

SBG

SINCLAIR BROADCAST GROUP

Barclays High Yield Bond & Syndicated Loan Conference

June 2016

Safe Harbor

- The following information contains, or may be deemed to contain, "forward-looking statements" (as defined in the U.S. Private Securities Litigation Reform Act of 1995). Any statements about our expectations, beliefs, plans, objectives, assumptions or future events or performance are not historical facts and may be forward-looking. We base these forward-looking statements on our expectations, assumptions, estimates and projections about our business and the industry in which we operate as of the date of this presentation. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future and cannot be predicted, quantified or controlled, and as such these statements could cause actual results to differ materially from those set forth in, contemplated by or underlying any forward-looking statements. Statements made in these presentation materials and during this presentation and factors set forth under the title "Risk Factors" in our Form 10-K, 10-Qs, and 8-Ks filed with the SEC, describe factors, among others, that could contribute to or cause any material difference in outcome from those set forth in, contemplated by or underlying any forward-looking statements. However, additional factors and risks not currently known to us or that we deem immaterial may also materially and adversely affect our financial condition and results of operation, and you should review the factors and risks we describe in reports we file with the Securities and Exchange Commission or that are provided to you by us from time to time.
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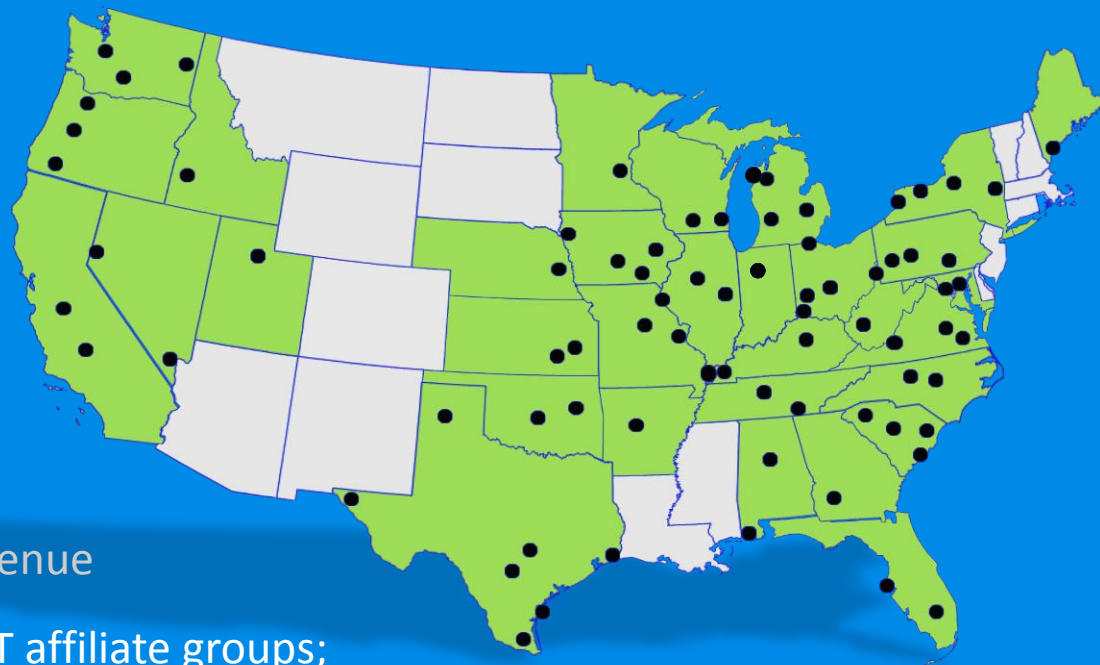
Sinclair Broadcast Group – Connecting People With Content

