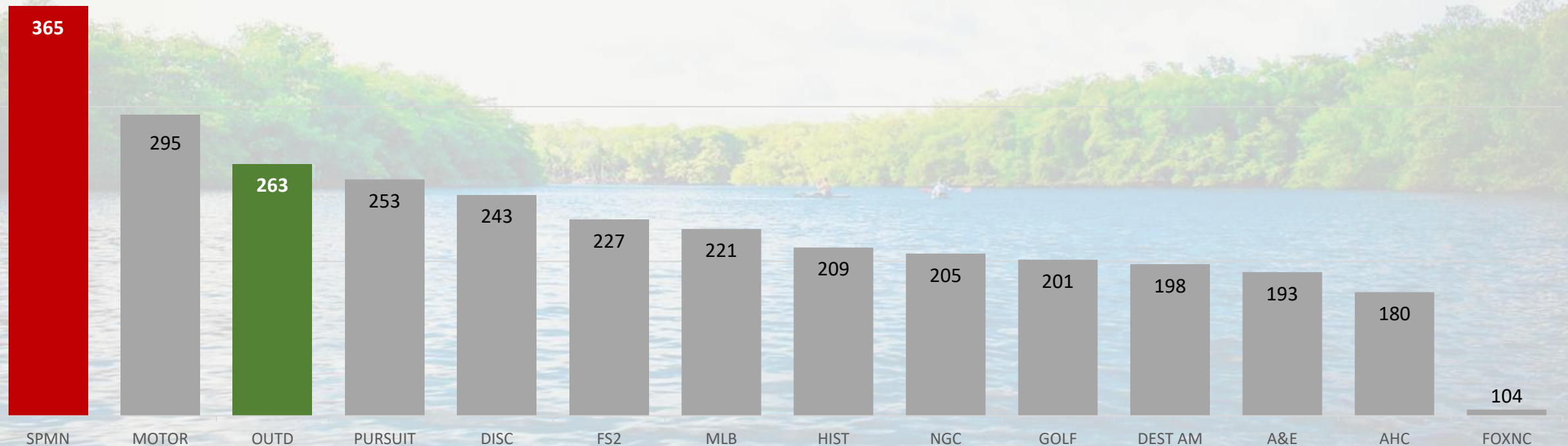


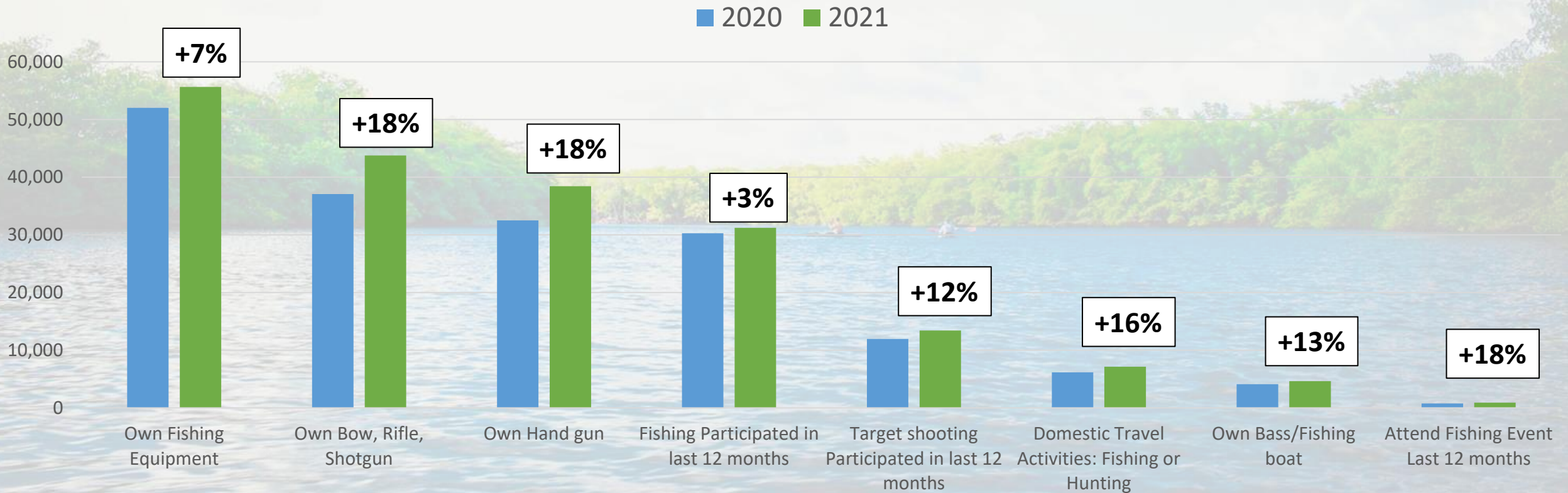
OSG IS THE PLACE TO REACH MEN

We Have a Higher Concentration of M25-54 Viewers Than Competitors
3Q'21 M25-54 VPVH Rank vs. Competitive Set



Interest in Hunting & Fishing Continues To Rise!

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



OSG Is The Place To Reach Land Management Consumers

We are More Likely To Be Tractor/ATV/UTV Owners and Live on Large Plots of Land

OSG Networks/Publications vs. Competitive Networks

