



Investor Presentation

March 2026

Investment Highlights



NEWSMAX NEWSMAX2 NEWSMAX+

Rapidly Expanding News Network with Strong Growth Trajectory

Highly Loyal Audience with Significant Reach

Diverse Platform Model with Multi-Faceted Revenue Streams

Platform and Reach Unlocks Monetization Upside

World-Class Leadership with Strategic Access

Debt-Free Balance Sheet with Capital Strength to Support Growth

Newsmax Overview



*On all
platforms,
for all people*

NEWSMAX **NEWSMAX2** **NEWSMAX+**

Live
Cable TV

Free
Streaming Channel

Paid
Streaming Service

Scale and Growth

58M+

Total Audience Reach

100+

*Countries
Available*

#4

In Cable News

 **UP**

*Total Audience Reach
Versus Election Year
'25 vs. '24*

+21%

*Social Media Followers
Jan-Dec '25 vs. '24*

+24%

*Newsmax 2
Viewership Growth
Extended Day
Jan-Dec '25 vs. '24*

Financial Overview

Diversified Revenue

\$189M

*81% Broadcast
19% Digital
FY2025*

Strong Growth

+28%

*Revenue CAGR
2019-2025*

Current
Capital Strength

\$131M

*Cash and
short-term
investments as
of 4Q FY25*



3 Disclosure: Please note data is aggregated from Nielsen data, streaming dashboard of OTT providers, internal company estimates and other analytic services. The numbers and data are variable and subject to change.

Newsmax – Building The Future Of Journalism

Golden Age of News

- Select few universally trusted sources
- Mass audiences and stable monetization
- Proof that audiences reward authoritative journalism

Pre-2010



The Return to Trusted Voices

- Journalism and informed opinion
- Audiences turn away from sensationalism, seeking truth
- **Newsmax** among the most trusted news brands¹ covering issues Americans deeply care about

Digital & Social Disruption

- Fragmented news outlets and rise of misinformation
- Click-driven economics
- Market void emerges, trust gap grows

Legacy Media Overreach

- CNN, Fox lean into entertainment and spectacle
- Ratings chase undermines credibility
- Audiences overwhelmed by conflict journalism

Capitalizing On Secular Shifts In Media And Society



SOCIOGRAPHIC SHIFTS

- National and global interest in politics and society on the rise
- Demographics increasingly identify by political ideology
- Being “conservative” is more nuanced
- Growing need to separate facts from misinformation in the age of AI



