Certain statements in this presentation constitute “forward-looking statements” within the meaning of the private securities litigation reform act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied by such “forward-looking statements.”

This presentation also contains “non-GAAP financial measures” within the meaning of regulation G, specifically station operating income and Adjusted EBITDA. In conformity with regulation G, information reconciling the non-GAAP financial measures included in this presentation to the most directly comparable financial measures prepared in accordance with generally accepted accounting principles is available on the investor relations portion of the company's website at www.Salemmedia.com, as part of the most current report on form 8-K and earnings release issued by Salem Media Group.
Who We Are

- **Salem Media Group** is America’s leading multimedia company specializing in Christian and conservative content
- **Salem’s history** dates back to 1974 with the launch of our first Christian Teaching and Talk radio station, and went public in 1999
- We reach millions of Christians and conservatives daily across the nation with compelling content, fresh commentary and relevant information
- Three segments comprised of radio broadcasting, digital media and book publishing
- Salem Media has one of the largest media platforms
  - 99 radio stations featuring compelling Christian and conservative programs from organizations such as Focus on the Family and Jay Sekulow Live, and hosts including Hugh Hewitt, Sebastian Gorka and Dennis Prager
  - Multiple highly-trafficked websites such as Christianity.com, BibleStudyTools.com, Crosswalk.com and Townhall.com
Salem’s Reach and Impact

- Radio reaches over 268 million people, or 92% of Americans, on a weekly basis
- Largest commercial Christian radio broadcaster in America
- Largest News Talk radio broadcaster, and third largest radio broadcaster, in the top 25 U.S. markets by station count

- Websites and mobile apps are a growing source of Christian and conservative content
  - Salem’s website and app platform receives approximately 120 million visits every month and is growing steadily

- Publisher of Christian and conservative books
  - Authors include Jim Daly, Sebastian Gorka, Greg Laurie, David Limbaugh, Michelle Malkin, Dennis Prager, and Mark Steyn
Our Integrated Multimedia Approach

- **Radio Broadcasting**
  - 99 stations across 37 markets, with approximately 3,100 affiliates

- **Digital Media**
  - More than 120 million monthly visits across multiple websites and mobile apps

- **Book Publishing**
  - Three traditional book imprints
  - Two self-publishing imprints
## Balance Sheet & Dividends

### Select Balance Sheet Terms

<table>
<thead>
<tr>
<th></th>
<th>Sep 30, 2019</th>
<th>Sep 30, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; cash equivalents</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Receivables</td>
<td>45.0</td>
<td>38.1</td>
</tr>
<tr>
<td>FCC Licenses</td>
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<td>379.2</td>
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<tr>
<td>Total Assets</td>
<td><strong>586.2</strong></td>
<td><strong>568.9</strong></td>
</tr>
<tr>
<td>Debt (Principal)</td>
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<td>255.3</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td><strong>391.6</strong></td>
<td><strong>342.5</strong></td>
</tr>
<tr>
<td>Total Stockholders’ equity</td>
<td><strong>194.7</strong></td>
<td><strong>226.5</strong></td>
</tr>
</tbody>
</table>

- **Cash distribution of $0.10 per share, yielding 7.5%¹**
  - 32 consecutive quarters of dividend distribution
- **LTM 9/19 free cash flow of $12.3 million, or $0.46 per share**
  - Free cash flow yield of 34.3%¹
- **Cash & cash equivalents intentionally low to maximize debt repayments and minimize cash interest**
  - $30M revolving line of credit at LIBOR + 175bps
- **$148M Federal NOLs at December 31, 2018**

---

¹ As of February 13, 2020
Approximately half of the adults in the U.S. live in the top 25 markets

Ownership of Radio Stations Serving the Top 25 Markets

- **iHeartMedia**: 159 stations in the top 25 markets, 24 top 25 markets represented
- **Entercom**: 117 stations in the top 25 markets, 22 top 25 markets represented
- **Salem**: 59 stations in the top 25 markets, 22 top 25 markets represented
- **Univision**: 40 stations in the top 25 markets, 11 top 25 markets represented
- **Beasley**: 34 stations in the top 25 markets, 7 top 25 markets represented
- **Cumulus**: 32 stations in the top 25 markets, 9 top 25 markets represented
- **Urban One**: 28 stations in the top 25 markets, 8 top 25 markets represented
- **Cox**: 28 stations in the top 25 markets, 6 top 25 markets represented
- **Alpha Media**: 26 stations in the top 25 markets, 6 top 25 markets represented
- **Spanish Broadcasting System**: 9 stations in the top 25 markets, 5 top 25 markets represented
- **Emmis**: 2 stations in the top 25 markets, 1 top 25 market represented