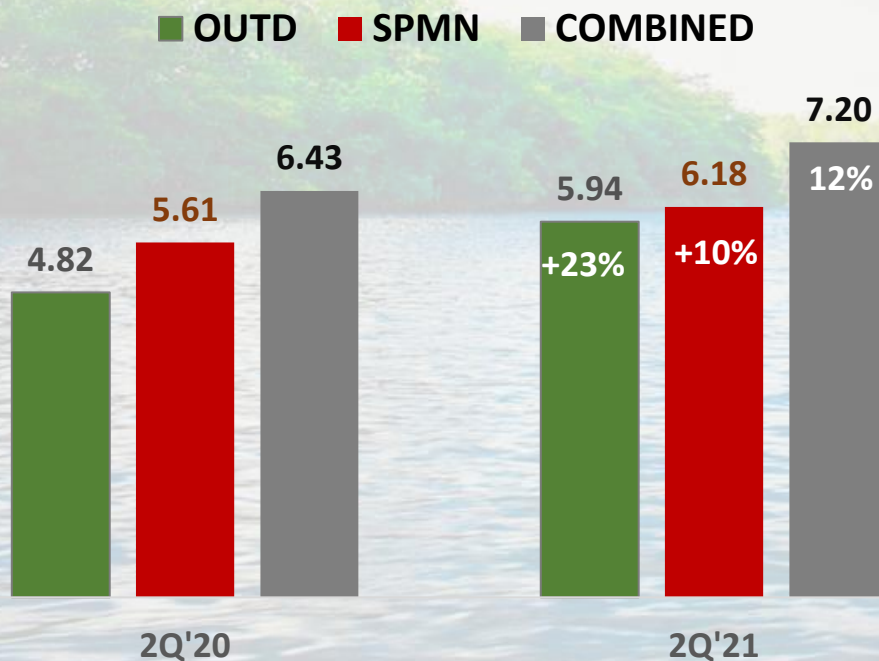
<u>Adult 18+ Index</u>	OSG Net	OUTD	SPMN	WFN
County Size: B or C or D	122	127	116	115
Lot Size: More than 3 acres	206	238	178	151
Lawn or garden tractor Household owns	185	203	162*	167
Utility ATV Household owns	271	308	262*	167
Lawn mower - riding Household owns	150	165	118	157
Chain saw (gas) Household owns	151	171	123	159
Farm Household Owns	181	222	138*	157
Gardening/Yard work Number of hours typically spend: Heavy	137	148	134	132

