

THE E.W. SCRIPPS COMPANY  
INVESTMENT HIGHLIGHTS  
SPRING 2022

**SCRIPPS**

S A F E H A R B O R  
D I S C L O S U R E

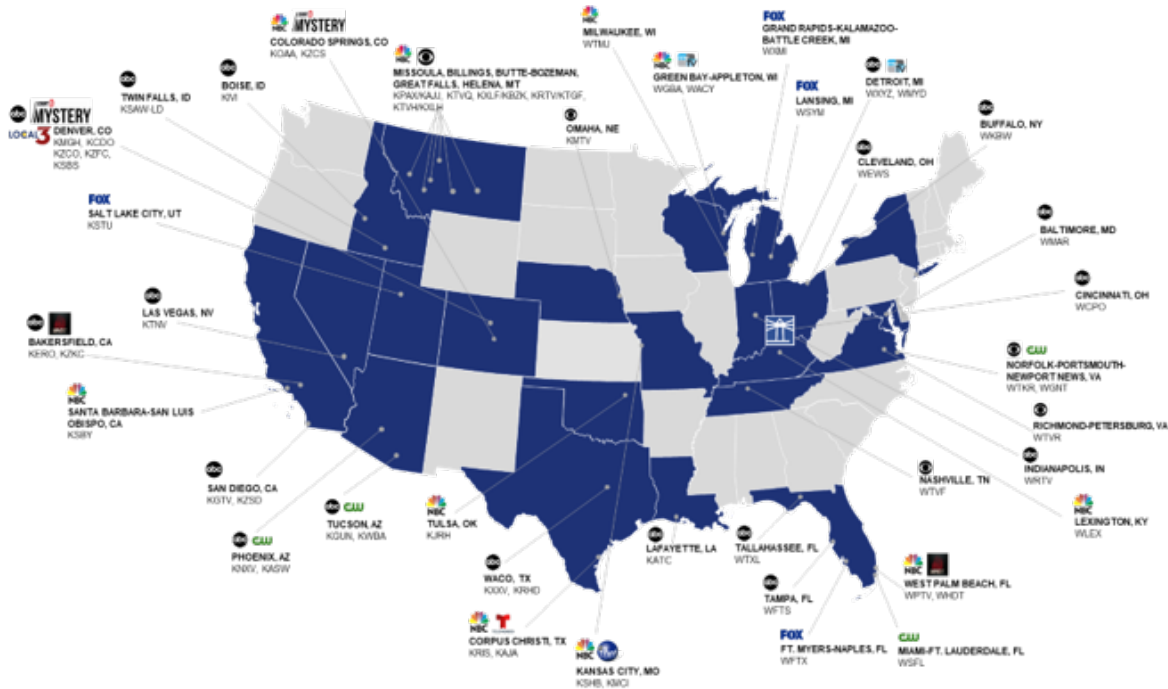
This document contains certain forward-looking statements related to the company's businesses that are based on management's current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions that could cause actual results to differ materially from the expectations expressed in forward-looking statements. Such forward-looking statements are made as of the date of this document and should be evaluated with the understanding of their inherent uncertainty.

Included in this presentation are certain non-GAAP (generally accepted accounting principles) financial measures, in particular adjusted EBITDA, and are provided as supplements to assist management and the public in their analysis and valuation of the company. These metrics are not formulated in accordance with GAAP, are not meant to replace GAAP financial measures and may differ from other companies' uses or formulations. A reconciliation of non-GAAP financial measures to GAAP measures reported in our financial statements is included in the appendix. Please refer to Scripps' Feb. 25, 2022, earnings release for historical tables reconciling our non-GAAP measures.

A detailed discussion of principal risks and uncertainties, including those engendered by the COVID-19 pandemic, that may cause actual results and events to differ materially from such forward-looking statements is included in the company's form 10-K on file with the SEC, in the section titled "risk factors." The company undertakes no obligation to publicly update any forward-looking statements to reflect events or circumstances after the date such statements are made.

