

TEGNA

Investor Presentation

May 2019

Forward-Looking Statements



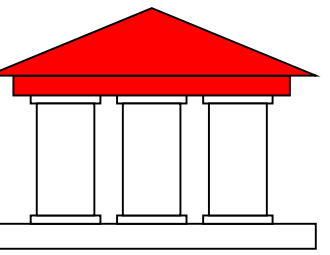
Any statements contained in this presentation that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995, including statements with respect to the expected financial results of the company. Any forward-looking statements contained herein are based on our management's current beliefs and expectations, but are subject to a number of risks, uncertainties and changes in circumstances, which may cause the company's actual results or actions to differ materially from what is expressed or implied by these statements. Such statements include, but are not limited to: our confidence in the future performance of the company; our ability to execute on our capital allocation, growth and diversification strategies, including potential mergers and acquisitions; the realization of expected regulatory changes and our ability to monetize new content and grow subscriber revenue. Economic, competitive, governmental, technological and other factors and risks that may affect the company's operations or financial results expressed in this presentation are discussed in the company's Annual Report on Form 10-K for the fiscal year ended December 31, 2018, and in the company's subsequent filings with the U.S. Securities and Exchange Commission (SEC). We disclaim any obligation to update these forward-looking statements other than as required by law.

TEGNA Investment Thesis



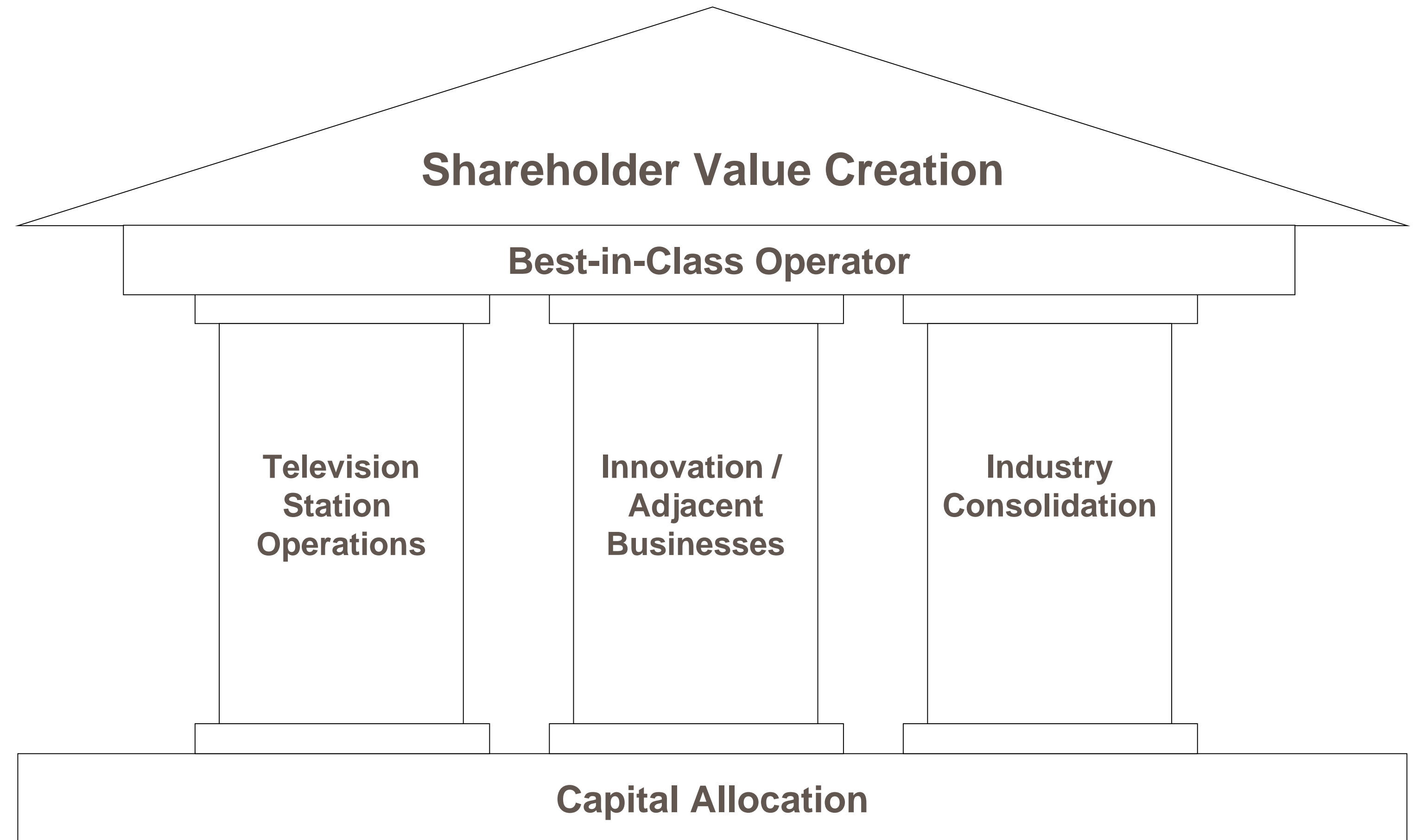
We are the leading local news and media content provider in the markets we serve, driving:

- ❑ Long term commitment to operational and financial discipline, coupled with strong execution, drives strong margins and free cash flow fueling M&A and organic growth
- ❑ Operational growth drivers, such as content innovation, subscription revenue and digital growth initiatives, combined with growing even-year political revenue, diversify our revenue and position TEGNA for success in a fast-paced, evolving media landscape
- ❑ Track record of innovation and execution, with proven ability to leverage our core assets and capabilities to build new, adjacent businesses, such as Premion in the OTT ad space
- ❑ Strong balance sheet and proven integration playbook leveraged for current and future M&A opportunities
- ❑ Strong free cash flow generation and a disciplined capital allocation drive flexibility and strong dividend yield to further optimize shareholder value



TEGNA's Strategy for Shareholder Value Creation

- **Remain best in class operator** to drive value from base business
- **Pursue growth opportunities** through innovation and adjacent businesses
- **Proactively pursuing accretive opportunities** resulting from industry consolidation



First Quarter 2019 TEGNA Highlights

Key Subscription and Revenue Highlights:

- ❑ Total paid subscribers are stable, year-over-year, fueled by rate increases and expanding OTT subscriber base in TEGNA markets
- ❑ Record subscription revenue – up 18% – on track for full-year 2019 revenue guidance of mid-teens growth
- ❑ Improving Mix: subscription revenue is 47% of total company revenue as of 1Q19, up from 40% in 1Q17
- ❑ Free cash flow guidance on track for 2-year 19/20E average of 18 – 19% of revenue

Premion:

- ❑ Revenue performing in-line with expectations of strong double digit growth in 2019. First quarter 2019 campaigns were delivered as expected for advertisers

Executing on M&A:

- ❑ In March, announced the \$740 million acquisition of the Nexstar divestiture stations – immediately accretive to free cash flow and accretive to EPS within a year after close
 - ❑ Added 11 stations in 8 markets, including 8 Big Four stations
 - ❑ Added Four stations in key presidential battleground markets (Pennsylvania, Iowa)
 - ❑ Efficient use of cap space – expanded HH reach by 2.0% on a discounted basis – 70%+ of synergies retrans driven
- ❑ In May, announced the ~\$77 million acquisition for the ~85% of Justice Network and Quest that we do not already own

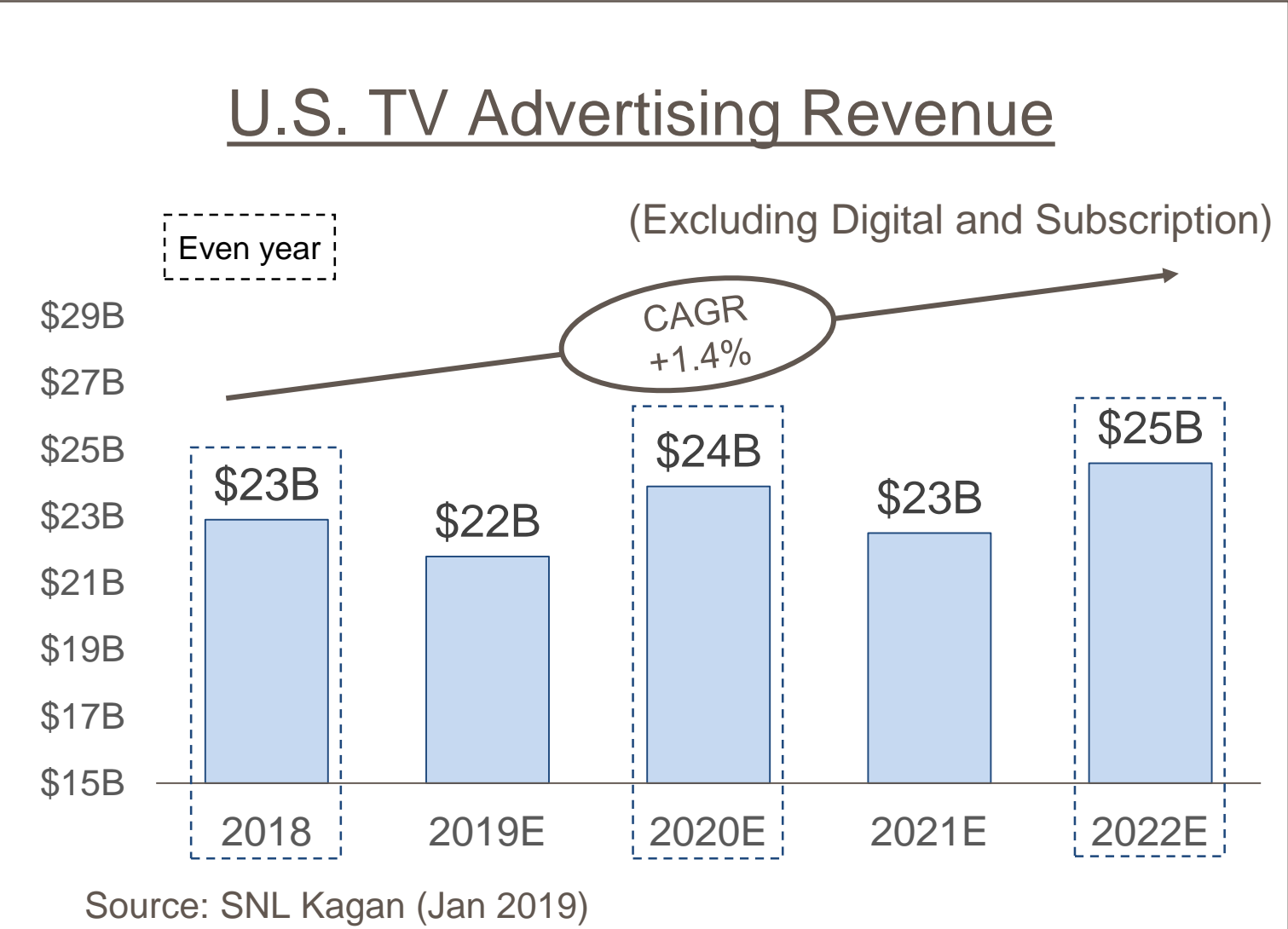
Recognition:

- ❑ Won 91 Regional Edward R. Murrow awards in April, more than any other media company in America

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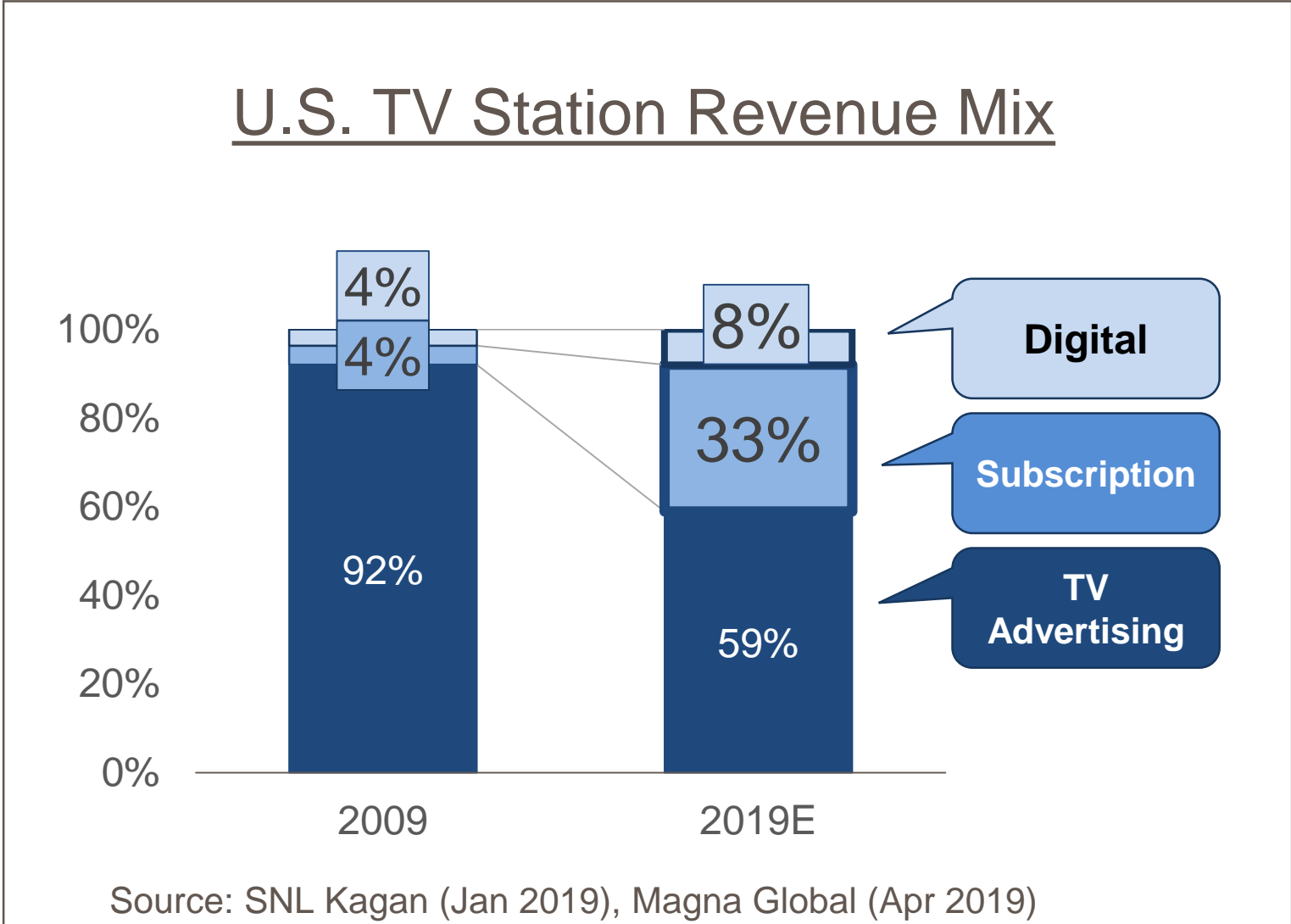
TEGNA Well Positioned to Leverage Evolving Media Ecosystem

Continued Strength of U.S. TV Advertising Revenue



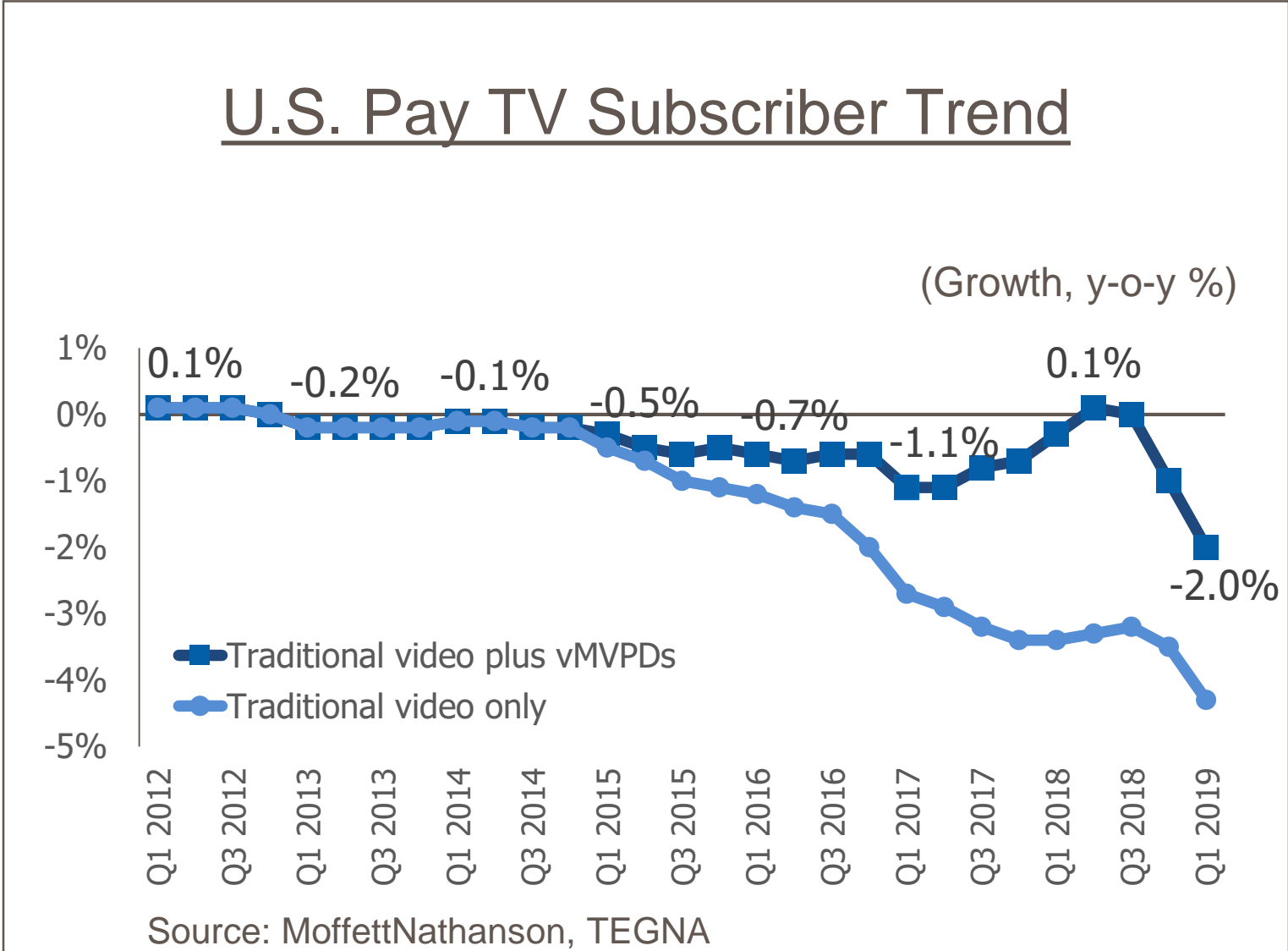
- The TV advertising trend has remained healthy
- U.S. TV advertising revenue is impacted by cyclical drivers such as even-year contribution from political advertising spend and sporting events (Olympics)

Increasingly Stable TV Station Revenue Mix



- The U.S. broadcast industry's revenue mix has shifted in response to evolving content viewing trends
- The rapid growth of subscription revenue has made the industry's portfolio more stable and balanced
- Political revenue growth continues to add stability to total television revenues