OSG Viewers Continue To Be More Engaged

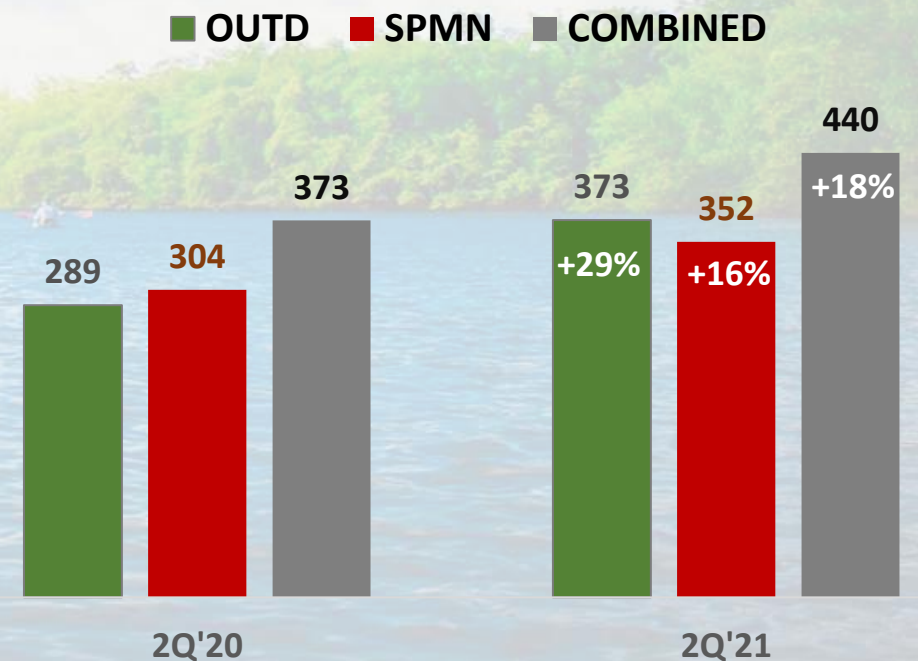
Even Compared to Viewership Peaks Due to Covid in 2020, OUTD and SPMN Viewers Continue to Watch More Often and For Longer Periods of Time

In 2Q'21, Viewers Tuned Into OUTD/SPMN more than 7 times and viewed for almost 7 ½ hours (440 Minutes)

Average Frequency % Increase Vs. Prior Year



Minutes Viewed % Increase Vs. Prior Year



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

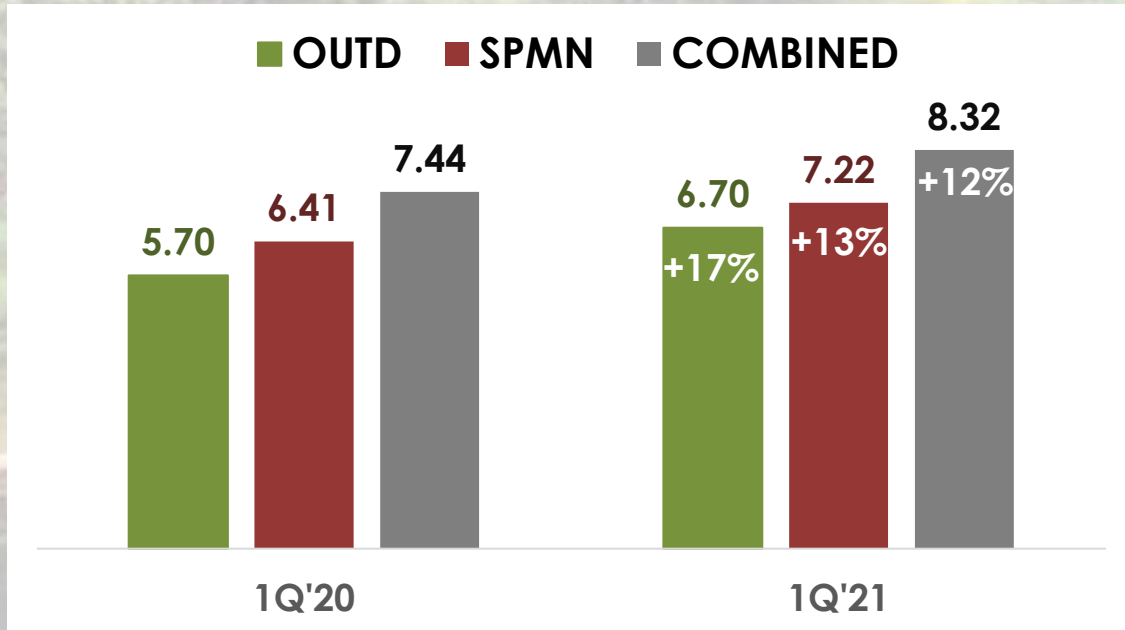
DID YOU KNOW?

