



## WWE® Names Gerrit Meier EVP of International

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STAMFORD, Conn.--(BUSINESS WIRE)--

WWE (NYSE: WWE) today announced the appointment of Gerrit Meier as Executive Vice President (EVP) of International. Meier will report directly to WWE Chairman and CEO Vince McMahon.

Gerrit Meier, Executive Vice President of International, WWE will report directly to WWE Chairman and CEO Vince McMahon. (Photo: Business Wire)

As the head of the International division, Meier will be a key member of WWE's senior management team. He will be responsible for growing WWE's brand and business outside of the U.S. with the primary focus on expanding the

company's international television distribution agreements. Meier will also manage the continued advancement of WWE's international licensing, live events, digital and publishing operations.

Meier brings nearly 20 years of experience helping content and distribution companies grow on a global basis within the context of rapidly changing consumer behavior and a quickly evolving technical/digital paradigm. As a seasoned media executive, he has held senior leadership positions and expanded the international footprint of several well-known companies, including Spotify, Clear Channel and Bertelsmann.

Prior to joining WWE, Meier was Spotify's Global General Manager for Distribution and Partnerships where he successfully forged new partnerships with blue chip brands like Coca-Cola, Yahoo, Deutsche Telekom and Target. He also helped lead industry change for Clear Channel Media and Entertainment through the creation of the iHeartRadio brand, products and digital ad-network.

Meier began his career within Accenture/Andersen Consulting's Strategic Services Practice, and subsequent to that, worked several years for EMI and BMG. He earned his MBA from Harvard Business School, and his undergraduate degree in International Business Administration from the European Business School London, U.K.

### About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 600 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

WWE

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