Stabilization of U.S. Pay TV Subscriber Trends

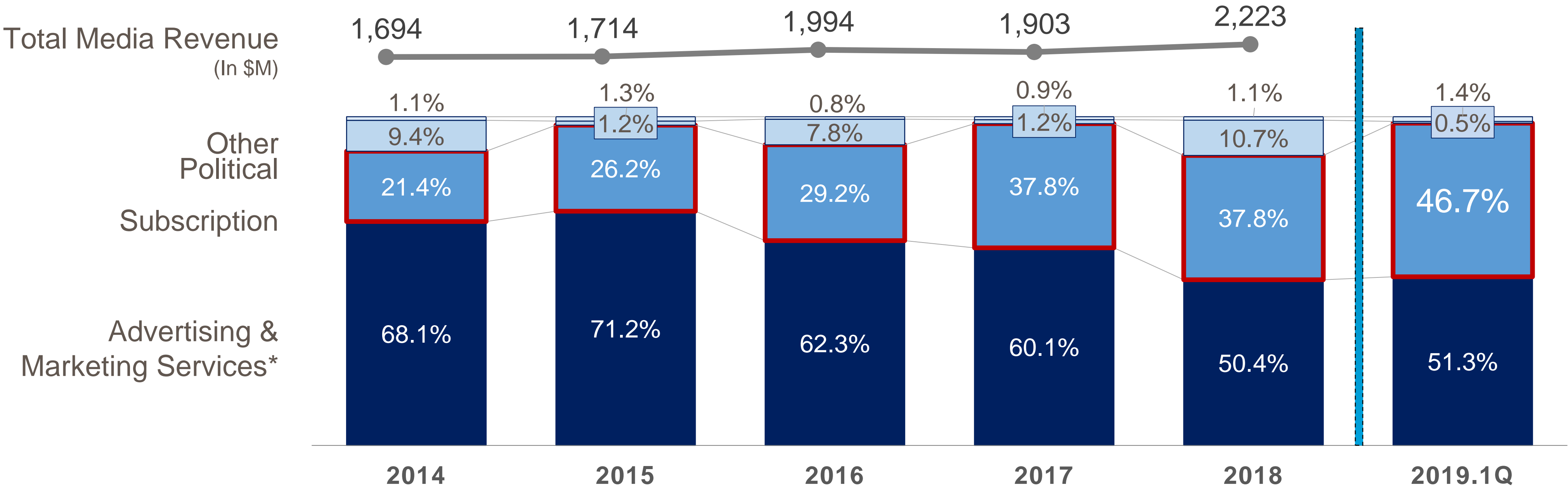


- Including virtual MVPDs, in 2018 pay TV subscribers had positive growth for the first time since 2012
- MVPDs continue to offer service bundling, and local/network television is an important component of skinny bundles

TEGNA Financial Strength Enhanced by Increased Concentration in High Margin Subscription and Political Revenue Streams

- Profitable, predictable subscription revenues are growing rapidly and our percentage of subscription revenue is outpacing that of the industry average
- Strong local news stations play a central role in all local political marketing strategies as evidenced by significant political revenue growth, which continues to add stability to advertising revenue on a two-year basis
- We expect high-margin **subscription and political revenues to account for approximately half of total two-year revenues** beginning in 2019/2020, and a higher percentage on a rolling two years cycle going forward. We expect growing subscription and political revenues will continue to be relatively immune from secular or economic trends

Shift in TEGNA Media Revenue Composition



* Advertising & Marketing Services: Advertising (Excluding Political) + Digital revenue

2019 Key Financial Metrics Outlook Reflects Strong Organic Business Trends, Prior to Any New M&A

2Q 2019 Guidance

	<u>Growth Rate %</u>
Total Company Revenue	Up Low Single Digits
Revenue ex. Political	Up Mid Single Digits
Total Operating Expenses	Up Mid Single Digits
Expenses ex. Programming	Down Very Low Single Digits

2019 Annual Guidance

Subscription Revenue	Up Mid-Teens
Corporate Expenses	~\$45M
Depreciation	\$55M - \$60M
Amortization	~\$35M
Interest Expense	\$190M - \$195M
Capital Expenditure	\$70M - \$75M
Recurring	\$35M - \$40M
Non-Recurring	~\$35M*
Effective Tax Rate	23% - 25%
Net Leverage Ratio	~4.0x**
FCF as % of Revenue	
2018 / 2019 Avg.	17% - 18%
2019 / 2020 Avg.	18% - 19%

*Non-recurring capex includes mandatory channel repacking (\$17M), HQ relocation and replacement facility in Houston

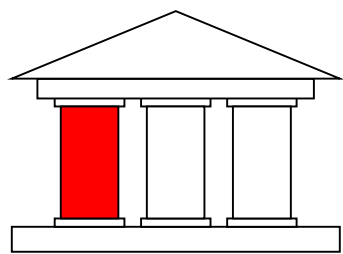
**Excludes Nexstar divestiture stations, Justice Network and Quest.

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Television Station Operations

Emergence of OTT Subscriber Base has Stabilized U.S. Pay TV Subscriber Trends

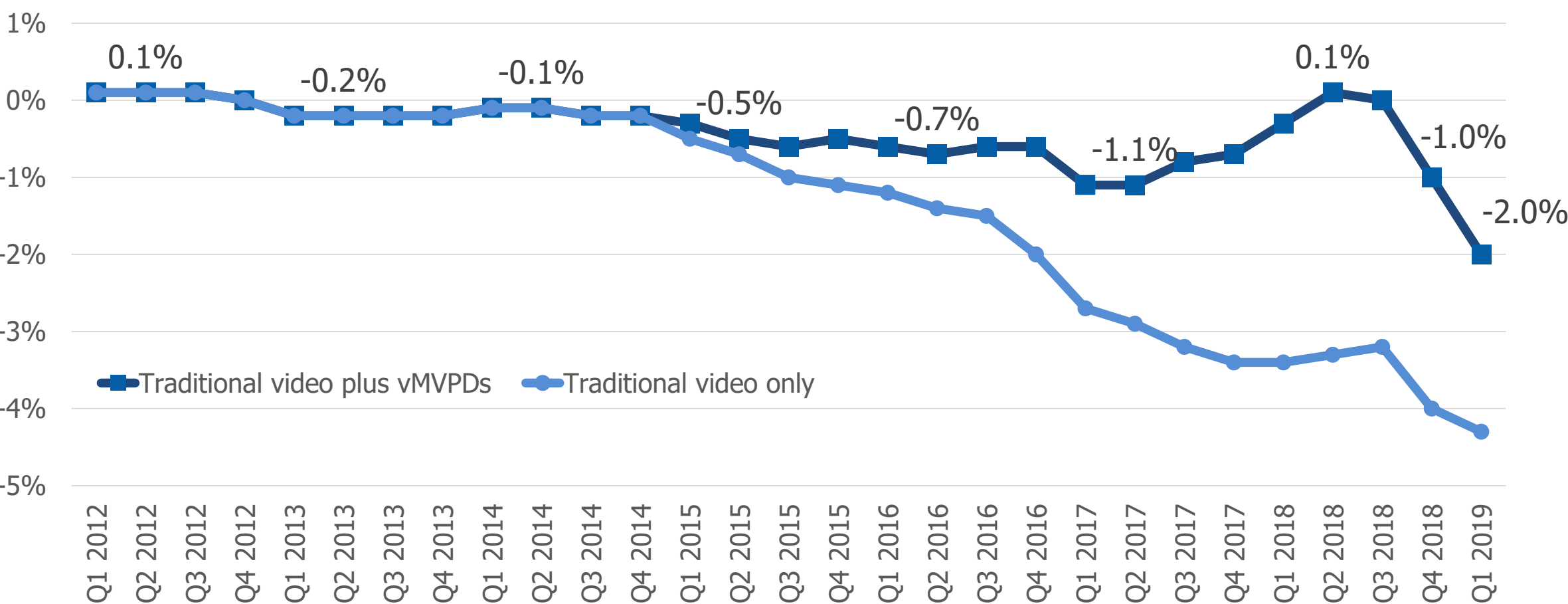


TEGNA's subscriber trends currently outperform industry trends driven by presence in primarily large market DMAs and growth of OTT subscribers

Industry

- Consumer demand for virtual MVPD platforms, driven in large part by local broadcast content, has stabilized subscriber trends

Pay TV Subscriber Growth, Including and Excluding vMVPDs



Source: MoffettNathanson, TEGNA

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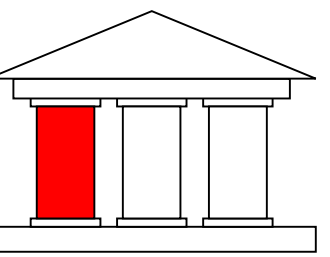
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- Total paid subscribers are up year-over-year for the first time in several years due to expanding OTT subscriber base in TEGNA markets
- TEGNA now has more than 2.2M virtual MVPD paid subscribers due to current agreements with major OTT providers and consumer demand