- ✓ Leader
- ✓ Creator
- ✓ Innovator
- ✓ Free cash flow generator

Leading Broadcaster

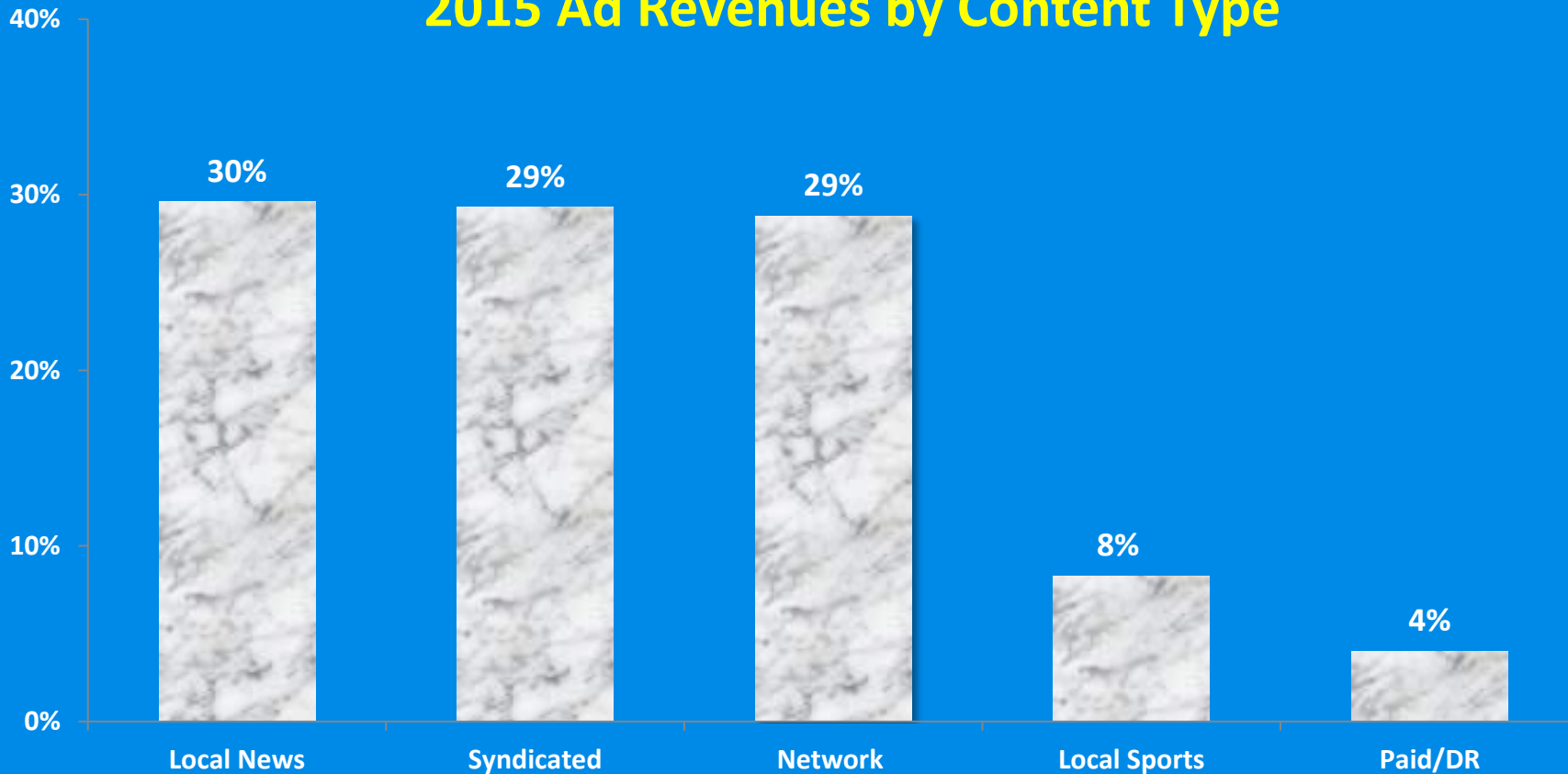
Only Broadcaster with Economies of Scale, National Reach, and Diversified Asset Base:

- 173 TV stations
- 483 channels
- 81 markets
- 50 Multi-station markets
- 77 news markets
- 44M TV households
- No market more than 5% of revenue
- Largest ABC, CBS, FOX, CW, MNT affiliate groups;
3rd largest NBC group; affiliations with Spanish-language networks



Creating & Diversifying Content Offerings

2015 Ad Revenues by Content Type



Creating & Diversifying Original Content

Benefits: Lower programming costs; syndication & streaming rights

Local News

- Over 2,200 hours per week
- Over 50% of SBG newscasts ranked #1 or #2 in their markets
- National news show, 'Full Measure with Sharyl Attkisson'
- Circa – next generation digital-first news

Sports

- Tennis Channel
- American Sports Network - College and high school sports, racing
- ROH Wrestling

Syndication

- Tornante JV - First run/low cost game, talk, court, and comedy shows

Creating New Sales Channels

Programmatic/Audience Network:

- Compete for advertising budgets reserved for cable network buys
- OxMyx Media Group, Programmatic JV with Visible World
- Aggregate and sell Sinclair and other broadcasters' impressions on a national scale across multiple dayparts
- Automate the spot buying process
- Warehouse linear and non-linear inventory

Creating Multiple Delivery Platforms

Digital:

- Break local news on Desktop, Mobile Apps, Social Media
- Package digital sales with/without linear TV spots
- Engage Millennials
- Offer Advertising Agency services
- Compete for Internet advertising dollars
- Addressable and dynamic ad insertion

24/7 Networks:

- Tennis Channel
- American Sports Network
- COMET – Sci-Fi partnered with MGM

Creating Multiple Delivery Platforms

Multicast Channels:

- Leader in over-the-air broadcast channel offerings (473 channels)

Digital-only Magazines:

- Seattle, Cincinnati and D.C. 'Refined' digital lifestyle/City magazines
- Companion TV show

Innovating Industry Technology

Digital Content Management & Video Management Systems:

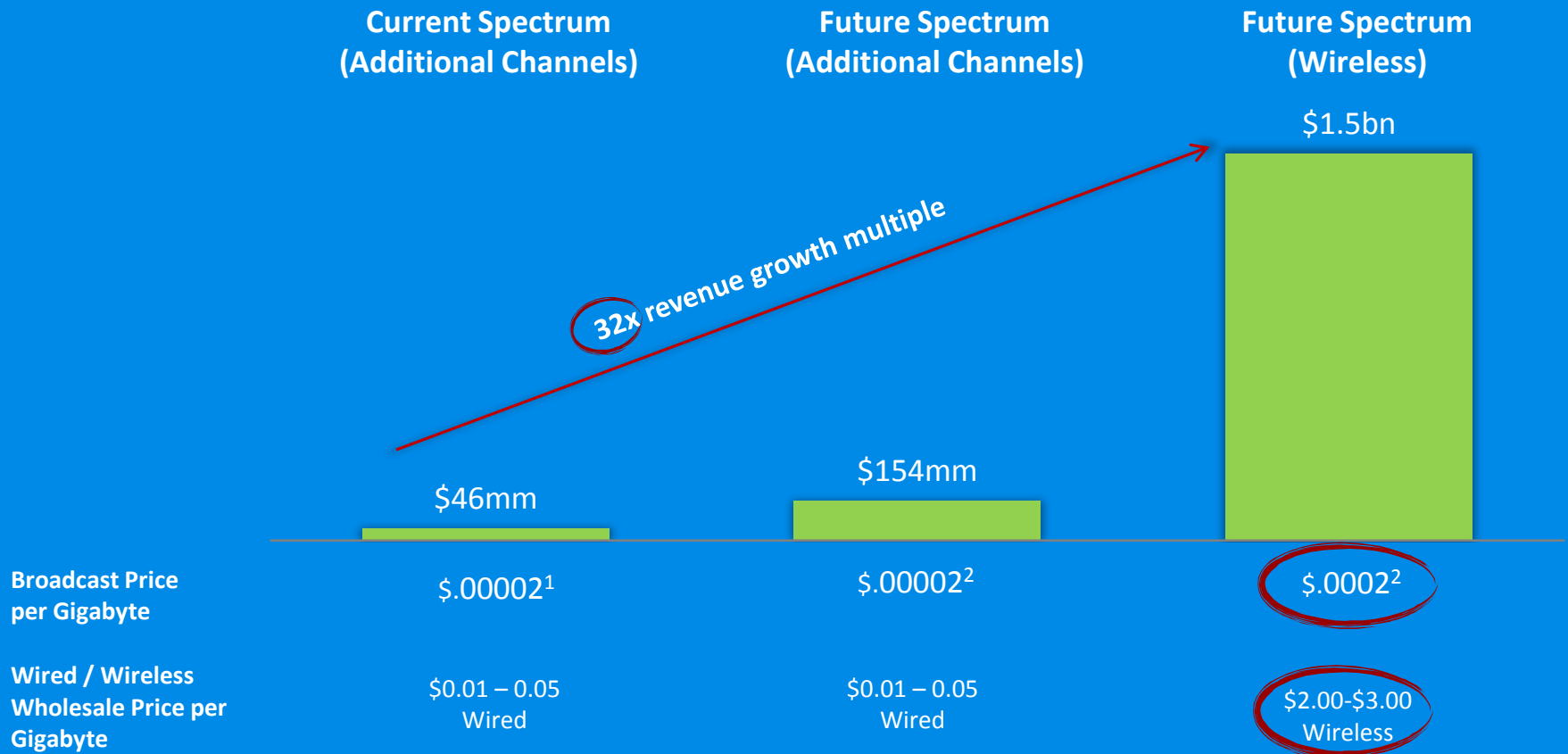
- Automate content workflow - Break news first on digital platforms
- Customizable Mobile Apps with playlist functionality
- Alarm clock features
- Dedicated Weather Apps
- Dynamic ad insertion with addressable ads
- Patent-pending VMS

Next Generation Broadcast Platform – Pro Consumer

NGBP will allow broadcasters to do what they do today, only
BETTER!