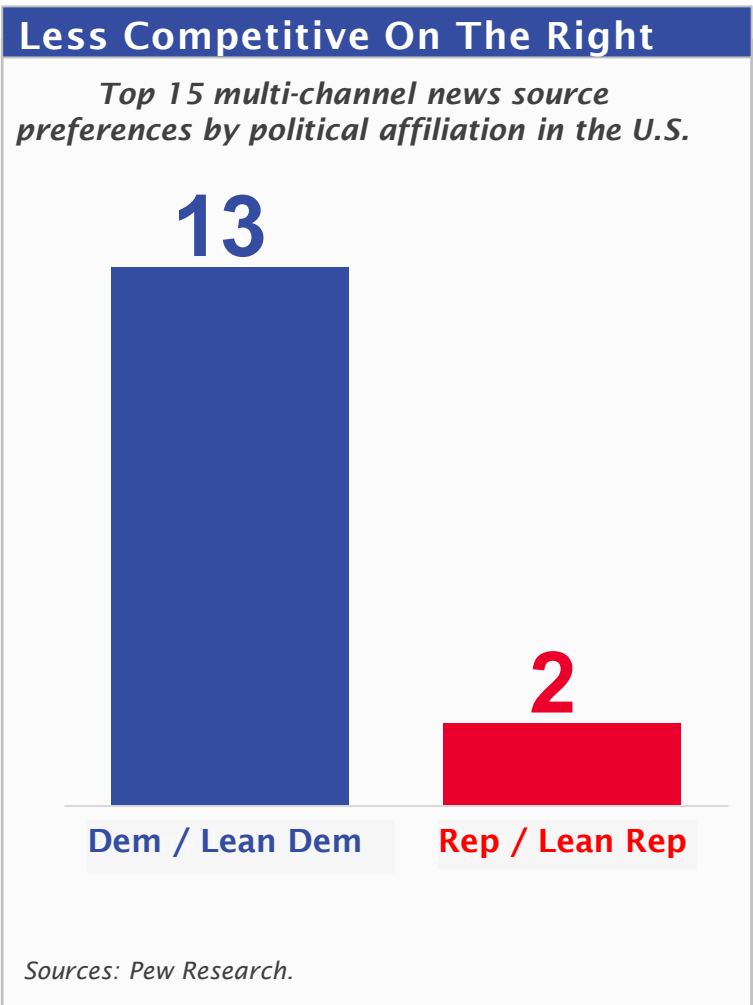
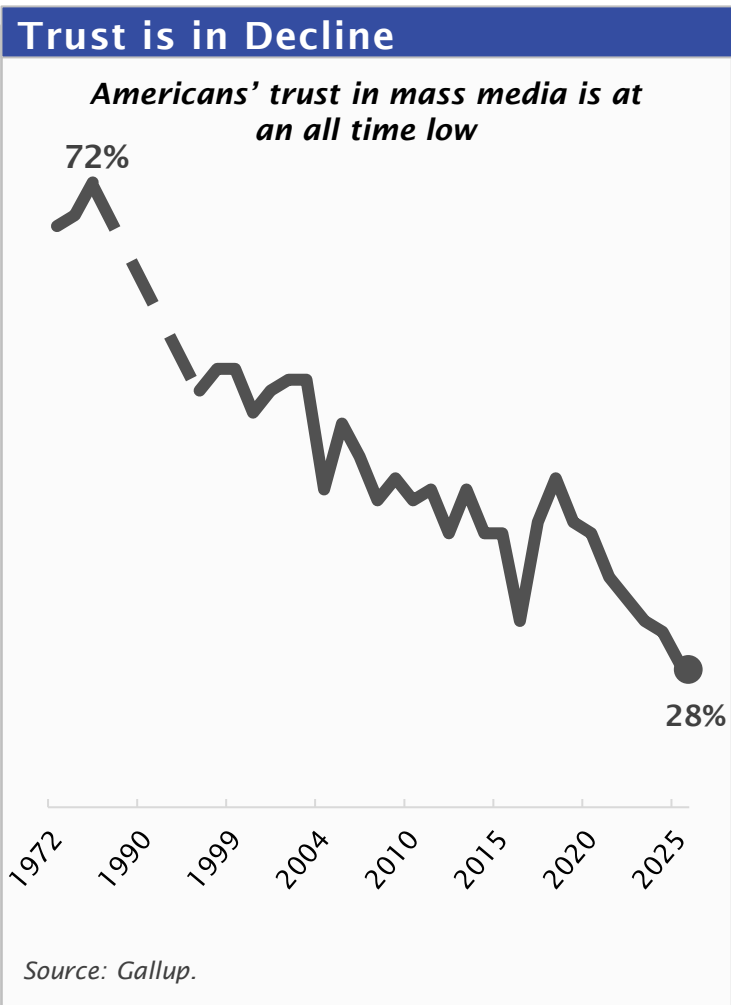
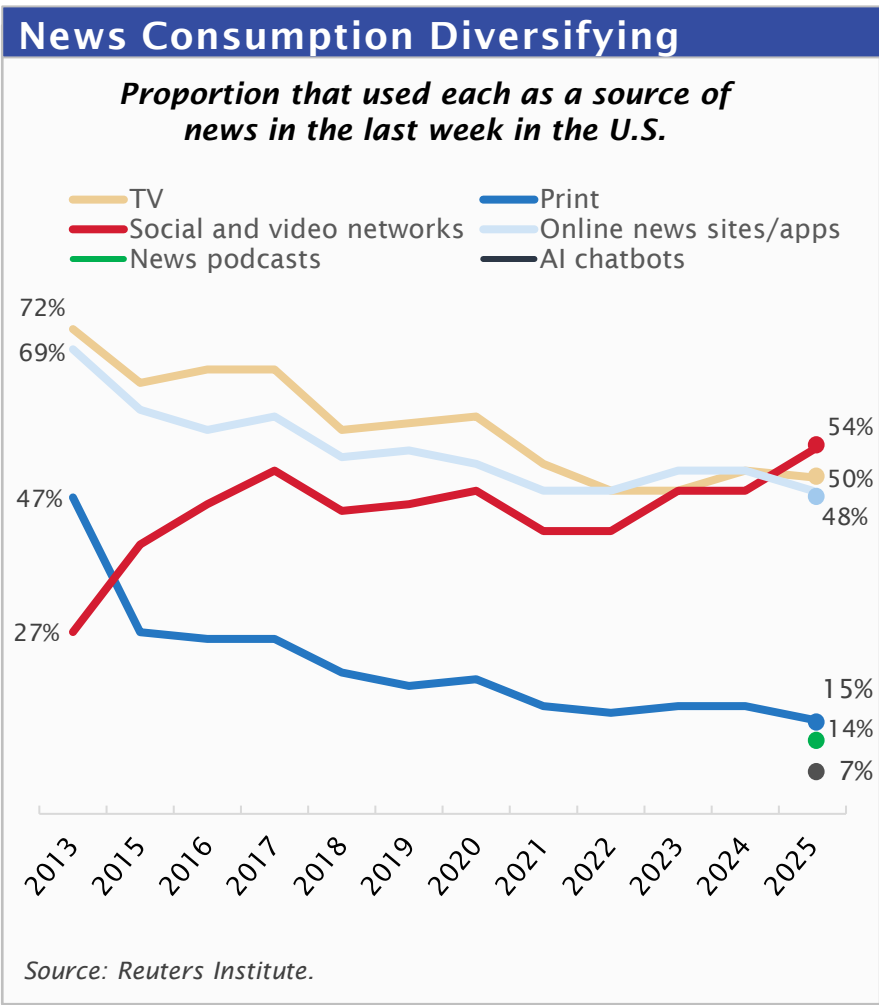
MEDIA SHIFTS

