

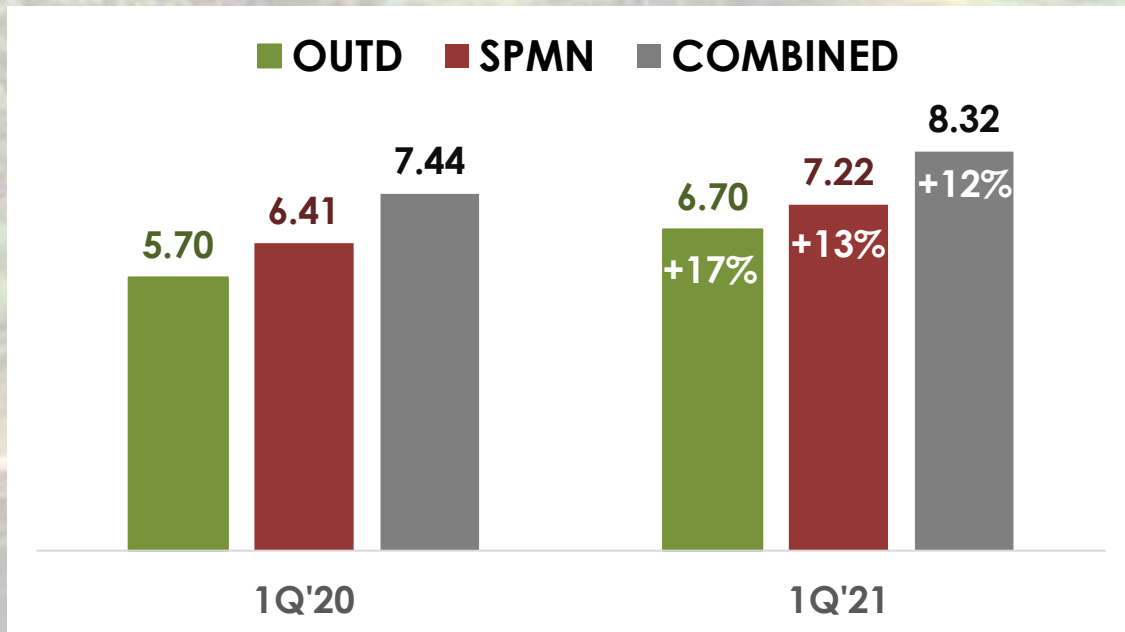
DID YOU KNOW?

OSG Viewers Continue To Be More Engaged

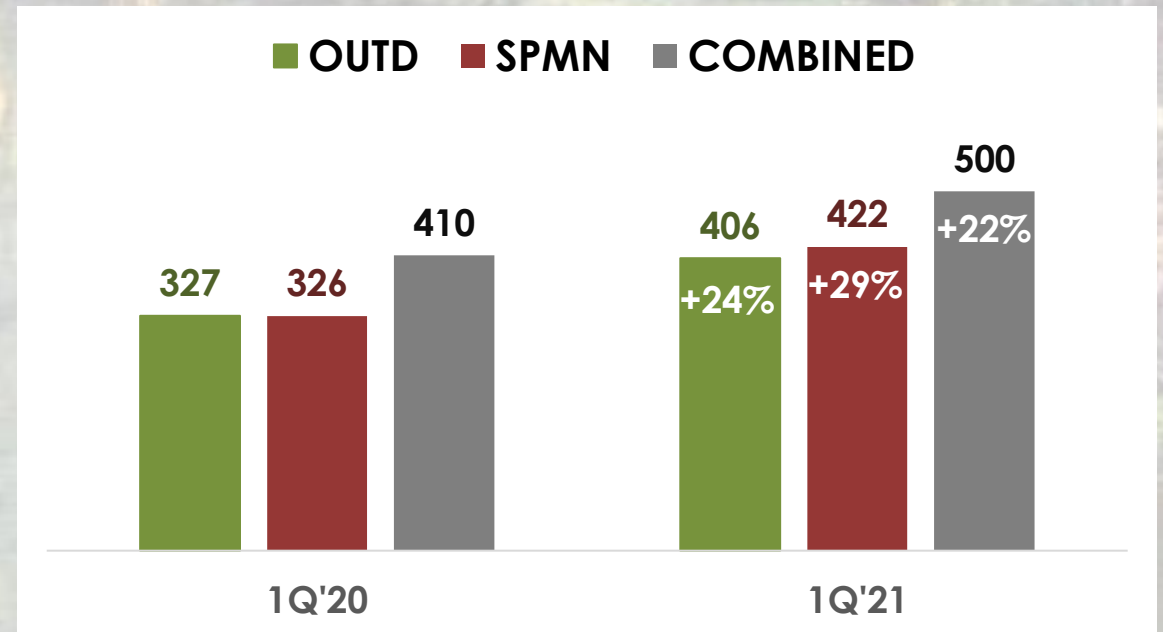
Even Compared to Viewership Peaks Due To Covid in Early 2020, OUTD and SPMN Viewers Continue to Watch More Often and For Longer Periods of Time