# SCRIPPS IS NOW ONE OF THE NATION'S LARGEST LOCAL AND NATIONAL NEWS AND ENTERTAINMENT COMPANIES

## Local Media Division



Scripps' Local Broadcast Group is comprised of 61 stations from coast to coast, including 42 Big Four network affiliates and 10 duopolies. Revenue in 2021 was \$1.3 billion.

## Scripps Networks Division



The Scripps Networks group is comprised of nine news and entertainment networks that each reach nearly all U.S. TV households over the air and will be distributed on all the major connected TV platforms by later this year. Revenue in 2021 was \$959 million.

IN 2021, WE  
EXECUTED A PLAN  
THAT HAS IMPROVED  
OUR FINANCIAL  
PERFORMANCE AND  
SET UP LONG-TERM  
GROWTH

**In 2021:**

- We met or exceeded our guidance all four quarters, now totaling 13 consecutive quarters (not including those where we suspended guidance due to the pandemic).
- Our Local Media core revenue for the third and fourth quarters exceeded and met, respectively, their comparable 2019 quarters.
- The Scripps Network division finished above a 40% margin, even with the launch of three new OTA networks.
- We renewed our network affiliation agreements with NBC, CBS and CW in 2021 at favorable terms.
- We sold Triton, a non-core asset, in Q1 2021 for \$230 million.
- Our company free cash flow finished above \$280 million for the year, which exceeds the top end of our revised guidance of \$265 million.



## OUR FINANCIAL RESULTS DEMONSTRATE THE VALUE WE HAVE CREATED FOR OUR SHAREHOLDERS

- Total shareholder return over the last four years: 71%
- Year-to-date stock price up 9.1% compared to S&P 500 down 9.3%
- Year-to-date stock price up 9.1% versus local broadcast peer group up 5.9%
- Our two-year average adjusted-combined profit (adjusted EBITDA) was \$672 million for the 2020-21 period. We are converting approximately 50% of adjusted-combined profit to free cash flow. *(We use two years to account for the large amount of political advertising revenue we receive in election years.)*

SCRIPPS HAS BALANCED SHORT-TERM EXCELLENCE WITH LONGER-TERM GROWTH,  
AND OUR RESULTS DEMONSTRATE THE BENEFITS TO SHAREHOLDERS



**“While so many other players in the television ecosystem are focused on the streaming wars, spending tens of billions of dollars in a battle for a finite share of the consumer’s wallet, when you think of The E.W. Scripps Company, I want you to think of the power of free, ad-supported television.**

**“During 2022, expect to see Scripps continue to focus on further expansion into the fast-growing connected TV marketplace across all of our local and national brands.”**

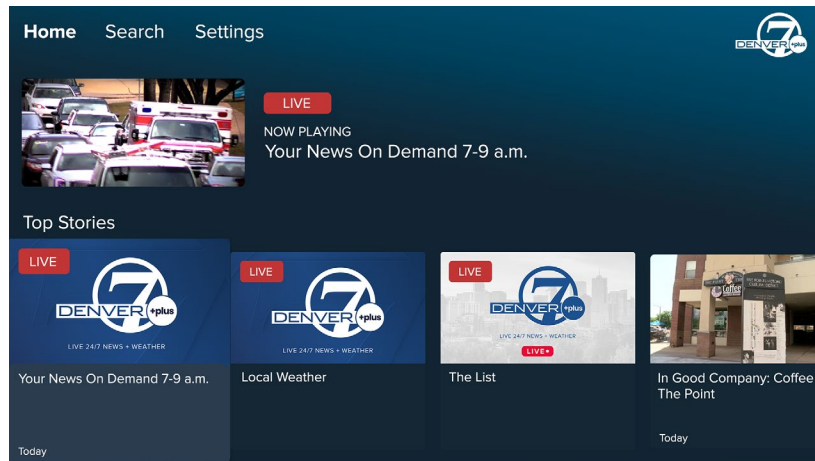
**--Adam Symson, Scripps President & CEO  
Feb. 25, 2022**