- Cable, streaming, web, social and apps are now all viable platforms
- Less consolidated news ecosystem with fragmented sources
- Viewership and ad dollars increasingly flow to live content
- FAST channels lead growth
- Streaming driving premium content

NEWSMAX Strategic Edge

- 
- ✓ Purpose-built for multi-channel, multi-media
 - ✓ Appeals to American values
 - ✓ Not beholden to a media conglomerate
 - ✓ Innovative monetization & audience engagement
 - ✓ Unified, focused leadership and trusted brand

News Business Today



The Opportunity

Battleground Settled
Fighting for Basis Points



Bloomberg

The Washington Post

The New York Times



Battleground Open
Huge Whitespace



NEWSMAX

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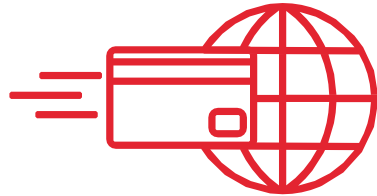


Newsmax Reach – Now A Growth Amplifier



Affiliate Fee Upside

Significant upside as MVPD / OTT renewals move toward industry benchmarks



Advertising Revenue Growth

Leveraging ratings momentum, premium demographics (35–64), and multi-platform campaigns



Digital Media / Subscription Expansion

Scaling Newsmax App, Newsmax+, Newsmax2 to capture digital-first audiences



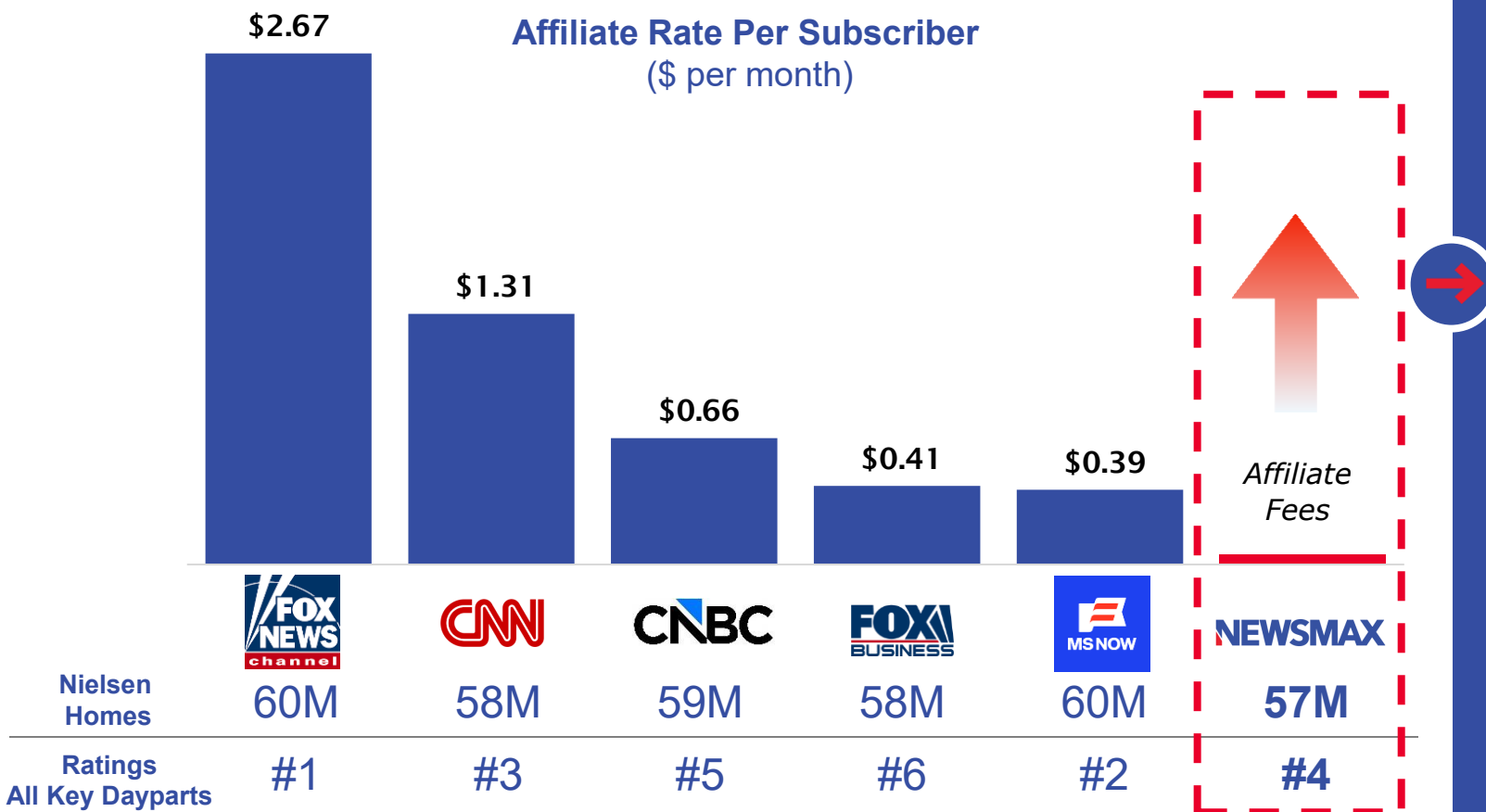
Expand Revenue Opportunities, International and More

International growth and expand audience lifetime value by selectively offering our audience new products and services

Affiliate Fees Set To Reprice

Significant Opportunity

CAPITALIZING ON REACH AND GROWTH



Built-In Growth Catalyst – Expiring contracts reset at market rates

High-Margin Upside – Flows directly to bottom line

Massive Gap to Peers – Current rates trail peers by average of 7x

Distribution Parity – Now in ~60M homes, on par with peers

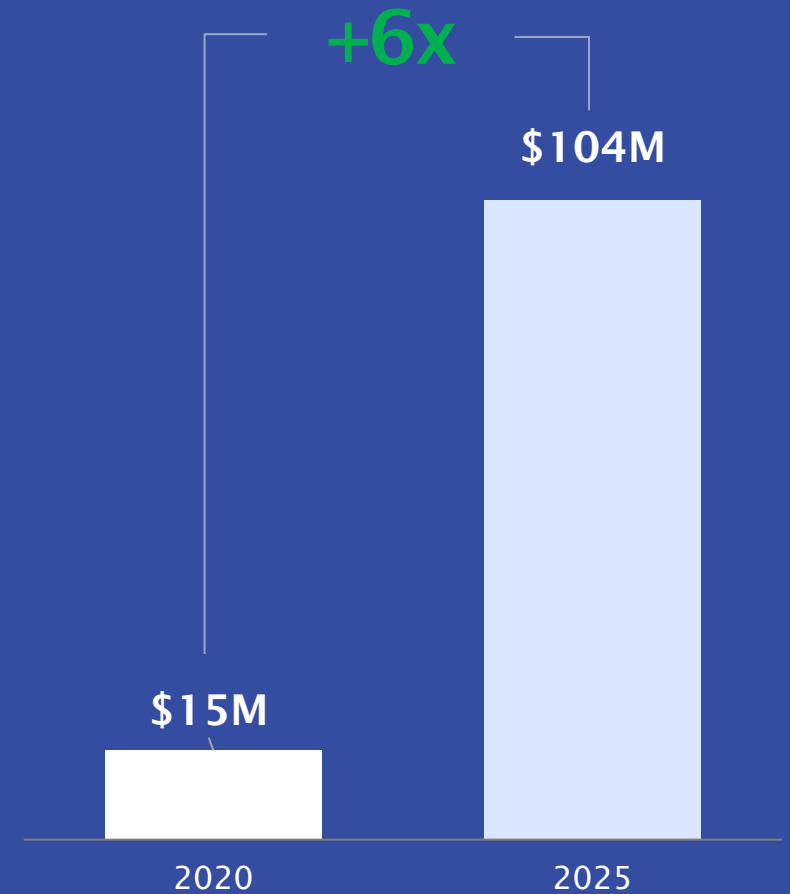
Audience Outperformance – More viewers than CNBC + FOX Business combined in access & prime

