

Outdoor Sportsman Group vs. Pursuit 3Q 2020

OSG VIEWERS ARE NOT WATCHING PURSUIT

OSG's audience is much larger than Pursuit's and while most OSG viewers do not watch Pursuit, their viewers do watch us!

OSG viewers, especially OUTD viewers, are not watching Pursuit but Pursuit viewers are watching OSG so advertisers can easily reach them on our networks!

Outdoor
CHANNEL

- Delivers 6 Times More Viewers than Pursuit
- Only 13% of OUTD Viewers Watch Pursuit but 52% of Pursuit Viewers Watch OUTD

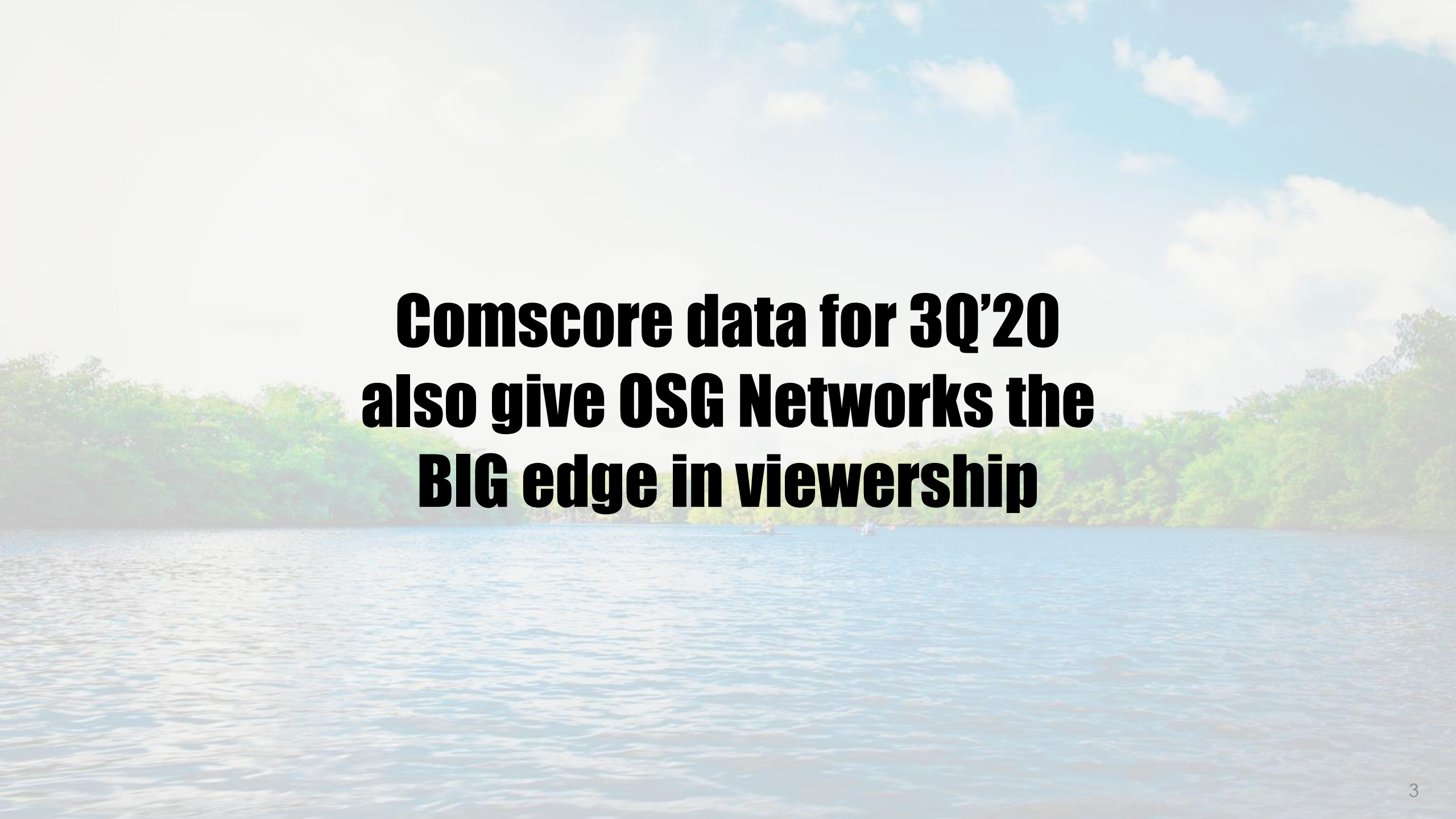
SPORTSMAN
CHANNEL

- Delivers over 3 Times More Viewers than Pursuit
- 20% of SPMN viewers Watch Pursuit while 50% of Pursuit Viewers Watch SPMN

