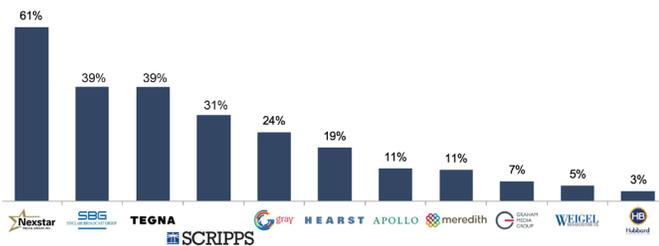




SCRIPPS INVESTMENT HIGHLIGHTS

- Television stations in 27 of top 50 markets with strong economic underpinning
- Solid retransmission revenue growth trajectory, with additional opportunities to improve margins
- Top local broadcast footprint to capture political advertising revenue
- Prudently managed balance sheet and strong free cash flow generation

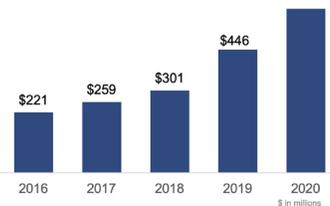
SCRIPPS IS NATION'S FOURTH-LARGEST BROADCASTER



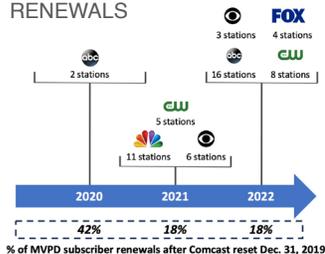
Note: Pro forma for all announced transactions as of Wednesday, March 20, including Nexstar's announced divestitures, plus Scripps' acquisition of Nexstar-Tribune stations; % of U.S. TV households reached exclusive of the UHF discount

RECENT ACQUISITIONS WILL GROW OUR REVENUE

GROSS RETRANSMISSION REVENUE TRAJECTORY

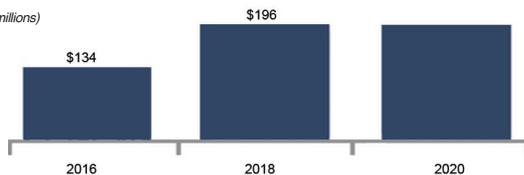


NETWORK AND MVPD RENEWALS



ROBUST POLITICAL ADVERTISING REVENUE

(\$ in millions)



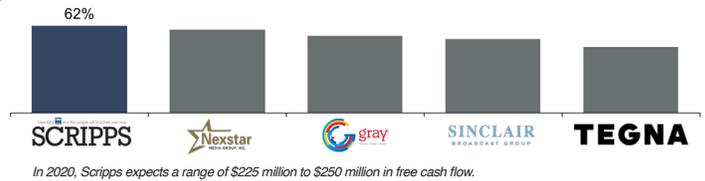
The E.W. Scripps Company (NASDAQ: SSP) advances understanding of the world through journalism. As the nation's fourth-largest independent TV station owner, Scripps operates 60 television stations in 42 markets. Scripps empowers the next generation of news consumers with its multiplatform news network Newsy and reaches growing audiences through broadcast networks including Bounce and Court TV. Shaping the future of storytelling through digital audio, Scripps owns top podcast company Stitcher and Triton, the global leader in technology and measurement services. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

STRATEGIC SPENDING ON TV STATIONS, NATIONAL GROWTH BUSINESSES & SHAREHOLDER RETURNS

LOCAL MEDIA ACQUISITIONS	\$1.2 BILLION
NATIONAL MEDIA ACQUISITIONS	\$150 MILLION
SHARE REPURCHASES IN 2018	\$32 MILLION
ANNUAL DIVIDENDS	\$16 MILLION

Our total debt was \$1.95 billion. We are placing high priority on reducing that debt quickly.

INDUSTRY-LEADING FREE CASH FLOW CONVERSION



In 2020, Scripps expects a range of \$225 million to \$250 million in free cash flow.

