



FOURTH QUARTER & FULL YEAR 2019 SUPPLEMENTAL OPERATIONAL AND FINANCIAL INFORMATION

***** Information presented is as of February 27, 2020 unless otherwise indicated *****

Concerts

Globally, theaters and clubs led the company's fan growth in 2019 compared to the prior year, with approximately 20% growth to nearly 30 million fans.

Festivals also had a strong year in 2019, with seven new festivals including Rock in Rio helping deliver approximately 13% fan growth globally.

Without the higher-than-projected advertising expense from putting more 2020 shows on sale in 2019, concerts adjusted operating income for 2019 would have been up double digits.

Sponsorship & Advertising

International drove over 70% of the adjusted operating income growth in the Sponsorship and Advertising segment in 2019, with the addition of Rock in Rio helping drive both international and festival sponsorship growth.

Ticketing

Ticketing's global gross transaction value ("GTV") was approximately flat in the fourth quarter of 2019, matching 2018's record fourth quarter, while fee-bearing GTV was down approximately 2%.

North America fee-bearing GTV was approximately flat for the fourth quarter of 2019 compared to the prior year, while international was down approximately 8%, reflecting the geographic shift in 2020 stadiums versus last year.

Ticketing's adjusted operating income increase in the fourth quarter of 2019 was due to an approximately 9% increase in secondary GTV, reduced customer acquisition costs and the benefit from comping against last year's costs related to a third-party data breach.

Outlook, Balance Sheet & Miscellaneous

The company currently believes that its double-digit fan and show count growth so far in 2020, against a backdrop of very high artist activity across all venue types and markets, sets up its flywheel to deliver another year of strong global growth in 2020. At constant currency versus 2019:

- In its Concerts segment, the company currently expects most of its anticipated adjusted operating income growth to come in the third quarter of 2020, with some in the second quarter and its seasonally quieter first quarter having a bit less activity than last year.
- In its Sponsorship and Advertising segment, while the company currently expects growth for the year, the Rock in Rio Brazil biennial festival will not occur in 2020.

- In its Ticketing segment, the company currently expects the strong concert slate to drive growth in GTV with higher on-sale activity, particularly in the first quarter.

The company currently expects capital expenditures for 2020 to be approximately \$375 million, with the increase over 2019 largely driven by revenue-generating expenditures.

The company currently expects accretion of non-controlling interests to be approximately \$55 million for 2020, with about half that in the first quarter and the rest fairly evenly distributed across the remaining quarters.

On the current impacts of the coronavirus on certain aspects of the company's business:

- As it relates to China and Asia shows generally:
 - Show cancellations have been minimal given the company's limited activity in China, with 17 shows totaling approximately 75,000 fans impacted.
 - Over the next three months, the company's Asia activity is limited, with 70 shows and 200,000 fans currently anticipated in the region.
- As it relates to Italy, the company currently has 30 shows booked over the next three months, with approximately 125,000 fans currently anticipated.
- Collectively, the Asian and Italian activity accounts for less than half of 1% of the 100 million plus fans currently expected to attend the company's shows this year.
- More broadly, while the company currently expects that there will be further areas of breakout over the next month or two, one of the company's strengths is that it is highly diversified geographically, and thus far the company has seen no pullback in fan demand or ticket buying outside the specific affected areas, and overall the company's attendance is weighted toward the latter part of 2020, with over 70% of the company's attendance expected from June through the end of the year.

Forward-Looking Statements

The supplemental information provided above contains certain forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ, including statements regarding Live Nation's anticipated future operational and financial performance. Please refer to Live Nation's SEC filings (including its most recently filed Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K), available in the SEC Filings section of its website at investors.livenationentertainment.com, for a description of risks and uncertainties that could impact the actual results.