Investor Presentation

September 21, 2012
Compelling Investment

Core Competencies:
- Content creation
- Marketing
- Distribution

Diversified businesses:
- Platform
- Geography

Financial strength:
- Operating leverage
- Low capital requirements

✓ Developing transformative long-term growth opportunity based on:
  - WWE as one of the strongest commercial brands worldwide
  - The rising value of content (especially content with broad appeal) & with the proliferation of distribution alternatives

✓ Strategy focused on:
  - Expanding content/distribution
  - Accelerating international expansion
Regardless of the specific measure, statistics demonstrate that WWE is among the strongest commercial brands worldwide

**Social Media Powerhouse**

- **72+ million** Facebook fans; added nearly 3 million fans in June
- More Facebook fans than: NFL, Pepsi, ESPN and NASCAR among others
- John Cena has more than **12 million** fans and is the **#3 most followed American athlete** (behind only Michael Jordan and Kobe Bryant)
- **28+ million** Twitter followers, more than UFC, FIFA, Discovery Channel and Coca-Cola; added nearly **2 million** in June

**Leader on Trendrr**

- **RAW** is consistently among the top cable / broadcast shows
- **Smackdown** is the **#1** cable show on Friday nights

**TV Ratings Juggernaut**

- **RAW** is consistently in the **top 10 most watched** shows on cable
- **1000th episode** of **RAW** aired in July
- **Smackdown** has been Syfy’s **most watched** show since 2010 debut

**Digital Powerhouse**

- **13+ million** unique visitors every month
- Over **1 billion** video views on YouTube
- More visitors than: Sony, Match.com, Perez Hilton.com, NASCAR, and Oprah.com

Sources: Facebook and Twitter counts as of June 2012. TrendrrTV July 2011 – January 2012; based on Facebook, Twitter, Get Glue and Miso activity. ComScore 2/12. Nielsen, Primetime
WWE content is immensely popular among a broad, diversified audience

**Audience Composition**

- Male: 5,100,000
- Female: 9,400,000

**Balanced Age Distribution**

- <18: 28%
- 18-34: 24%
- 35-49: 25%
- 50+: 23%

**Cross Cultural**

- *Raw* is the **most watched** regularly scheduled entertainment program on primetime cable among Latino viewers

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>% of Viewers</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>65.6%</td>
<td>90</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>18.6%</td>
<td>144</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>21.4%</td>
<td>132</td>
</tr>
<tr>
<td>Other</td>
<td>15.7%</td>
<td>110</td>
</tr>
</tbody>
</table>

Sources: Facebook and Twitter counts as of June 2012. TrendrrTV July 2011 – January 2012; based on Facebook, Twitter, Get Glue and Miso activity. ComScore 2/12. Nielsen, Primetime
WWE’s TV appeal among key demos, adult male viewers and young boys (our future), exceeds that of other popular programming...

- WWE viewership represents the combined average viewers for Raw and SmackDown

Sources: Nielsen Media Research; NBA (ESPN/TNT, 10/26/10-4/13/11); MLB (ESPN, 3/31/11-9/28/11); NHL (Versus, 10/7/10-4/5/11); RAW, SmackDown (12/27/10-12/25/11), Primetime, 9/25/11-12/25/11

Methodology: Sport networks using average audience per cable telecast. Non-sports network using the most watched program on the respective network
... And, more grandparents, baby boomers and gatekeepers watch RAW and SmackDown in primetime than other popular networks

- WWE viewership represents the combined average viewers for Raw and SmackDown

Sources: Nielsen Media Research, Primetime, 9/25/11-12/25/11
Methodology: Sport networks using average audience per cable telecast. Non-sports network using the most watched program on the respective network
While WWE delivers content with strong popular appeal, industry analysis shows that the value of content is expected to increase.

The value of content, as measured by network advertising and subscription revenue is expected to increase at approximately 5% through 2016.

Source: SNL Kagan
WWE’s Business model draws strengths from product and geographic diversity

• Increased diversification of revenue sources, as International and Consumer Product licensing revenues have grown as parts of total revenue.

Note: Graph is not to scale and for descriptive purposes only.
Over the past five years, WWE improved EBITDA margins from 18% to 20%, while revenue increased at an average rate of 3%.