- Provides for mobility
- IP end-to-end
- Increases capacity
- UHD/4K content delivery
- New business use cases:
 - ❖ Targeted advertising
 - ❖ Data leasing
 - ❖ Subscription-based offerings

NGBP Economics – Sinclair Only



Source: Company

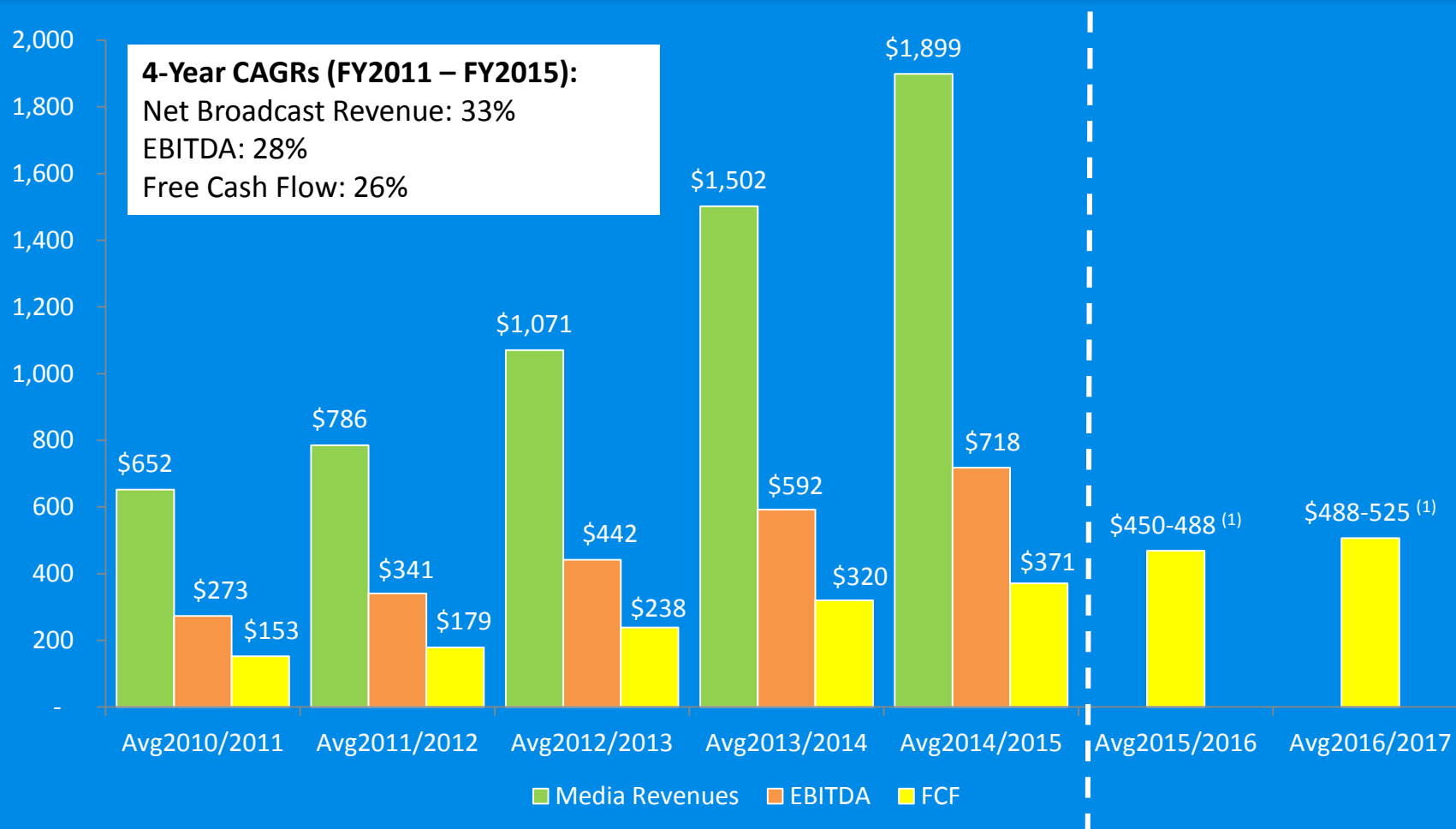
Assumes full capacity

Wholesale wireless pricing: Google paying Sprint \$2 per GB/ Retail wireless pricing: T-Mobile plan priced at \$10 per GB

