A scenic view of a lake with a forested shoreline under a blue sky with white clouds. The text is overlaid on the center of the image.

Outdoor Sportsman Group vs. Pursuit 4Q 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 almost 5 Times More Viewers than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit but 41% of Pursuit Viewers Watch OUTD

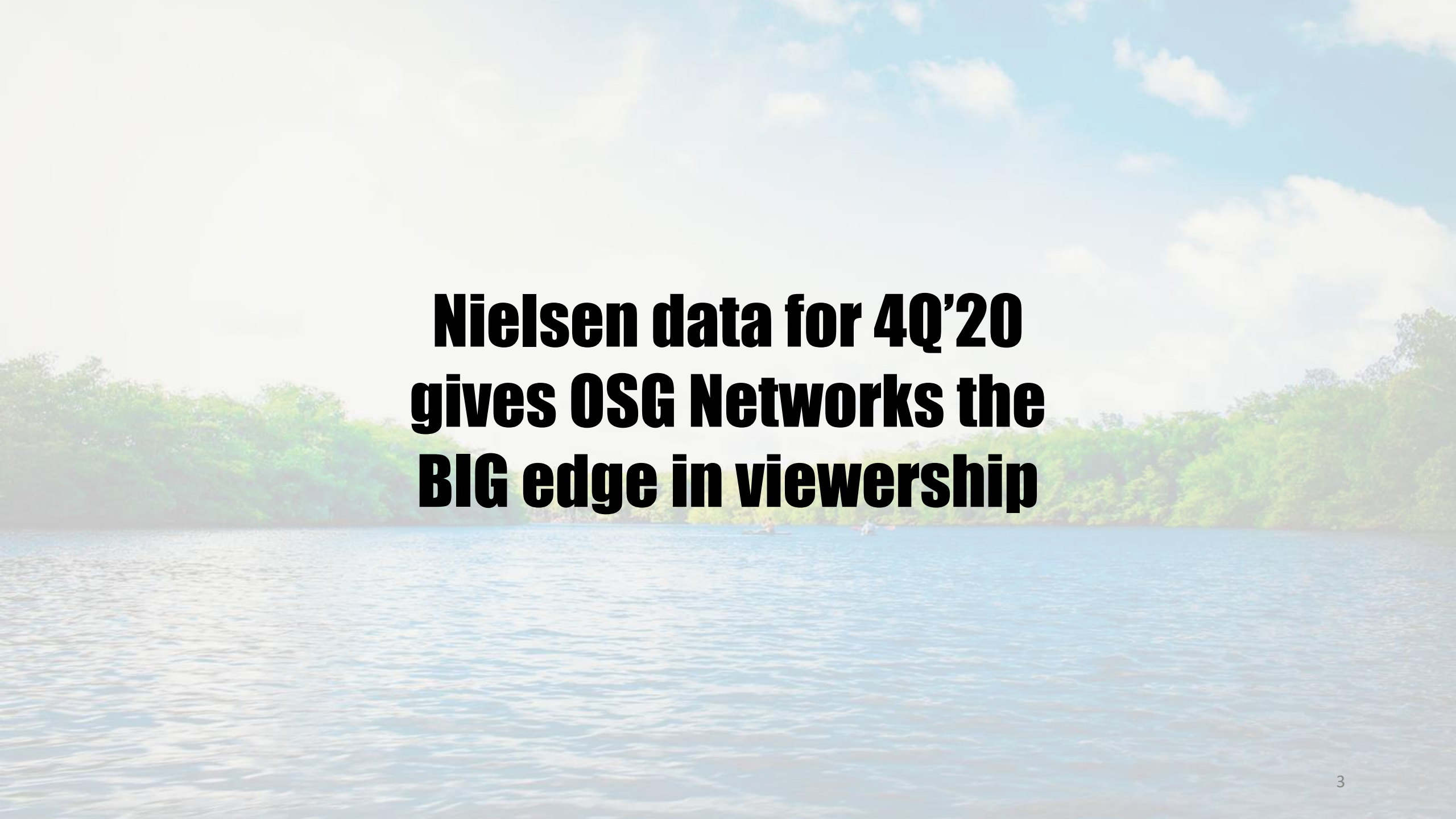
SPORTSMAN
CHANNEL

- Delivers over 2 Times More Viewers than Pursuit
- 36% of SPMN viewers Watch Pursuit while 57% of Pursuit Viewers Watch SPMN

