

Fiscal 2022

**First Quarter Earnings
Conference Call**

Thursday, January 13, 2022 | 8 a.m. ET



Cautionary Statement

This presentation contains forward-looking information and should be read subject to the following cautionary language:

To the extent any statements made in this presentation contain information that is not historical, these statements are forward-looking statements and may be forward-looking information within the meaning of applicable securities laws (collectively, "forward-looking information"). This forward-looking information relates to, among other things, Corus Entertainment Inc.'s ("Corus", the "Company", "we" or "our") objectives, goals, targets, strategies, intentions, plans, estimates and outlook, including the adoption and anticipated impact of our strategic plan, advertising and our expectations of advertising trends for fiscal 2022, distribution, merchandise and television subscriber revenue, operating costs and tariffs, taxes and fees, and can generally be identified by the use of words such as "believe", "anticipate", "expect", "intend", "potential", "estimate", "plan", including the adoption and anticipated impact of our strategic plan, "will", "may" or the negatives of these terms or other similar expressions including, among others, the continued success of the Company's programming lineup; the Company's dividend policy and the payment of future dividends; the Company's plans to reduce leverage ratios; the Company's proposed share purchases, including the number of Class B non-voting shares to be repurchased under its normal course issuer bid, if any, and timing thereof; and expectations regarding financial performance, including capital allocation strategy. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances may be considered forward-looking information. Although Corus believes that the expectations reflected in such forward-looking information are reasonable, such information involves assumptions, risks and uncertainties and undue reliance should not be placed on such statements. Certain material factors or assumptions are applied with respect to the forward-looking information, including, without limitation, factors and assumptions regarding the general market conditions and general outlook for the industry including the potential impact of new competition and industry mergers and acquisitions, interest rates, stability of the advertising, distribution, merchandise and subscription markets, operating and capital costs and tariffs, taxes and fees, our ability to source desirable content and our capital and operating results being consistent with our expectations. Actual results may differ materially from those expressed or implied in such information. Important factors that could cause actual results to differ materially from these expectations include, among other things: our ability to attract and retain revenue, including advertising revenue and television subscriber revenue; audience acceptance of our television programs and cable networks; our ability to recoup production costs; the availability of tax credits and the existence of co-production treaties; our ability to compete in any of the industries in which we do business; our ability to continue to secure distribution for STACKTV; our ability to develop and deploy new advertising revenue opportunities; our ability to leverage content; the opportunities (or lack thereof) that may be presented to and pursued by us; conditions in the entertainment, information and communications industries and technological developments therein; changes in laws or regulations or the interpretation or application of those laws and regulations; our ability to integrate and realize anticipated benefits from our acquisitions and to effectively manage our growth; our ability to successfully defend ourselves against litigation matters arising out of the ordinary course of business; our ability to advance our capital allocation strategy; failure to meet covenants under our senior credit facility or senior unsecured notes; epidemics, pandemics or other public health crises, including the current outbreak of COVID-19 and changes in accounting standards. Additional information about these factors and about the material assumptions underlying any forward-looking information may be found under the heading "Risks and Uncertainties" in the Management's Discussion and Analysis for the year ended August 31, 2021 and under the heading "Risk Factors" in our Annual Information Form for the year ended August 31, 2021. Corus cautions that the foregoing list of important assumptions and factors that may affect future results is not exhaustive. When relying on our forward-looking information to make decisions with respect to Corus, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. Unless otherwise specified, all forward-looking information in this document speaks as of the date of this document. Unless otherwise required by applicable securities laws, Corus disclaims any intention or obligation to publicly update or revise any forward-looking information whether as a result of new information, events or circumstances that arise after the date thereof or otherwise.

Note to User:

In addition to disclosing results in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB"), the Company also provides supplementary non-IFRS measures as a method of evaluating the Company's performance and to provide a better understanding of how management views the Company's performance. These non IFRS or non GAAP measures include: segment profit (loss), segment profit margin, adjusted net income attributable to shareholders, adjusted basic earnings per share, free cash flow, net debt to segment, optimized advertising revenue and new platform revenue. These are not measurements in accordance with IFRS and should not be considered as an alternative to any other measure of performance under IFRS. Please see additional discussion and reconciliations under the Key Performance Indicators section of the Company's First Quarter 2022 Report to Shareholders.

