	\$	5.6	\$	9.1	\$	28.4	\$	28.5	\$ 26.6	
<u>Corporate</u>																													
Operating Income (Loss) Depreciation and Amortization Stock Compensation Adjustments	\$	(23.0) 3.3 0.8	\$	(28.8) 3.9 2.3	\$	(22.9) 2.8 1.3	\$	(23.9) 3.2 0.4	\$	(27.9) 3.6 1.4	\$	(27.4) 3.8 1.2	\$	(26.5) 8.0 1.3	\$ (26.6) 6.1 1.0	\$	(35.7) 7.0 2.2	\$	(29.0) 7.0 1.1	\$	(32.1) 6.8 0.9 5.5	\$	(32.8) 6.7 0.4 1.5	\$	(98.6) 13.2 4.8	\$ (108.4) 21.5 4.9	\$ (129.6) 27.5 4.5 7.0	
Adjusted OIBDA	\$	(18.9)	\$	(22.6)	\$	(18.8)	\$	(20.3)	\$	(22.9)	\$	(22.4)	\$	(17.2)	\$ (19.5)	\$	(26.5)	\$	(20.9)	\$	(18.9)	\$	(24.2)	\$	(80.6)	\$	(82.0)	\$ (90.6)	
WWE Total		<u> </u>		<u> </u>		<u> </u>		<u> </u>											<u> </u>		<u> </u>		<u> </u>		<u> </u>		<u> </u>		
Operating Income (Loss) Depreciation and Amortization Stock Compensation Adjustments	\$	21.8 6.3 7.1 -	\$	21.2 6.9 15.4 -	\$	18.1 5.9 11.8 -	\$	53.4 6.0 5.0 -	\$	(6.8) 6.4 12.8 -	\$	17.1 5.9 11.6 -	\$	6.4 11.2 7.8 -	\$ 99.8 10.6 (2.8)	\$	53.3 10.9 13.1	\$	55.7 10.8 7.0 -	\$	63.4 10.5 4.9 5.5	\$	36.2 10.4 3.1 1.5	\$	114.5 25.1 39.3 -	\$	1 16.5 34.1 29.4 -	\$ 208.6 42.6 28.0 7.0	
Adjusted OIBDA	\$	35.2	\$	43.5	\$	35.8	\$	64.4	\$	12.4	\$	34.6	\$	25.4	\$ 107.6	\$	77.3	\$	73.5	\$	84.3	\$	51.2	\$	178.9	\$:	180.0	\$ 286.2	

Notes: