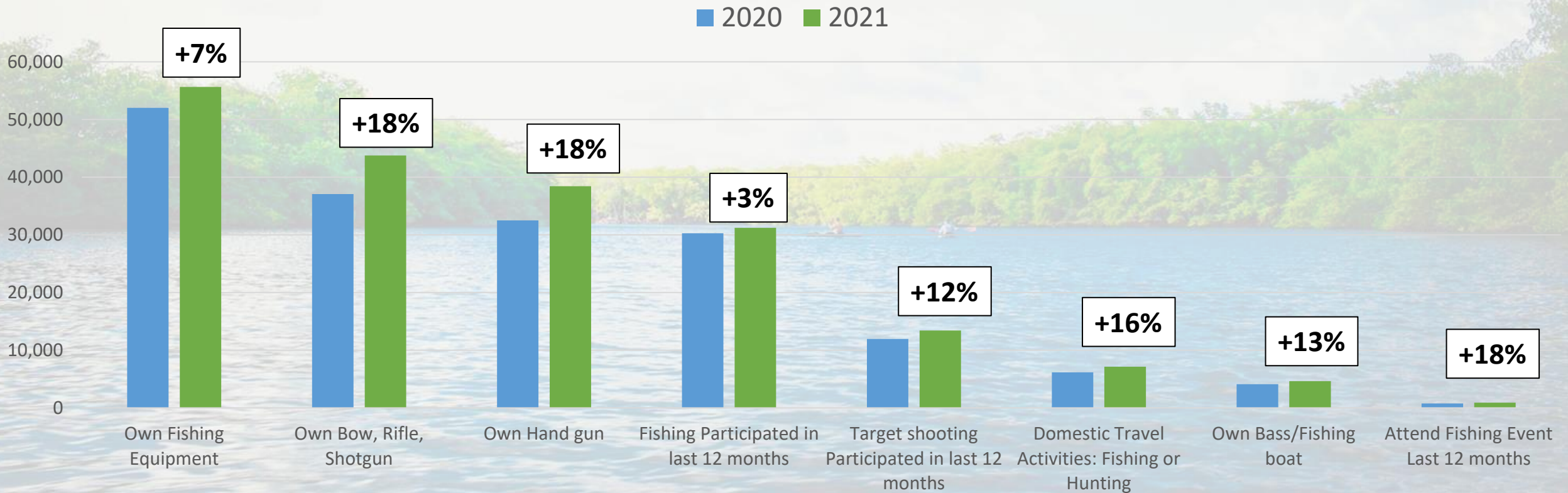
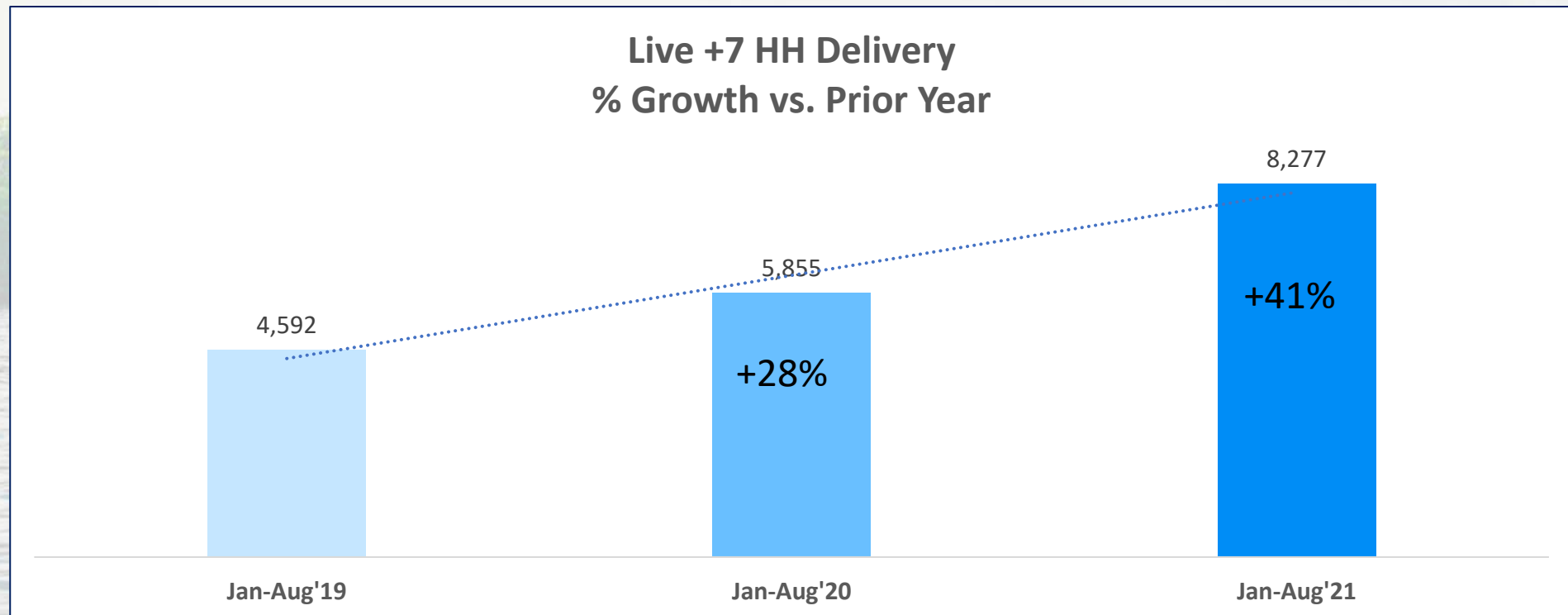


# Interest in Hunting & Fishing Continues To Rise!

Number of U.S. Adults Who Own, Participate or Attend  
MRI Doublebase 2021 vs. 2020



## WFN is Having a Stellar 2021, Growing Consistently Year After Year and Seeing Its Highest Delivery Ever!



## OSG DELIVERS MORE VIEWERS THAN PURSUIT AND MOST OF THESE VIEWERS ARE ONLY WATCHING US, NOT PURSUIT

OSG's audience is much larger than Pursuit's and while most OSG viewers are not watching Pursuit, Pursuit viewers are watching us - so advertisers can easily reach them on our networks!



**Outdoor**  
CHANNEL

- Delivers almost 5 Times More Viewers than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit but 40% of Pursuit Viewers Watch OUTD



**SPORTSMAN**  
CHANNEL

- Delivers almost 2 Times More Viewers than Pursuit
- Only 28% of SPMN viewers Watch Pursuit but almost 40% of Pursuit Viewers Watch SPMN



**WORLD FISHING NETWORK**

- Delivers almost 1.5 Times More Viewers than Pursuit
- Low Duplication Between Networks

**PURSUIT**

- Small Audience
- Many of their Viewers are Watching OSG

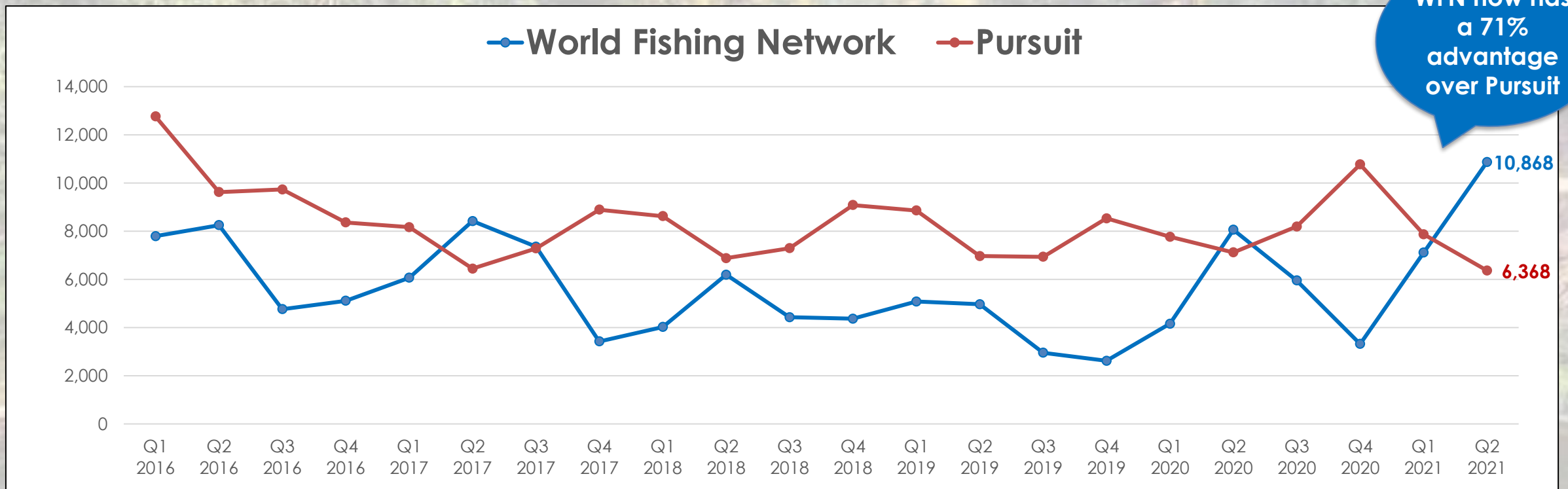
*Circle size closely reflects average audience size*