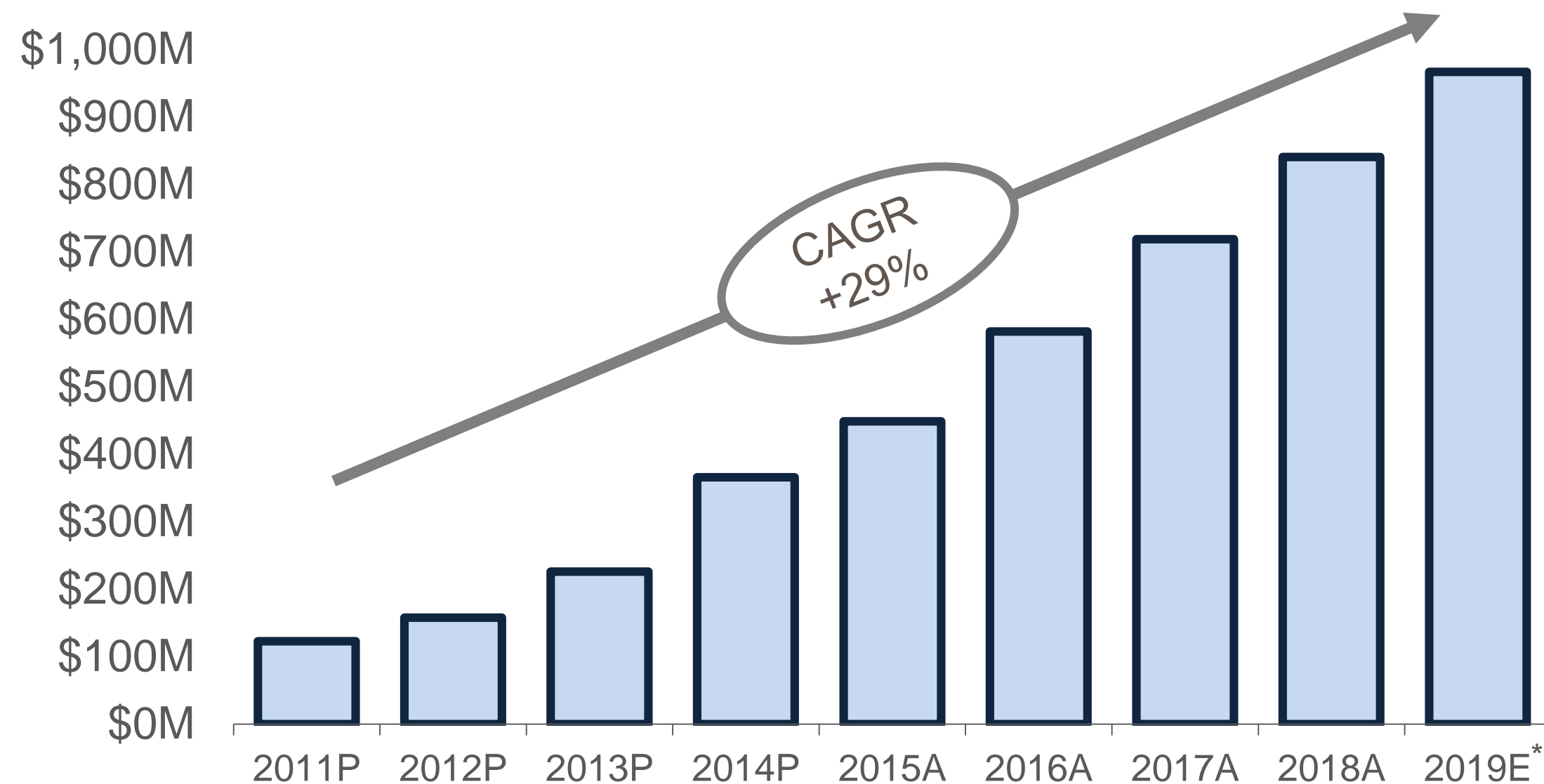


- TEGNA's presence in large DMA's, which have higher rates of growth in virtual MVPDs and lower rates of decline of traditional subscribers, has contributed to net subscriber growth rates

TEGNA Will Continue to Boost Subscription Revenue and EBITDA Growth Through Subscriber Renewals and OTT Growth



TEGNA Subscription Revenue



- On a pro forma basis, TEGNA has experienced strong subscription revenue growth dating back to 2011
- TEGNA subscription revenue expected to increase in the mid teens in 2019

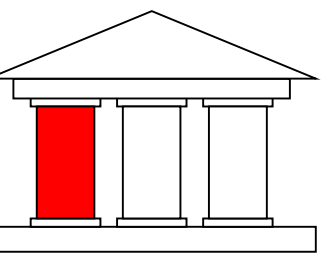
* Assumes mid-teens company guidance

- TEGNA will continue to grow subscription revenue with 86% of its subscribers up for renewal by year end 2020 (50% in 4Q 2019 and 36% in 4Q 2020)
- More predictable affiliate fees with longer term agreements drive net subscription revenue growth
- TEGNA is the largest NBC affiliate group and second largest CBS affiliate group

Affiliation Agreement Expirations:

FOX	2% of subs; expires Mid 2019
CBS	32% of subs; expires End of 2019
NBC	46% of subs; expires Beginning of 2021
ABC	21% of subs; expires Late 2023

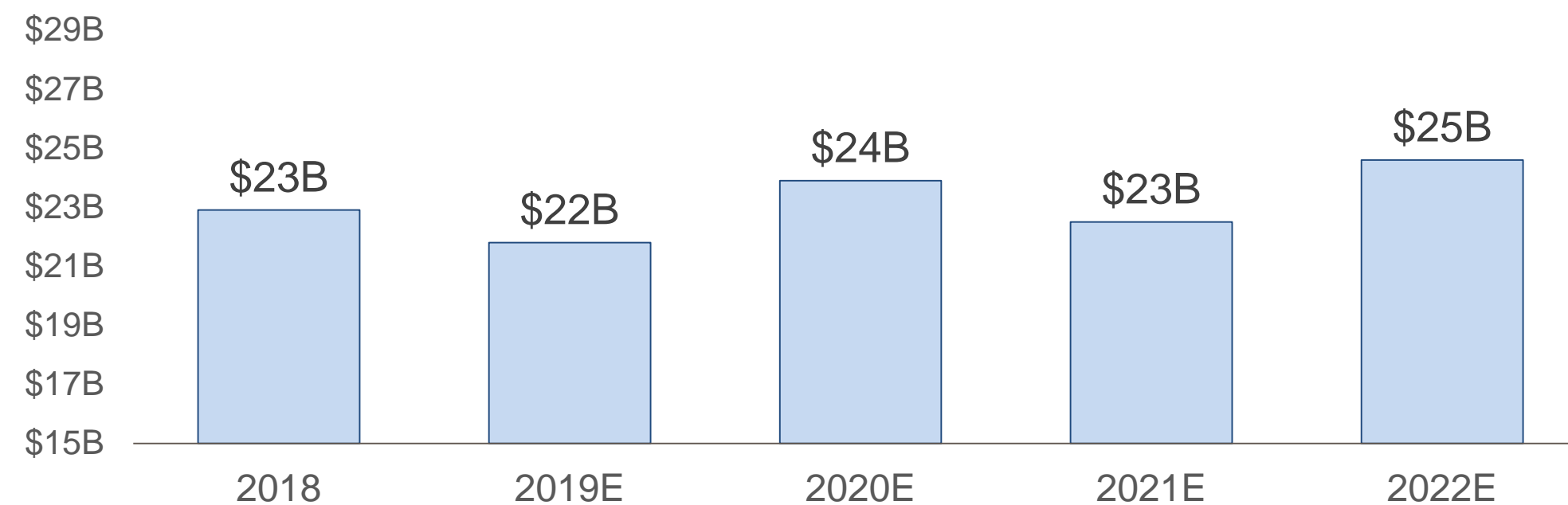
TEGNA Poised to Take Full Advantage of Content and Technology Innovation in Growing TV Advertising Market



Industry

U.S. Television Advertising Revenue Forecast

(Includes Political, excludes Digital and Subscription)



- Local television stations remain the dominant player in the local video market with 65% market share
- Live TV still accounts for the most time spent with media with 4:10 hours per day in 1Q 2018, up from 3:54 in 3Q 2017 (HH:MM)
- Even year political revenue is a catalyst for television advertising growth on a two-year average basis

TEGNA

- Advertising revenue growth will be driven by growing audience / market share and expanding TEGNA's addressable markets through content and technology innovation