Strong Start to Fiscal 2022

- Impressive Television revenue growth, up 11%
- Subscriber gains highlight resiliency of business model as channels business is re-aggregated on streaming platforms
- Global landed top spot as the #1 Conventional network in core primetime this Fall¹
- Significant growth in New Platform Revenue² and Optimized Advertising Revenue³
- Robust production slate and content development pipeline
- Modified capital allocation strategy adds Normal Course Issuer Bid

1. Numeris Personal People Meter Data, Total Canada, Fall'21 (9/13/2021 to 12/19/2021), confirmed data. Adults aged 25-54, average minute audience (000), Canadian Conventional Commercial English National Networks. *Core primetime = Monday to Sunday 8 p.m. to 11 p.m., Local time

2. New Platform Revenue does not have a standardized meaning prescribed by IFRS. New platform revenue reflects progress on Corus' participation in rapidly growing streaming distribution platforms and digital advertising markets. This metric includes incremental subscriber revenue from new streaming initiatives and advertising revenue from digital platforms expressed as a percentage of total Television advertising and subscriber revenue. Refer to the Note to User section on slide 2 for additional information.

3. Optimized Advertising Revenue does not have a standardized meaning prescribed by IFRS. Optimized advertising revenue reflects progress on the transformation of how Television advertising is sold. This metric includes revenue from audience segment selling as well as the Cynch automated buying platform expressed as a percentage of Television advertising revenue. Refer to the Note to User section on slide 2 for additional information.

Q1 Fiscal 2022 Key Financial Highlights

\$464
million

**consolidated revenues,
up 10% from prior year**

\$177
million

**consolidated
segment profit¹**

\$80
million

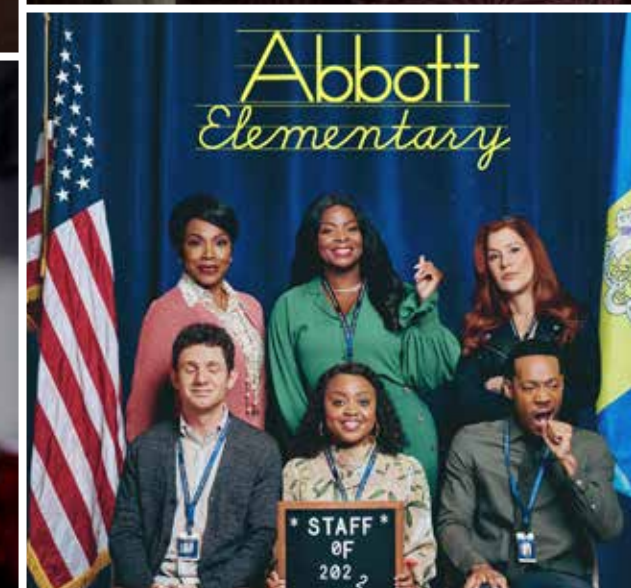
free cash flow¹

2.66x
net debt to segment profit¹

¹ This is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Refer to the "Note to User" section on slide 2 for more information.

