

**BE AN OWNER**

# **NEWSMAX**

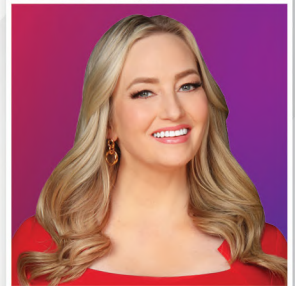
REAL NEWS FOR REAL PEOPLE

## **INVESTOR PRESENTATION**

**7% DIVIDEND  
CONVERTIBLE PREFERRED OFFERING**

**June 2024**

***Join the News Revolution!***



# SUMMARY OF TERMS



<b>SHARES OFFERED</b>	The Company is offering up to a maximum of \$150,000,000 (the “Maximum Amount”) of Series B Convertible Preferred Stock (the “Shares”). The maximum aggregate number of Shares to be issued in the Offering is 30,000.
<b>ANTICIPATED CLOSING DATE</b>	The Offering will conduct closings on a rolling basis and will continue thereafter until the Maximum Amount has been raised or the Company decides to terminate the Offering in its sole discretion.
<b>SIZE OF OFFERING</b>	A Maximum Amount of \$150,000,000, with a price per share of \$5,000. The Company reserves the right to increase the number of Shares offered in the Offering by up to 50% if this Offering is oversubscribed to a total of \$225,000,000.
<b>MINIMUM INVESTMENT</b>	One Share at \$5,000 per Share.
<b>LIQUIDATION PREFERENCE</b>	\$5,000 per Share (the “Liquidation Preference”). Upon the consummation of a Liquidity Event (as defined in the Certificate of Designation), each holder of Shares shall be entitled to be paid an amount equal to the greater of (i) the Liquidation Preference plus any accrued but unpaid dividends on the Shares held by such holder and (ii) the per share amount of all cash, securities and other property to be distributed in respect of the shares of Class B Common Stock such holder would have been entitled to receive had it converted the Shares held by such holder immediately prior to the date fixed for the Liquidity Event.
<b>PREFERRED DIVIDEND</b>	The Shares will carry an annual dividend payment of 7.0% of the price per Share. The dividend on the Shares shall accrue annually, beginning from the date of the issuance of the Shares, and will accrue until the conversion of the Shares. Dividends will be payable (entirely or partially) in cash when, as, and if declared by Newsmax Inc.’s board of directors. Notwithstanding the foregoing, in the event a Liquidity Event (as defined in the Certificate of Designation), conversion or sale occurs prior to the end of a year, no portion of dividends shall be paid with respect to such partial year. At the time of the issuance of the Shares, the Shares will be senior preferred equity of the Company and contain customary provisions restricting the payment of dividends on junior equity prior to the payment in full of the accrued and unpaid dividends on the Shares.

*Please carefully review the offering documents for complete details of terms of the Offering.*

*Continued...*

# SUMMARY OF TERMS

<b>CONVERSION</b>	The Shares will be convertible into shares of Class B Common Stock.
<b>OPTIONAL CONVERSION</b>	Each Share (and any fractional Share) shall be convertible at any time at the option of the holder thereof into the number of fully paid and nonassessable shares of Class B Common Stock equal to the quotient of (x) the Liquidation Preference of such Share plus any accrued but unpaid dividends payable on such Share divided by (y) the Conversion Price as of the time of the conversion.
<b>MANDATORY CONVERSION</b>	<p>To the extent not previously converted, the Shares will automatically convert into shares of Class B Common Stock upon (w) the closing of an initial public offering of common stock by the Company (“IPO”), (x) the election by written consent of the holders of at least a majority of the outstanding Shares, (y) the closing of a Qualified Financing (as defined below), or (z) the closing of a Qualified Sale (as defined below), in each case, into the number of fully paid and nonassessable shares of Class B Common Stock equal to the quotient of (i) the Liquidation Preference of such Share being converted plus any accrued but unpaid dividends payable on such Share divided by (ii) the Conversion Price as of the time of the conversion.</p> <p>The “Conversion Price” of a Share shall equal \$50,740.47; provided that, the Conversion Price for purposes of (i) converting Shares upon an IPO shall equal 75% of the price per share or deemed price per share sold to the public in the IPO, and (ii) converting Shares upon the consummation of a Qualified Financing shall be 75% of the price per share sold by the Company in a Qualified Financing.</p> <p>“Qualified Financing” means a round of equity financing consummated by the Company after the Offering in which the Company receives aggregate gross proceeds equal to \$50,000,000 or more.</p> <p>“Qualified Sale” means any Liquidity Event (as defined in the Certificate of Designation) in which the Company elects to require the mandatory conversion of the Shares; provided that such conversion will not be used to lower the amount of consideration such holder would have been entitled to receive in the Liquidity Event if a conversion of the Shares was not mandated by the Company in connection with such Liquidity Event.</p>

*Please carefully review the offering documents for complete details of terms of the Offering.*

*Continued...*

# SUMMARY OF TERMS

<b>VOTING RIGHTS</b>	The Shares shall have no voting rights.
<b>REGISTRATION RIGHTS</b>	The shares of Class B Common Stock to be issued upon conversion of the Shares shall not be registered upon issuance and will be subject to Rule 144 holding period; however, they shall have piggyback registration rights with regard to future registrations of the Company's securities pursuant to the Securities Act.
<b>INVESTORS</b>	The Shares will be sold only to accredited investors within the meaning of the Securities Act pursuant to the exemption from the registration requirements of the Securities Act provided by Rule 506(c) of Regulation D promulgated under the Securities Act. Investors who wish to purchase Shares will be required to provide verification of their accredited investor status.
<b>ANTI-DILUTION PROVISION</b>	The original Conversion Price of the Shares (other than the conversion prices referenced in the proviso of the Conversion Price definition) will be subject to adjustment for any forward or reverse share split, share dividend or recapitalization affecting the Shares or the Class B Common Stock. Additionally, until the completion of an IPO, the Conversion Price (other than the conversion prices referenced in the proviso of the Conversion Price definition) will be subject to a weighted average adjustment in the event that the Company issues additional equity securities at a purchase price less than the then current Conversion Price for the Shares, except that no adjustment will be made for certain exempt issuances.
<b>DRAG ALONG</b>	The Investors shall sign and be bound by the Shareholders Agreement of the Company and shall be subject to drag-along provisions pursuant to which the Investors will be required to sell and vote in favor any sale of the Company's capital stock and waive appraisal and dissenters' rights. The Investors will not have preemptive rights, or management or consent rights with respect to the Company or any of its subsidiaries.
<b>RISK FACTORS</b>	The Private Placement Memorandum contains a summary of what the Company believes are the principal risks associated with this investment, but such list is not intended to be exhaustive.