In 1Q'21, Viewers Tuned Into OUTD/SPMN more than 8 times and viewed for over 8 ½ hours (500 Minutes)

Average Frequency % Increase Vs. Prior Year



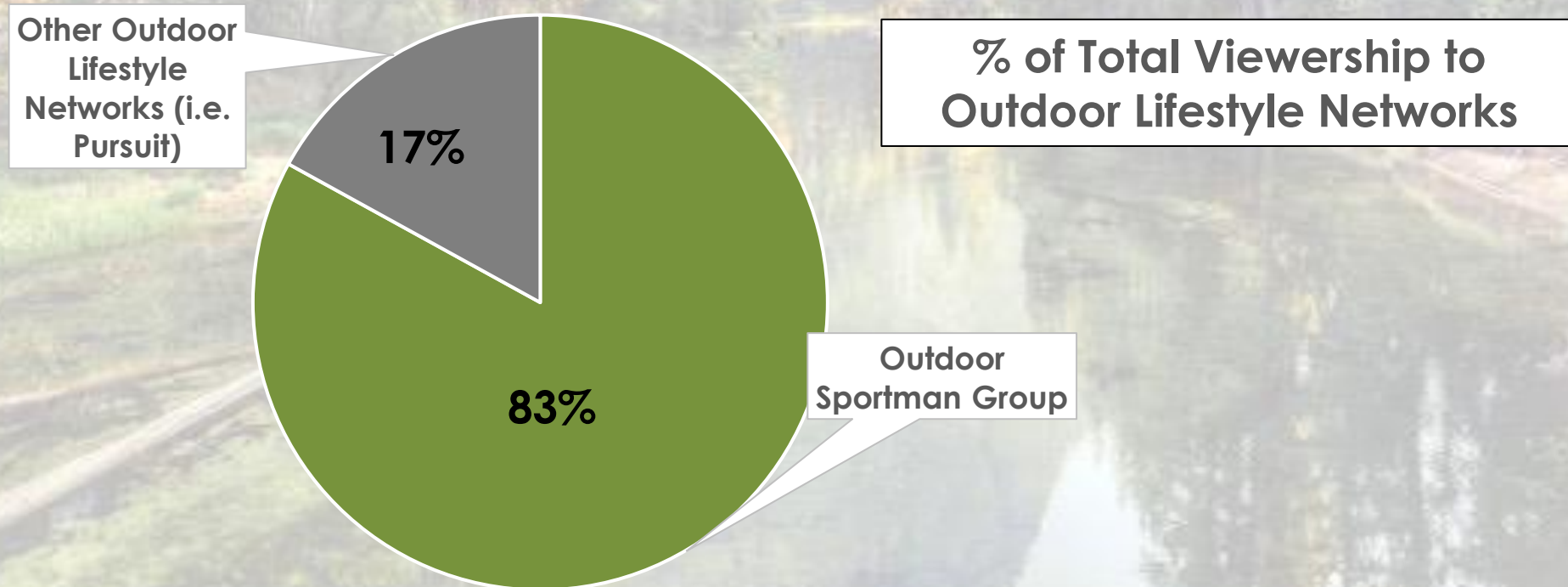
Minutes Viewed % Increase Vs. Prior Year



DID YOU KNOW?

Outdoor Sportsman Group Networks Account for 83% of all Viewing to Outdoor Lifestyle Networks

This is up 5% from one year ago (78% in Feb'20). OUTD & SPMN continue to dominate competitors vying to capture viewer interest in the genre



DID YOU KNOW?