Winter Programming Lineup

Global  + STACKTV



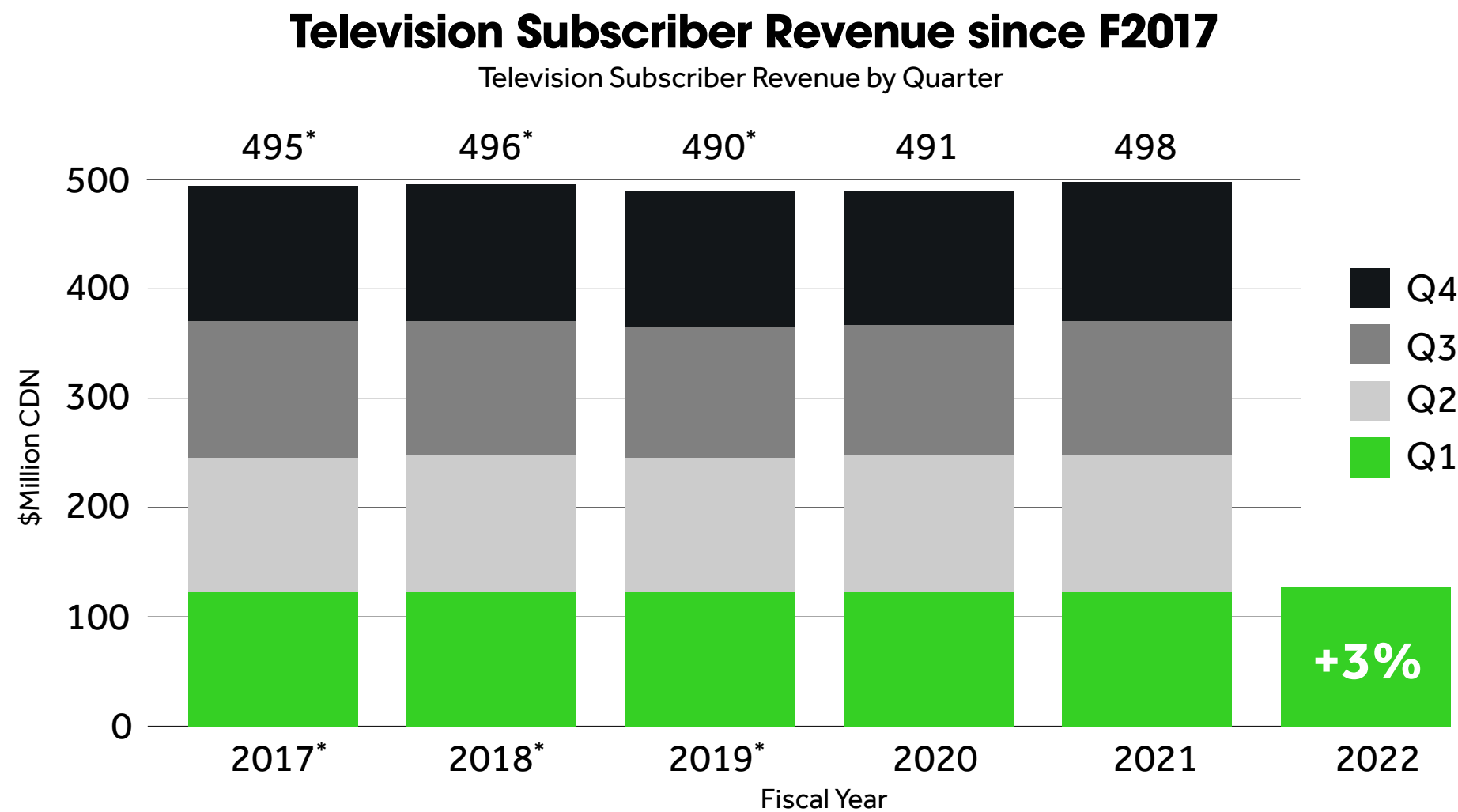
Global TV is well-positioned following successful fall season

Winter Programming Lineup Specialty + STACKTV



Powerful mix of new series and returning hits

Resilient Recurring Subscriber Revenue



*Subscriber revenues proforma for the disposal of TLN

nick+

STACKTV

725,000+ paying subscribers

Global added value for traditional subscribers

~\$500 million of recurring Television subscriber revenue

Robust Pipeline of Original Content



30+ series in production or development



24 series confirmed for fiscal 2022

Q1 Fiscal 2022 Consolidated Results

- Delivered strong start to fiscal 2022
- Consolidated revenue up 10%, driven by double-digit advertising revenue growth coupled with robust streaming subscriber additions
- Impressive free cash flow

(in millions of dollars except percentages and per share amounts)

	Q1-2022	%Chg
Consolidated revenue	464	10
Consolidated segment profit ^{1,2}	177	(1)
Consolidated segment profit margin ²	38%	(-4 pts)
Net income attributable to shareholders	76	(1)
Basic earnings per share	\$0.37	—
Free Cash Flow ^{2,3}	80	28

1. No claims for the Canada Emergency Wage Subsidy ("CEWS") were made in Q1 of fiscal 2022. In the prior year quarter, segment profit included \$3.7 million (Television: \$2.5 million; Radio: \$0.4 million; Corporate: \$0.8 million) of CEWS.

2. This is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Refer to the "Note to User" section on slide 2 for more information

3. Free cash flow in Q1 of fiscal 2022 benefited from a return of capital on a venture investment of \$43.5 million, offset by higher payments for program rights and film investments. Free cash flow in the prior year quarter benefited from government relief measures including CEWS receipts of \$24.9 million, offset by the payment of deferred corporate income tax installments from fiscal 2020 of \$17.2 million.