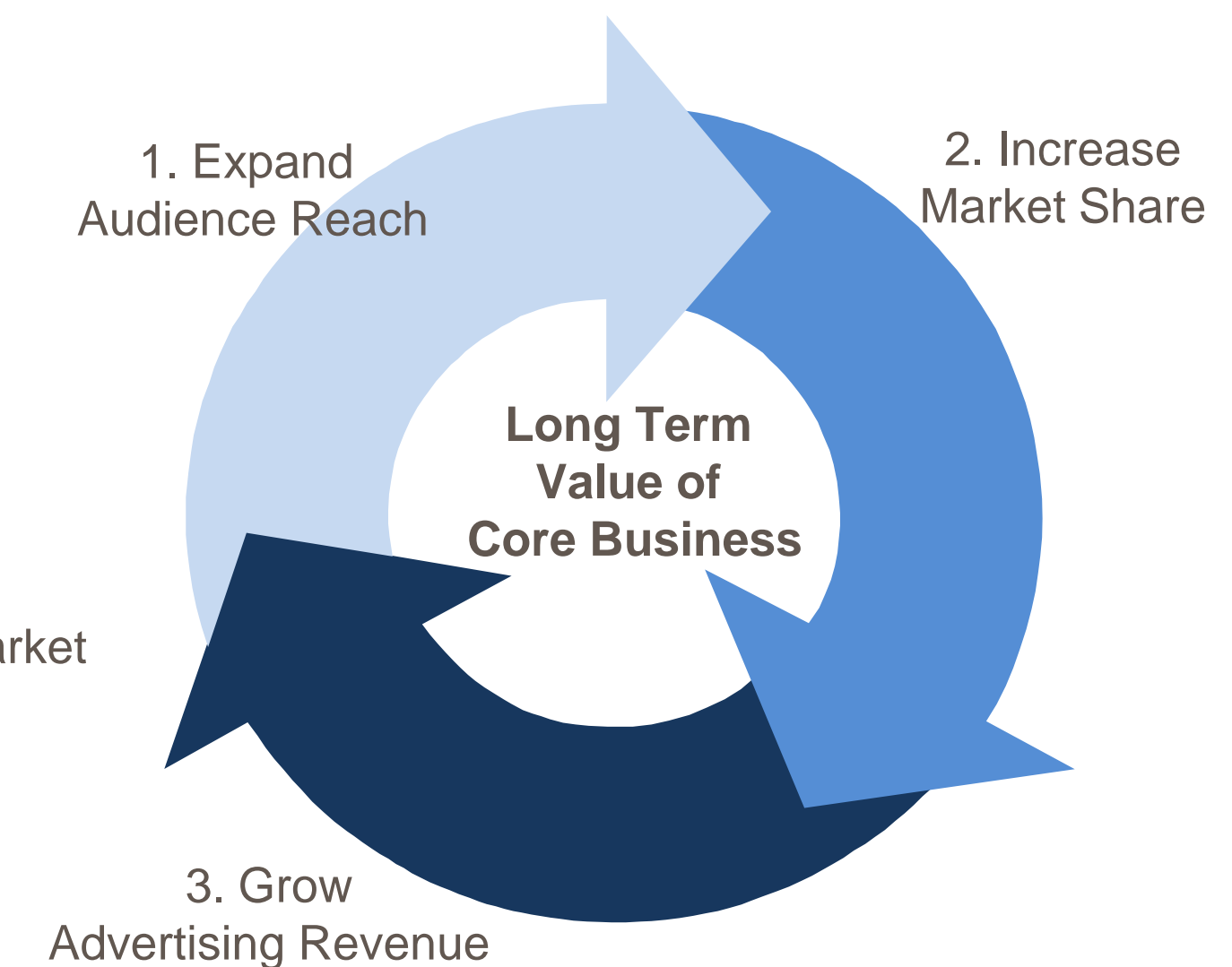
Content Innovation

- Local news content innovation is critical to drive audience and advertising growth
- Syndicated content innovation (incubated through recurring innovation summits) is critical to drive audience and revenue growth

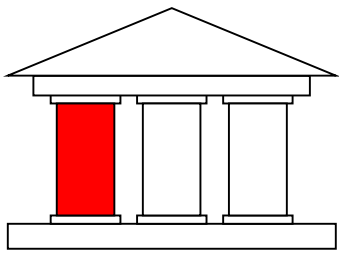
Technology Innovation

- We expect the following TEGNA technology initiatives to facilitate expanding audience / market share and increasing advertising revenue
 - Intelligent Ad Automation
 - Audience Attribution
 - Pricing
 - ATSC 3.0

Ad Revenue Growth Strategy



TEGNA Record Political Advertising Reflects Broadcast Advertising as Go-To Platform for Candidate and Issue Messaging

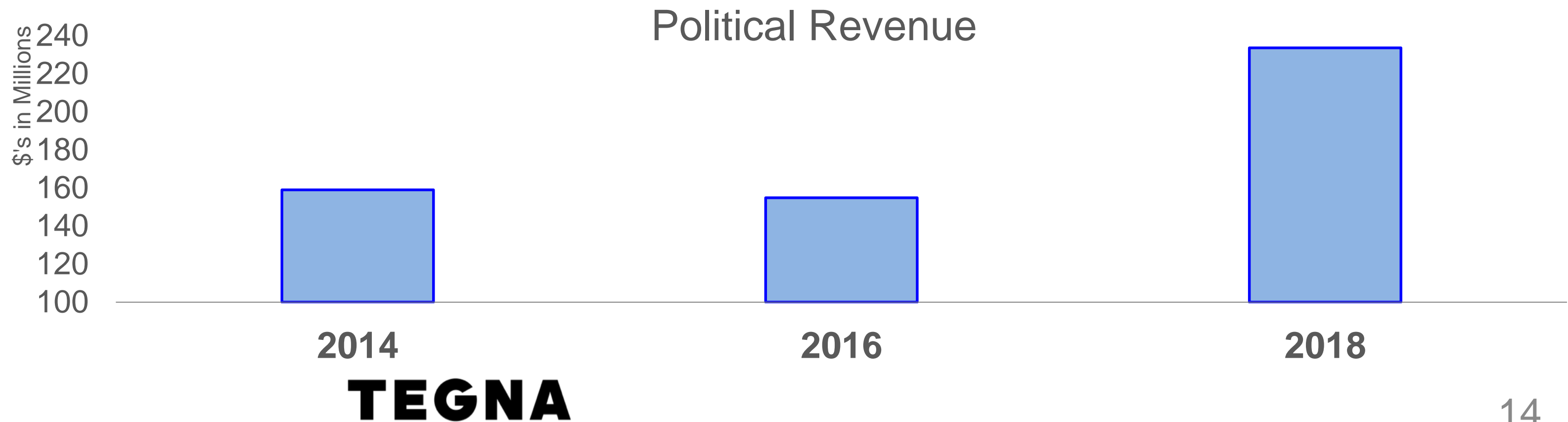


2018 Record
Mid-Term Election
\$234M
Previous record \$160M
in 2014

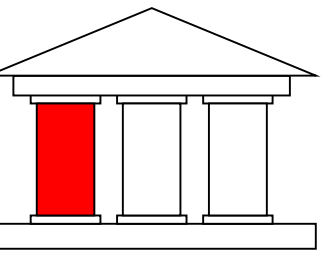
**TEGNA's Strong
Political Footprint**

House – FL, AZ, MN, MO, OH, TN
Gubernatorial – NC, MO, NH, WA, IN

- Well positioned for 2020 elections with projected record advertising spending for presidential candidates, including addition of key presidential spending battleground states – Pennsylvania (Harrisburg, Wilkes Barre) and Iowa (Des Moines, Davenport)
- Local Big-4 affiliates remain the preferred medium to broadly reach targeted constituents. TEGNA's strong local broadcast stations play a critical role in political marketing strategies, with depth and breadth of coverage on issues that matter to voters.
- OTT political advertising, enabled through TEGNA's Premion platform for the first time in 2018, provides an opportunity for TEGNA to extend reach and capture revenue well beyond our station footprint



TEGNA Optimizes Advertising Revenue Via New Technology Initiatives that Make Spot TV Advertising Easier to Buy and Drive Future Growth



Intelligent Ad Automation



- Automation of the spot TV buy will streamline the buy process and allow for better targeting, reducing cost and allowing traditional TV to compete with cable and digital
- TEGNA is a member of the Television Interface Practices (TIP) consortium of broadcasters, that is driving standardization and interconnectivity of the automation of national spot
- TEGNA is also actively piloting with multiple vendors to help drive acceptance of automation technologies across the ecosystem

Audience Attribution



- Attribution technologies allow advertisers to better understand the impact their advertising has on consumer traffic and purchase
- TEGNA is partnering with third parties to test the effectiveness of linear television attribution in Dallas, Houston, Washington, DC and Seattle
- Premion is increasingly providing attribution services to demonstrate the impact of OTT inventory for high value clients

Pricing



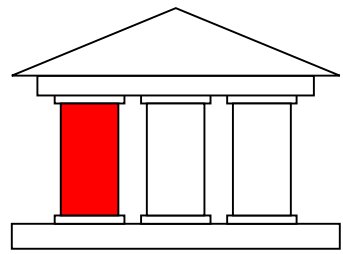
- TEGNA has centralized resources to help stations more effectively price their ad inventory to maximize share
- Those efforts are further evolving to include proprietary software that leverages big data, artificial intelligence and machine learning

ATSC 3.0



- ATSC 3.0 will allow each broadcaster to use their spectrum to compete more effectively with traditional Internet (IP) standards
- TEGNA is a member of Pearl Consortium of broadcasters leading the development of this next generation broadcast standard
- TEGNA is already participating in a beta test of the new technology in Phoenix
- ATSC 3.0 will improve the quality of our signal and also will allow for the ability to have more targeted advertising

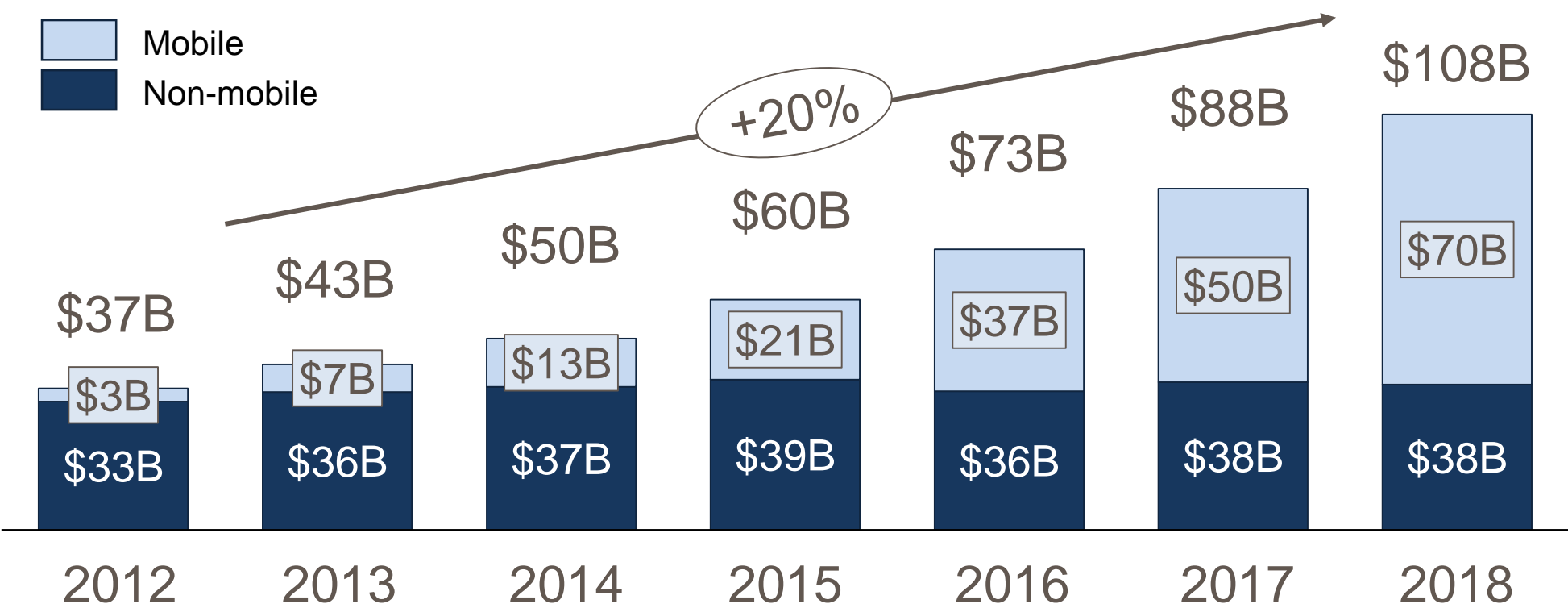
Beyond Premion, TEGNA Continues to Secure Audience Share Leveraging Mobile and OTT to Drive Digital Revenue Growth