*Please carefully review the offering documents for complete details of terms of the Offering.*

# OFFERING AND LISTING ON THE HORIZON



The Company anticipates conducting a public offering and subsequent NASDAQ or NYSE listing expected in Q4 2024.

→ Anticipated Offering up to \$75 million

→ Symbol “NMAX” reserved (NASDAQ)

- (1) Size of offering may be raised or lowered in the future without advance notice
- (2) Successful listing on the NASDAQ exchange or NYSE is subject to meeting specific requirements and completing the offering.
- (3) **Newsmax Inc.** intends to list its securities on a national exchange and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards.

*Our common stock is not currently listed or quoted on any exchange. We intend to apply to have our common stock listed on either NASDAQ or the NYSE (if on NASDAQ, under the symbol “NMAX”). However, the listing of our common stock on the NASDAQ or NYSE is not a condition of our proceeding with this Offering, and no assurance can be given that our application to list will be approved or that an active trading market for our common stock will develop. All rights reserved. This document, design screens or any portion thereof may not be reproduced or used in any manner whatsoever without the express permission of Newsmax.*

# DISCLAIMERS AND CAUTIONARY STATEMENT



Certain statements in this presentation (the “Presentation”) may be deemed to be “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act of 1934, as amended, and are intended to be covered by the safe harbor provisions for forward-looking statements. Such forward-looking statements can be identified by the use of words such as “should,” “may,” “intends,” “anticipates,” “believes,” “estimates,” “projects,” “forecasts,” “expects,” “plans,” and “proposes.” Forward-looking statements, which are based on the current plans, forecasts and expectations of management of **Newsmax Inc.** (the “Company” or “**Newsmax**”), are inherently less reliable than historical information. Forward-looking statements are subject to risks and uncertainties, including events and circumstances that may be outside our control

Although management believes that the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. Risks and uncertainties that could cause actual results to differ materially include, without limitation, those risks identified in the Private Placement Memorandum. Forward-looking statements speak only as of the date of the document in which they are contained, and **Newsmax** does not undertake any duty to update any forward-looking statements except as may be required by law.

Any forward-looking financial forecasts contained in this Presentation are subject to a number of risks and uncertainties, and actual results may differ materially. You are cautioned not to place undue reliance on such forecasts. No assurances can be given that the future results indicated, whether expressed or implied, will be achieved. While sometimes presented with numerical specificity, all such forecasts are based upon a variety of assumptions that may not be realized, and which are highly variable. Because of the number and range of the assumptions underlying any such forecasts, many of which are subject to significant uncertainties and contingencies that are beyond the reasonable control of the issuing company, many of the assumptions inevitably will not materialize and unanticipated events and circumstances may occur subsequent to the date of any financial forecast.

Newsmax takes no responsibility for any forecasts contained within the Presentation. None of the information contained in any offering materials should be regarded as a representation by **Newsmax**. The Company’s forecasts have not been prepared with a view toward public disclosure or compliance with the guidelines of the SEC, the American Institute of Certified Public Accountants or the Public Company Accounting Oversight Board. Independent public accountants have not examined nor compiled any forecasts and have not expressed an opinion or assurance with respect to the figures.

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This Presentation also contains estimates and other statistical data made by independent parties and by management relating to market size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates.

**Newsmax** is currently undertaking a private placement offering of Series B Convertible Preferred Stock (the "Securities") pursuant to Section 4(a)(2) of the Securities Act of 1933, as amended (the "Securities Act"), and/or Rule 506(c) of Regulation D promulgated thereunder. Investors should consider the investment objectives, risks, and investment time horizon of the Company carefully before investing. The private placement memorandum relating to the offering of Securities will contain this and other information concerning the Company, including risk factors, which should be read carefully before investing.

The Securities are being offered and sold in reliance on exemptions from registration under the Securities Act. In accordance therewith, you should be aware that (i) the Securities may be sold only to "accredited investors," as defined in Rule 501 of Regulation D; (ii) the Securities will only be offered in reliance on an exemption from the registration requirements of the Securities Act and will not be required to comply with specific disclosure requirements that apply to registration under the Securities Act; (iii) the United States Securities and Exchange Commission (the "SEC") will not pass upon the merits of or give its approval to the terms of the Securities or the offering, or the accuracy or completeness of any offering materials; (iv) the Securities will be subject to legal restrictions on transfer and resale and investors should not assume they will be able to resell their securities; and (v) investing in these Securities involves a high degree of risk, and investors should be able to bear the loss of their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time.

The Company is "Testing the Waters" under Regulation A under the Securities Act of 1933. The Company is not under any obligation to make an offering under Regulation A. No money or other consideration is being solicited in connection with the information provided, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until an offering statement on Form 1-A has been filed and until the offering statement is qualified pursuant to Regulation A of the Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date.

*Continued...*

# DISCLAIMERS AND CAUTIONARY STATEMENT

Any person's indication of interest involves no obligation or commitment of any kind. The information in that offering statement will be more complete than the information the Company is providing now, and could differ materially. You must read the documents filed. No offer to sell the securities or solicitation of an offer to buy the securities is being made in any state where such offer or sale is not permitted under the "blue sky" or securities laws thereof. No offering is being made to individual investors in any state unless and until the offering has been registered in that state or an exemption from registration exists therein. The securities offered using Regulation A are highly speculative and involve significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and if a public market develops following the offering, it may not continue. The Company intends to list its securities on a national exchange and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards.