- High operating leverage
- Low maintenance capital requirements
- In 2009, WWE delivered an 11% increase in earnings and improved operating margins from 16% to 19%
- In 2010 and despite economic headwinds, WWE expanded its EBITDA margin by 40 basis points
- In 2011, while developing new content and distribution platforms, our financial results were negatively impacted by our films business and our strategic decision to withhold several hours of content

With enhanced financial discipline . . .

Capitalize on growth opportunities . . .

* Note: 2006-2010 financials are as reported. 2011 as reported EBITDA results were impacted by weak film performance and the strategic decision to withhold several hours of previously licensed television content for distribution on other platforms. A “normalized” EBITDA margin, adjusting for these factors would be 19%
Based on high operating leverage, the expansion of TV/Digital content has significant potential to drive growth....

<table>
<thead>
<tr>
<th>Segment</th>
<th>Revenue1 ($M)</th>
<th>Profit Margin1 (%)</th>
<th>Operating Leverage</th>
<th>Growth</th>
<th>Risk</th>
<th>Capital Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Events and Venue Merchandise</td>
<td>123.0</td>
<td>27.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>131.5</td>
<td>42.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay-Per-View</td>
<td>78.3</td>
<td>52.0</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Licensing</td>
<td>54.4</td>
<td>74.1</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Home Video</td>
<td>30.4</td>
<td>49.7</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Digital Advertising &amp; Content Licensing</td>
<td>12.5</td>
<td>52.0</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Shop</td>
<td>15.6</td>
<td>19.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studios</td>
<td>20.9</td>
<td>NM</td>
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</tr>
</tbody>
</table>

1. 2011 revenue breakdown shown
Execution of our content/distribution strategy holds tremendous potential for growth

- Transformative long-term growth is based on:
  - WWE's strength as a global consumer brand
  - The rising value of content
- The expansion of content and increased media sales are important determinants of WWE's expected performance

Note: Graph is not to scale and for descriptive purposes only
Key Strategic initiatives target product and market growth as defined by our strategic framework

- WWE’s Key Strategic initiatives include:
  1) Network Launch
  2) Content Expansion
  3) Brand/Audience Development
  4) Acceleration of international growth
  5) Product innovation

- Conservative balance sheet – >$170 million in cash & investments and virtually no debt – and heightened financial discipline allows the Company to invest, withstand shocks and fund growth

- Diversified platform growth, both product and geographic, combined with effective cost management drives value creation

<table>
<thead>
<tr>
<th>Products</th>
<th>Markets/Customers</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td><strong>Diversification</strong></td>
<td><strong>Value</strong></td>
</tr>
<tr>
<td></td>
<td>• New Content Initiatives, including a potential WWE Network</td>
<td>• Live event pricing</td>
</tr>
<tr>
<td></td>
<td>• New film model</td>
<td>• TV Specials</td>
</tr>
<tr>
<td></td>
<td>• M&amp;A</td>
<td>• PPV pricing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Better licensing terms</td>
</tr>
<tr>
<td>Existing</td>
<td><strong>Innovation</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• New Product Innovation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Expansion of Content</td>
<td></td>
</tr>
</tbody>
</table>

**Global**
- Mexico
- Brazil, Russia, India & China
- Key Partner market penetration

**Geographic Expansion**

**Platform Expansion**
2012 anticipates a dramatic expansion in content to support our long-term growth and diversification

2012 Expansion of content includes:

- Production of 150+ hours of compelling new content for television and digital distribution

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retrospective Original Programming</td>
<td>New series utilizing WWE's 100K hour library (e.g. WrestleMania Rewind and The Monday Night Wars)</td>
</tr>
<tr>
<td>Historical Programming</td>
<td>Creative programs based on WWE's home entertainment and SVOD library</td>
</tr>
<tr>
<td>Reality Series</td>
<td>Extension of WWE's pioneering reality series Tough Enough, such as Legend's House</td>
</tr>
<tr>
<td>Original Shortform Series</td>
<td>Nine original series, such as &quot;Are you Serious&quot; and &quot;Santino's Foreign Exchange&quot; produced for YouTube</td>
</tr>
<tr>
<td>Live Original Programming</td>
<td>Additional hours of in-ring content</td>
</tr>
</tbody>
</table>