Industry

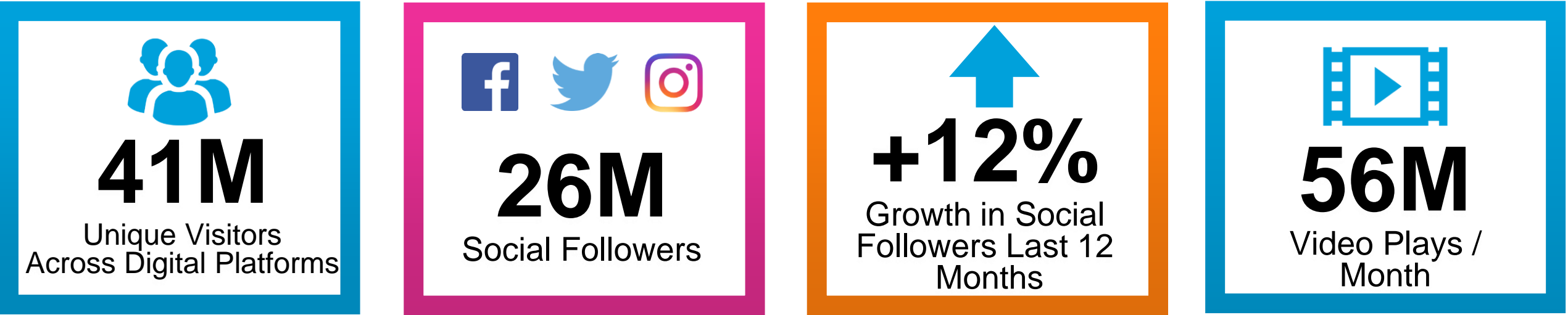
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Digital Advertising Revenue



- TEGNA’s strong digital footprint provides extended audience reach and creates revenue opportunities, with strategic emphasis on:
 - Growth across multiple platforms
 - High engagement with existing and new audiences
 - Create new monetization opportunities including strong partnerships with YouTube and Facebook, native advertisements and sponsored content

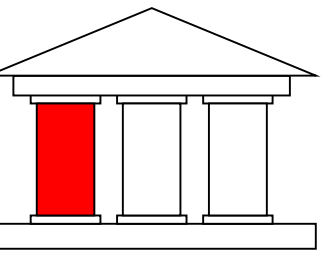
- Mobile continues to drive digital growth, making up 65% of digital advertising revenue in 2018
- OTT audience base is growing as OTT viewing becomes mainstream media behavior
- Ad spending on original digital programming has grown by 68% since 2016 driven heavily by agencies
- Advertisers are focused on the quality of programming for digital advertising



*Does NOT include Facebook Native Video Plays

Source: BIA Kelsey, IAB, ComScore

TEGNA Content Innovation, Incubated Through a Recurring Innovation Process, Critical to Driving Audience and Revenue Growth

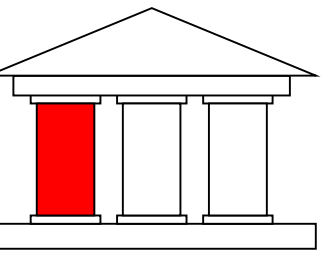


- DBL is a first of its kind, multiplatform live show with a revolutionary new format produced centrally at KUSA Denver
- Broadcasts LIVE across 36 TEGNA markets and 9 non-TEGNA markets
- Syndication sales and distribution for all TEGNA produced programs including DBL through exclusive partnership with Sony Television
- Ratings up +31% in the adults age 25-54 demographic



- Sister Circle is broadcast LIVE across 14 TEGNA markets and TVOne and CLEO TV with a combined 62% national reach
- National Distribution deal with TVOne and CLEO TV networks extend reach beyond TEGNA markets

Local News Content Innovation Driving Audience Growth



Digital first, episodic stories



New, multiplatform news segments



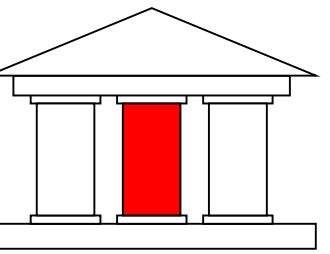
New innovative local news programs



- **Extend local station brands** by redefining News and Information multi-platform offerings, particularly OTT
- **Unique local content**, coupled with consumer insights, enables us to grow our share of audience and advertising revenue
- **Leverage all our platforms** to increase engagement and become audience's first choice

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Innovation / Adjacent Businesses



OTT Innovation: Premion

Premion is a leading, premium OTT ad network that targets local, regional and national advertisers and agencies. Premion is delivering strong revenue growth in markets well beyond TEGNA's TV markets (39→200+ Markets).



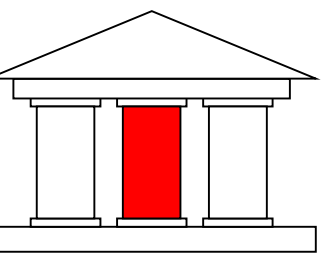
Strategy

- Aggregates premium OTT inventory, enables audience targeting across providers, and resells that content into local markets
- Leverages TEGNA's existing station salesforces in local markets, supplemented by a direct Premion-focused salesforce in large, key markets outside the TEGNA footprint
- Opportunity to serve as a platform for advertisers, publishers and other local broadcasters

Mission

- **For Advertisers:** Provide a scalable, data-driven digital video advertising solution to local and regional advertisers
- **For Publishers:** Bring advertising high-quality demand to publishers from advertisers that they would not have reached
- **For Local Broadcasters:** Provide an extension product for broadcasters to recapture ad dollars migrating with viewers to OTT platforms

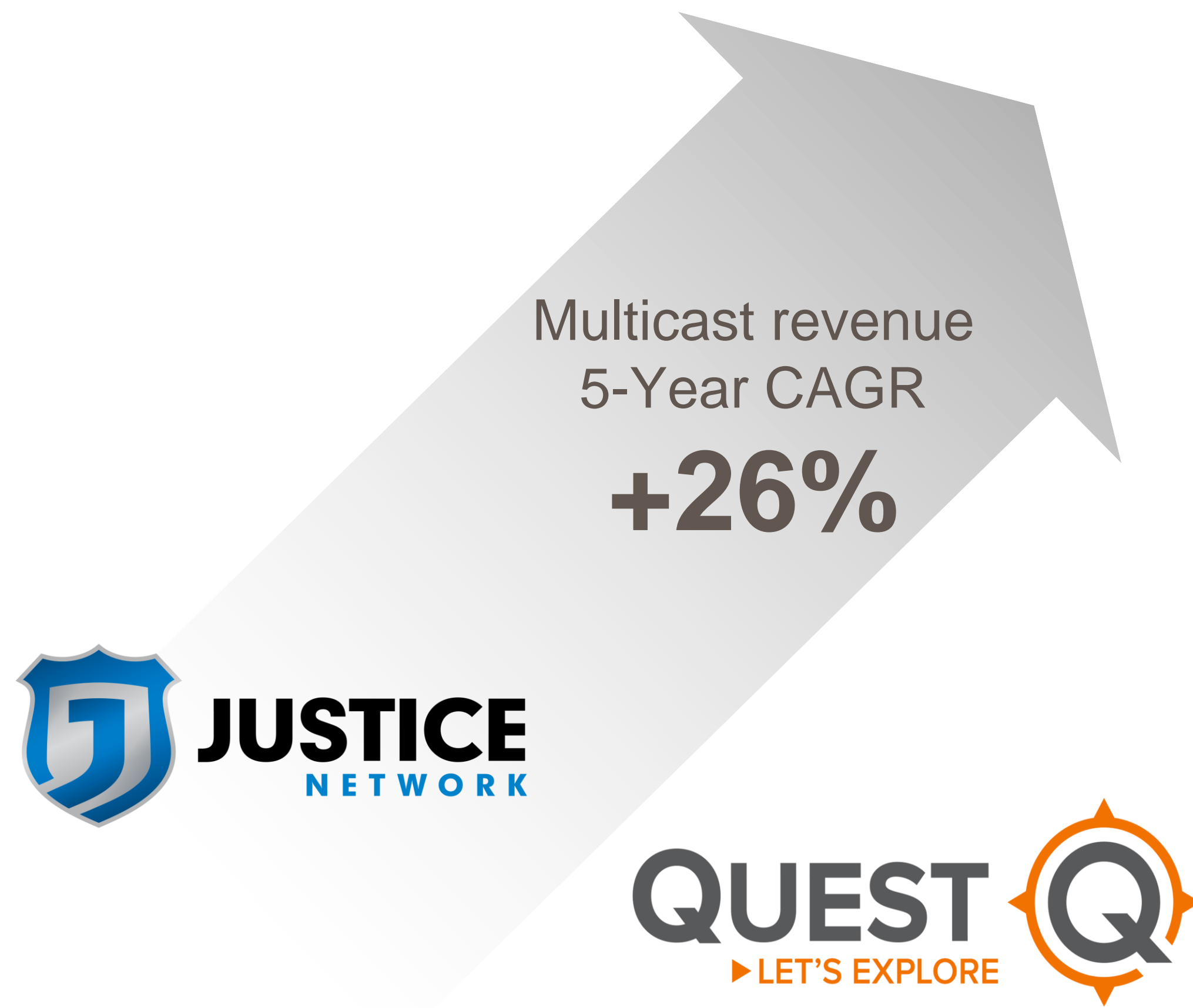
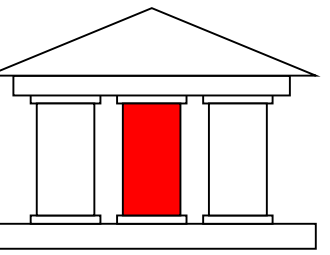
TEGNA Marketing Solutions Enables TEGNA to Grow Share of Marketing Spend Beyond Traditional Advertising Buys