The contents of this Presentation are not to be construed as legal, financial or tax advice. Information about the Company and its business plan herein is presented in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor.

This Presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended, or any state securities laws and may not be offered or sold within the United States, unless an exemption from such registration is available.



# THE OPPORTUNITY

- 1 Many Americans don't trust their news sources — and are anxious to find ones they do. For tens of millions of Americans, **Newsmax** is the answer! They're tuning in to **Newsmax** on television and through digital platforms.
- 2 Join with a powerful news brand. With a nearly 25-year record of operating success, **Newsmax** has become a major news brand on television, the web and in print. A 2023 YouGov/Economist survey found **Newsmax** was among the most trusted news brands in cable television.
- 3 In 2014, **Newsmax** launched its cable news channel; it's now the 4th highest-rated cable news channel in the U.S. and carried on all major cable systems: DirecTV, Comcast, Spectrum, Dish, Verizon, Optimum, Cox and more. Along with its free **Newsmax2** channel, **Newsmax** is available in over 100 million U.S. homes.



- 4 **Newsmax** is poised to become one of the biggest players in cable, OTT and digital news as its platforms grow nationally, in local markets, and even internationally.
- 5 **Newsmax** is excited to offer Accredited Investors an ownership stake with this private offering. Later this year or in early 2025, we intend to file for an **Initial Public Offering** to allow all investors to participate.

# BUSINESS HIGHLIGHTS

**NEWSMAX**



Exceptionally **talented management team** with strong track record of business creation, revenue growth and profits over decades.



First major digital brand to become **fastest-growing cable news** and OTT streaming channels available in over 100 million homes.



Attractive valuation for **high growth company** expecting massive affiliate fee revenue growth in years ahead — with revenues growing from \$42 million in 2019 to a projected \$181 million in 2024.



4th highest-rated cable news channel with continued **growth across all dayparts** in 2023, up 42% in prime time and 137% in Q1 2024. — *Nielsen Ratings*



**Close to CNN** in key ratings: in Q1 2024 **Newsmax** drew over 70% of CNN's Coverage Rating in key prime-time hours.



Strong news brand with **extremely loyal audience** that is highly valued by advertisers.



Attractive revenue model with **multiple income streams**.

# MISSION & VISION

**NEWSMAX**

**NEWSMAX**

**MISSION STATEMENT**



Provide America and the world with information that improves lives and strengthens freedoms.

## NEWSMAX BELIEVES IN...



**VALUES**



**FREEDOM**



**FAMILIES**



**ENTERPRISE**



**FAITH**



**AMERICA**

## GALLUP: TRUST IN MEDIA AT RECORD LOW



## THE VISION: Newsmax Is Restoring Trust

- **Newsmax** is providing Americans with real news, honest reporting and clear analysis.
- **Newsmax** is providing news on many platforms: cable, OTT, digital, print, radio/podcasts, social media, and more.
- **Newsmax** is at the forefront of news dissemination locally, nationally and internationally.

# AMERICA'S FASTEST-GROWING NEWS NETWORK

**NEWSMAX**

In less than a decade, **Newsmax** has become:

**#4** in Cable News  
*1Q24 Across Key Dayparts & Demos*

**TOP 15** Basic Cable  
*Total Viewers in M-F / 9A-8P*

**69% Increase** Among Adults 35-64  
*Viewership in M-F Total Day*

## 2023 NIELSEN RATINGS SUCCESS

**+42%** ↑  
Prime Time

**+23%** ↑  
Total Day

**+16%** ↑  
Daytime

**+11%** ↑  
Access

↳ **The only cable news network with P2+ growth across all key dayparts** ↴

\*P2+ includes all viewers age of 2 or older.

## EXCLUSIVE CABLE AUDIENCE

- **21+ MILLION** viewers reached regularly
- **4.8 MILLION** exclusive viewers didn't watch Fox News
- **2.5 MILLION** exclusive viewers didn't watch Fox, CNN, MSNBC

# A POWERFUL REACH

# NEWSMAX

## TELEVISION



→ **21 MILLION**  
regular viewers\*

→ **15 MILLION**  
OTT streaming  
audience

\*Source: Nielsen

## APPS



→ **10+ MILLION**  
Newsmax App  
downloads

→ **5 MILLION**  
push notification  
subscribers

→ **2 MILLION**  
SMS text message  
subscribers

## ONLINE



→ **5+ MILLION**  
web visitors\*

→ **5 MILLION**  
opt-in email subscriptions

\*Source: Comscore

## NEWSMAX PLUS



→ **220,000+**  
paid subscribers  
**NEWSMAX+**

## PRINT



→ **300,000+**  
paid subscribers to  
Newsmax Magazine,  
and Newsmax Health  
& Money publications  
(as of 05/24)

# BIG SOCIAL MEDIA REACH

**NEWSMAX**

**16+ Million  
Followers**

Total Combined Friends/Followers  
Across All Platforms (As of 5/24)

**facebook** | 4.7M+

**X** | 2.7M+

**YouTube** | 2.1M+

**TRUTH.** | 2.1M+

**Instagram** | 1.8M+

**rumble** | 1.1M+

**GETTR** | 995K+

**Threads** | 175K+

**TikTok** | 55K+

**LinkedIn** | 71K+

**Telegram** | 6.7K

**NEWSMAX APP  
Downloads** | 10M+

# SUCCESS & GROWTH

# NEWSMAX

**Phase 1 (1998 - 2014)**  
*Digital Platforms Established*

## NEWSMAX 1.0

### DIGITAL MACHINE

- Founded by Christopher Ruddy in 1998
- Started Offering Advertising Services
- Launched **Newsmax.com**
- Launched Subscription Newsletters
- Launched **Newsmax Magazine**