# SCRIPPS INTENDS TO CAPITALIZE ON THE GROWING CTV MARKETPLACE AS IT EXTENDS ITS LEADERSHIP IN FREE, AD-SUPPORTED TV



- Connected TV refers to any television delivered through the Internet.
  - Apps on smart TVs such as Netflix, Pluto and YouTube TV
  - Apps or services that come with your TV, such as Samsung TV Plus and Vizio Watch Free
  - Hardware devices such as Roku; and gaming consoles such as Xbox that deliver programming
- Connected TV can be free, ad-supported TV (FAST), advertising video on demand (AVOD) and subscription on demand (SVOD).

# ALL OF SCRIPPS' LOCAL NETWORK-AFFILIATED TV STATIONS AND FLORIDA 24 HAVE A PRESENCE ON CONNECTED TV PLATFORMS SUCH AS ROKU AND APPLE TV










A view of the KGMH-Denver station interface on Amazon's Fire TV



- Each market has a 24/7 news and weather streaming channel as the primary product.
  - Live newscast streams
  - On-demand newscast videos
  - Hybrid local/national newscasts and breaking news coverage
  - 24/7 dedicated weather streams
- We reach audiences through **platforms** such as Roku and **services** such as Tubi TV.
- Local Media brands served an audience of about **500,000** unique individuals about **3 million hours** of our programming in January.
- We're bringing connected TV advertising to local advertisers through our proprietary Scripps Octane solution.

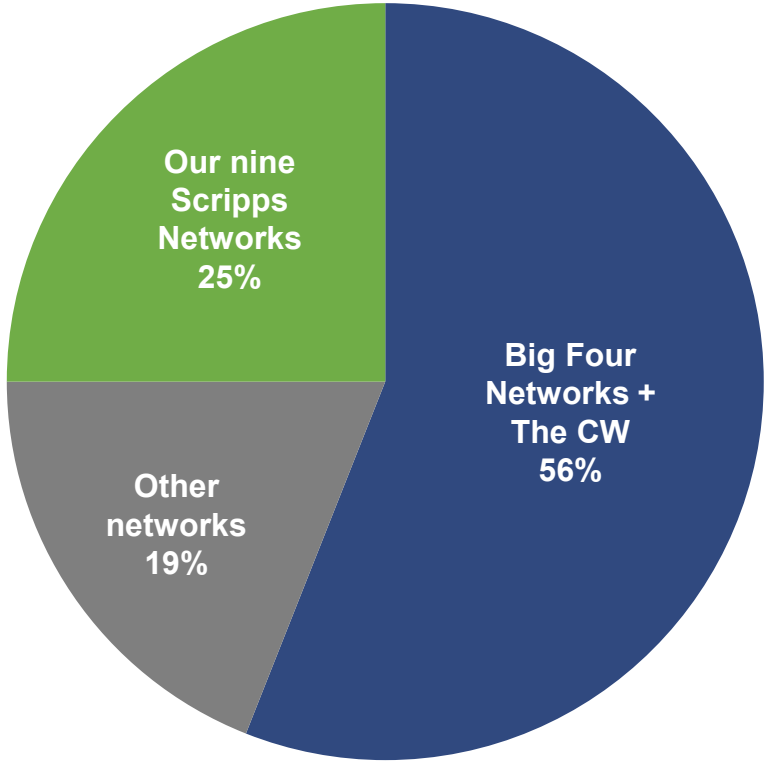


# WE ALSO HAVE AN AGGRESSIVE LAUNCH PLAN FOR THE SCRIPPS NETWORKS ON MAJOR CONNECTED TV SERVICES THIS YEAR

							
<b>Samsung TV Plus</b>	LIVE	LIVE	LIVE	LIVE	SPRING	SUMMER	SUMMER
<b>Vizio WatchFree+</b>	LIVE	LIVE	LIVE	SPRING	SPRING	SUMMER	SUMMER
<b>Roku Channel</b>	LIVE	SPRING	SPRING	SPRING	SPRING	SUMMER	SUMMER
<b>Xumo</b>	LIVE	LIVE	SPRING	SPRING	SPRING	SUMMER	FALL
<b>Tubi</b>	LIVE	SPRING	SPRING	SPRING	SPRING	SUMMER	SUMMER
<b>TCL</b>	LIVE	SPRING	LIVE	LIVE	SPRING	SUMMER	SUMMER
<b>iMDB TV</b>	SPRING	SPRING	SPRING	SPRING	SPRING	SUMMER	SUMMER
<b>Amazon News</b>	LIVE	LIVE	N/A	N/A	N/A	N/A	N/A