Top Advertisers – Turning To Newsmax

RECENT NATIONAL AD ADDITIONS



Newsmax Broadcast AD Sales



Fast-Growing Footprint Broadens & Strengthens Our Brand

TELEVISION



58M+
Newsmax TV
Total Audience Reach

**UP versus
Election Year**

STREAMING

NEWSMAX2

**News Hours Surge Double Digits
in '25 vs. '24 Election year**



**Growing On All
Major Platforms**



NEWSMAX+

260K+
Newsmax+
Paid Subscribers

+200 Hours
Added on-demand content

Online / Apps



20M+ **+11%**
Newsmax
App Downloads *as of Dec '25 vs. '24*



~8M **+6%**
Avg. Monthly
Users *Jan-Dec '25 vs. '24*

SOCIAL

**facebook
'TRUTH.'**

23M+ **+21%**
Social Media
Followers *as of Dec '25 vs. '24*



YouTube

Instagram

*Among the best per-follower
engagement rate in TV news*

On All Platforms, for All People

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Opportunities to Expand Our Offering

HIGHLY ENGAGED AUDIENCE



High income earners



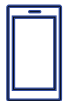
High net worth retirees



Active and actionable families



Socially responsible and community driven



Highly digitally involved base, TV generation, social media savvy

Loyal, action-oriented audience

UNLOCKING SUBSTANTIAL SPEND

Enhance Product Execution:

Podcasts, radio, Newsmax.com, app, books, magazine, social, talent development, new digital media channels, seeking family friendly content

Global Growth:

New international licensing deals, live AI dubbing, broader global footprint and more correspondents worldwide

Cross-Platform Integration:

E-commerce, subscription bundles and digital ad growth

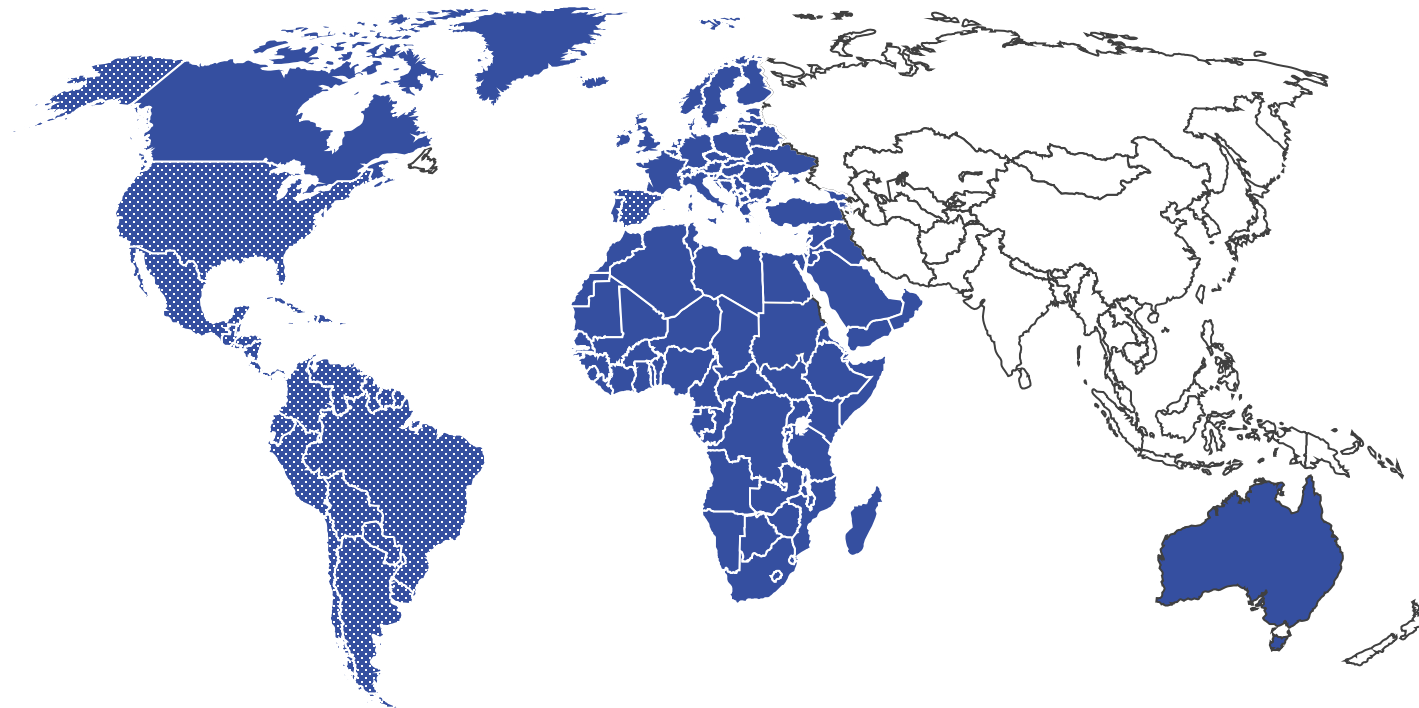
Underleveraged Verticals:

Finance, insurance, health and retirement services



Expanding Audience Lifetime Value

Global Growth Providing Enhanced Monetization Opportunities



U.S. Channel Carriage



U.S. Channel Carriage &
Live AI dubbing

100+

Countries
Available

NEWSMAX

En Español

First and only live
dubbed news channel

Brand Licensing Partnerships:

- ✓ Ukraine
- ✓ Poland
- ✓ Republic of Serbia
- ✓ Republic of Croatia
- ✓ Bosnia & Herzegovina
- ✓ Albania
- ✓ Slovenia
- ✓ North Macedonia
- ✓ Montenegro



New Distribution Partnerships:

- ✓ Free TV (France)
- ✓ HOT (Israel)
- ✓ Primetel (Cyprus)
- ✓ DGO (DIRECTV LatAm)
- ✓ LG (Mexico - Newsmax en Español)
- ✓ Plex (South America, Spain - Newsmax en Español)

World-Class Leadership With Strategic Access



CHRISTOPHER RUDDY
Chief Executive Officer

- Founded **Newsmax** in 1998
- Former Journalist at *New York Post*, *Pittsburgh Tribune-Review*
- Served as Media Fellow, Hoover Institution
- Multichannel News' "News Titans": Top 10 People to Know in TV News
- Named Cablefax's Top 100 Power Players

Leadership Team



DARRYLE BURNHAM
Chief Financial Officer

- 35+ years of experience in corporate finance, treasury and operational management



LAURA VAIL
Vice President of Marketing

- 34+ years in marketing with an expertise in business growth and acquisition



ANDY BIGGERS
SVP of Content Distribution

- 25+ years of experience overseeing content distribution across broadcast and cable platforms



RALPH RENZIE
CEO of Newsmax Radio

- 25+ years as a broadcast and media executive



GARY KANOFSKY
SVP of News & Operations

- 45+ years in broadcast and media operations



LOKESH TIWARI
Chief Information Officer

- 15+ years of experience leading IT, software development, broadcast, and OTT



RONALD WINDISCH
EVP of Corporate Finance

- 35+ years of experience in corporate finance, investment banking, and capital markets

Board



ALEX ACOSTA

- Served as 27th U.S. Secretary of Labor
- 30+ years of legal expertise across government, academia and private practice



NANCY BRINKER

- Philanthropist, Founder of Susan G. Komen for the Cure
- Anchor for Newsmax TV



CHRIS NIXON COX

- CEO of Lightswitch Capital, Argali Carbon Corporation and BioSource Feeds Corporation
- Co-Founder and Managing Partner of OC Global Partners



PAULA DOBRIANSKY

- Vice Chair of the Atlantic Council's Scowcroft Center for Strategy and Security
- Former SVP and Global Head of Government and Regulatory Affairs at Thomson Reuters