PURSUIT

- Small Audience
- Many of their Viewers are Watching OSG

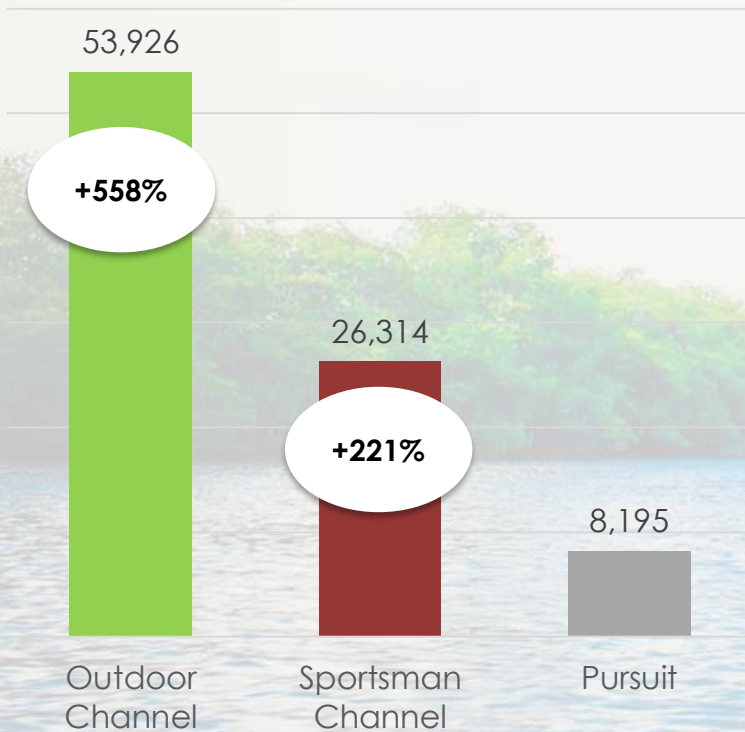
Circle size closely reflects average audience size



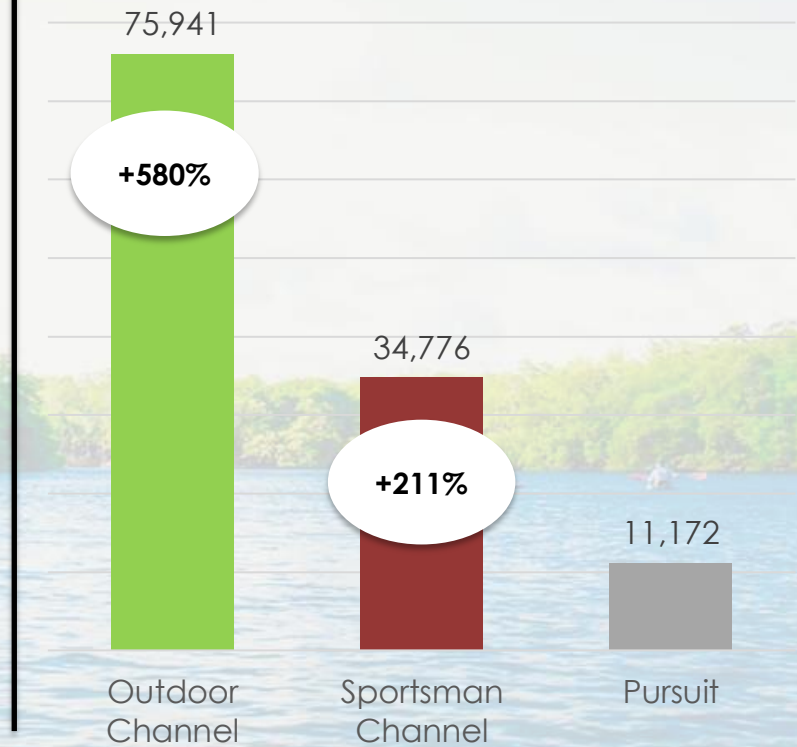
**Comscore data for 3Q'20
also give OSG Networks the
BIG edge in viewership**