OSG Viewers Continue To Be More Engaged

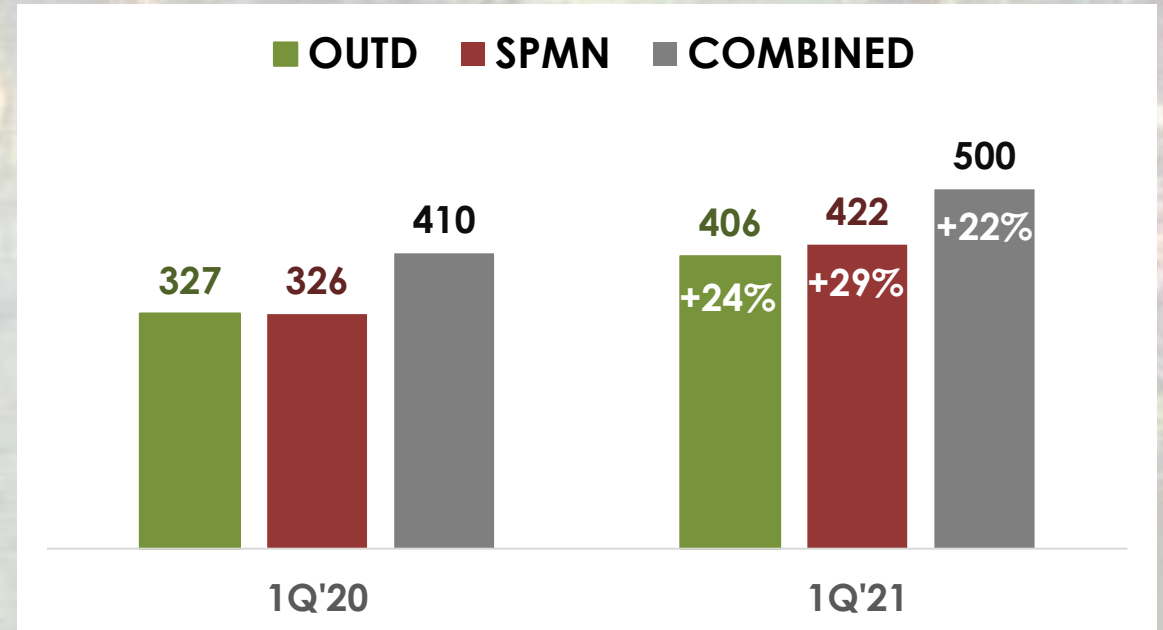
Even Compared to Viewership Peaks Due To Covid in Early 2020, OUTD and SPMN Viewers Continue to Watch More Often and For Longer Periods of Time

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



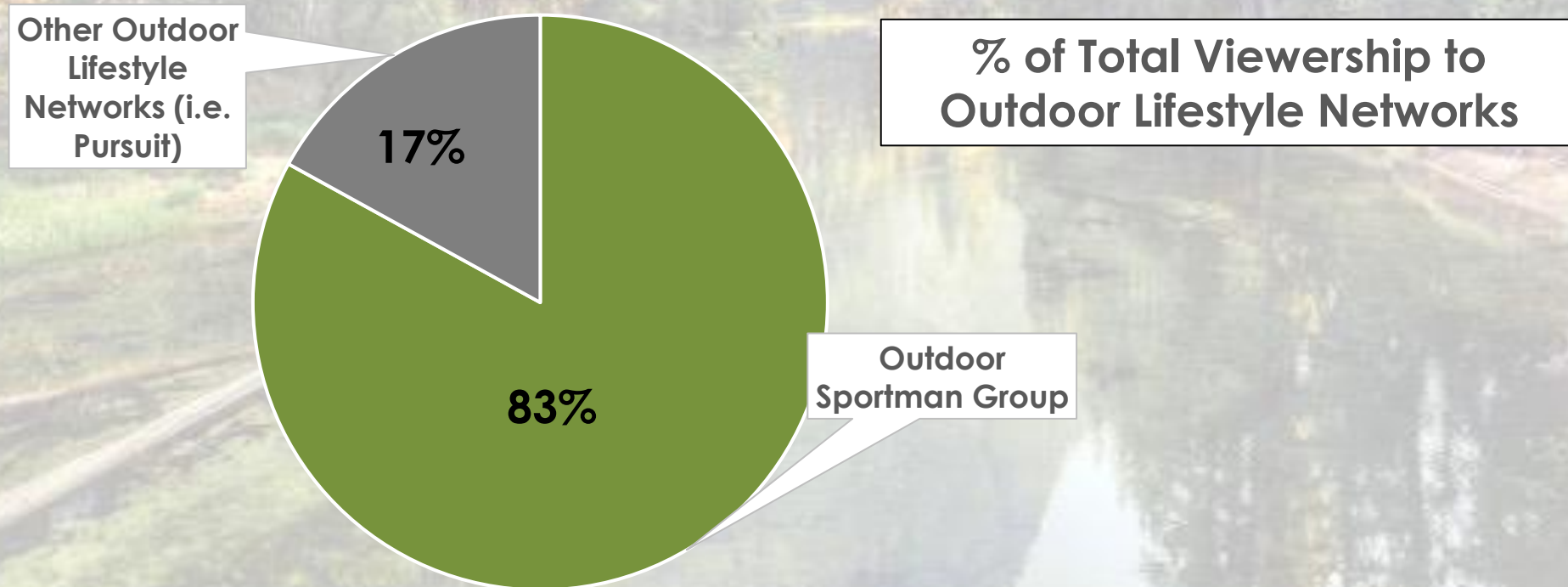
Minutes Viewed % Increase Vs. Prior Year