#### BUSINESS HIGHLIGHTS

**NEWSMAX**Money

Medix **Select**

**NEWSMAX**  
MAGAZINE

**NEWSMAX**Health

**Phase 2 (2014 - 2022)**  
*TV Platform Established*

## NEWSMAX 2.0

### TELEVISION BROADCAST

- Launched **Newsmax** Cable News Channel
- Rapid Growth After 2020 Election
- Signed Various High-Profile MVPDs
- Acquired Book Publisher Humanix

#### BUSINESS HIGHLIGHTS

verizon **DIRECTV** dish

Spectrum COMCAST COX

**Humanix Books**

**Phase 3 (2022 - 2028)**  
*Investment Into Operations*

## NEWSMAX 3.0

### WORLD-CLASS MEDIA COMPANY

- Renewed Cable License Agreements With All Major Operators
- Completed Distribution Across Best-in-Class OTT Platforms
- Launched **Newsmax2** Streaming
- Launched **Newsmax+** Service
- Launched **Newsmax** Radio/Podcasting

#### BUSINESS HIGHLIGHTS

**Roku** YouTube **fire tv**

**fubo** VIZIO **pluto**

Samsung **SMART TV** LG **Smart TV**

# INVEST & GROW WITH NEWSMAX

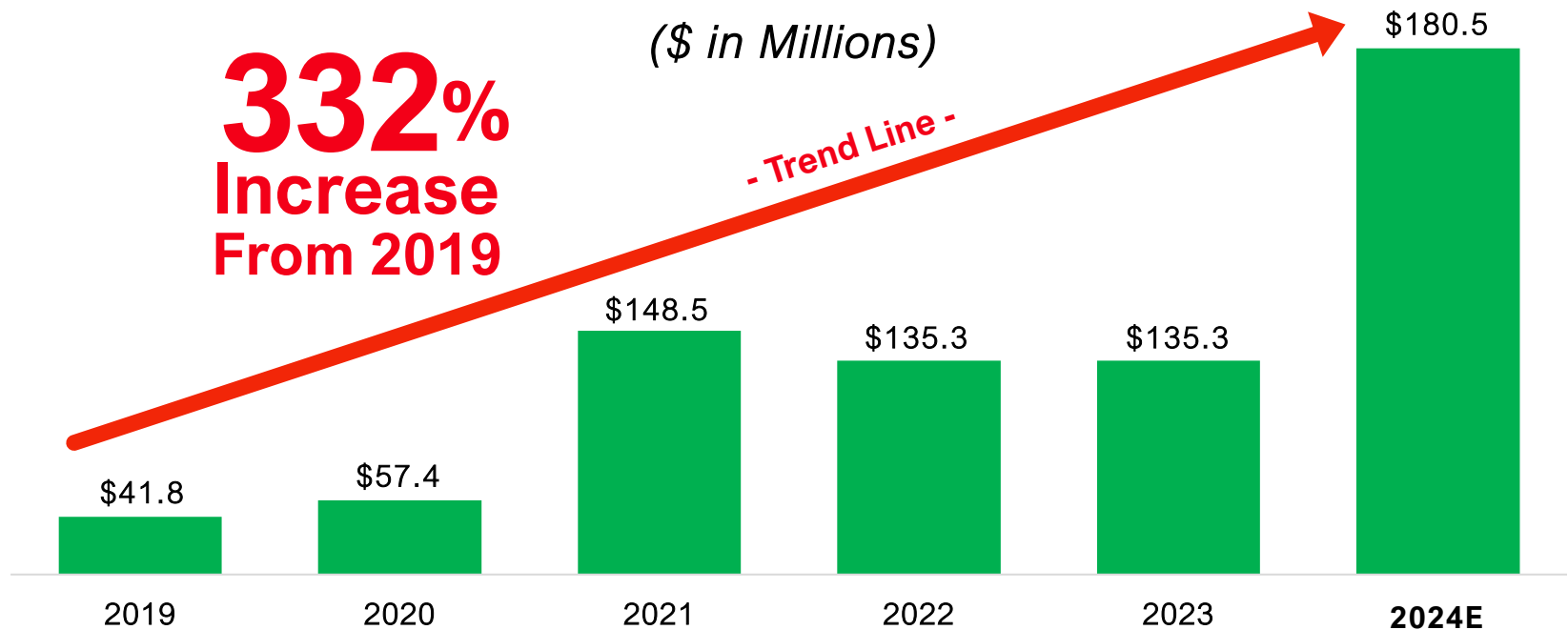
NEWSMAX



## Newsmax Revenues Soar

(\$ in Millions)