- Development of Theatrical/Direct-to-DVD movie releases, including
  - Leprechaun: Origins, Co-financed and co-produced with Lionsgate
  - Marine: Homefront, Co-financed and co-produced with Fox
  - Dead Man Down, Co-financed and co-produced with IM Global
  - The Hive, Co-financed and co-produced with Troika Pictures
WWE has driven average revenue growth of 12% from international markets based on the expansion of TV rights fees and live events

- Approximately 28% of the Company’s revenue is generated from international sources
- Established markets include UK, France
- Developing presence in Mexico and the BRIC countries
- Top Markets:
  - **EMEA**
    - UK, France and Germany
  - **APAC**
    - Australia, India, Japan and South Korea
  - **Latin America**
    - Mexico

**By Business**

2004-2011 CAGR: +11.6%

<table>
<thead>
<tr>
<th>Year</th>
<th>Live Events (Includes Venue Merch)</th>
<th>Television</th>
<th>Pay-per-view (Includes WWE Classics On Demand)</th>
<th>Consumer Products</th>
<th>Digital Media/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>62.0</td>
<td>13.0</td>
<td>1.0</td>
<td>127.1</td>
<td>10.7</td>
</tr>
<tr>
<td>2009</td>
<td>23.6</td>
<td>39.0</td>
<td>11.7</td>
<td>31.4</td>
<td>42.5</td>
</tr>
<tr>
<td>2010</td>
<td>15.0</td>
<td>45.4</td>
<td>42.6</td>
<td>135.2</td>
<td>4.6</td>
</tr>
<tr>
<td>2011</td>
<td>27.1</td>
<td>47.5</td>
<td>12.5</td>
<td>133.4</td>
<td>26.3</td>
</tr>
</tbody>
</table>

**By Geography**

2004-2011 CAGR: +11.6%

<table>
<thead>
<tr>
<th>Year</th>
<th>Europe, Middle East &amp; Africa (EMEA)</th>
<th>Asia Pacific (APAC)</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>62.0</td>
<td>22.4</td>
<td>1.2</td>
</tr>
<tr>
<td>2009</td>
<td>38.4</td>
<td>32.1</td>
<td>19.4</td>
</tr>
<tr>
<td>2010</td>
<td>82.5</td>
<td>35.6</td>
<td>80.3</td>
</tr>
<tr>
<td>2011</td>
<td>76.3</td>
<td>38.7</td>
<td>18.6</td>
</tr>
</tbody>
</table>
As part of our growth strategy, we are focused on developing emerging, high growth markets and **accelerating our international growth**.

- Historic country development cycle has been approximately 10+ years and dependent on macroeconomic conditions, infrastructure, technological capabilities and cultural tastes.
- In 2004 (~6 years after entering the market), WWE’s business in France generated $250K. In 2011, WWE generated ~$16M in France.

**Note:** Graph is not to scale and for descriptive purposes only.

**WWE global adoption curve**
Product innovation continues to leverage WWE brand strength

- Integrating social media in all of our content
- New toy products with Mattel – e.g. Flex Force and Brawlin’ Buddies
- New online games and applications
- New WWE.com interactive website
- New TV/Digital content retrospective original reality series and historical programs

Planned product innovations build on recent successes:
- Toy product: WWE Rumblers (introduced Spring 2011)
- TV show: Tough Enough (debuted April 2011)
- Video game: WWE All Stars (launched Q1 2011)
To increase efficiency, WWE has raised prices, improved commercial terms and executed broader restructuring

- In late 2008, the Company made a commitment to lower its cost base

- Continue to review pricing opportunities
  - Live Events: Raised live event ticket prices in 2010 and top tier prices in 2012
  - Live events: Enhancing live event production value
  - Pay-per-View: Implemented PPV price increase from $39.95 to $44.95 in 2010
- Maintain focus on cost
  - Restructured organization in 2009 reducing headcount by 10%
- Evaluate better commercial terms with business partners on ongoing basis