PURSUIT

- Small Audience
- Many of their Viewers are Watching OSG

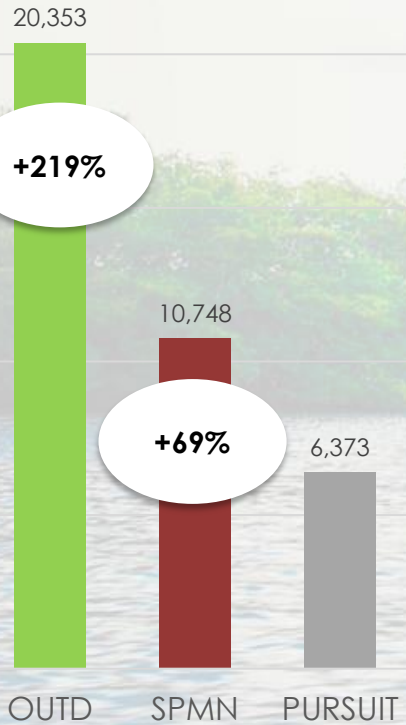
Circle size closely reflects average audience size



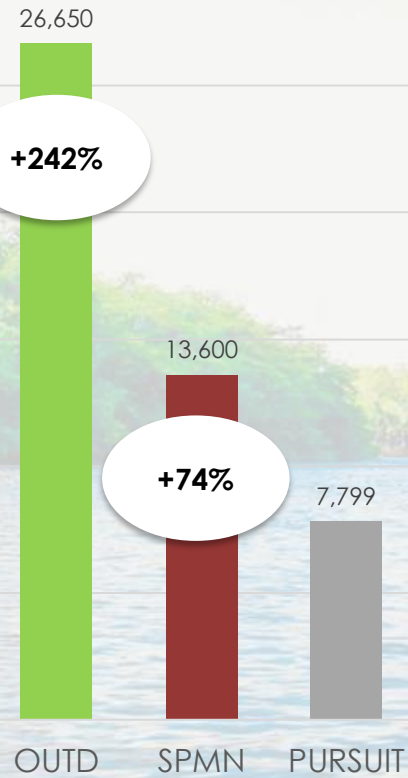
**Nielsen data for 4Q'20
gives OSG Networks the
BIG edge in viewership**