**332%**  
Increase  
From 2019



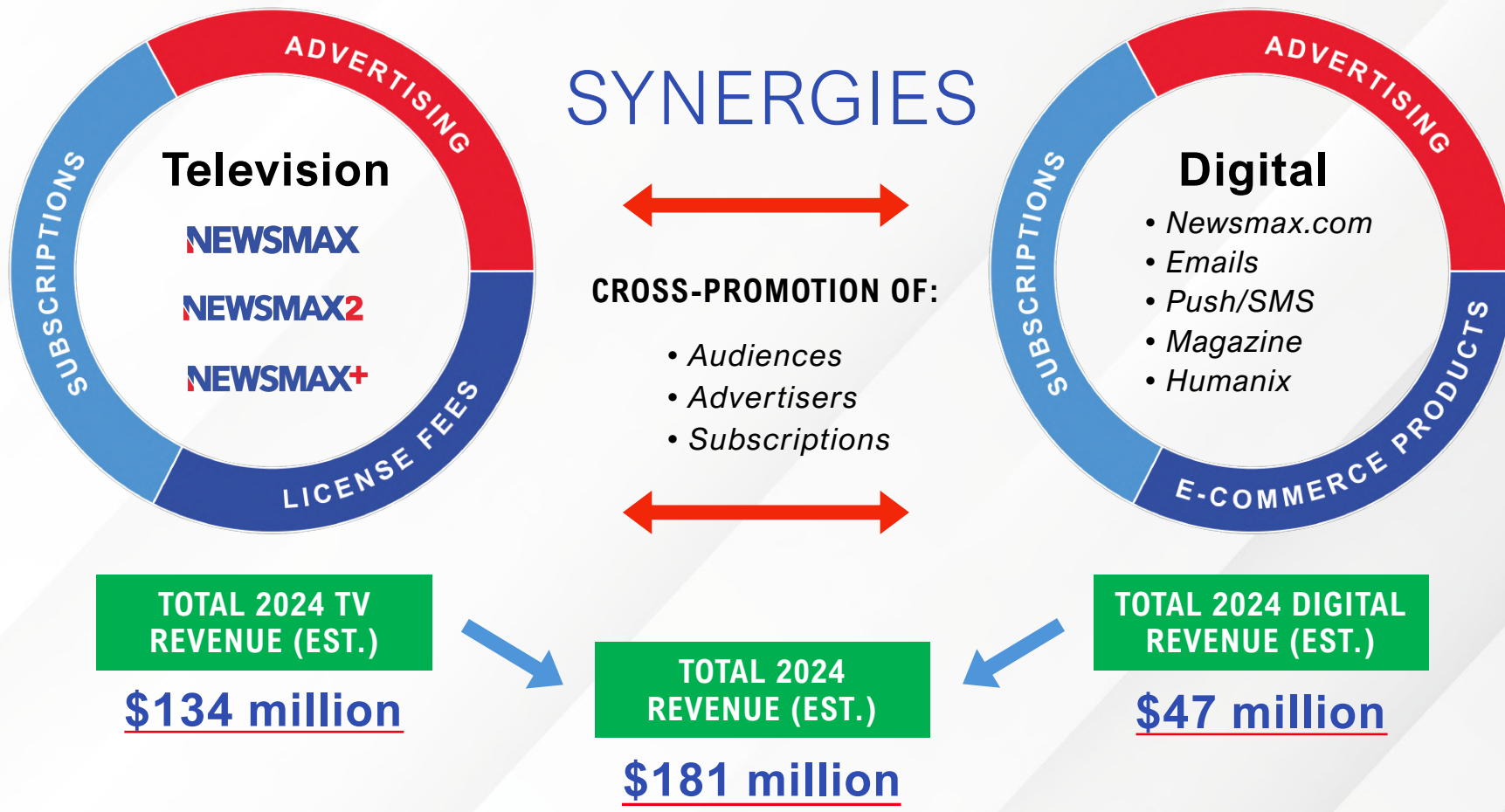
**Newsmax** has demonstrated consistent revenue growth and expects to achieve **30% + EBITDA margins** within the next few years.

*Past performance is not indicative of future results. There is no guarantee that any specific objective will be achieved. Investments are highly speculative, illiquid and involves a high degree of risk, including the possible loss of your entire investment. The investment is suitable only for persons who can afford to lose their entire investment. Financials projections are unaudited and may not conform to GAAP. All rights reserved. This document, design screens or any portion thereof may not be reproduced or used in any manner whatsoever without the express permission of Newsmax.*



# BUSINESS MODEL

## MULTIPLE STREAMS OF REVENUE



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# NEWSMAX CHANNEL

## CONTENT IS KING



→ **Fastest-Growing News Network**

→ **Carried in 52 Million Homes**  
*on Comcast, Spectrum, DirecTV, Dish,  
 Verizon, Optimum, more* (Source: Nielsen)

→ **Revenues:** *Advertising & License Fees*

### TOP TELEVISION NEWS PERSONALITIES

**ROB  
SCHMITT**

**GRETA VAN  
SUSTEREN**

**GREG  
KELLY**

**BIANCA DE  
LA GARZA**



### TOP SHOWS



### TOP ANALYSTS & GUESTS



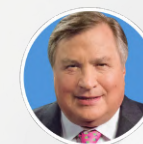
**MIKE  
HUCKABEE**



**ALAN  
DERSHOWITZ**



**ANDREW  
NAPOLITANO**



**DICK  
MORRIS**



**KARI  
LAKE**

# NEWSMAX2 & NEWSMAX+

# NEWSMAX

## THE FUTURE



As linear cable channels decline, our free streaming channel **Newsmax2** is growing across OTT platforms.

**Newsmax2** carried by most OTT “FAST” platforms:

Samsung+, Roku, Amazon Fire, LG, Vizio, Xumo, Pluto, and more.

**Newsmax+**, our paid streaming service, launched in 2023 and already has 220K subscribers at \$50 a year/\$4.99 a month.