LARGE LOCAL AND NATIONAL MEDIA SEGMENTS



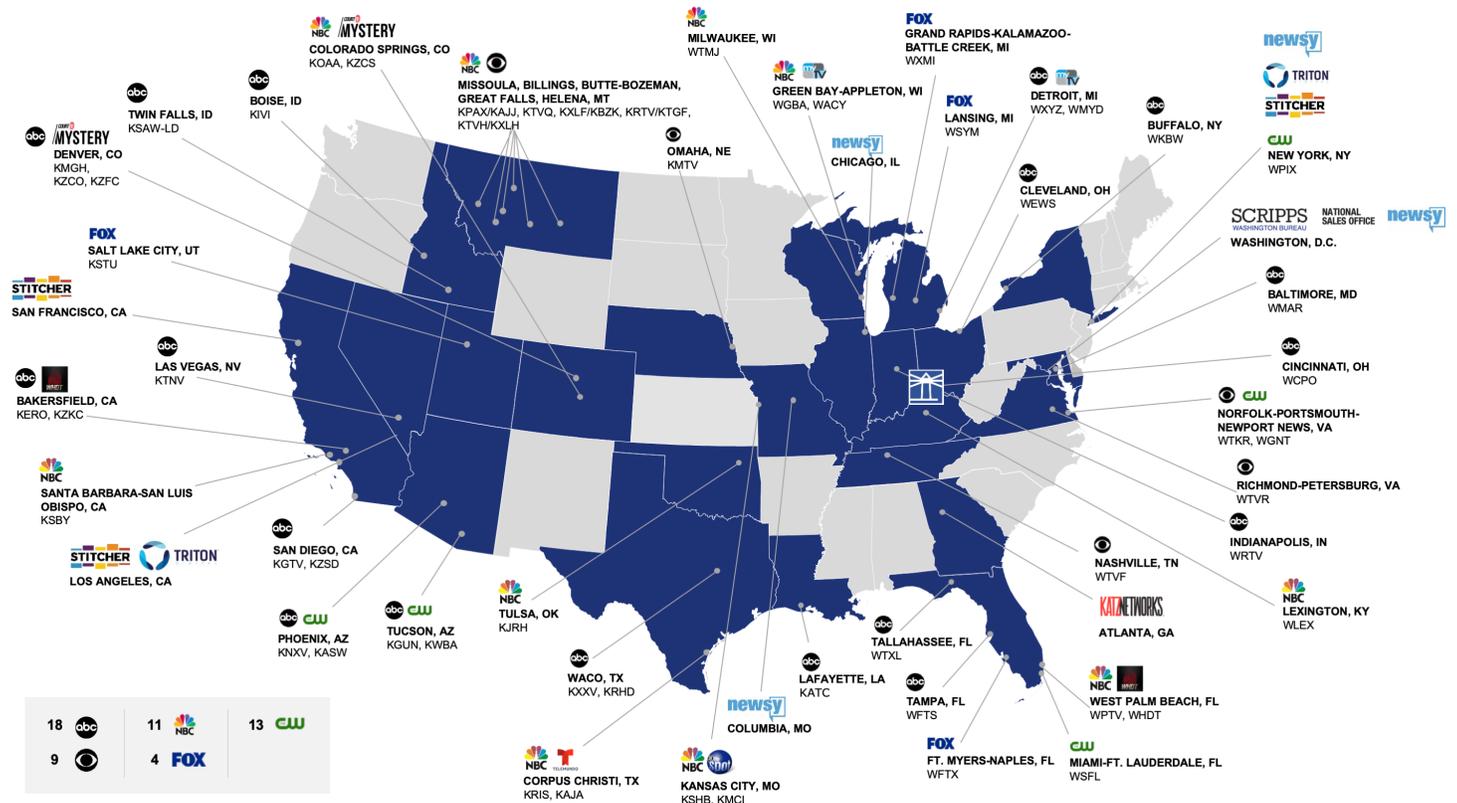
- Attractive 60-station portfolio with a diverse network affiliate mix, including nine markets with two stations
- No. 1 or No. 2-rated stations by revenue in 16 of 42 markets
- Reaching 31% of TV households
- Well-respected digital brands and broad over-the-top TV distribution

- Projecting more than \$500 million in division revenue in 2021
- National reach with opportunity to continue to broaden distribution
- Rapidly expanding marketplaces that capitalize on the changing media landscape, driven by new consumer behaviors
- Moving from direct response to more lucrative general-market advertising to drive revenue growth and profitability





SCRIPPS ADDED FINANCIAL DURABILITY AND REACH WITH 60 LOCAL TELEVISION STATIONS IN 42 MARKETS AND OPERATES FOUR NATIONAL MEDIA BUSINESSES IN GROWING MARKETPLACES



FINANCIAL RESULTS BY DIVISION (IN THOUSANDS)

Local Media* (in millions)	2019				2018			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Core	\$198.5	\$184.9	\$192.6	\$174.7	\$189.6	\$178.4	\$193.7	\$178.8
Political	15.2	5.5	2.5	1.2	114.3	56.7	22.0	3.4
Retransmission	110.7	109.4	112.4	113.7	107.8	108.0	103.5	100.3
Other	5.9	5.5	5.3	5.6	5.2	5.3	5.9	4.9
Total operating revenue	330.3	305.3	312.7	295.2	417.0	348.4	325.1	287.4
Total segment costs & expenses	250.6	256.2	252.2	246.2	264.9	256.4	249.5	237.9
Segment profit	79.7	49.1	60.5	49.0	152.0	92.0	75.7	49.5

National Media (in millions)	2019				2018			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Katz	\$64.6	\$55.5	\$56.5	\$50.4	\$49.7	\$46.5	\$47.0	\$42.7
Stitcher	21.4	18.9	17.1	15.1	16.7	13.4	10.0	11.0
Triton	10.7	10.0	9.9	10.5	3.3	-	-	-
Newsy	13.3	9.9	11.4	8.4	9.2	5.7	6.0	3.7
Other	3.1	2.8	3.6	3.0	6.5	6.2	5.3	3.4
Total operating revenues	113.1	97.2	98.5	87.3	85.5	71.8	68.2	60.7
Total segment costs & expenses	105.9	91.9	91.9	82.4	78.5	68.9	66.2	58.7
Segment profit	7.2	5.3	6.6	4.9	7.0	2.8	2.0	2.0

*This table is based on adjusted combined historical results that do not necessarily reflect what the historical results would have been and are not necessarily indicative of future results. We provided non-GAAP supplemental information for certain revenues and expenses for prior-year periods on an adjusted combined basis in order to illustrate what Scripps operations would have been had its 2019 transactions been effective at the beginning of 2018. Refer to the Supplemental Information section of our most recent press release tables for details of the assumptions contained in them.