IN 4Q'20 OUTDOOR & SPORTSMAN BEAT PURSUIT IN TOTAL DAY

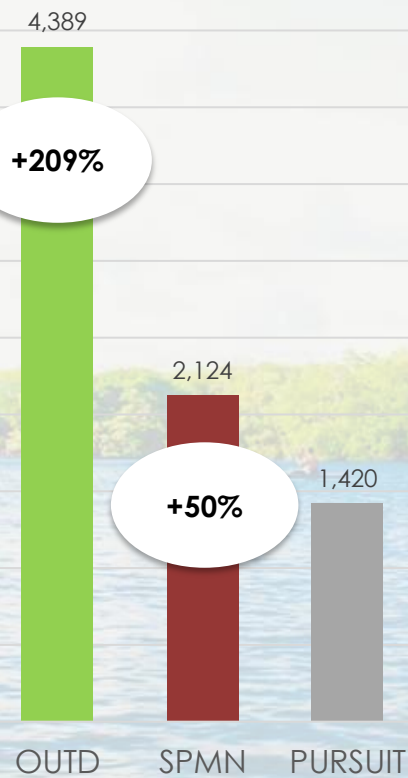
Households
AA Advantage



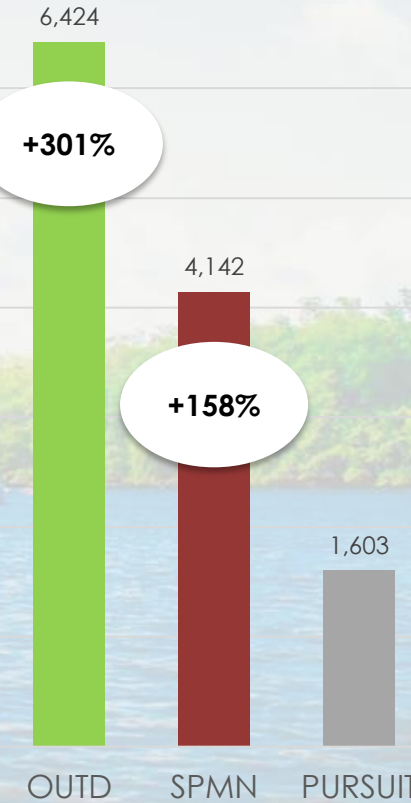
Persons 2+
AA Advantage



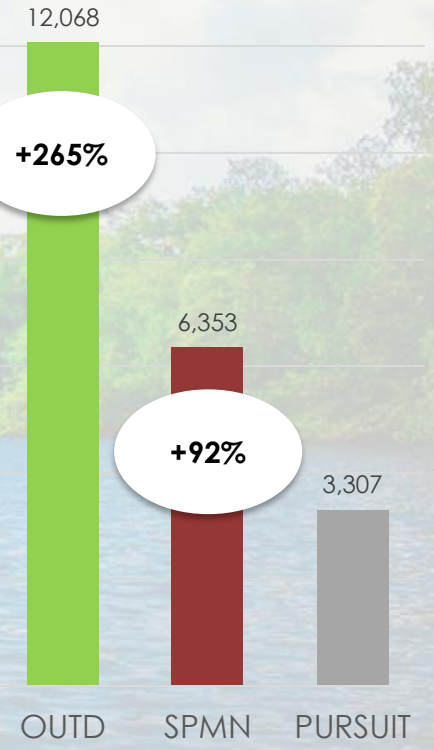
Men 18-49
AA Advantage