BECAUSE WE ARE LEADERS IN OVER-THE-AIR NETWORKS,  
SCRIPPS ALSO PLANS TO ACCELERATE GROWTH OF OTA VIEWING

SHARE OF NATIONAL NETWORK VIEWING WITHIN THE OTA UNIVERSE:  
PRIMETIME, TOTAL VIEWERS 2021



Source: Nielsen through Q3 '21. Reflects Live+3 viewing for Total Viewers 2+ within "broadcast-only households" for Mon-Sat 8-11p/Sun 7-11p. Includes nationally-telecast programming only (i.e., excludes local slots). Excludes Spanish-language networks. Not all multicast networks were measured by Nielsen in all years.

# OUR FREE TV CONSUMER MARKETING PROJECT WILL DRIVE GROWTH IN THE OVER-THE-AIR MARKETPLACE TO BENEFIT SCRIPPS

## OUR FOUR OBJECTIVES FOR THE FREE TV PROJECT



1 Drive consumer awareness, consideration and use of OTA



2 Improve consumers' experience



3 Support Scripps' efforts to drive viewership and stronger monetization of our broadcast signals



4 Foster constant learning and innovation focused on the television consumer and key stakeholders in the ecosystem

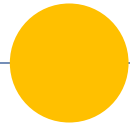
# THE CONSUMER EXPERIENCE WILL GUIDE OUR STRATEGY FOR THE FREE TV PROJECT

## THE CONSUMER MARKETING JOURNEY



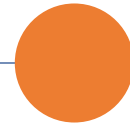
### AWARENESS

- Drive awareness for OTA as a complement to existing TV viewing methods
- Encourage consumer trends in “bundling” TV services
- Educate consumers on the compelling benefits of “free TV”



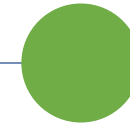
### CONSIDERATION

- Provide the best antenna recommendations and installation access to encourage adoption and use



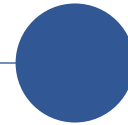
### CONVERSION

- Enable an easy way to purchase and install antennas
- Help consumers get started using OTA and encourage viewership



### LOYALTY

- Provide access to compelling consumer content on OTA
- Promote the Scripps Networks and Local Media programming