Note: Direct and Variable expenses include Depreciation and Amortization expense
Capital Structure: Our objective is to strike the right balance between returning capital to shareholders and investing in our future

- Over the 2008 to 2010 period, WWE’s dividend represented a payout exceeding 160% of Free Cash Flow and Net Income

- In 2011, we adjusted our quarterly dividend to $0.12 (~$35mm per year) to align our payout with our earnings and cash flow. (~70% of these measures)

<table>
<thead>
<tr>
<th>WWE Free Cash Flow ($M)</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2006 - 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cumulative</td>
</tr>
<tr>
<td>Ex-Films Free Cash Flow</td>
<td>$18.2</td>
<td>$102.8</td>
<td>$64.6</td>
<td>$185.7</td>
</tr>
<tr>
<td>Films Free Cash Flow</td>
<td>($8.5)</td>
<td>$8.0</td>
<td>($33.0)</td>
<td>($33.5)</td>
</tr>
<tr>
<td>WWE Free Cash Flow</td>
<td>$9.7</td>
<td>$110.9</td>
<td>$31.6</td>
<td>$152.2</td>
</tr>
</tbody>
</table>

1Data shown for companies where I/B/E/S long-term growth rate is available; sample set includes 758 companies
2Current payout based on 3 year historical FCF of approximately $50 million annually
3Excludes WWE
## Strong Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Years at WWE</th>
<th>Previous Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vincent K. McMahon</td>
<td>Chairman &amp; CEO</td>
<td>Founder</td>
<td>NY Times, Praxair and Time Warner</td>
</tr>
<tr>
<td>George Barrios</td>
<td>Chief Financial Officer</td>
<td>4+</td>
<td>NY Times, Praxair and Time Warner</td>
</tr>
<tr>
<td>Michelle D. Wilson</td>
<td>Chief Marketing Officer</td>
<td>3+</td>
<td>USTA, XFL, NBA and Nabisco</td>
</tr>
<tr>
<td>Michael Luisi</td>
<td>President, Studios &amp; General Counsel</td>
<td>2+</td>
<td>Miramax Films</td>
</tr>
<tr>
<td>Stephanie McMahon</td>
<td>EVP, Creative &amp; Operations</td>
<td>11+</td>
<td></td>
</tr>
<tr>
<td>Kevin Dunn</td>
<td>EVP, TV Production</td>
<td>21+</td>
<td></td>
</tr>
<tr>
<td>Paul “Triple H” Levesque</td>
<td>EVP, Talent Development</td>
<td>16+</td>
<td></td>
</tr>
<tr>
<td>Will Staeger</td>
<td>EVP, Television Production</td>
<td>&lt;1</td>
<td>Dick Clark Productions and ESPN</td>
</tr>
<tr>
<td>Casey Collins</td>
<td>EVP, Consumer Products</td>
<td>&lt;1</td>
<td>MGA Entertainment, Lucasfilm</td>
</tr>
<tr>
<td>Eric Pankowski</td>
<td>SVP, Creative &amp; Development</td>
<td>&lt;1</td>
<td>Revelle and Warner Brothers</td>
</tr>
<tr>
<td>Michael Weitz</td>
<td>SVP, Investor Relations and FP&amp;A</td>
<td>6+</td>
<td>Time Warner and Dun &amp; Bradstreet</td>
</tr>
</tbody>
</table>
Key Takeaways

- Strong, global brand with passionate fan base
- Attractive long-term business and financial model
  - Proven core competencies, diverse product and geographic footprint, and solid financial strength
  - WWE can achieve meaningful earnings growth by creating and distributing new compelling content
    - Power and presence of the WWE brand
    - Proliferation of distribution alternatives is increasing the value of compelling content
- Experienced management team leading the way
Appendix

- Business profiles
Live Events

Operational Highlights

- 150+ Superstars and Divas under contract
- Two tours – RAW and SmackDown/NXT
- 6 shows per week and 300+ events annually
- 200+ Domestic events and 70-80 International events
- International events have significantly higher attendance (+25%) and average ticket price (~1.5x)