M25-54
AA Advantage

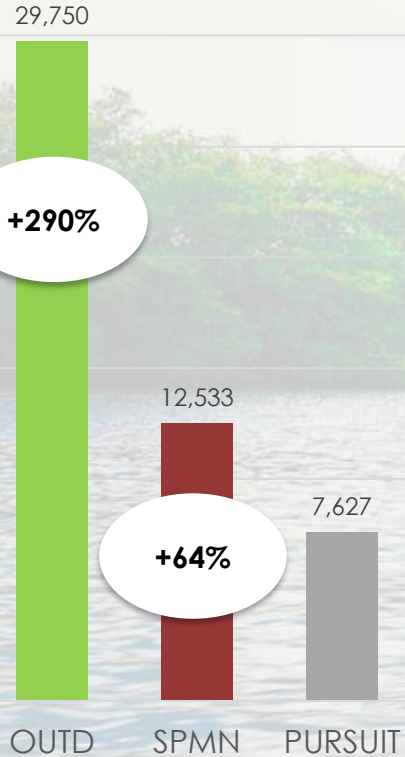


M35-64
AA Advantage

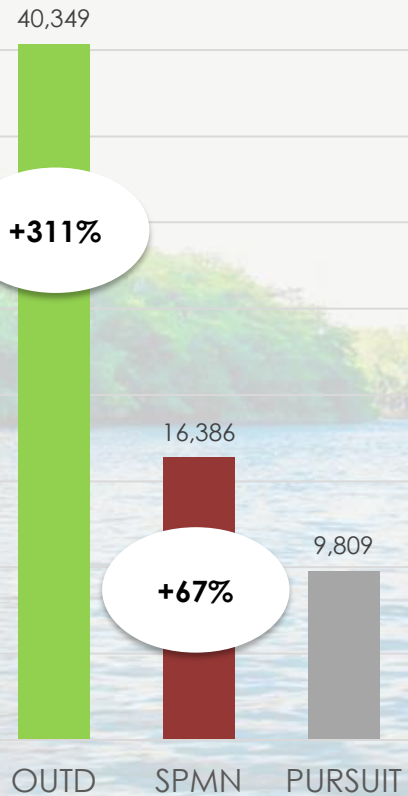


IN 4Q'20 OUTDOOR & SPORTSMAN BEAT PURSUIT IN PRIME

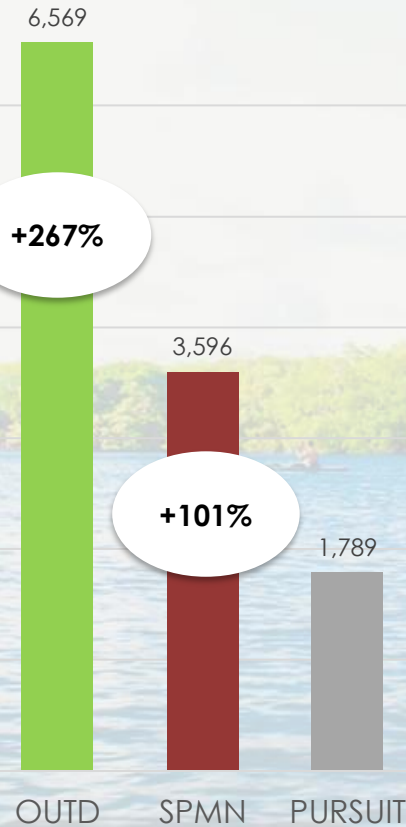
Households
AA Advantage