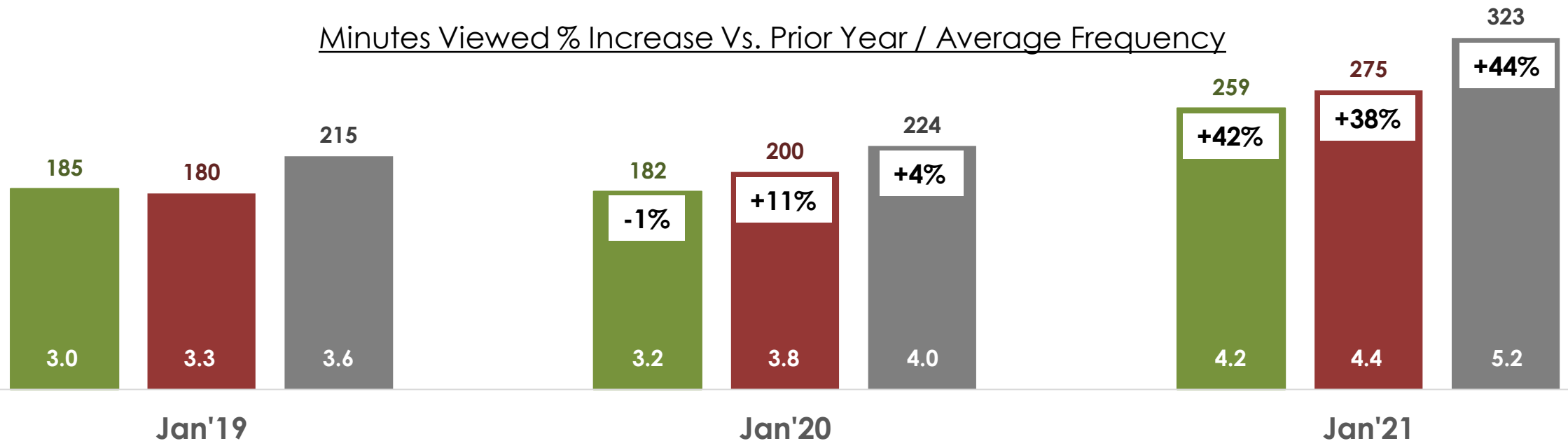
OSG Viewers Are More Engaged in 2021

Year After Year, Outdoor and Sportsman Channel Viewers Are Watching the Networks More Often and For Longer Periods of Time

In Jan'21, Viewers Tuned Into OUTD/SPMN more than 5 times and viewed for almost 5 ½ hours (323 Minutes)

■ OUTD ■ SPMN ■ COMBINED

Minutes Viewed % Increase Vs. Prior Year / Average Frequency



DID YOU KNOW?

Outdoor Sportsman Group Is More Relevant Than Ever

THE OUTDOOR INDUSTRY IS BOOMING

- The Hunting and Fishing Industry is booming. Participation has seen the highest numbers in over a decade and resident Hunting/Fishing License sales surged in 2020. Equipment is flying off the shelves and demand for ammunition has been unprecedented.
- OSG's target audience of Outdoor Enthusiasts, both active and observers, is 121 million strong, almost half of U.S. adults fall into this category.