Industry News

- North American “Top 100 Tours” Ticket revenue was up approximately 6.3% in the 2011 while the number of tickets sold was down 2.6%
- North American “Top 100 Tours” average ticket prices increased an estimated 8.8% in 2011

Financial Highlights

Note: Revenue and Profit Contribution in USD millions as of 2011
Television

**Operational Highlights**

- 145 Countries/ 30 Languages
- 13 million viewers/week (U.S.)
- 6 hours of programs produced/week
- 4 original shows – RAW, SmackDown, NXT and WWE Superstars
- Contractual agreements with annual escalators
- Domestic and international revenue split is approximately 2/3 and 1/3 respectively

**Industry News**

- Global TV licensing expected to grow annually by approximately 7% through 2015
- US content providers find global market attractive: cable growth, relaxed restrictions on foreign content, and growing demand from competition among distribution channels
- Technology advancements (e.g., HD channels), transition from analog to digital, and platform expansion (e.g., mobile TV and IPTV) will boost market growth

**Financial Highlights**

**Operating Metrics**

Note: Revenue and Profit Contribution in USD millions as of 2011
Pay-Per-View

Operational Highlights

• 13 events annually
• Annual average of 4+ million buys (2008-2011)
• Suggested domestic retail price - WrestleMania is $54.95 and non-WrestleMania events are $44.95
• Average revenue per buy of $17+

Industry News

• U.S. PPV universe is 89M homes (48m cable, 34M satellite and 7M Telco)
• Domestic PPV market is expected to remain flat in 2012 and decline at 3.5% to $2.6B over a three year period
• Consumer cable bill continues to average over $100 putting downward pressure on PPV buys EF International:
  • Differing levels of PPV adoption
  • Key growth markets include Latin America and India

Financial Highlights

Note: Revenue and Profit Contribution in USD millions as of 2011

Operating Metrics
Licensing

Operational Highlights

- 175+ Licensing Partners – Toys and Video games
- Strong partnerships – Mattel and THQ
- Mattel and THQ – toy and video game licenses account for approximately 2/3 of Licensing revenue
- Worldwide licensing program to create products featuring our marks and logos including toys, video games and apparel

Industry News

- Global video game market is expected to grow 8.2% through 2015 due to online, wireless games and expected new gaming platforms
- Global toys market is dominated by 5 countries (US, Japan, China, the UK and France) that account for more the 50% of the global toys market
- Piracy remains an issue

Financial Highlights

Operating Metrics

Note: Revenue and Profit Contribution in USD millions as of 2011. 2006 Operating Metrics reflect fiscal year 2006
Home Entertainment

Operational Highlights

- Strong partnership – Vivendi Entertainment
- Approximately 30 releases annually - ½ PPV and ½ library content
- 100+ titles in catalog
- All episodic TV content (Raw, SD) is available for distribution
- Distribution of content across all major transactional digital retailers (e.g. iTunes, Amazon)

Industry News

- North America CAGR of 4.8% thru 2015 reaching $33.7B. Global CAGR of 4.3% thru 2015 reaching $64.4B
- Global industry Blu–ray shipments and digital downloads offset DVD declines
- Growing inclination of consumers to rent vs. purchase content

Financial Highlights

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (USD millions)</th>
<th>Profit Contribution (USD millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>49.8</td>
<td>26.6</td>
</tr>
<tr>
<td>2007</td>
<td>55.7</td>
<td>32.0</td>
</tr>
<tr>
<td>2008</td>
<td>58.5</td>
<td>34.2</td>
</tr>
<tr>
<td>2009</td>
<td>39.4</td>
<td>21.6</td>
</tr>
<tr>
<td>2010</td>
<td>32.1</td>
<td>16.0</td>
</tr>
<tr>
<td>2011</td>
<td>30.4</td>
<td>15.1</td>
</tr>
</tbody>
</table>

Gross Units Shipped (000's)

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Units Shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>4,143</td>
</tr>
<tr>
<td>2007</td>
<td>4,034</td>
</tr>
<tr>
<td>2008</td>
<td>4,106</td>
</tr>
<tr>
<td>2009</td>
<td>3,531</td>
</tr>
<tr>
<td>2010</td>
<td>3,559</td>
</tr>
<tr>
<td>2011</td>
<td>3,300</td>
</tr>
</tbody>
</table>