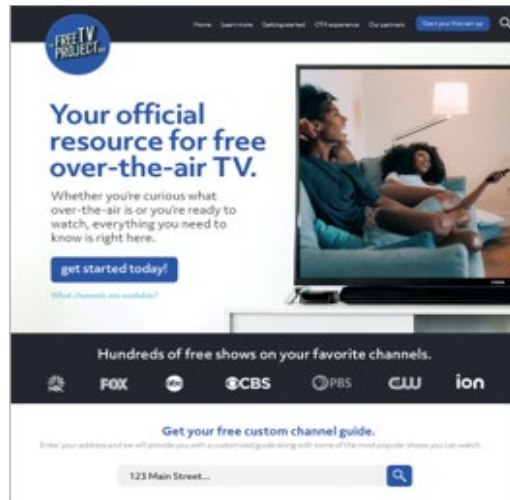
### ADVOCACY

- Leverage OTA users to advocate and influence others to adopt

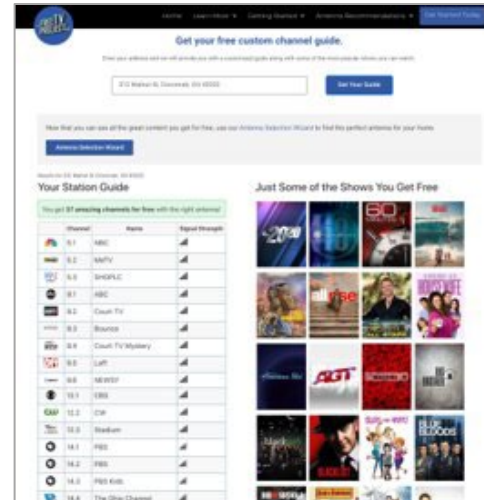
# WE CREATED THE FREE TV PROJECT WEBSITE AS ONE WAY TO INCREASE CONSUMER AWARENESS



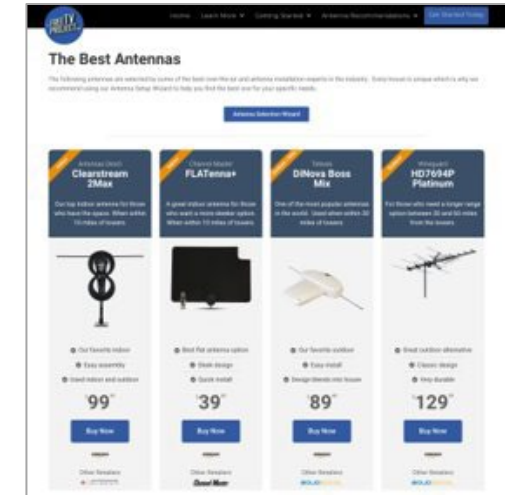
**Education:**  
Informational resource  
about all things OTA



**Trial:**  
Personalized station guide  
and show availability in a  
consumer's area



**Adoption:**  
Customized antenna  
recommendations and  
ability to buy



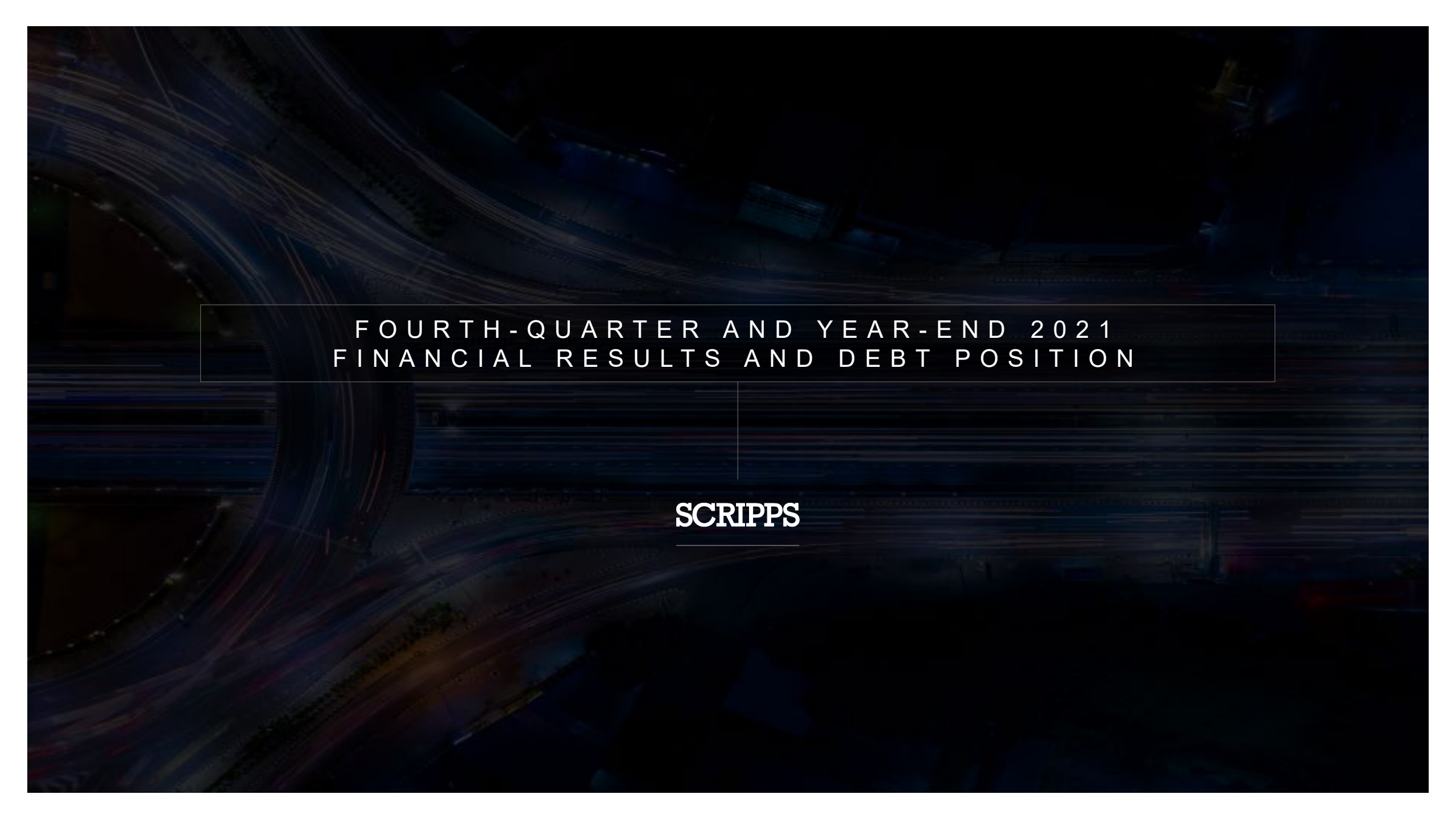
WE ALSO ARE BUILDING PARTNERSHIPS WITH LIKEMIND ORGANIZATIONS  
TO INFLUENCE THE CONSUMER EXPERIENCE