Q1 Fiscal 2022 Television Results

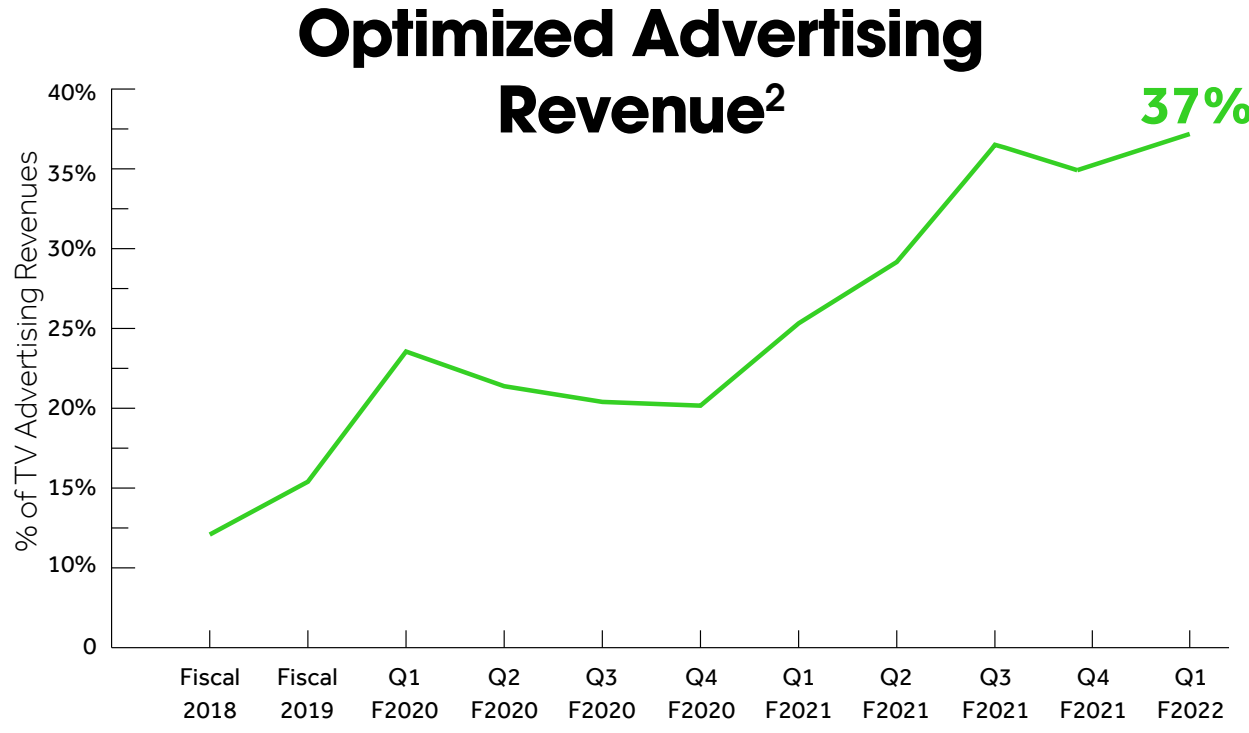
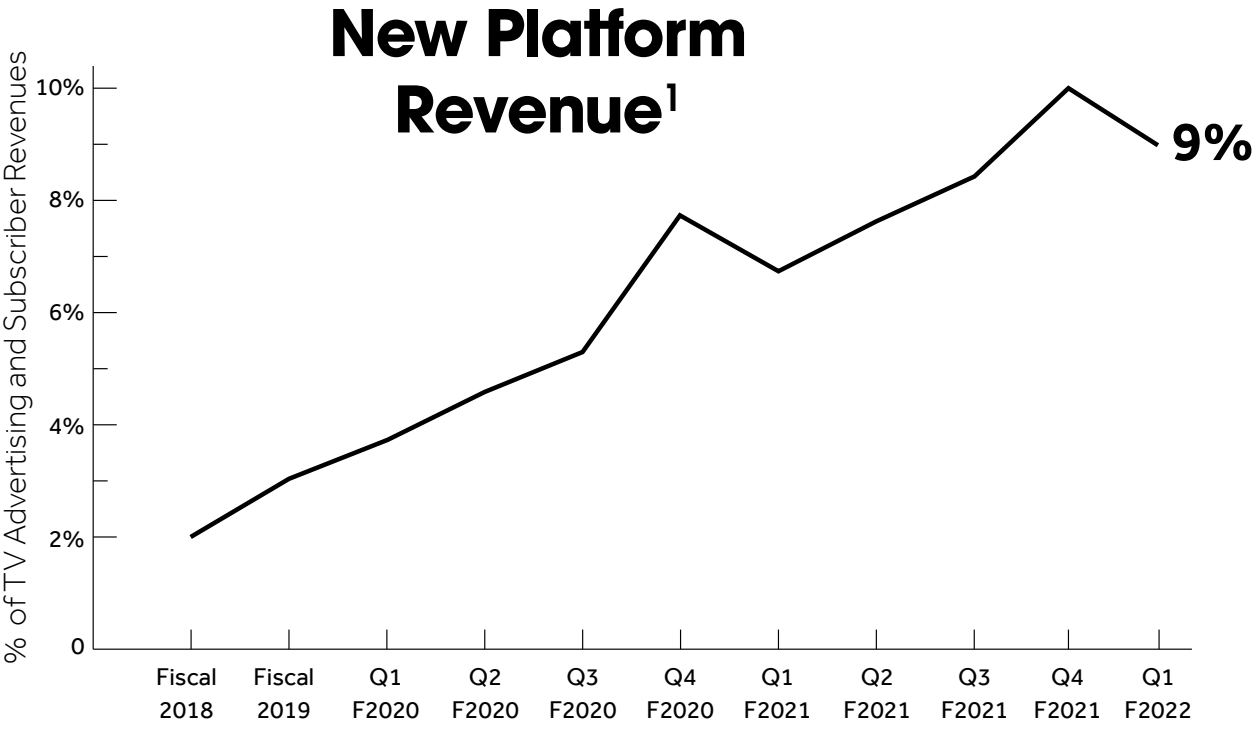
- Impressive advertising revenue growth, up 16% from last year and up 1% from pre-pandemic levels (Q1 fiscal 2020)
- Subscriber revenues benefiting from strong uptake of STACKTV and Nick+ (>725,000 paying subscribers at Jan. 10 '22)
- Programming expenses normalized compared to delayed deliveries in prior year due to impact of pandemic