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?

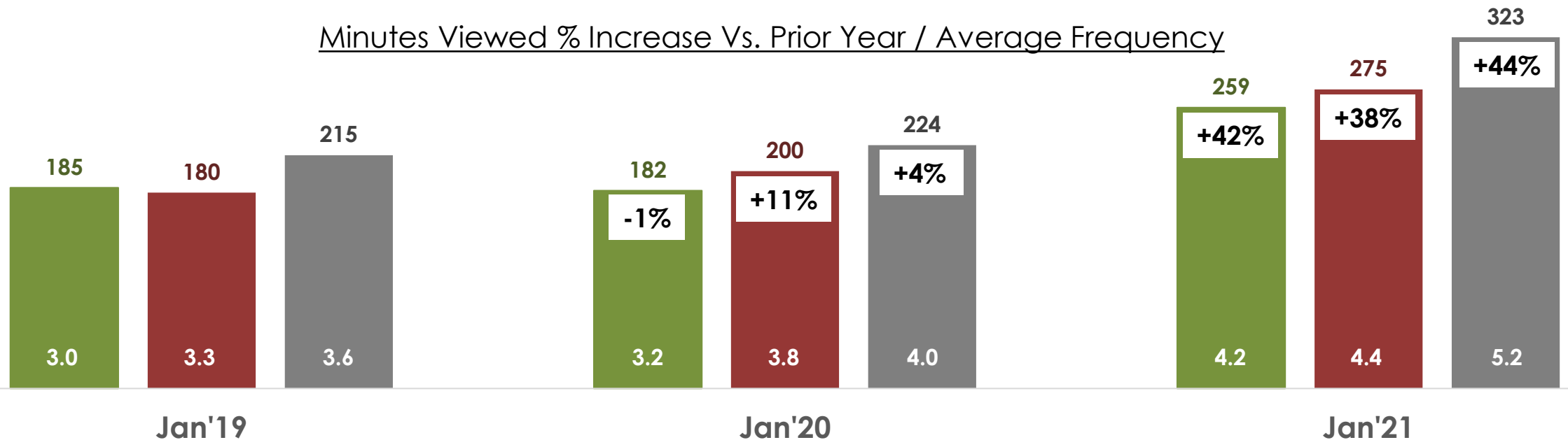
OSG Viewers Are More Engaged in 2021

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.