¹ Current pricing

² Assumes 1/10,000th of the wireless price

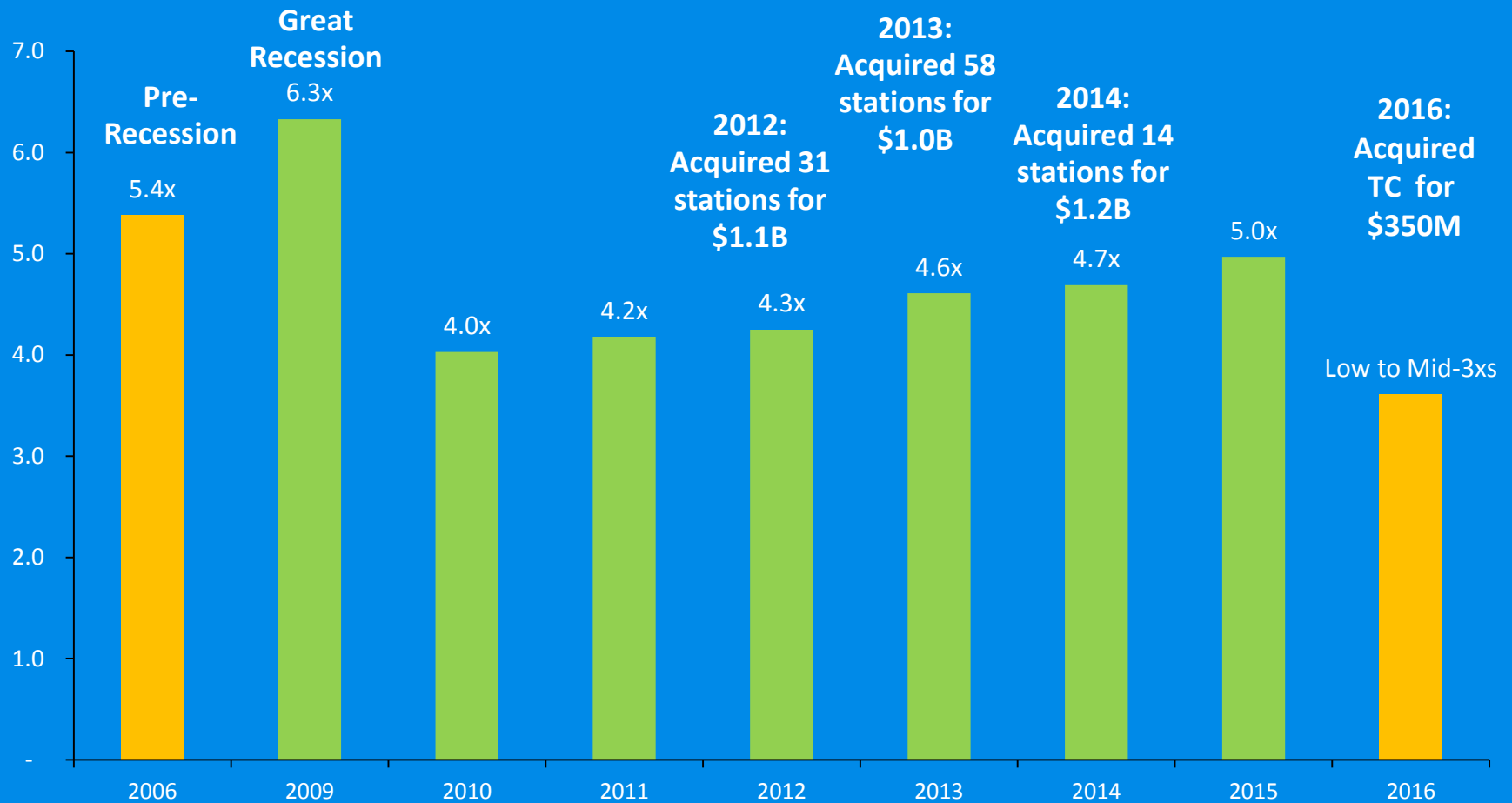
Growing Key Financial Metrics



- Acquisitions net of dispositions.
- Media Revenues, EBITDA and FCF are all As Reported (in millions)
- A reconciliation of Net Income to EBITDA, and Net Income to Free Cash Flow, is included on the Company's website under Non-GAAP metrics

