



Wales to Host United Kingdom's First Major WWE® Stadium Event in 30 Years at Cardiff's Principality Stadium

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Premium Live Event will take place on Saturday, September 3, 2022

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) today announced that the first major WWE stadium event to be held in the United Kingdom in more than 30 years will emanate from Principality Stadium in Cardiff, Wales, on Saturday, September 3, 2022.

Located in the heart of Cardiff, the capital of Wales – a cultural and sports destination with a world class record in hosting events - the Principality Stadium is a state-of-the-art, multi-faceted event destination and home to the Wales national rugby union team.

Fans interested in an exclusive presale opportunity can register at <https://wwe.com/cardiff-2022-presale>.

"Principality Stadium is the perfect place for a major event, hosting our amazing fans from Wales, throughout all of Europe, and around the world," said John Porco, WWE Senior Vice President, Live Events. "The weekend will be filled with a variety of WWE experiences that we believe will leave a lasting memory, on par with SummerSlam at Wembley Stadium in 1992."

"Wales will provide an iconic location for WWE's return to the UK after 30 years and showcase our country to a global audience of millions, including extended reach in the USA," said Welsh Government Minister for Economy Vaughan Gething. "This is set to be the perfect addition to a huge year of sport, entertainment and culture in Wales that will attract people from across the globe to experience what our country has to offer."

"We're extremely proud that Principality Stadium has been chosen by WWE to host this major event, which is testament to the stadium's reputation as a world class venue," said Mark Williams, Principality Stadium Manager. "Principality Stadium is unique in its position at the heart of the city centre, which will undoubtedly offer WWE fans an unrivalled event experience both inside and outside of the stadium and bring great benefit to the wider city of Cardiff."

Information regarding event name, ticket on sale and further event updates will be available soon.

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, premium live event, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network. Additional information on WWE can be found at wwe.com and corporate.wwe.com.

About Event Wales and Welsh Government

This major WWE stadium event is to be hosted in Cardiff, Wales, with support from Welsh Government, delivered in line with its Major Events Strategy. Event Wales work closely with local partners including the Cardiff Council Events Team to attract a range of sporting, cultural and business events to Wales, including spectacular global events such as this, which raise Wales' profile world-wide and further cement Wales's reputation as a world-class events destination.

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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including without limitation, claims alleging traumatic brain injury; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. 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 (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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