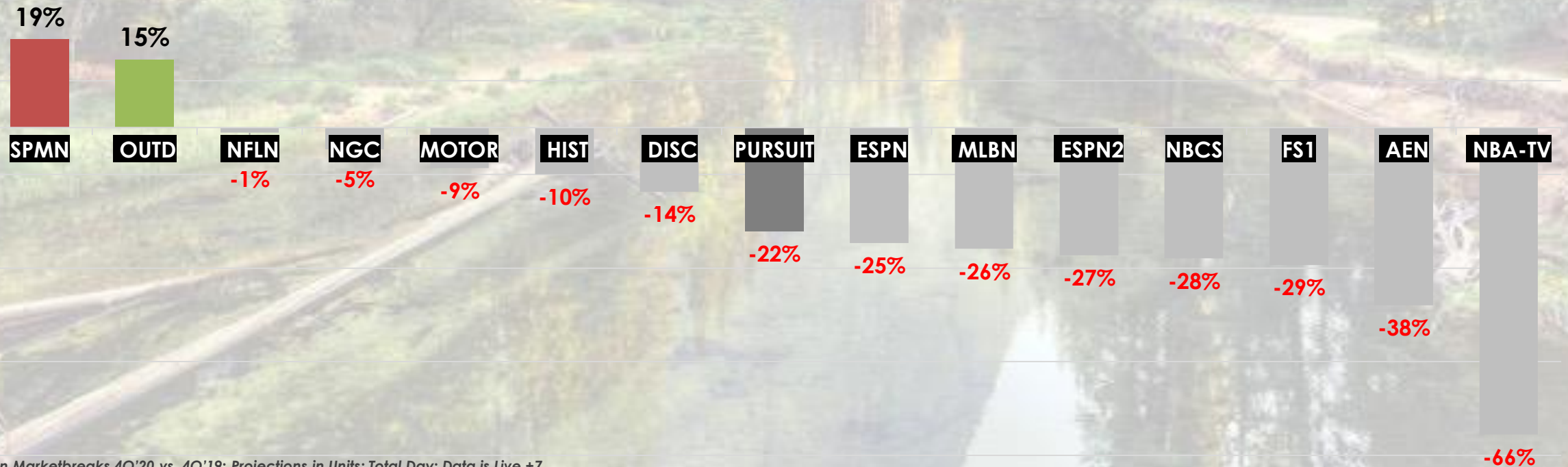
OUTDOOR SPORTSMAN GROUP SUCCESSES

- OUTD and SPMN posted strong growth in 2020 that continued throughout the year and culminated in exceptional numbers in 4Q'20.
 - OUTD's audience grew by 15% in HHs and 11% with M25-54
 - SPMN's audience grew by 19% in HHs and 16% with M25-54.
- OSG's new magazine subscriptions saw significant increases as well. Orders fulfilled online increased 42% among all OSG titles, 70% among shooting titles, 38% among fishing titles and 13% among hunting titles.
- OSG Digital continued to gain page views in 2020. In 4Q'20, shooting sites saw a 54% increase in pageviews over 4Q'19, hunting sites saw a 31% increase and fishing sites finished the year with a 7% increase in Dec'20 over Dec'19.

DID YOU KNOW?

OUTD & SPMN Continue To Show Growth in 4Q'20 While Competitive Networks Witnessed Declines

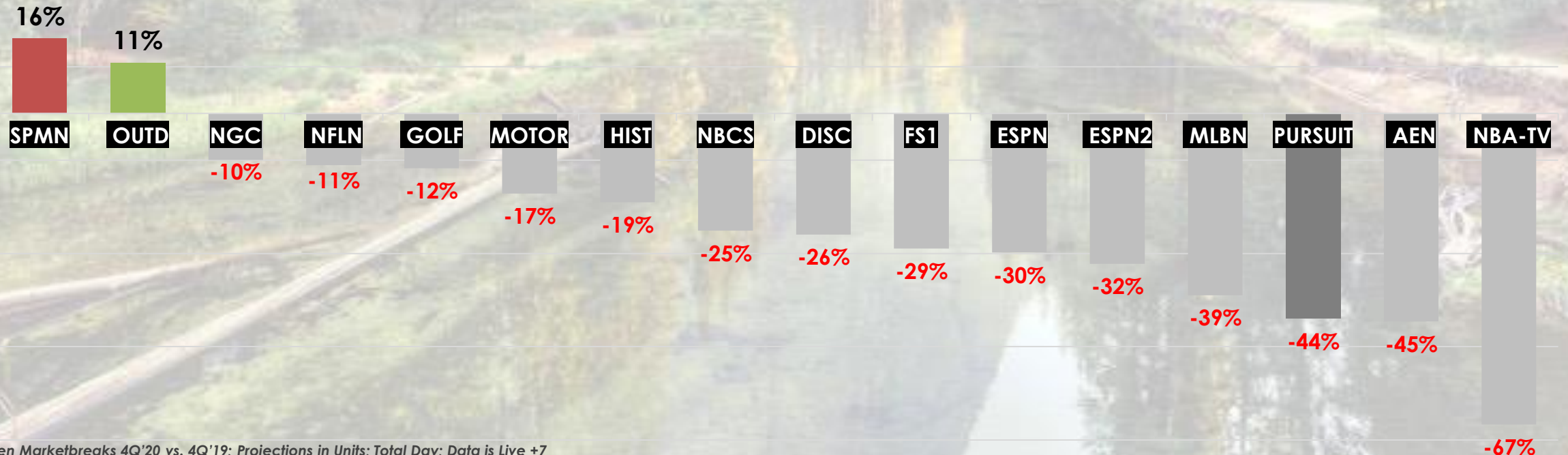
HH Delivery Growth/Decline
4Q'20 vs. 4Q'19



DID YOU KNOW?