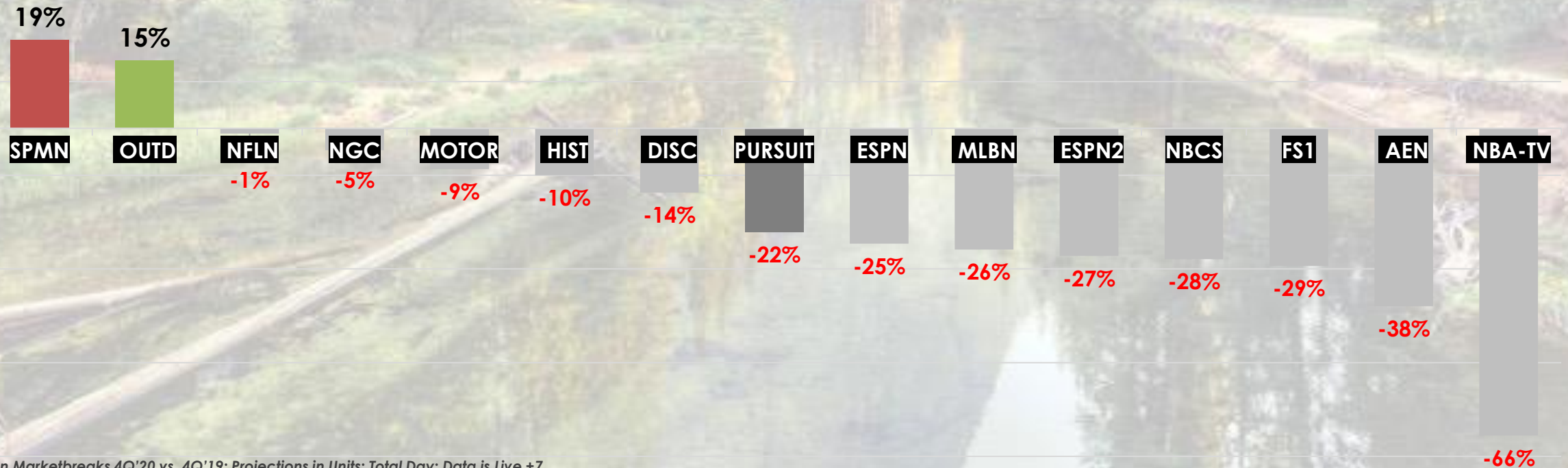
OUTDOOR SPORTSMAN GROUP SUCCESSES

- 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

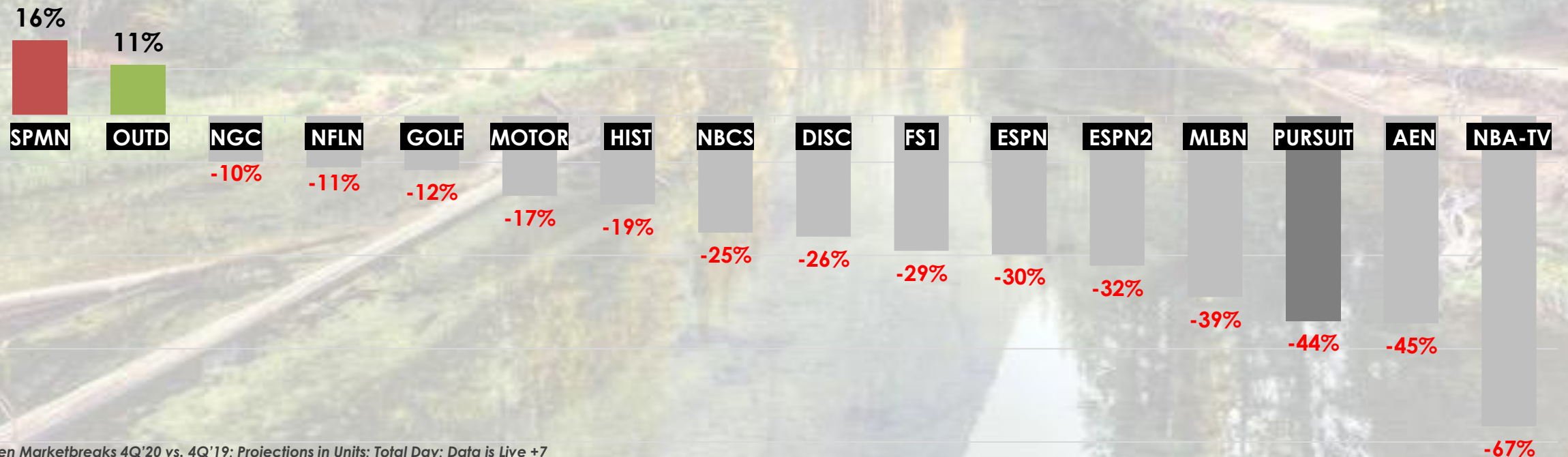
HH Delivery Growth/Decline
4Q'20 vs. 4Q'19