⁽¹⁾ Public guidance on 2/24/16 for 2015/2016 combined FCF of \$900 - \$975 million and 2016/2017 combined of \$975 - \$1,050 million

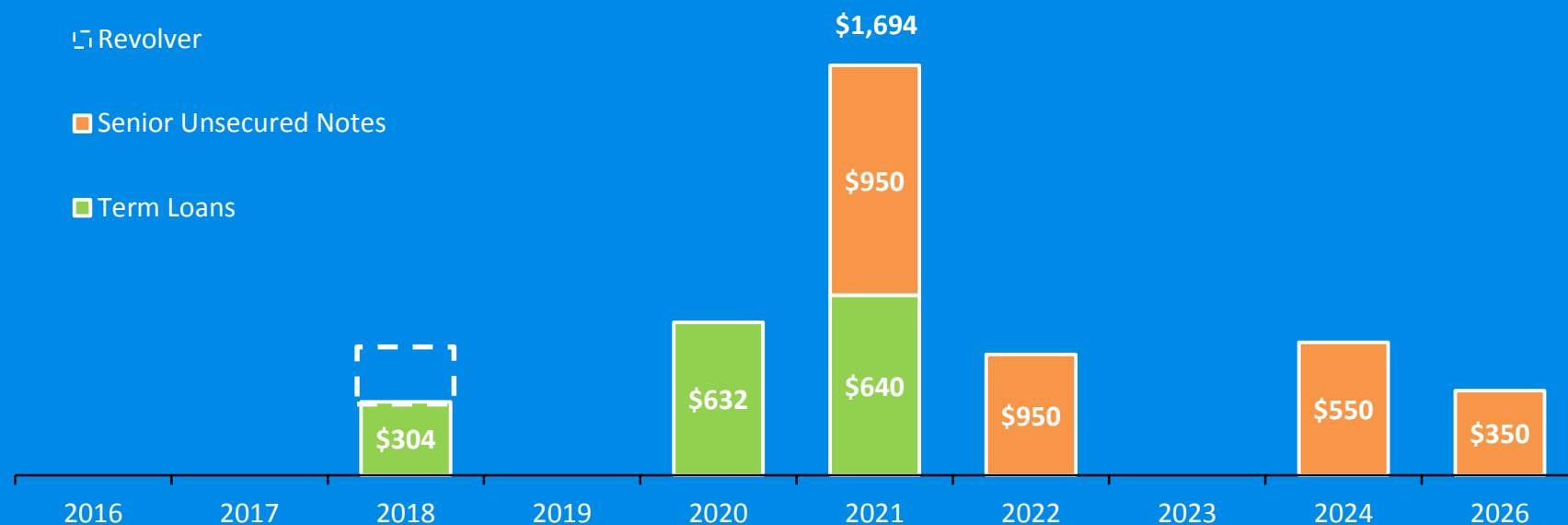
Declining Net Leverage



**Stations acquired net of dispositions.

Strong Balance Sheet

- No near-term refinancing risk for 2 years
- Healthy credit statistics
- Total Net Leverage ('14/'15 avg) of 4.7x
- Total Net Leverage ('15/'16 avg) of 4.0x estimated
- 5.0% Avg. Cost of Debt



Excludes capital lease obligations, amortization of debt, VIE and non-recourse debt