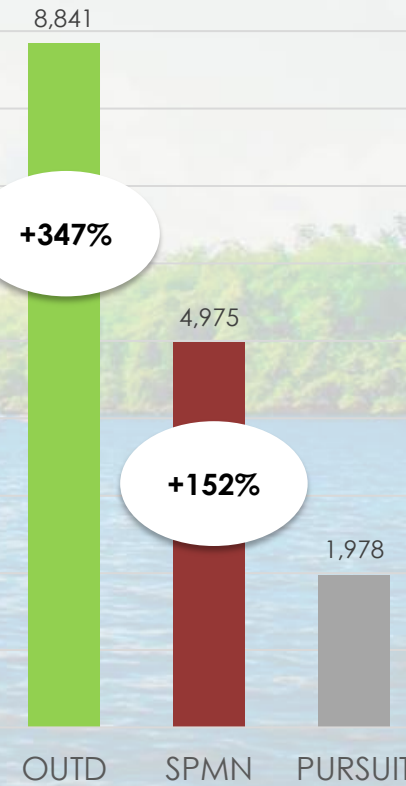
Persons 2+
AA Advantage



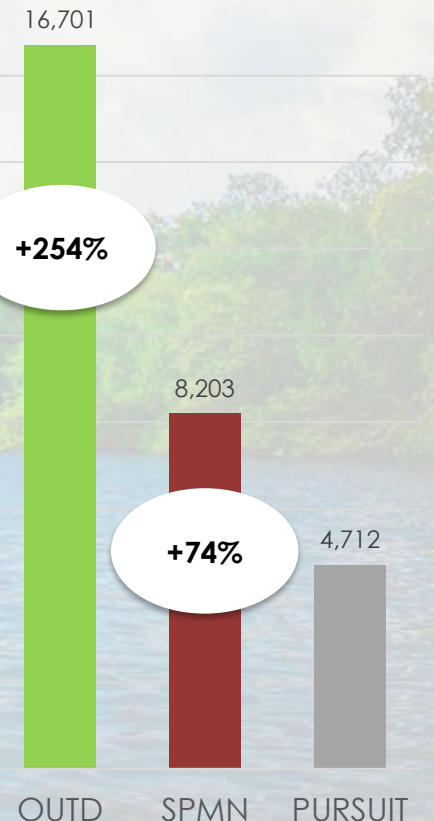
Men 18-49
AA Advantage



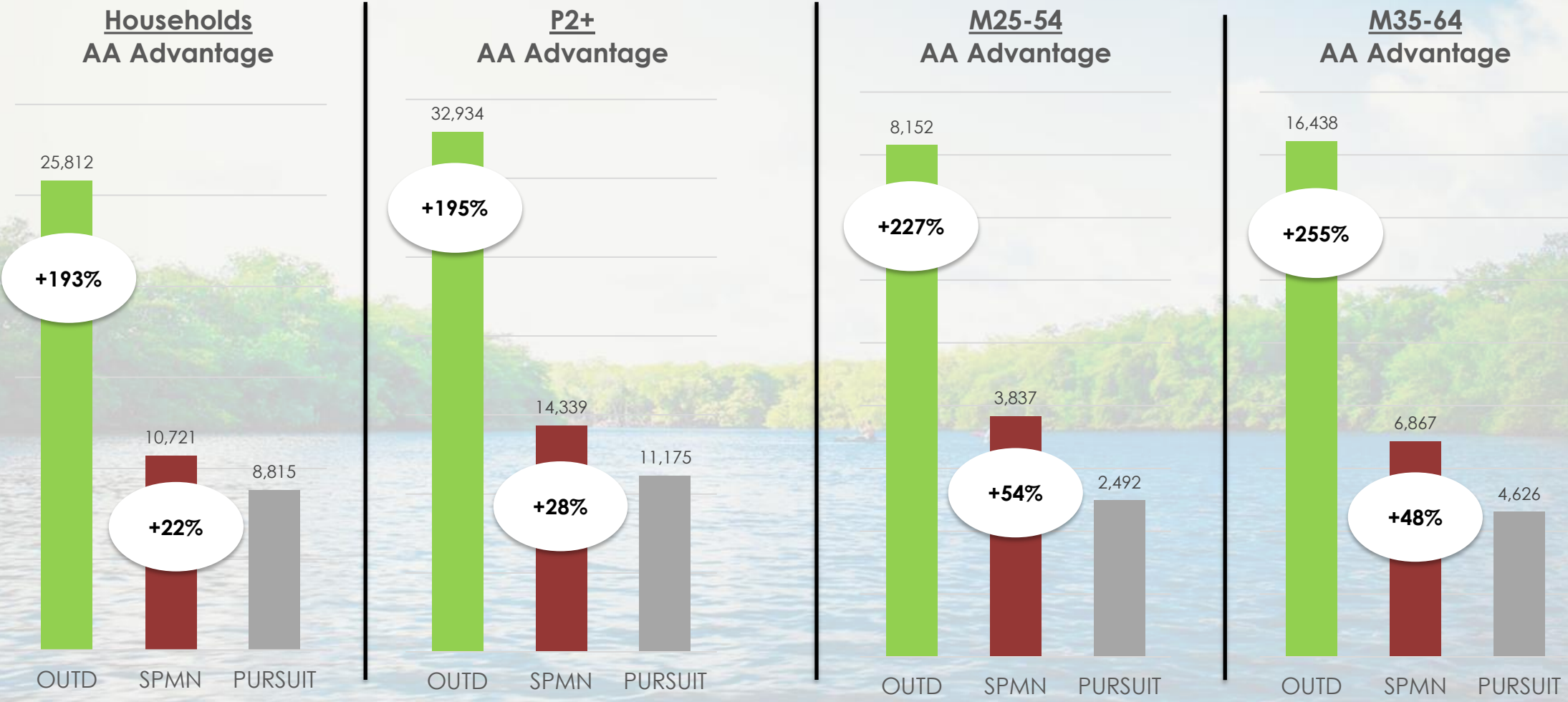
M25-54
AA Advantage



M35-64
AA Advantage



IN 4Q'20 OUTDOOR & SPORTSMAN BEAT PURSUIT IN WEEKEND