(in millions of dollars except percentages)

	Q1-2022	%Chg
Segment revenues	435	11
Advertising revenues	285	16
Subscriber revenues	127	3
Merchandising, distribution and other revenues	22	—
Segment profit ¹	179	—
Segment profit margin ¹	41%	(-5 pts)

¹ This is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Refer to the "Note to User" section on slide 2 for more information

Q1 Fiscal 2022 Revenue Performance Metrics



Fiscal 2022 New Platform Revenue, up 41% from prior year

- Reflects progress on Corus' participation in rapidly growing streaming distribution platforms and digital advertising markets
- Includes incremental subscriber revenues from new streaming initiatives and advertising revenues from digital platforms

Fiscal 2022 Optimized Advertising Revenue, up 65% from prior year

- Reflects progress on the transformation of how Television advertising is sold
- Includes revenues from audience segment selling as well as Cynch automated buying platform

1 New Platform Revenue is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Please refer to footnote 1 on slide 3 for additional information.
 2 Optimized Advertising Revenue is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Please refer to footnote 2 on slide 3 for additional information.

Significant progress on revenue growth and diversification initiatives

Q1 Fiscal 2022 Radio Results

- Encouraging advertising revenue recovery
- Focus on disciplined cost management

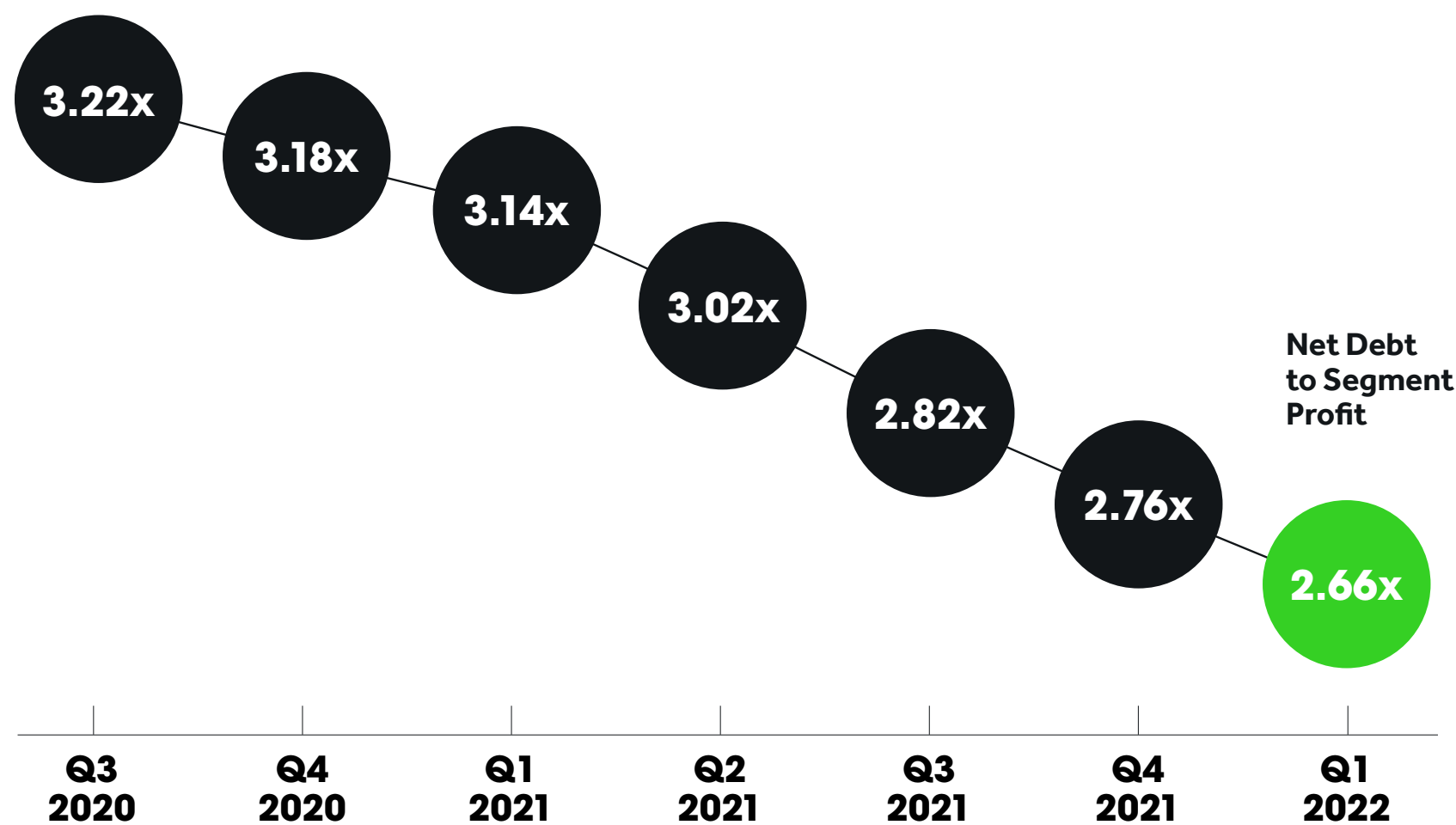
(in millions of dollars except percentages)

	Q4-2021	%Chg
Segment revenues	29	3
Segment profit ¹	6	(20)