OUTDOOR & SPORTSMAN BEAT PURSUIT ACROSS KEY DAYPARTS

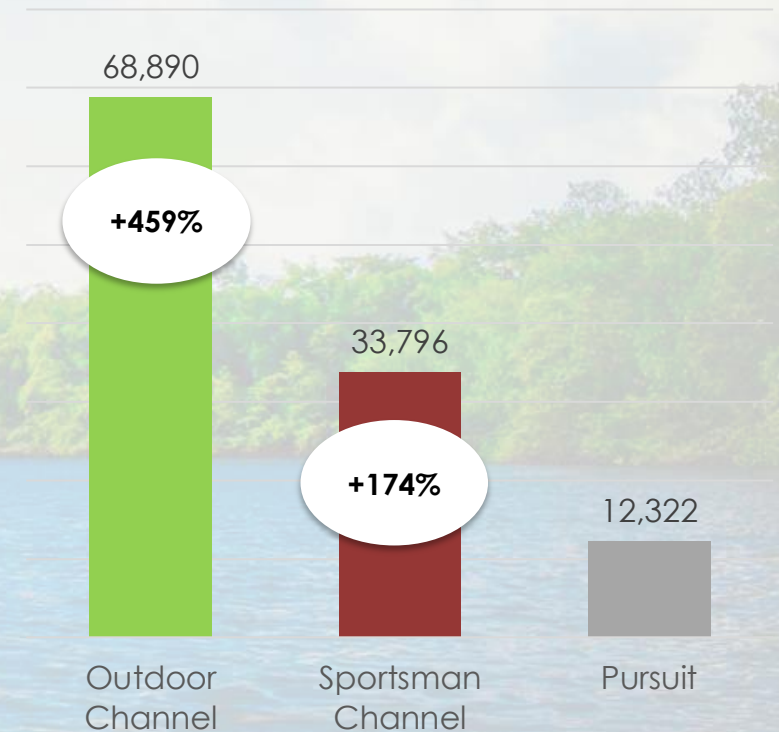
Total Day (M-Su 6A-6A)
3Q'20 AA Advantage



Prime (M-Su 7P-2A)
3Q'20 AA Advantage



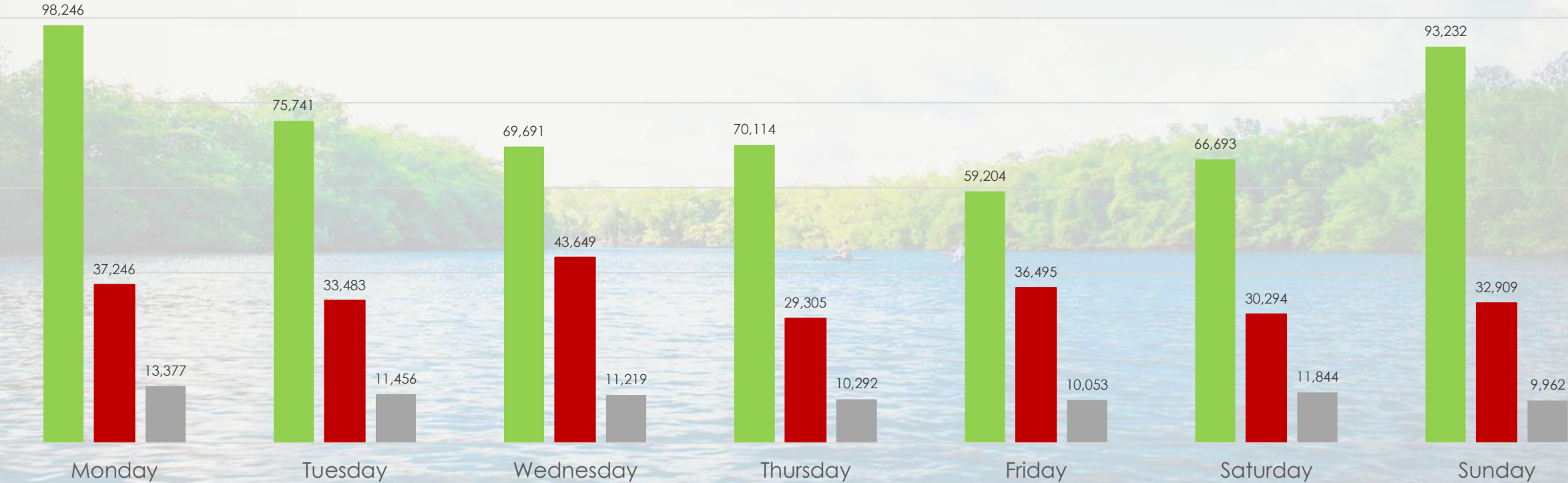
Weekend (Sa/Su 6A-7P)
3Q'20 AA Advantage



OUTDOOR & SPORTSMAN BEAT PURSUIT EVERY NIGHT OF THE WEEK

3Q'20 Prime (M-Su 7P-2A) AA by Night

■ Outdoor Channel ■ Sportsman Channel ■ Pursuit



Source: comScore TV Essentials; 3Q'20 (6/29/20-9/27/20); Data is Live +7