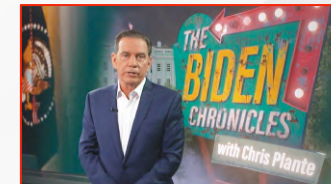
## NEWSMAX2 TOP SHOWS



## NEWSMAX+ OFFERINGS



Newsmax Channel



Newsmax2



**SPECIAL SERIES** Faith, History, Documentaries, True Crime, Jon Voight's *Land of Israel*

**COMING SOON** Family Entertainment

# NIELSEN RATINGS RISE ACROSS THE BOARD

**NEWSMAX**

## NIELSEN RATINGS: Q1 2024 VS. Q1 2023

**NEWSMAX**

**FOX NEWS**

**137%** ↑  
Total Viewers

PRIME  
TIME

**-2%** ↓  
Total Viewers

**93%** ↑  
Adults 35-64

**-5%** ↓  
Adults 35-64

**87%** ↑  
Total Viewers

TOTAL  
DAY

**-6%** ↓  
Total Viewers

**69%** ↑  
Adults 35-64

**-7%** ↓  
Adults 35-64

## NEWSMAX LEADS CABLE NEWS IN RATINGS GROWTH!

**NEWSMAX**

**+87%**

**MSNBC**

**+14%**

**FOX NEWS**

**-6%**

**CNN**

**0%**

**CNBC**

**-6%**

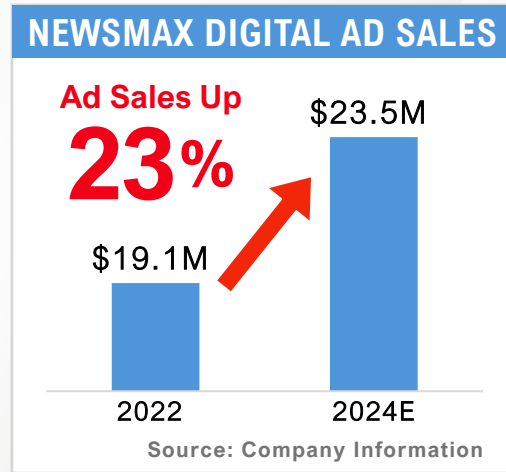
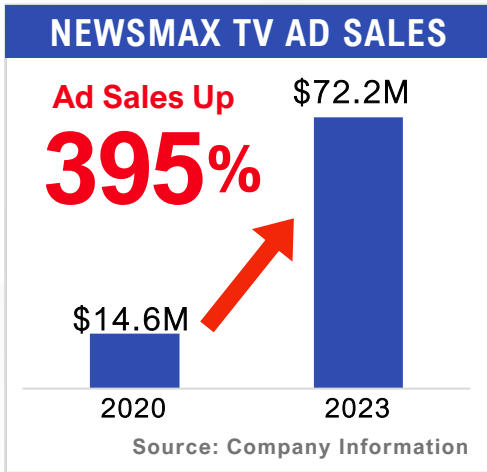
**NEWSNATION**

**-47%**

Source: Nielsen Ratings Q1 2024 vs. Q1 2023 Total Day

# TOP ADVERTISERS TURNING TO NEWSMAX

## RECENT NATIONAL ADVERTISER ADDITIONS



### COMPETITORS

**-10%** ↓ Combined revenue of Fox News, CNN, and MSNBC was -10%.

Source: MediaRadar 2024

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**+6%** ↑ In 2023, **Newsmax** TV ad sales revenue grew annually at +6%.

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# REVENUE GROWTH OPPORTUNITIES AHEAD

## CABLE LICENSE REVENUE

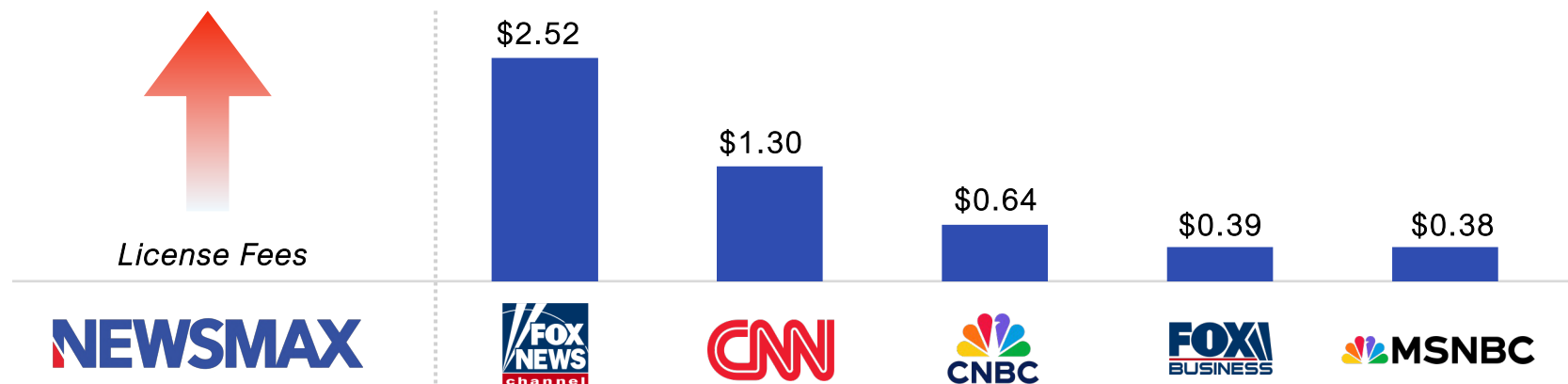
**Newsmax** receives license revenues from all MVPDs that carry its channel.

As a new channel, **Newsmax** has **audience numbers equal to or better** than rivals who receive high fees.

**Newsmax** sees significant revenue growth opportunities ahead!

## SIGNIFICANT ROOM FOR GROWTH

Affiliate Rate Per Subscriber\* (\$ per month)



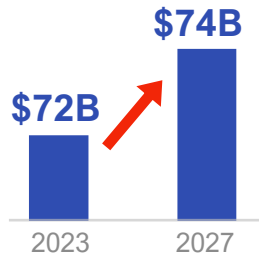
Source: Kagan (\*average monthly affiliate fee per subscriber in 2024)

# TELEVISION TRENDS

## PROPEL NEWSMAX

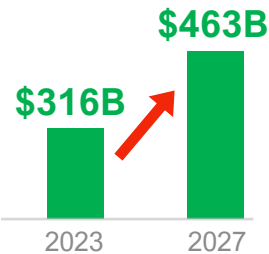
### TELEVISION INDUSTRY HIGHLIGHTS

#### TV AD SALES



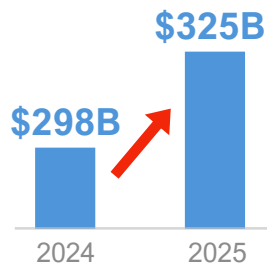
Source: PwC

#### OTT VIDEO STREAMING SALES SOAR



Source: Statista

#### DIGITAL AD SALES



Source: Oberlo

**10+%** U.S. OTT Market CAGR  
From 2023 - 2027

Source: Statista

**\$86.2B** U.S. Pay TV Market

Source: Statista

**64%** U.S. Penetration  
for Pay TV

Source: Leichtman Research

**87%** U.S. Homes With  
Streaming Services

Source: Leichtman Research

### INDUSTRY TRENDS



#### Cable Subscription Won't Go Away

As long as viewers want live news and sports, pay TV for cable and MVPDs will remain. "Most analysts believe that 40 million to 60 million Americans will continue to subscribe to some form of traditional cable in the years to come." (*New York Times*, 9/23)



#### Consumers Want Multiple Streaming Services

Forbes reports that nearly 50% of consumers subscribe to three or more streaming services.