ANTENNA AND  
TV ACCESSORIES  
MANUFACTURERS

RETAILERS

ROOF-TOP ANTENNA  
INSTALLERS





FOURTH-QUARTER AND YEAR-END 2021  
FINANCIAL RESULTS AND DEBT POSITION

**SCRIPPS**

## AFTER RECORD NON-ELECTION-YEAR FREE CASH FLOW, SCRIPPS TURNS TO BIG POLITICAL-YEAR EXPECTATIONS

- Local Media adjusted-combined **core advertising grew by 8% in the fourth quarter**, reaching 2019 levels for the second consecutive quarter. Sales execution and new category growth continued to provide a tailwind to financial results.
- Scripps Networks delivered full-year 2021 adjusted-combined **revenue growth of 13% and a margin of 41%** – outpacing expectations for its first full year of operations while investing in growth initiatives.
- Scripps’ national entertainment network **Bounce grew its audience by 24%** among viewers 25-54 in the fourth quarter. For the first time ever, in the fourth quarter Bounce outperformed cable network BET among total viewers (total-day basis). In addition, the Bounce XL streaming service launched last fall and is already garnering more than 1.1 million hours of monthly viewing.
- In 2021, Scripps paid down a total of **\$581 million in debt**. The company expects to continue its path of significantly paying down debt in 2022.
- The company ended full-year 2021 by **delivering \$280 million in free cash flow**, compared to early 2021 guidance whose range midpoint was \$225 million.



## LOOKING AHEAD: FOURTH-QUARTER AND FULL-YEAR GUIDANCE

- Local Media Q1 **core advertising** looks to be up in the low-single digit percent range, year over year. Total Local Media revenue also is expected to be up low single digits.
- **Retransmission revenue for the full year 2022** is expected to be up high single digits over 2021. About 21% of our households renew this year and about 75% in 2023.
- **Scripps Networks advertising revenue** is expected to grow about 10% in Q1.
- Q1 shared **services costs** are expected to be about \$24 million due to seasonal benefits payouts.
- **Free cash flow** is expected to be \$400-\$450 million. At the midpoint, that works out to about 55 percent free cash flow conversion and would represent the highest amount of free cash flow this company has delivered since we spun off our cable networks in 2008.
- We expect a debt ratio of about 4-times by the end of 2022 - a whole turn ahead of where we had expected to be by year end when we closed the ION deal – due mainly to expected political ad revenue.