- Delivering results to our customers across multiple platforms based on our strong brand foundation of expertise and local servicing
- Enhancing our local television reach with game-changing digital products, including Premion – our industry-leading OTT solution
- Combining marketing ideas, strong creative development, and data-driven audience strategies to grow our clients' businesses



TEGNA Investment in Extended Distribution Driving Growth in OTA* TV Viewers



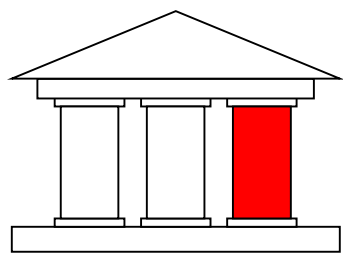
- On May 6th, announced the ~\$77 million acquisition for the 85% of the Justice Network and Quest that TEGNA does not already own. They are two of the leading multicast** networks, to capitalize on the growth in OTA TV viewers
- Extended distribution with Justice reaching ~80% and Quest reaching ~65% of the U.S. TV households. Continued growth potential going forward
- Accelerated growth in OTA with over 16M homes using indoor or outside antenna to watch television, representing an increase of 23% in 2016 compared to an increase of 10% in 2015
- TEGNA's multicast revenue from distribution agreements saw a 5-year CAGR of 26% (2013-2018)
- Expect both revenue and EBITDA growth rates to be in double digits going forward

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* OTA: Over-the-air
** Multicast: digital sub-channels

**Industry
Consolidation
and
M&A Outlook**

TEGNA Positioned to Deliver Add'l Shareholder Value Via Consolidation



- Significant mechanical synergies driven by existing scale
- Ability to amortize initiatives across larger footprint (e.g., Premion, TEGNA Marketing Solutions, Content)
- TEGNA's existing leverage levels provide ample firepower
- Participate actively in M&A processes for assets that fit within current regulatory constraints
- Will remain financially disciplined to create incremental shareholder value on top of what we can achieve organically

Regulatory Changes

TEGNA Impact

Approved

- **Relaxation of In-Market Rules**
FCC has approved option to own two big four affiliates on a case-by-case basis
- **Restoration of the UHF Discount**
- **Supreme Court approved sports-betting; state legislature reviews underway in select states**

Additional / New Market Acquisition

- Available headroom under the current 39% household (H-H) cap
 - H-H reach without UHF discount: 33%*
 - H-H reach with UHF discount: 28%**

37%* and 30.5%** pro forma the Nexstar divestiture stations

In-Market Consolidation

- Enables 10-15 percentage point increase in EBITDA margin of acquired stations
- Has not yet occurred significantly in mid-to-large markets where TEGNA operates due to regulatory lags

Sports-Betting

- TEGNA stations in select states likely to benefit early

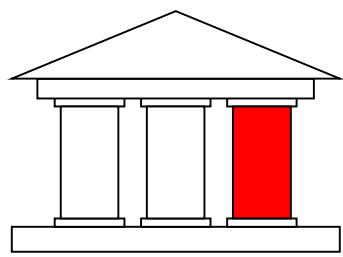
Potential

- **Raise 39% Ownership Cap**
Permitted to reach > 39% of U.S. households

Both In-Market & New Market Acquisition

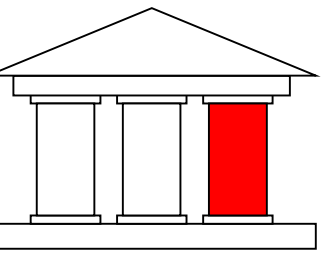
- Anticipated increase in U.S. household cap provides additional accretive M&A opportunities

TEGNA's Proven Track Record of Smart Investment and Strong Integration Will Deliver Even More Shareholder Value through New M&A



	Transaction	Strategic Impact	Financial Impact
Belo	<ul style="list-style-type: none">Acquired 20 television stationsTransaction value: \$2.2B	<ul style="list-style-type: none">Purchase nearly doubled broadcast assets and created 4th largest owner of major network affiliates with even more scale, geographic and network affiliate diversity	<ul style="list-style-type: none">\$175M of annual EBITDA synergies achieved a year ahead of 3-year goalNon-GAAP EPS accretion of \$0.43 per share achieved in first 12 months
London Broadcasting	<ul style="list-style-type: none">Acquired 6 television stationsTransaction value: \$215M	<ul style="list-style-type: none">Purchase further expanded presence in the high-growth state of Texas	<ul style="list-style-type: none">Accretive to EPS within the first 12 months
Midwest	<ul style="list-style-type: none">Acquired CBS / CW television station and AM / FM radio stations in San DiegoTransaction value: \$325M	<ul style="list-style-type: none">Purchase added a strong market to TEGNA's portfolio of Big Four affiliates in top marketsLeading station in audience ratings and shareAffluent market with strong political advertising	<ul style="list-style-type: none">Accretive to EPS within the first 12 months and immediately accretive to free cash flowMultiple of 6.6x 2017/2018 blended EBITDA including expected run-rate synergies and tax benefits
Toledo / Midland-Odessa	<ul style="list-style-type: none">Acquired CBS affiliate station in Toledo and NBC affiliate station in Midland-OdessaTransaction value: \$105M	<ul style="list-style-type: none">Toledo station purchase will further strengthen TEGNA and capture audience in northeast Ohio and southeast MichiganOdessa station purchase will further expand TEGNA's presence in high-growth state of Texas	<ul style="list-style-type: none">Accretive to EPS in less than a year after close and immediately accretive to free cash flowMultiple of 5.0x 2017/2018 blended EBITDA including expected run-rate synergies and net present value of tax savings
Nexstar Divestiture Stations	<ul style="list-style-type: none">To acquire 11 television stations in 8 marketsTransaction value: \$740M	<ul style="list-style-type: none">Purchase will add complementary markets to TEGNA's existing portfolio of top network affiliates including presidential spending battleground states	<ul style="list-style-type: none">Accretive to EPS within a year after close and immediately accretive to free cash flow per shareMultiple of 6.7x 2018/2019 blended EBITDA including run rate synergies and tax savings
Justice Network / Quest	<ul style="list-style-type: none">Acquired remaining ~85% of Justice Network and Quest that TEGNA did not ownTransaction value: ~\$77M	<ul style="list-style-type: none">Purchase will provide two multicast networks that reach more than 87M U.S. TV homes	<ul style="list-style-type: none">Accretive to EPS within the first 12 months and immediately accretive to free cash flow

TEGNA Actively Pursuing Accretive and Value Enhancing M&A



Actively Participating in M&A processes for Assets that Fit Within the Current Industry Regulatory Landscape. We Have the Capabilities to Generate Synergies and the Financial and Balance Sheet Strength to Further Fund Acquisitions and will be Financially Disciplined. Our Primary Objective is to Create Shareholder Value.

Broadcast M&A

- Opportunity enhanced by favorable regulatory environment with more sellers recently entering market
- Increased scale provides clear financial and strategic advantages
- Established track record of creating shareholder value through disciplined and accretive acquisitions
- **Vertical:**
 - TEGNA still has capacity under current national cap
- **Horizontal:**
 - Uniquely positioned as in-market consolidation has not occurred in majority of TEGNA markets

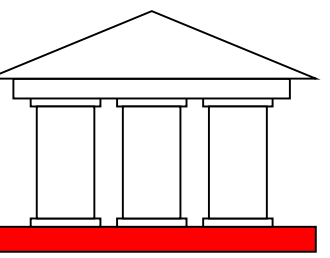
Adjacent M&A

- Existing: opportunities to further accelerate existing TEGNA adjacencies inorganically
- New: pursue new adjacencies that leverage and capitalize on TEGNA's strong local media assets
- Enhances TEGNA's scale with a focus on local content and marketing services opportunities highly aligned with existing core business
- Further diversifies TEGNA's revenue streams through a broader set of compelling locally-oriented assets
- **Maintain TEGNA's financially disciplined approach to transactions**

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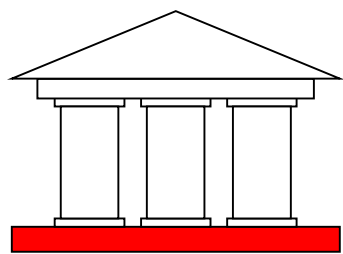
Capital Allocation

Well Managed Operations Produce Strong Financial Platform for Multiple Investment Opportunities to Grow Shareholder Value



