Forward-looking Statements

Certain statements in this presentation may be forward looking in nature or “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this presentation are subject to a number of risks, trends and uncertainties that could cause actual performance to differ materially from these forward-looking statements. A number of those risks, trends and uncertainties are discussed in the company’s SEC reports, including the company’s annual report on Form 10-K and quarterly reports on Form 10-Q. Any forward-looking statements in this presentation should be evaluated in light of those important risk factors. Gannett is not responsible for updating or revising any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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.

2014E Revenue Growth

16%

Company-Wide, YoY

2014E Adjusted EBITDA

42%

Company-Wide

Approximately $6.40 per share in 2014
$32 - $33 per share tripled from November 2011

**TOTAL SHAREHOLDER RETURN**

11/30/2011 - 12/01/2014

- Total Return (Gannett Co. Inc.)
- Total Return (S&P 500)

Broadcasting covers approximately 1/3 of households in the U.S.

#4 of Big 4 network affiliates

#1 in population reach for NBC & CBS

#4 in population reach for ABC

*excluding owner-operated stations*
2014E BROADCAST REVENUE

$1.7B

revenue projected to double to

PUBLISHING POSITIONING

all-access content subscription model
renewing and revitalizing connections

NEWSQUEST GROWTH

strong performance + growing profitability

NEWSQUEST INNOVATION

an innovative digital advertising platform

NEWSQUEST INNOVATION

one campaign across

NEWSQUEST INNOVATION

engage audience of

800
local news sites

17.5M
monthly unique users
NEWSQUEST INNOVATION

USA TODAY CIRCULATION

USA TODAY

daily circulation rose 40% YOY

cross platform page views up 22% YOY averaging more than 1B page views per month

DECEMBER 10, 2014

GANNETT

UBS GLOBAL MEDIA AND COMMUNICATIONS CONFERENCE

G/O DIGITAL
**GANNETT**

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NOVEMBER 2014E
LIGHT NEW VEHICLE SALES

17m
up 4.4% YOY

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CARS.COM

80%
of revenue
from direct sales

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CARS.COM STRONG PROFIT MARGIN

39.5% '06 - '13 CAGR

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CARS.COM REVENUE SOURCES

- 55% FRANCHISE
- 15% INDEPENDENT
- 8% MAJOR ACCOUNTS
- 19% AUTO MANUFACTURERS
- 3% OTHER

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MARKET OPPORTUNITY
46,000 dealers in the U.S.

MARKET PENETRATION
20,000 dealers and growing

AUTO AD SPENDING
ONLINE 27%
OFFLINE 73%

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

BRAND AWARENESS
31 MILLION VISITS EACH MONTH

RESEARCH
PRICE
FIND™

MUST BUY AMONG ADVERTISERS

PRODUCT/TECH LEADERSHIP
MOBILE
BRAND/ORGANIC TRAFFIC
SERVICE

SOURCE:
- eMarketer, March 2014
- J.D. Power, September 2014
High Growth Company

2014 Successes

a record breaking year

high margin business with broad appeal

Gannett Performance

#1 KARE-TV

#2 KUSA-TV

#3 KGW-TV

#4 KING-TV

Quality of programs and strong local connections

Broadcast
broadcasters in each market
>1/3 of all viewing

approximately
<1/6 of all subscriber fees

SCALE IS CRITICAL

VIEWER RELATIONSHIP

BROADCAST SEGMENT

RECORD FINANCIAL RESULTS

2014 RESULTS

$1.7B
up 19% over 2013*
up 13% over 2012*

*pro forma

2016 promises to be another strong presidential advertising year

BROADCAST SEGMENT

2014 RESULTS

$160M
up 28% over 2012*
up 17% over 2010

*excluding presidential advertising

political advertising

Wednesday, December 10, 14

Wednesday, December 10, 14

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Wednesday, December 10, 14

Wednesday, December 10, 14
2014 RECORD RESULTS

sochi winter olympics

$40M
up 65% over 2010

market share

GROWTH

2014 RECORD RESULTS

BROADCAST SEGMENT

RETRANSMISSION revenue

2014E

$365M
up 62% over 2013

2015E

$440M - $445M
up approx. 20% over 2014

AFFILIATION agreements

Q4 2014E BROADCAST SEGMENT

projected pro forma Q4 revenue

up mid 20s over 2013

up approx. 10% over 2012
**LOCAL AD REVENUE**

- **Q2 OVER Q1**: 21%
- **Q3 OVER Q2**: 32%

**LOCAL AD REVENUE**

77%

**AUTO DIGITAL REVENUE**

Total digital auto revenue grew from 44% digital 2013 to 58% digital 2014.

**NEW GRAVITY AD UNIT**

**NEW NATIVE ADVERTISING ABILITY**

USA TODAY inserts are now in 35 of our USCP print editions.
**IMPROVED SUBSCRIBER SATISFACTION**

- 50% have a more positive impression
- 60% are more satisfied with the product
- 33% spend more time with the newspaper

**PROJECTED REVENUE INCREASE**

$46M

**ENGAGEMENT INCREASE**

- Unique Visitors to Mobile Platforms YOY: ↑129%
- Minutes Per Visit on Mobile Platforms YOY: ↑16%

**NEWSROOM FOCUS**

**NEWS & CONSUMER INSIGHTS**

**JOURNALIST TRAINING**

Approximately 3,500 journalists received intensive training

**NEWLY CREATED JOBS**

- Coaches
- Audience Analysts
- Content Strategists
FINANCE

Q4 RESULTS

EPS estimate

benefited by record non-presidential political revenue of nearly $95M

Q4 2014E BROADCAST SEGMENT REVENUE 115% +

Q4 2014E BROADCAST SEGMENT REVENUE

revenue expected to be up for Q4 2014
Q4 2014E

**BROADCAST SEGMENT REVENUE**

*YOY increase 23% - 25% pro forma*

Q4 2014E

**DIGITAL SEGMENT REVENUE**

estimated to increase over *70%*

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**DECEMBER 10, 2014**

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**total revenue**

down mid single digits

**advertising**

down mid single digits

**circulation**

down low single digits

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**RESULTS 2014**

**2014E FULL YEAR RESULTS**

$6.01B

16% higher than last year

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**Finance GANNETT**

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**Finance GANNETT**

Wednesday, December 10, 14

**Finance GANNETT**

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Company-wide digital revenue over $2.0B over 32% of total.

Total revenues expected to be up 4% on a pro forma basis.

Net income approximately $630M - $635M.

Strong free cash flow* projected to be $860M - $890M.

Long-term debt $4.6B - $4.7B at year end.

Capital expenditures will be $160M - $170M.

*Net Cash Flow from operating activities as reported on the statement of cash flows reduced by purchase of property, plant and equipment as well as payments for investments and increased by proceeds from investments.
2014E FULL YEAR RESULTS

will return almost $260M to shareholders

repurchased approximately 2.7M shares

OUTLOOK

2015 PROJECTED

capital expenditures $135M - $140M

depreciation $210M - $215M

amortization $135M - $140M