# DID YOU KNOW?

## WFN Has Reached Its Highest Delivery Ever in 2Q'21 While Pursuit Has Declined to Its Lowest

Over the past 3 quarters, WFN has seen steady growth while Pursuit steady declines

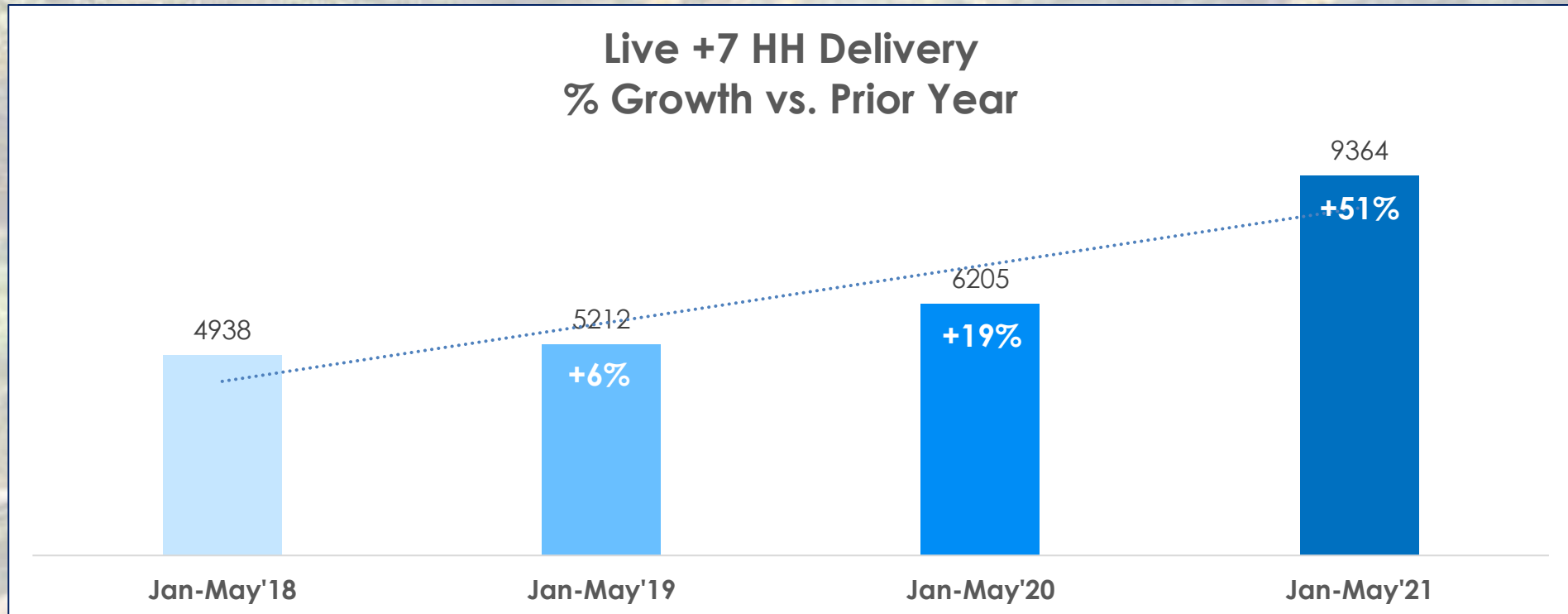
HH Live + 7 AA (1Q'16-2Q'21)



WFN now has a 71% advantage over Pursuit

# DID YOU KNOW?

With Interest In The Outdoors Peaking, WFN is Growing Year Over Year and Seeing Its Highest Delivery Ever!



# DID YOU KNOW?

## WFN is Narrowing the Gap With Pursuit In Total Day

*And in Daytime, Fringe and Prime, WFN is Now Out-Performing Pursuit*

### WFN vs. Pursuit % Difference HH Delivery 2021 to-date