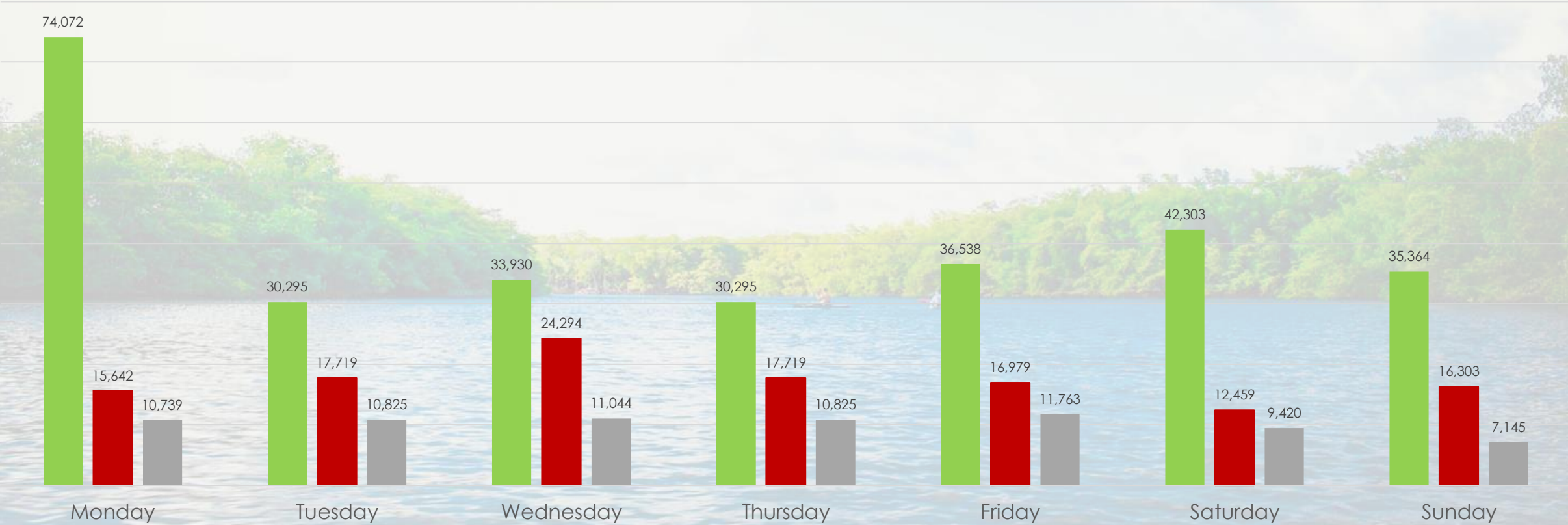


Source: Nielsen Marketbreaks; 4Q'20 (9/28/20-12/27/20); Data is Live +7; Weekend (Sa/Su 6A-7P)

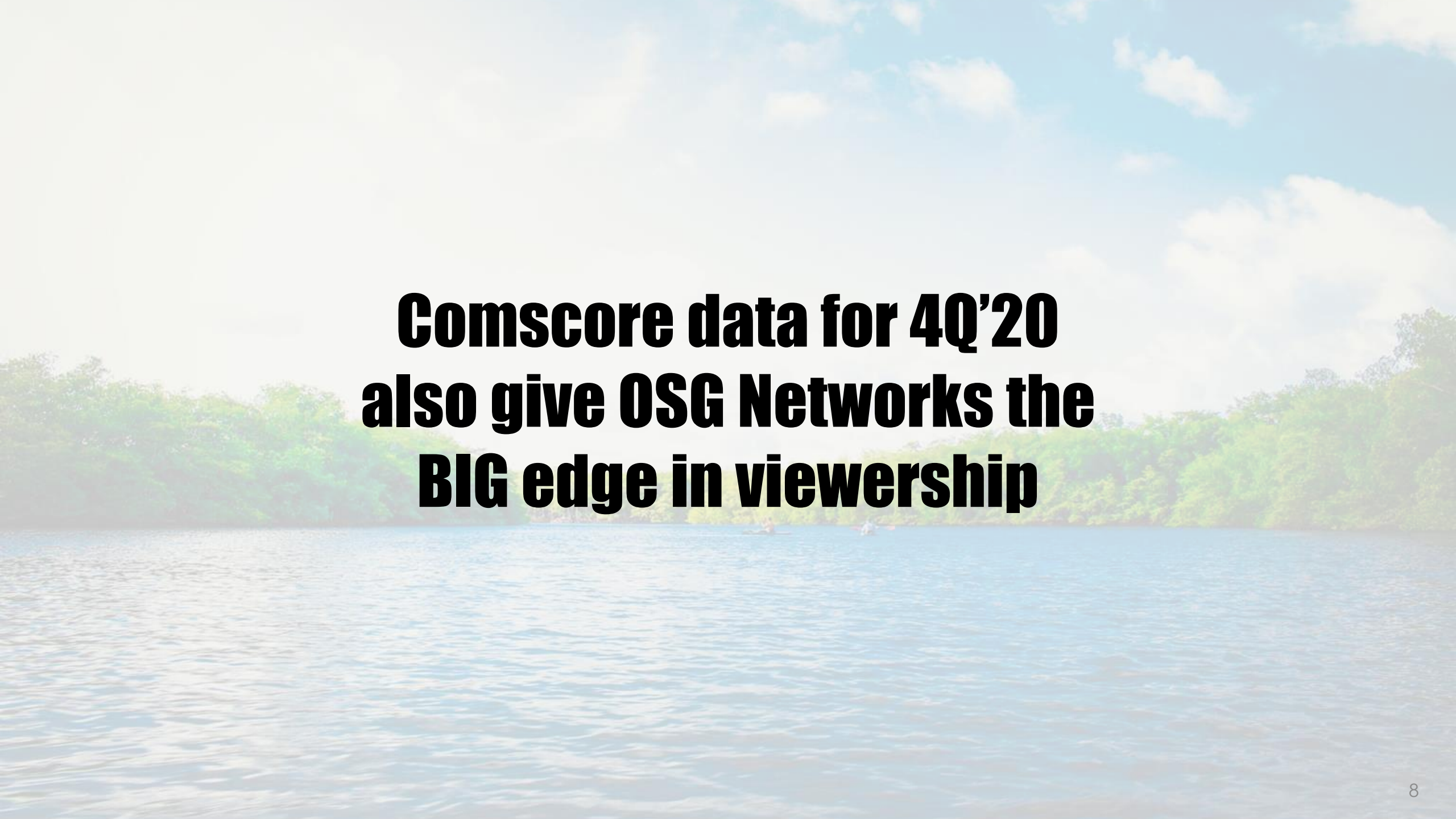
OUTDOOR & SPORTSMAN BEAT PURSUIT EVERY NIGHT OF THE WEEK