Segment profit margin ¹	20%	(-5 pts)

¹ This is a non-GAAP financial measure and does not have a standardized meaning prescribed by IFRS. Refer to the "Note to User" section on slide 2 for more information

Significant Progress on Financial Priorities

Notable Leverage Improvement¹



¹ Long-term leverage target of <2.5x net debt to segment profit

- Impressive free cash flow of \$80 million for Q1 of fiscal 2022
- Net debt to segment profit of 2.66 times at November 30, 2021, down from 2.76 times at August 31, 2021
- Dividend of \$0.06 per share declared for Class B non-voting shares
- Normal Course Issuer Bid now active on Jan. 17, 2022 to repurchase up to 5% of public float of Class B non-voting shares

Attractive Investment Opportunity

- Execution of strategic plan and priorities is delivering results
 - Impressive momentum on Global TV
 - STACKTV expansion validates resiliency of television channels business
 - Unlocking new revenue opportunities in digital video and streaming
 - Studio business creates opportunities for increased content licensing sales in international market
- Compelling value creation
 - Reduced leverage to 2.66x net debt to segment profit, down ~ 50 bps in last 12 months
 - Dividend yield of 4.8% and dividend payout ratio <20%
 - Free cash flow yield of 26% (12 months ended Nov 30'21)
- Modified capital allocation strategy with introduction of normal course issuer bid
 - Attractive and appropriate use of funds
 - Current trading multiple of 4.7x LTM EV/EBITDA is below historical levels

Fiscal 2022

**First Quarter Earnings
Conference Call**

Thursday, January 13, 2022 | 8 a.m. ET

Q&A