- Strong, recurring EBITDA and free cash flow fuels a wide range of investment opportunities:
 - Invest in growth through organic initiatives such as content, marketing and OTT solutions
 - Pursue accretive M&A and organic and adjacent investment opportunities in-line with our strategy
 - Return capital to shareholders from free cash flow drives yield of ~1.8% as of May 9th
 - Dividends \$0.28 per share/per year
 - Opportunistically reduce debt, increasing firepower and flexibility for future investments
 - Limited recurring capital requirements (\$35M to \$40M per year)
 - Accelerated redemption of \$280 million of 2019 fixed-rate notes
 - Reduced interest expense by approximately \$3 million per quarter through the third quarter of 2019
 - Over 90 percent of fixed rate debt protects against rising interest rates

TEGNA Strong Cash Flow Generation Fuels Ability to Opportunistically Maximize Return on Investment

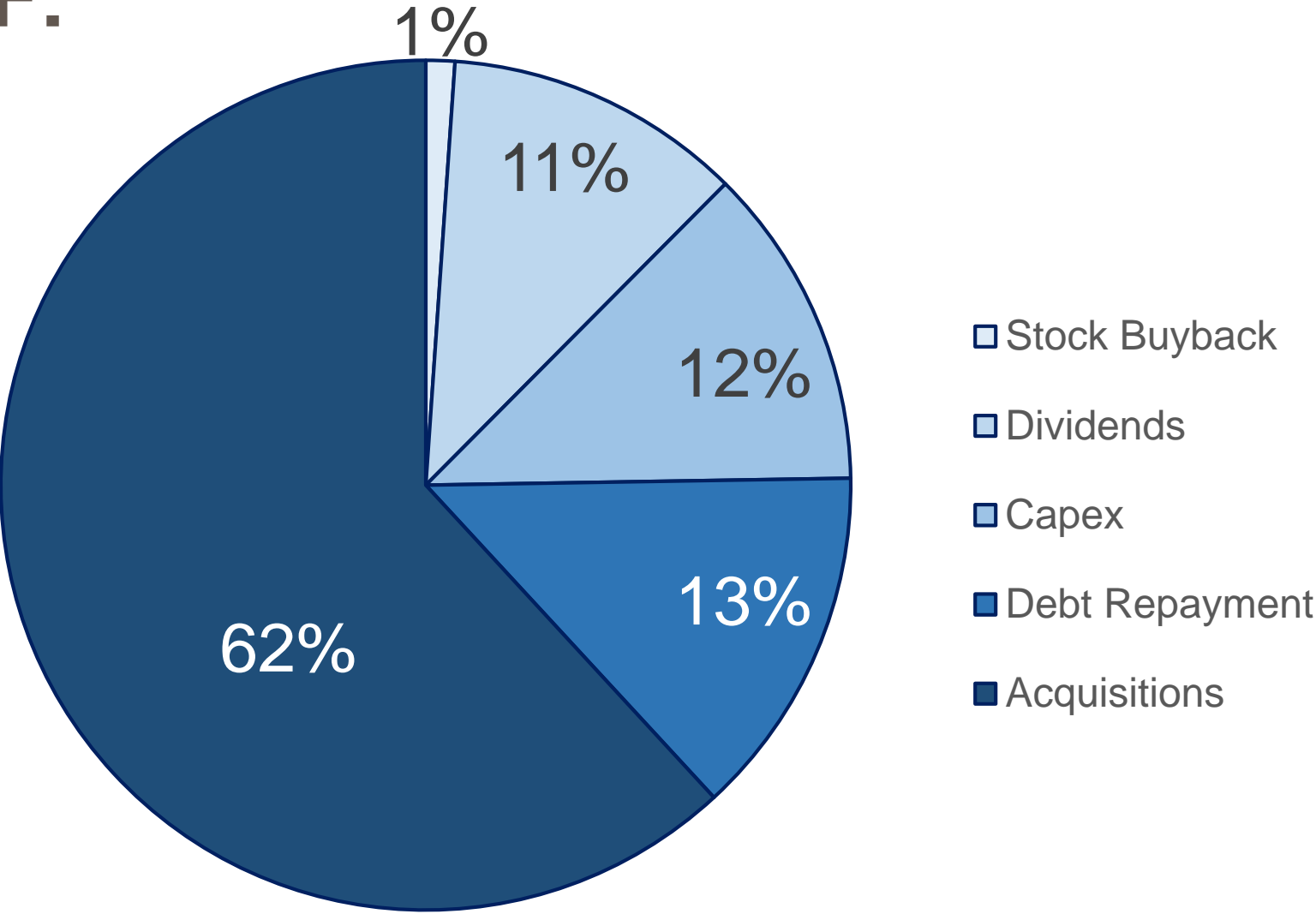


- Strong free cash flow provides flexibility for capital allocation priorities
 - In 2017, M&A opportunities were limited; TEGNA de-levered through accelerated redemption of 2019 fixed-rate notes to enhance future firepower
 - M&A pipeline, highlighted by the recently announced acquisition of the Nexstar divestiture stations, Justice Network and Quest; TEGNA’s capital allocation strategy to acquire strategic assets at attractive prices is ongoing

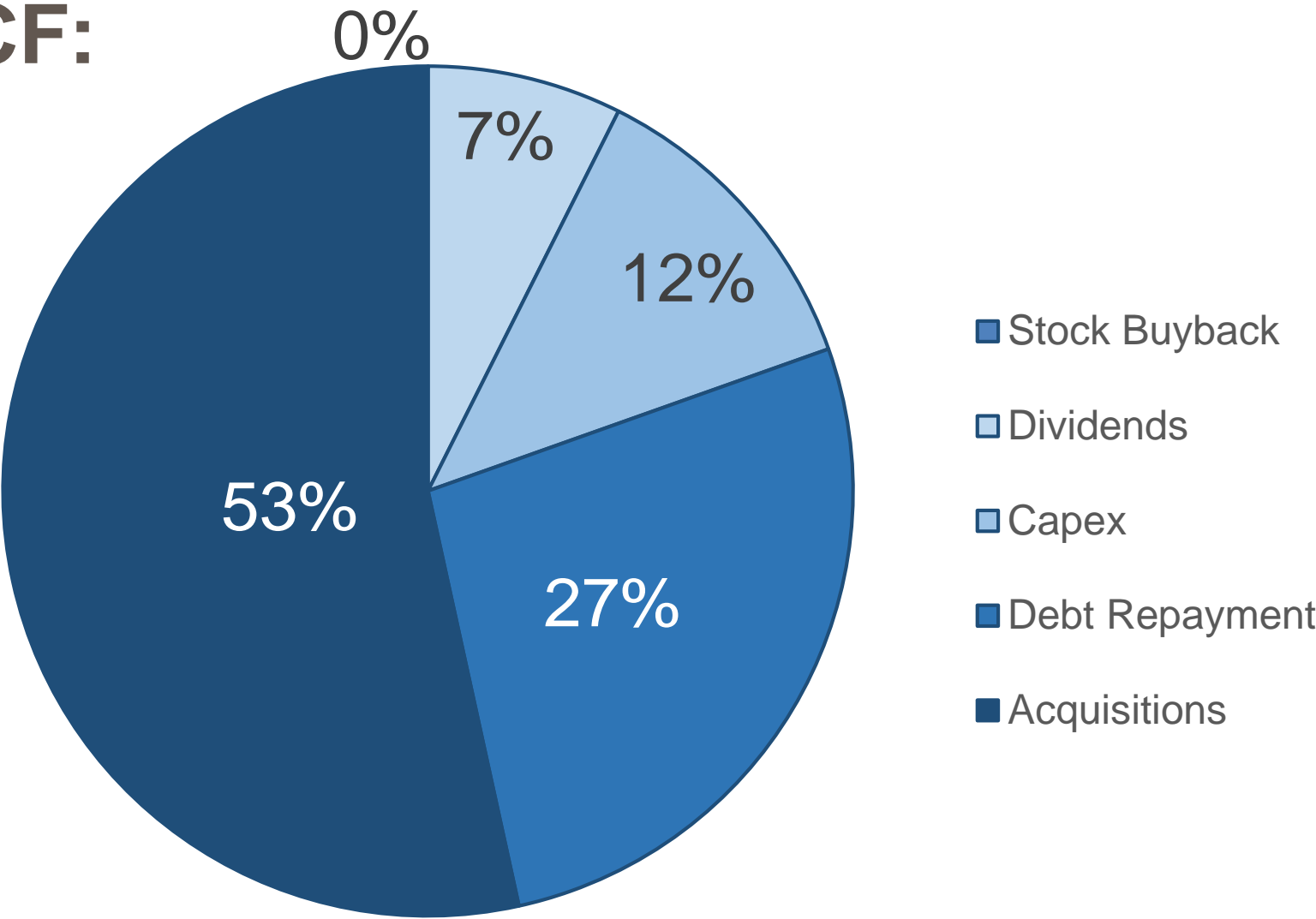
Full Year 2018 Selected Cash Flow Uses

1Q 2019 Selected Cash Flow Uses

**Total
Selected CF:
\$531M**



**Total
Selected CF:
\$205M**



* Net of use of credit revolver

Key Takeaways



- ✓ TEGNA's continued long term commitment to operational and financial discipline, coupled with strong execution, drives strong margins and free cash flow fueling M&A and organic growth
- ✓ Operational growth drivers, such as content innovation, subscription revenue and digital growth initiatives, combined with growing even-year political revenue, diversify our revenue and position TEGNA for success in a fast-paced, evolving media landscape
- ✓ Track record of innovation and execution, with proven ability to leverage our core assets and capabilities to build new, adjacent businesses, such as Premion in the OTT advertising services space
- ✓ TEGNA's strong balance sheet and proven integration playbook can all be leveraged for future M&A opportunities
- ✓ Strong free cash flow generation and a disciplined capital allocation drive flexibility and strong dividend yield to further optimize shareholder value