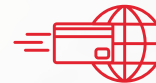
#### FAST Channels Are Growing Fast

Free ad-supported channels like **Newsmax2** are seeing incredible growth. FAST channel households surged to 41% in Q3 2023 up from 31% in Q1 2023. (*Parks Associates*)



#### Content Remains King

Channels are adding original broadcasts late night and on weekends, once considered the time for repeats and specials.



#### Ad Spend Is Growing on TV, Digital

**Newsmax** benefits by expected growth in TV, OTT and digital video ad sales over the next five years.



#### Cable & Streaming Are Complementary

The majority (88%) of consumers actively use a mobile device (e.g., smartphone, tablet) while watching TV. (*Nielsen*)

# DIGITAL SEGMENT

## 3 MAJOR REVENUE STREAMS

**NEWSMAX**

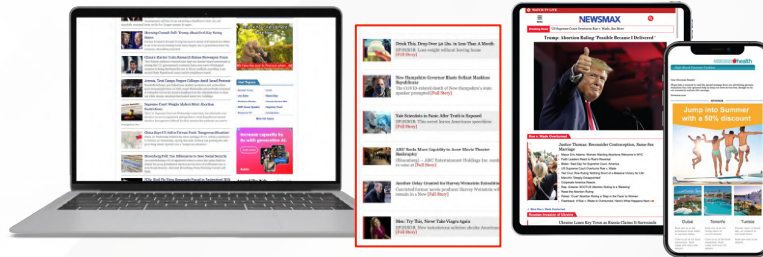


Newsmax generates the majority of its digital revenues through advertising sold to agencies and third-party marketers as well as from subscriptions and other products sold directly by the Company.

2

### SUBSCRIPTIONS

Subscription-based products include 10 specialized health and financial newsletters, Newsmax Magazine, and 4 online membership programs.



1

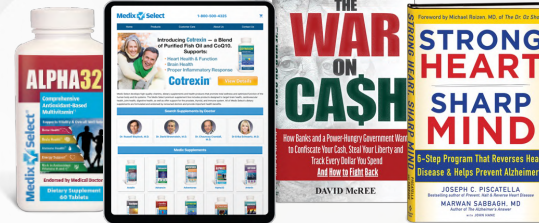
### ONLINE ADVERTISING

Includes online display, native advertising, email advertising, other online placements and print advertisements. Newsmax.com has approximately 5 million unique monthly visitors and over 50 million page views.

3

### E-COMMERCE & OTHERS

Operates primarily via its Medix Select and Humanix subsidiaries, selling nutraceuticals and nonfiction books on political, financial and health-related topics, respectively.



Humanix Books

ROI MEDIA STRATEGIES

Medix Select



# NEWSMAX HAS MULTIPLE AVENUES FOR GROWTH

**NEWSMAX**

## Expand Subscription Base



- 50+ Million Traditional TV Subscribers
- Add Additional Virtual MVPDs
- Add Additional OTT Partners
- Grow Finance and Health Publications

## Increase Market Share From Existing Competitors



- Critical Mass Achieved to Convert FOX News and CNN TV Viewers
- Recruit and Develop TV Star Talent
- Gain Greater Viewer Trust and Confidence

## Expand Distribution Networks and Regional Presence



- Add More Correspondents in USA and Worldwide
- Sign More International License Deals
- Grow Online Subscriptions

## Develop New Digital Media Channels



- Optimize Use of Existing Social Media Channels for Promotion
- Grow Podcasting Talent and Shows
- Seek the Next TikTok, Clubhouse or Caffeine-Like Platforms
- Grow Audio-Only Including Terrestrial and Satellite Radio

## Continue Growth in E-Commerce



- Add More Supplement Products
- Develop and Publish More Bestselling Books
- Offer New Paywall Services in Health and Finance

## Opportunistically Pursue Accretive M&A



- Acquire Talk and News Radio Stations
- Acquire Complementary Businesses Targeting 45+ Demographic
- Acquire Local News Outlets

# LEADERSHIP TEAM



## CHRISTOPHER RUDDY // *Chief Executive Officer*



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

## DARRYLE BURNHAM // *Chief Financial Officer*



- Joined **Newsmax** in 2008
- Former Director of Finance and Operations at CopperCom, Inc.
- Former Corporate Treasurer for Sleepmaster, LLC (dba Serta Mattress)
- Former Finance Manager, Procurement for Scientific Atlanta (now Cisco)

## ELLIOT JACOBSON

*Chief Content Officer and  
EVP of Programming*



- Former EVP/Chief Content Officer at RLTV, jointly owned by Comcast
- Launched 38 series, 37 specials at RLTV
- Former Executive Director of Media Operations for Laureate

## VALERIA RICCIOLI

*VP of Talent*



- 15 Years at the Fox News Channel in News Programming
- Led the launch and development of key top-rated news shows
- Produced both the 2016 & 2020 Presidential Election Seasons
- Collaborated with high-profile on-air talent across four different cable news networks

## ANDY BIGGERS

*SVP of Content  
Distribution*



- 9 years at 21st Century Fox cable channels, distribution leadership
- Handled Fox News distribution agreements, relationships
- 5 years with Viacom/MTV Marketing Development

## BRAD BEDFORD

*COO of Newsmax  
Broadcasting*



- 34 years at Arbitron (now Nielsen) as Vice President in multiple departments
- 9 years as Strategic Advisor/Consultant
- Global Managing Director at GAMMA