# AFTER SEVERAL YEARS OF TRANSFORMATION AND VALUE CREATION, SCRIPPS IS A FULL-SCALE TV ENTERPRISE AND POWERFUL ECONOMIC ENGINE

## Investment Highlights

- Generating significant free cash flow through our powerful consumer brands in growing marketplaces
- Capturing the greatest value in the Local Media division from the growing ecosystem of political advertising revenue and expanding local broadcast retransmission rates
- Capitalizing on the resilient national advertising marketplace and our owned-and-operated distribution to grow revenue and expand margins in the Scripps Networks division
- Helping set the course for the future of broadcast television as the largest holder of spectrum in the U.S.
- Strengthening our balance sheet through continued de-leveraging
- Creating an opportunity for us to control our own destiny

# SCRIPPS

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# APPENDIX: GAAP RECONCILIATION

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**NON-GAAP INFORMATION**

In addition to results prepared in accordance with GAAP, this earnings release discusses free cash flow, a non-GAAP performance measure that management and the company's Board of Directors uses to evaluate the performance of the business. We also believe that the non-GAAP measure provides useful information to investors by allowing them to view our business through the eyes of management and is a measure that is frequently used by industry analysts, investors and lenders as a measure of valuation for broadcast companies. Free cash flow is calculated as non-GAAP Adjusted EBITDA (as defined below), plus reimbursements received from the FCC for repack expenditures, less capital expenditures, preferred stock dividends, interest payments, income taxes paid (refunded) and contributions to defined retirement plans. Adjusted EBITDA is calculated as income (loss) from continuing operations, net of tax, plus income tax expense (benefit), interest expense, losses on extinguishment of debt, defined benefit pension plan expense (income), share-based compensation costs, depreciation, amortization of intangible assets, loss (gain) on business and asset disposals, mark-to-market losses (gains), acquisition and integration costs, restructuring charges and certain other miscellaneous items. A reconciliation of these non-GAAP measures to the comparable financial measure in accordance with GAAP is as follows:

(in thousands)	Three Months Ended December 31,		Years Ended December 31,	
	2021	2020	2021	2020
Income from continuing operations, net of tax	\$ 52,817	\$ 114,301	\$ 115,899	\$ 153,564
Provision for income taxes	22,323	37,459	71,189	55,456
Interest expense	38,259	22,810	165,164	92,994
Loss on extinguishment of debt	1,572	—	15,347	—
Defined benefit pension plan expense	93	1,075	343	4,388
Share-based compensation costs	4,006	3,863	22,334	14,015
Depreciation	15,048	12,101	58,357	50,416
Amortization of intangible assets	24,530	14,208	103,565	56,739
Losses (gains), net on disposal of property and equipment	679	(67)	(30,275)	661
Acquisition and related integration costs	4,791	2,619	40,373	18,678
Restructuring costs	—	—	9,436	—
Gain on sale of Triton business	—	—	(81,784)	—
Losses on stock warrant	—	—	99,118	—
Miscellaneous, net	8,585	(1,864)	15,469	(2,914)
Adjusted EBITDA	172,703	206,505	604,535	443,997
Capital expenditures	(16,181)	(7,360)	(62,378)	(46,477)
Proceeds from FCC Repack	1,864	9,201	20,062	28,365
Preferred stock dividends	(12,000)	—	(45,067)	—
Interest paid	(15,441)	(16,951)	(126,257)	(82,532)
Income taxes refunded (paid), net of tax indemnification reimbursements	(27,660)	13,656	(85,621)	13,222
Contributions for defined retirement plans	(257)	(3,401)	(25,117)	(33,869)
Free cash flow	\$ 103,028	\$ 201,650	\$ 280,157	\$ 322,706