OUTD & SPMN Continue To Show Growth in 4Q'20 While Competitive Networks Witnessed Declines

M25-54 Delivery Growth/Decline
4Q'20 vs. 4Q'19

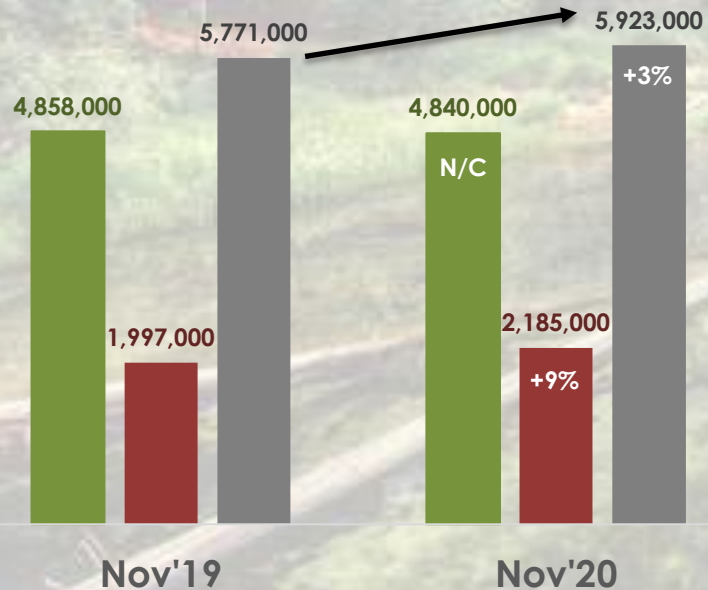


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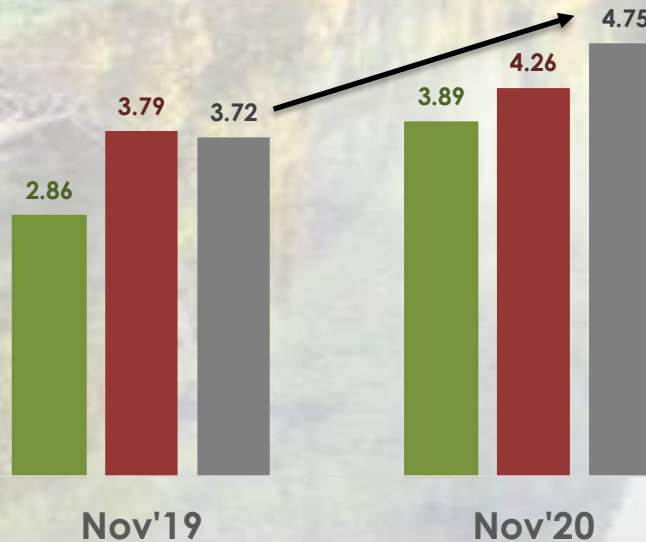
In Nov'20, OUTD & SPMN Combined Reached Almost 6 Million People Who Tuned In 5 Times During the Month for an Average of 315 Minutes
Posting Growth Across All Metrics Over Last Year

■ OUTD ■ SPMN ■ COMBINED

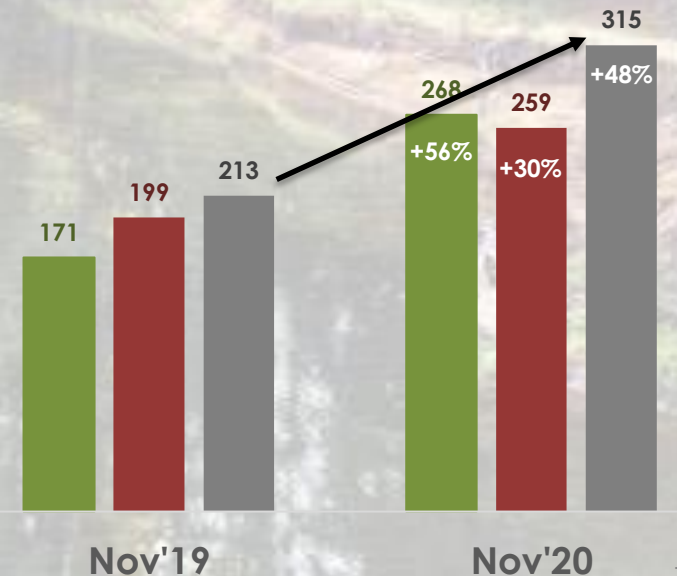
Audience Reach



Average Frequency



Average Minutes Viewed



DID YOU KNOW?

Viewers Are More Engaged With OUTD & SPMN and are Tuning In Longer Than They Had In The Past

OUTD viewers tuned in an hour and 7 minutes longer and SPMN viewers tuned in 17 minutes longer in 3Q'20 than in 3Q'19

Average Minutes Viewed Per Quarter Per Person 2+

■ OUTD ■ SPMN ■ COMBINED