DAVID GANDLER

- Co-Founder and Chief Executive Officer of FuboTV Inc.
- 15+ years in video sales in local broadcast and cable TV



DAVID EVANS

- Former COO & CFO of Salem Media Group
- 25+ years of executive leadership in the Media industry

4Q FY25 Highlights

STRONG QUARTERLY RESULTS REALIZING STRONG REVENUE GROWTH AND OPERATIONAL MOMENTUM IN A NON-ELECTION YEAR

Revenues of \$52.2M, up 9.6% YoY

Broadcast Revenues of \$42.5M, up 12.6% YoY

Remains Fourth Highest-Rated Cable News Channel

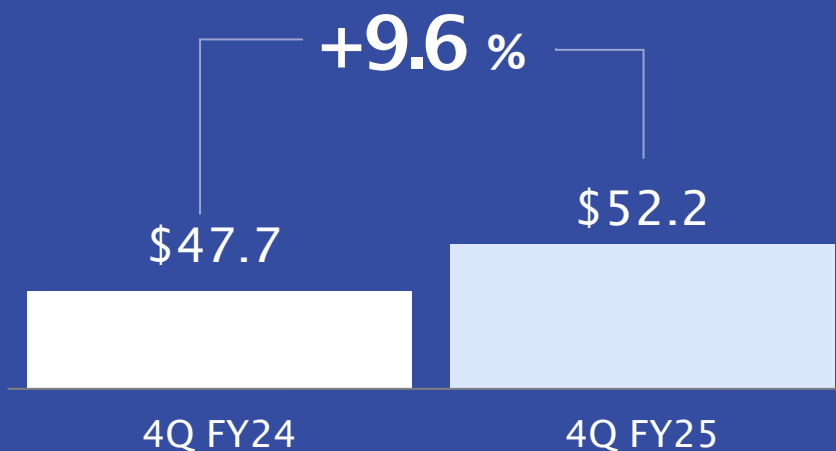
No Long-Term Debt and Strong Cash Position

Expanded domestic distribution through new/renewed multi-year carriage deals, including YouTube TV renewal and upcoming Newsmax+ extension on YouTube Primetime Channels in 2026.

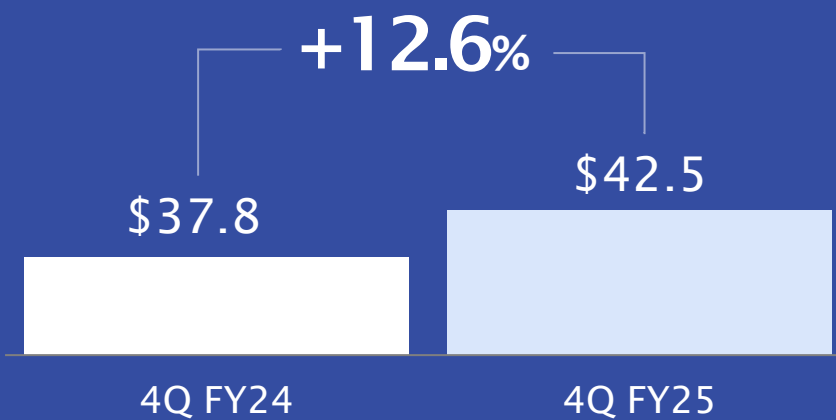
Accelerated international expansion with new multi-year agreements across Europe and the Middle East, including launches in France, Israel, Cyprus, and Newsmax Ukraine.

Scaled streaming and digital platforms by expanding Newsmax2 across major FAST/CTV platforms and investing in exclusive Newsmax+ content.

Revenue (\$ in millions)



Broadcast Revenue (\$ in millions)



Initiates FY26 Guidance: Accelerating Revenue Growth

DRIVEN BY STRUCTURAL GROWTH

	FY25A	FY26E	YoY Change at Midpoint of Range
Total Revenue	\$189M	\$212M - \$216M	+13%

- Company is issuing full-year 2026 guidance range with Revenues of \$212M to \$216M, up 13% YoY at the midpoint of the range.
- Political advertising is not expected to be a meaningful contributor to growth.
- Top-line growth primarily driven by affiliate fee expansion, reflecting rate increases and new distribution channels.
- Continued investment in premium content and digital monetization.
- Expect improved profitability profile driven by operating leverage and reduced legal and public company transition expenses.

Positioned to Generate Long-Term Shareholder Value



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