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

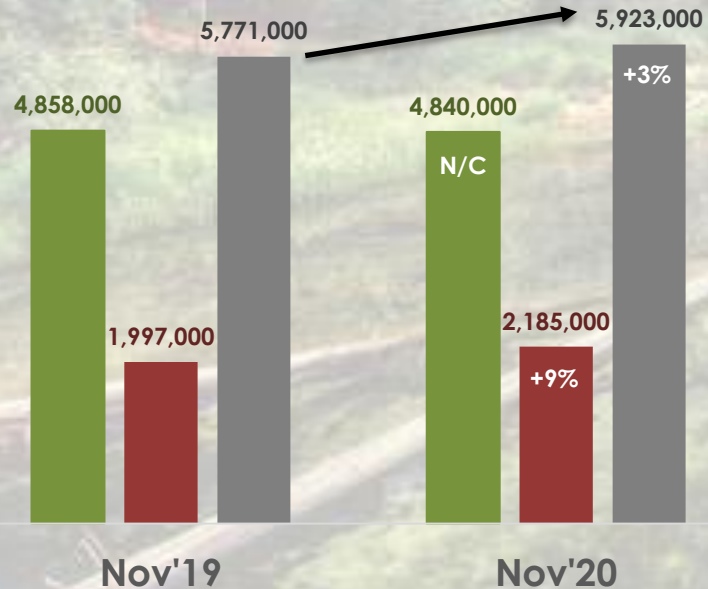


DID YOU KNOW?

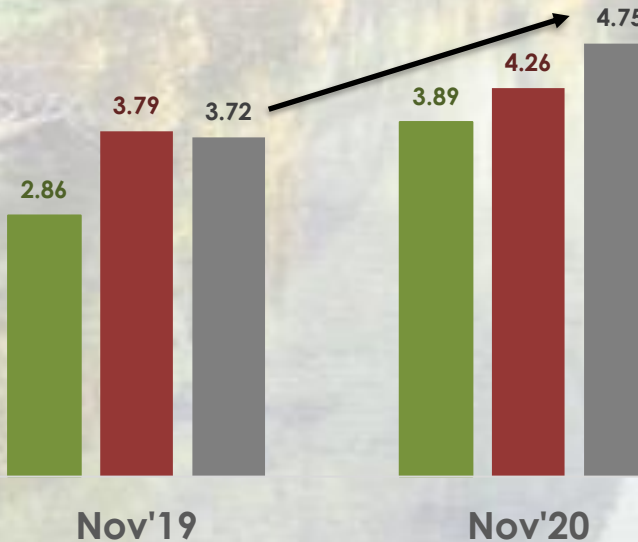
In Nov'20, OUTD & SPMN Combined Reached Almost 6 Million People Who Tuned In 5 Times During the Month for an Average of 315 Minutes
Posting Growth Across All Metrics Over Last Year

■ OUTD ■ SPMN ■ COMBINED

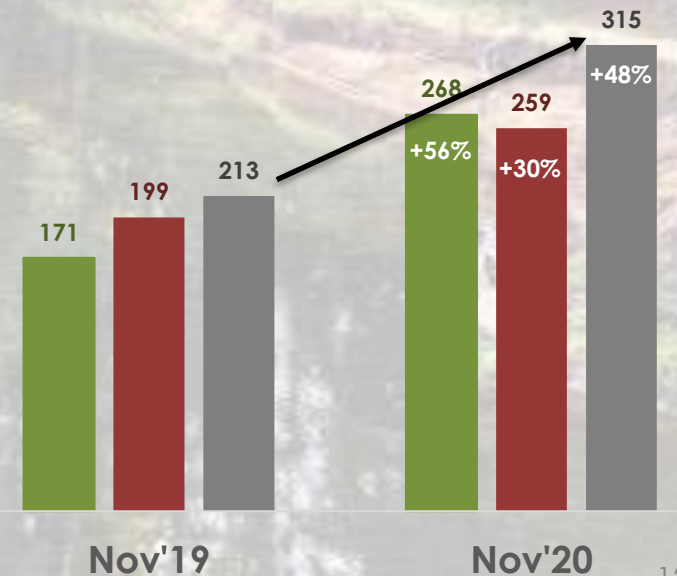
Audience Reach



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

