GANNETT
INVESTOR MEETING

cars.com
careerbuilder®
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This presentation also contains a discussion of certain non-GAAP financial measures that Gannett presents in order to allow investors and analysts to measure, analyze and compare its financial condition and results of operations in a meaningful and consistent manner. A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures can be found in Gannett's publicly available reports filed with the SEC, all of which are available through the investor relations portion of our website.
careerbuilder®
THE BIGGEST PLAYER
IN GLOBAL HUMAN CAPITAL SOLUTIONS
POSITIVE IMPACT ON GANNETT’S DIGITAL SEGMENT
80% of its revenue from direct sales
30 MILLION MONTHLY VISITS
20 THOUSAND DEALERS SERVED
INCREASE EBITDA
U.S. JOB CREATION IMPROVING

AVERAGE MONTHLY NON-FARM JOB CREATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Monthly Job Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>-500</td>
</tr>
<tr>
<td>2008</td>
<td>298</td>
</tr>
<tr>
<td>2009</td>
<td>-424</td>
</tr>
<tr>
<td>2010</td>
<td>88</td>
</tr>
<tr>
<td>2011</td>
<td>174</td>
</tr>
<tr>
<td>2012</td>
<td>186</td>
</tr>
<tr>
<td>2013</td>
<td>194</td>
</tr>
<tr>
<td>YTD 2014</td>
<td>227</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Labor Statistics
SHORTAGE OF SKILLED LABOR

Nearly half of employers currently have open positions for which they can’t find qualified candidates.

37% of employers have positions that stay open 12 weeks or longer; one in six companies loses $25,000 or more per open position due to extended vacancies.

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>JOBS POSTED PER MONTH JULY 2013-JULY 2014</th>
<th>WORKERS HIRED PER MONTH JULY 2013-JULY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOFTWARE DEVELOPERS</td>
<td>59,279</td>
<td>48,957</td>
</tr>
<tr>
<td>REGISTERED NURSES</td>
<td>124,933</td>
<td>103,987</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>TOTAL EMPLOYMENT IN 2014</th>
<th>GROWTH IN JOBS 2010-2014</th>
<th>ANNUAL JOB OPENINGS 2010-2014</th>
<th>DEGREE COMPLETIONS 2013</th>
<th>PERCENTAGE OF THE WORKFORCE AGES 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>MACHINISTS</td>
<td>410,219</td>
<td>59,269, UP 17%</td>
<td>23,861</td>
<td>6,184</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: EMSI labor market analysis. CareerBuilder's June 2014 and November 2013 nationwide studies of employers conducted by Harris Poll
CAREERBUILDER IS THE CLEAR LEADER IN NORTH AMERICA

CAREERBUILDER NORTH AMERICA GAAP REVENUE

$178 million

Source: CareerBuilder's internal data & Monster's earnings announcements
EVOLUTION INTO AN HR SAAS LEADER

- Internal software development headcount has increased 50% in the last 24 months.
- Acquired EMSI in 2012 and Broadbean in 2014.
-Focused on four main SaaS product lines:
  - Workforce analytics
  - Candidate remarketing
  - ATS workflow
  - Job distribution
CONVERGENCE OF ADVERTISING, SOFTWARE & DATA

MATCHING TECHNOLOGY

CANDIDATE ACQUISITION

ATS WORKFLOW

BIG DATA ANALYTICS

CANDIDATE REMARKETING

CANDIDATE SEARCH

ATTRACTION
RESUME DATABASE REMAINS STRONG ASSET

CareerBuilder’s candidate database remains very strong with more than 80 million resumes globally and growing.

A significant development effort has been going into the candidate search experience of the future:

- Semantic search/skills extraction
- Open web presence integration
- Supply & demand data integration
Over 3,500 data customers

CareerBuilder and EMSI created an unmatched repository of historical and real-time labor market data

Developing new data offerings to support our advertising and software business
CANDIDATE PIPELINING AND REMARKETING

over 3,100 talent networks have been sold worldwide over the last three years

28 million members

available in 29 languages
1.5 million candidate searches a month
183 countries covered
2 million jobs posted a month
10 million applications a month
2,046 clients served
6,003 jobs board integrations
60,000 users globally
100+ API partners
APPLICANT TRACKING WORKFLOW
ONE CLICK DASHBOARD 1,000 CLIENTS & COUNTING

Jobs > Resume Received > Resume Accepted > 1st Interview > 2nd Interview > Offers > Hires

Full Functionality:
engage, evaluate, background check, hire
EVOLUTION INTO AN HR SAAS LEADER

Wynn uses CareerBuilder’s full suite of advertising, data and software solutions

Nearly half of Wynn’s hires come from CareerBuilder
CANDIDATE SOURCING PLATFORM

Image of a laptop screen displaying a candidate sourcing platform interface. The interface includes a job summary, talent search metrics, and activity analytics. The platform shows the sourcing of 32 candidates and various activity statistics such as search activity, post activity, social activity, and referral activity.
BIG DATA ANALYTICS SUITE