4Q'20 Prime (M-Su 7P-2A) AA by Night

Outdoor Channel Sportsman Channel Pursuit



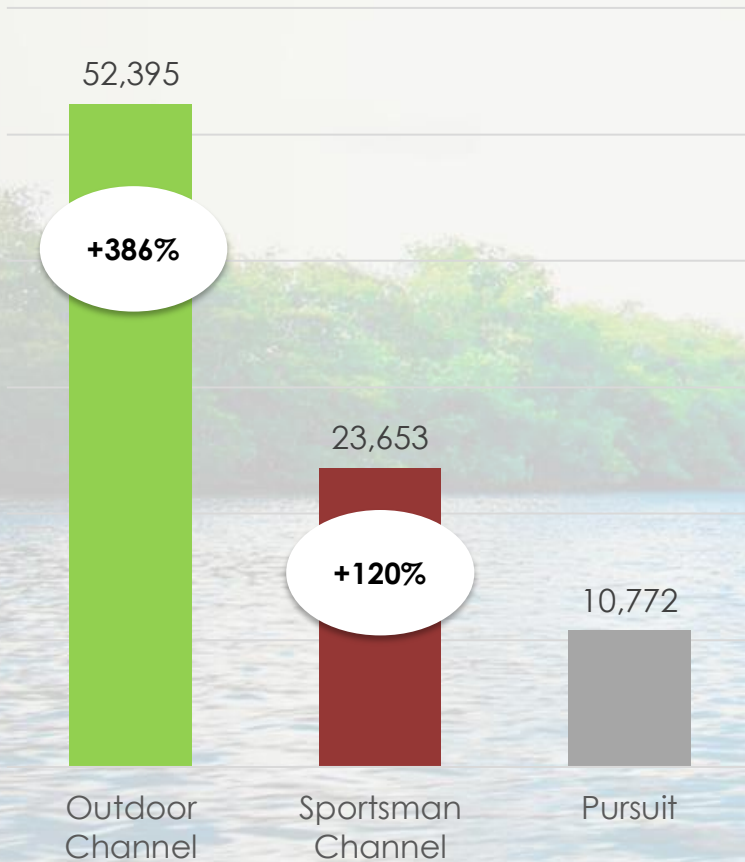
Source: Nielsen Marketbreaks; 4Q'20 (9/28/20-12/27/20); Data is Live +7; P2+ Delivery; Prime (M-Su 7P-2A)