Free Cash Flow Generator

FCF Metrics

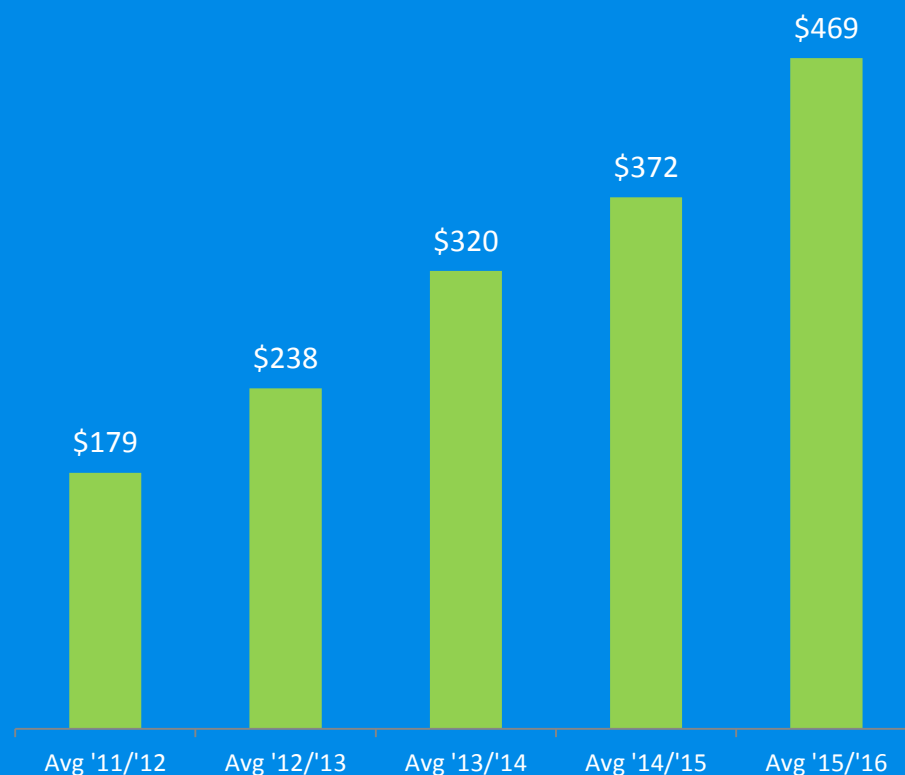
- 2016/2017 FCF Yield ~ 16%
- 50% EBITDA conversion for 2015
- 2016/2017 FCF per share of \$5.33

2015 Uses of FCF:

- 18% Acquisitions/Investments
- 17% Dividends
- 16% Scheduled debt repayment
- 8% Share repurchases

Free Cash Flow

(\$ in Millions)



FCF and EBITDA Conversion are As Reported

FCF uses includes pending transactions

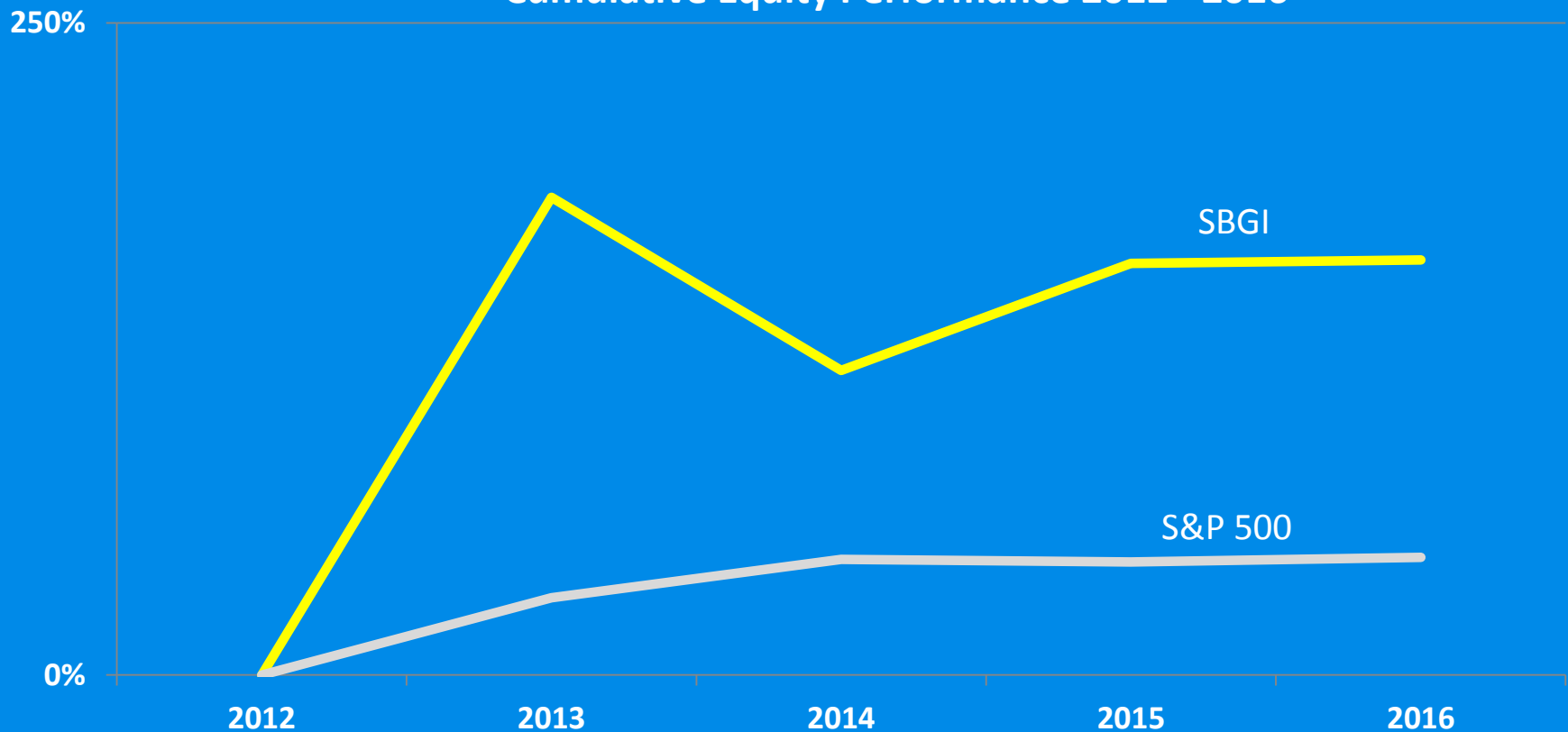
⁽¹⁾ Public guidance on 5/4/16 for 2015/2016 combined FCF of \$900 - \$975 million and 2016/2017 combined FCF of \$975 - \$1,050 million