Note: Revenue and Profit Contribution in USD millions as of 2011
Magazine Publishing

**Operational Highlights**

- WWE publishes a WWE Magazine, WWE Specials and WWE Kids magazine
- WWE Magazine and WWE Kids Magazine - 5+ million readers combined
- 20+ books on NY Times Best Seller List

**Industry News**

- Newsstand and subscription sales are expected to remain essentially flat through 2014
- Industry shifts to higher subscription and cover prices to drive profits
- Men’s and Kids categories face a difficult environment with the discontinuation of many titles

**Financial Highlights**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Profit Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>12.4</td>
<td>-9.0 CAGR</td>
</tr>
<tr>
<td>2007</td>
<td>16.5</td>
<td>2.9</td>
</tr>
<tr>
<td>2008</td>
<td>15.4</td>
<td>5.1</td>
</tr>
<tr>
<td>2009</td>
<td>13.5</td>
<td>2.1</td>
</tr>
<tr>
<td>2010</td>
<td>11.0</td>
<td>13.5</td>
</tr>
<tr>
<td>2011</td>
<td>7.7</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Note: Revenue and Profit Contribution in USD millions as of 2011. 2006 Operating Metrics reflect fiscal year 2006
Digital Media

Operational Highlights

• Digital ad sales with above industry average traffic
• Approximately 13 million monthly unique visitors - ~50% international*
• Approximately 300+ million page views on average over the last 3 three years*
• Developing partnerships: Hulu, YouTube and TV.com
• Online e-commerce sales – average revenue per order ~$45+
• Approx. 300K orders annually

Financial Highlights

Industry News

• Total global mobile and internet advertising market expected to increase at 13% CAGR to $130 billion in 2015
• US E-commerce expected increase at 10% CAGR to $260B in 2014 – channel migration and growth in online purchases overall

Operating Metrics

* Excludes affiliate traffic
Note: Revenue and Profit Contribution in USD millions as of 2011
Studios

Operational Highlights

- Pre-2010 releases (“Licensed Film” model)
  - 4 theatrical films and 2 Direct-to-DVD projects
  - Expect film portfolio to surpass break-even profits on an ultimate basis
- Hybrid distribution model:
  - Standard Theatrical - Pre-Sold International
  - Direct-to-DVD
  - Hybrid DVD/Limited Theatrical
  - Film Acquisition/Pre-Buy
- Continuing to refine film model to reduce overall portfolio risk profile and enhance returns, especially through production/distribution partnerships, and co-financing

Financial Highlights

![Financial Highlights Chart]

Note: Revenue and Profit Contribution in USD millions as of 2011

Industry News

- US domestic Theatrical box office flat since 2002 and projected to grow at 6.1% CAGR through 2015 to $15.5B
- International box office has grown at 6% CAGR since 2000. EMEA is expected to grow at 6.8% annually to $14.1 billion in 2015, APAC will grow 11.3% annually to $16.2 billion in 2015, LATAM will grow at 8.9% to $2.5 billion in 2015
- Despite revenue growth, film margins have declined over the last 20 + years

Operating Metrics

![Operating Metrics Chart]
International

Operational Highlights

- Approximately 28% of the Company’s revenues are generated from international sources
- Revenue from outside the U.S. grew at an average of 6% per year (2006-2010);
- Key sources of international growth are TV rights and licensing
- Top Markets:
  - EMEA – UK, France and Germany
  - APAC – Australia, India, Japan and South Korea
  - Latin America – Mexico

Financial Highlights

- Live Events (Includes Venue & Merch)
- Television
- Pay-per-view (Includes WWE Classics On Demand)
- Consumer Products
- Digital Media/Other

Industry News

- The outlook for the global economy projects approximately 4% annual GDP growth through 2013 (Source: IMF)
- The European economy weakened significantly in 2010 and estimates of GDP growth in the EMEA region have been reduced
- Economic growth driven by the “BRIC” members (Brazil, Russia, India and China) is expected to be the highest in APAC and LATAM reaching approximately 6%–7%

Note: Revenue and Profit Contribution in USD millions as of 2011