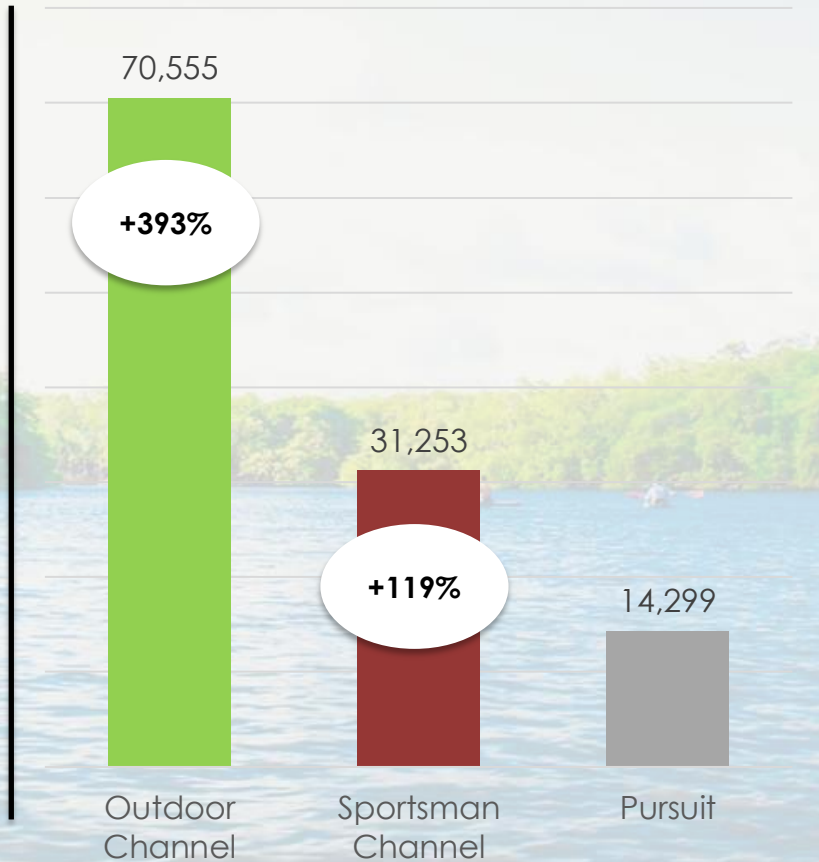
**Comscore data for 4Q'20
also give OSG Networks the
BIG edge in viewership**

OUTDOOR & SPORTSMAN BEAT PURSUIT ACROSS KEY DAYPARTS

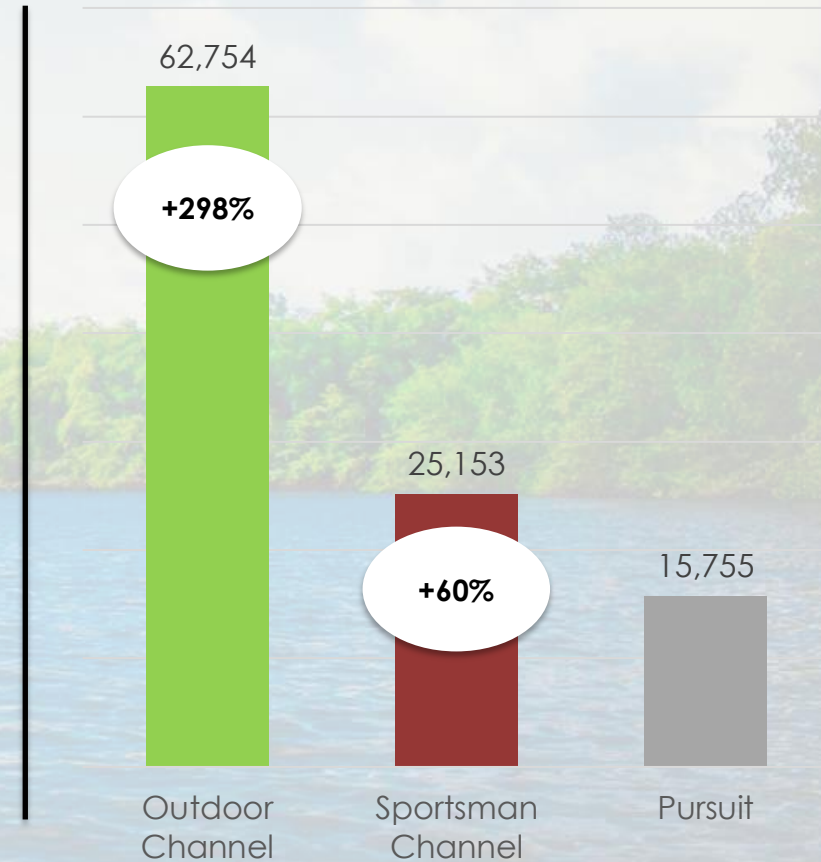
Total Day (M-Su 6A-6A)
4Q'20 AA Advantage



Prime (M-Su 7P-2A)
4Q'20 AA Advantage



Weekend (Sa/Su 6A-7P)
4Q'20 AA Advantage



OUTDOOR & SPORTSMAN BEAT PURSUIT EVERY NIGHT OF THE WEEK

4Q'20 Prime (M-Su 7P-2A) AA by Night

■ Outdoor Channel ■ Sportsman Channel ■ Pursuit