Outperforming Equity Returns

Ticker: SBGI
Market Cap: \$2.9B
Enterprise Value: \$6.6B

SBGI: 47% p.a.
S&P 500: 13% p.a.

Cumulative Equity Performance 2012 - 2016



Source: Yahoo Finance as of May 11, 2016

Shows the cumulative return on SBGI stock and the S&P 500 from 12/31/2012 through 5/11/2016.

Value Drivers

	Components	Metric	Commentary/Opportunities
Core Business	<ul style="list-style-type: none"> Core ad – GDP growth Net Retrans – Teen growth % Digital – mid-20% growth in 2016E Political – \$270-280M in 2016E 	<ul style="list-style-type: none"> \$4.74 - \$5.13 FCF/share est. average for 2015/2016 \$5.13 - \$5.53 FCF/share est. average for 2016/2017 	<ul style="list-style-type: none"> All segments growing
NGBP/ATSC 3.0	<ul style="list-style-type: none"> Multicast capacity Wholesale data Mobility 	<ul style="list-style-type: none"> Multicast – adds \$100M Wholesale – adds \$1.5B 	<ul style="list-style-type: none"> Excludes One Media intellectual property licensing
Digital Assets	<ul style="list-style-type: none"> Content & Video Management Systems CIRCA Refined 	<ul style="list-style-type: none"> Compete for Internet \$ Millennial users Increased impressions 	<ul style="list-style-type: none"> Proprietary technology Dynamic Ad insertion Customizable Apps
Content Assets	<ul style="list-style-type: none"> ASN, NC8, ROH, Full Measure, SOP 	<ul style="list-style-type: none"> Higher ratings Lower programming costs 	<ul style="list-style-type: none"> Syndication rights Streaming rights
Network Assets	<ul style="list-style-type: none"> Tennis Channel COMET ASN 	<ul style="list-style-type: none"> Higher CPMs Subscribers 	<ul style="list-style-type: none"> Live Sports and niche programming Increased distribution
Programmatic	<ul style="list-style-type: none"> Audience Network OXMYX 	<ul style="list-style-type: none"> Compete for Network \$ Aggregate impressions Automate the buying process 	<ul style="list-style-type: none"> Eventually include linear and non-linear impressions
Other Operating Divisions	<ul style="list-style-type: none"> Real estate, signage company, Alarm company 	<ul style="list-style-type: none"> \$300-400M of value (\$3-4/share) 	<ul style="list-style-type: none"> \$200M of net invested capital

Why Sinclair Broadcast Group

- Broadcast leader with scale, reach and diversification
- Original content creator (local news, live sports, first run syndication)
- Revenue innovator (retrans, Digital CMS, programmatic)
- Multi-platform distributor (OTA, MVPD, digital, networks, mobile apps)
- Technology innovator (NGBP)
- Free cash flow generator