## JIM TREMBLAY

*Chief Revenue Officer,  
EVP of Ad Sales*



- 19 years Vice President at Fox Corporation
- Secured partnerships in the Super Bowl, World Series, American Idol and National Geographic
- 8 years Vice President at Katz Media Group

## CHUCK HORVATH

*SVP Broadcast Operations  
and Chief Engineer*



- Over 35 years experience in broadcast operations and engineering
- Former Chief Engineer, Fox Weather
- Former Chief Engineer New York Stock Exchange

## LEE KINBERG

*CEO of Newsmax Audio*



- 30 years as television and radio executive
- Former President, NH1 News/Binnie Media
- Former Director of Operations, Entercom Boston
- Former Director of Programming, Viacom/CBS in Boston, Providence and Seattle

## LOKESH TIWARI

*Chief Information Officer*

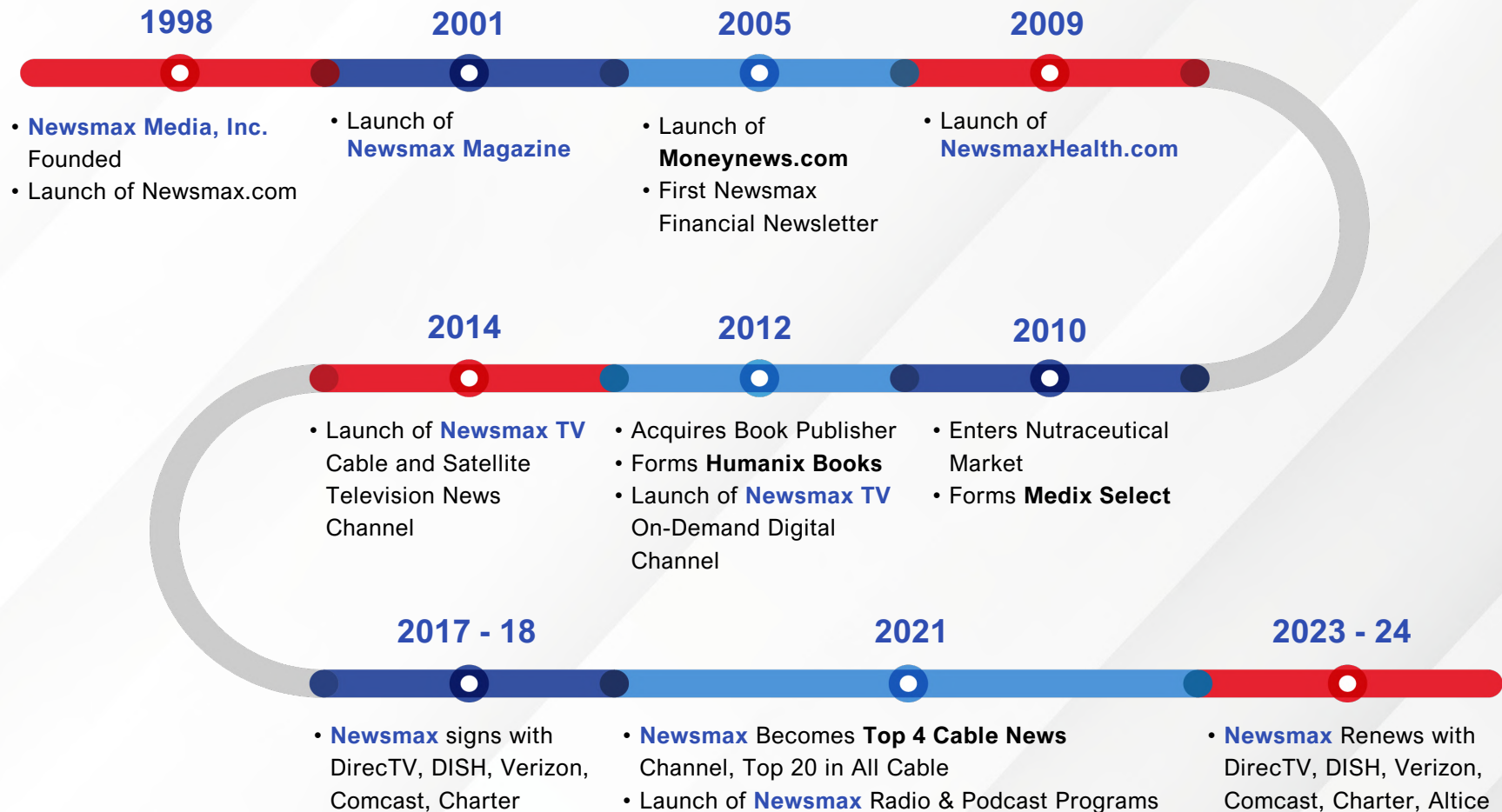


- Technology leader – IT, Software Development, Broadcast, OTT, and more
- Integral contributor to **Newsmax's** success for over 14 years
- Master's degree in Computer Engineering from San Francisco State University

# NEWSMAX TRACK RECORD

## 25 YEARS OF SUCCESS

NEWSMAX



# BUZZ ABOUT NEWSMAX

**NEWSMAX**

**CNN**

“Fox News has never seen competition like this.”

**Forbes**

“**Newsmax** is now a news powerhouse.”

**New York Times**

**Newsmax** is a “potent force” in U.S. politics.

**THE WALL STREET JOURNAL.**

“Surge in **Newsmax** ratings shook Fox News ...”

**President Trump**

“You like **Newsmax**, I like it too ...  
**Newsmax** has been really good ... people are watching it ...it’s terrific.”



# HOW TO SUBSCRIBE & BE AN INVESTOR

**NEWSMAX**

## LIMITED TIME OFFER

**Newsmax** is offering shares in our company to investors across America before our planned Public Offering expected later this year or next year.

If you are an Accredited Investor under U.S. securities laws, you can join with us.

We want you to become a shareholder in **Newsmax**!

★ GO ONLINE TO INVEST ★

**NewsmaxInvest.com**