Career Site Activity
- TalentNetwork
- tmpworldwide

Job Distribution Activity
- eQuest
- love

Applicant Tracking System (ATS) Activity
- Luceo
- Kenexa
- iCims
- ADP VirtualEdge

RPO Activity
- ADP

DATA FLOW

Broadbean Analytics

Summary of Data:
- Job Count: 228
- Jobs: 64
- Median: 3,310
- Mean: 3,790
- Standard Deviation: 2,238
- Minimum: 1
- Maximum: 19,924

Summary of Individual Score Job:
- Job Count: 175
- Jobs: 25
- Median: 3,434
- Mean: 1,015
- Standard Deviation: 1,316
- Minimum: 1
- Maximum: 3,980
LIGHT VEHICLE SALES GROWTH

- **Used Vehicles**
- **Total New Vehicles**

Source: IBISWorld
CUSTOMER CONTRIBUTION TO REVENUE

customer base:
- franchise dealers
- independent dealers
- national, major accounts and other

55% FRANCHISE
15% INDEPENDENT
19% AUTO MANUFACTURERS
8% MAJOR ACCOUNTS
3% OTHER
Total Market Opportunity

18,000 2014 Franchise Market
28,000 Independents

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Dealers</th>
<th>Franchise</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>16,107</td>
<td>3,721</td>
<td>12,386</td>
</tr>
<tr>
<td>2011</td>
<td>16,938</td>
<td>4,019</td>
<td>12,919</td>
</tr>
<tr>
<td>2012</td>
<td>18,439</td>
<td>4,285</td>
<td>14,154</td>
</tr>
<tr>
<td>2013</td>
<td>19,318</td>
<td>4,655</td>
<td>14,663</td>
</tr>
<tr>
<td>2014</td>
<td>20,050</td>
<td>5,031</td>
<td>15,019</td>
</tr>
</tbody>
</table>

1 Urban Science Automotive Database
2 Cars.com Internal Analysis
DEALERSHIP RETURNS ARE AT THEIR STRONGEST LEVELS

**return on equity**

- in 2013, the average dealership generated 29% return on equity: it was 12% in 2008

**net pre-tax profit**

- in 2013, the average dealership made $923,248 in NIBT
- highest non-inflation adjusted amount since 1970
- third straight record year
US DIGITAL AUTOMOTIVE ADVERTISING IS LARGE AND GROWING

ONLINE AUTO AD SPEND VS. ONLINE AUTO SHOPPERS

AUTO AD SPENDING
- ONLINE: 27%
- OFFLINE: 73%

AUTO SHOPPERS
- USE THE INTERNET: 79%
- DO NOT USE THE INTERNET: 21%

Sources:
- eMarketer, March 2014
- J.D. Power, September 2014
CONSUMER VALUE PROPOSITION

31 MILLION VISITS EACH MONTH
CARS.COM TOP AWARENESS FOR CATEGORY
CARS BRAND AWARENESS

% total brand awareness

2009: 46%
2010: 46%
2011: 48%
2012: 58%
2013: 59%
AUG 2014: 65%

Note: Based on internet-using adults (18-60) that are current or recent car shoppers
Source: 2014 Millward Brown
BRAND STRENGTH HAS LED TO CONSISTENT AUDIENCE GROWTH
TOTAL CARS NETWORK VISITS

Note: Based on internet-using adults (18-66) that are current or recent car shoppers
Source: 2014 Millward Brown
PRIMARY BUSINESS SEGMENTS

DEALER

OEM
franchise
- have a contract with automobile manufacturers (OEM)
- allows them to sell manufacturers’ products
- sell both new and used cars

independent
- do not have any affiliation with an OEM
- sell primarily used cars
DIFFERENTIATING FROM THE COMPETITORS

- cox automotive
  - autotrader
  - kelley blue book
  - manheim

- edmunds.com
- truecar
- dealer.com
- dealertrack technologies
HOW WE’RE MEASURING GROWTH AND PROGRESS
2014 PROGRESS TO DATE

REVENUE
up 14% over 2013

TRAFFIC
377M visits
28% increase over 2013

DEALERSHIPS
20,350
6% growth

BRAND AWARENESS
65
6% increase from 2013
STRONG PROFIT MARGINS

driven by:

- local sales force
- best-in-industry products
- world-class technology organization

39.5% '06 - '13 CAGR
HEALTHY CASH FLOW ALLOWS FOR STRATEGIC REINVESTMENT AREAS

PRODUCT/TECH LEADERSHIP

MOBILE

BRAND/ORGANIC TRAFFIC

SERVICE
BENEFITS OF DIRECT MODEL
2020: EXCLUSIVE SALES CHANNEL

- More Customers
- Higher Revenue
- Greater Profit
JACK WILLIAMS
President, Digital Ventures

GANNETT
Digital Ventures
career builder
DEVELOPING SOFTWARE AS SERVICES SOLUTIONS
Providing recruiters and HR professionals with products and solutions
GENERATES STRONG CASH FLOW
EXPANDING GANNETT’S EXPANDED FOOTPRINT