1) Includes announced acquisitions, divestitures, and exchanges for Salem.
### Geographically Diversified Portfolio

#### Radio Broadcasting

<table>
<thead>
<tr>
<th>Market</th>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland, OR</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>26</td>
<td>2</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>(4.36)</td>
<td>3</td>
</tr>
<tr>
<td>Oxnard, CA</td>
<td>120</td>
<td>1</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>San Bernardino, CA</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Honolulu, HI</td>
<td>63</td>
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<tr>
<td>San Diego, CA</td>
<td>16</td>
<td>2</td>
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<tr>
<td>Phoenix, AZ</td>
<td>14</td>
<td>3</td>
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<tr>
<td>Dallas, TX</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>San Antonio, TX</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Little Rock, AR</td>
<td>88</td>
<td>1</td>
</tr>
<tr>
<td>Tampa, FL</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Sarasota, FL</td>
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<tr>
<td>Miami, FL</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>29</td>
<td>2</td>
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</tbody>
</table>

#### Digital Media

<table>
<thead>
<tr>
<th>Market</th>
<th>AM</th>
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</thead>
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<tr>
<td>Minneapolis, MN</td>
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<td>4</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Columbus, OH</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>34</td>
<td>1</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>New York, NY</td>
<td>1,19</td>
<td>2</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Warrenton, VA</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>39</td>
<td>3</td>
</tr>
<tr>
<td>Greenville, SC</td>
<td>57</td>
<td>3</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Book Publishing

<table>
<thead>
<tr>
<th>Market</th>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
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<td>11</td>
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</tr>
<tr>
<td>Orlando, FL</td>
<td>29</td>
<td>2</td>
</tr>
</tbody>
</table>

Three Strategic Radio Broadcasting Formats

Radio Broadcasting

**Christian Teaching and Talk**
- 37 Stations + Sirius XM
- 41% of radio revenue

**Christian Music – The FISH®**
- 12 Stations
- 19% of radio revenue

**News Talk**
- 31 Stations
- 18% of radio revenue

Digital Media

*LTM September 2019 Radio Revenue*
- Programming 41.0%
- Advertising 11.4%
- Other 47.7%

$169.1M

Book Publishing

Block Programming

- Programming time sold to national non-profit ministries and local churches
- High renewal rates exceeding 95% annually; 2.0-3.5% rate increases
- Our top 10 programmers have averaged 32 years on the air
- Programming revenue comprises 48% of radio revenue and 31% of total revenue
Salem Radio Network: Serving 3,100 Affiliates

<table>
<thead>
<tr>
<th>Radio Broadcasting</th>
<th>Digital Media</th>
<th>Book Publishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Hugh Hewitt Show</td>
<td>The Mike Gallagher Show</td>
<td>The Eric Metaxas Show</td>
</tr>
<tr>
<td>The Dennis Prager Show</td>
<td>America First with Dr. Sebastian Gorka</td>
<td>The Larry Elder Show</td>
</tr>
<tr>
<td>The Mike Gallagher Show</td>
<td>The Dennis Prager Show</td>
<td>The Eric Metaxas Show</td>
</tr>
</tbody>
</table>

Number of Affiliates:
- 1,544 Affiliates
- 675 Affiliates
- 421 Affiliates
- 368 Affiliates
- 410 Affiliates
- 343 Affiliates

Network Revenue
$22.5 million
LTM 9/19
### Multifaceted Internet Platform

<table>
<thead>
<tr>
<th>Radio Broadcasting</th>
<th>Digital Media</th>
<th>Book Publishing</th>
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</thead>
<tbody>
<tr>
<td>National Christian Websites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Conservative Websites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church E-Commerce Websites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Mobile Apps</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Salem Digital Media**

- Advertising: 2.2%
- Streaming, Subscriptions and Downloads: 45.7%
- E-Commerce: 52.2%
- Total Revenue: $40.9M (LTM 9/19)

- Daily Bible
- One Place
- King James Bible
- Daily Devotion

**Additional Resources**

- GodTube
- tGodVino
- BibleStudyTools.com
- LightSource
- Crosswalk.com

- Townhall.com
- RedState
- PJ Media
- HOT AIR
- Bearing Arms
- Twitchy

- SERMONSPICE.com
- Children's Ministry Deals
- ChristianJobs.com
- WorshipHouseMedia.com
- ChurchStaffing.com
- SERMONSEARCH.com

**Multifaceted Internet Platform**

- New Mobile Apps
- Daily Bible
- Bible Study Tools
- One Place
- King James Bible
- Daily Devotion

**E-Commerce Websites**

- Salem Digital Media

**Radio Broadcasting**

- National Christian Websites

**Digital Media**

- National Conservative Websites

**Book Publishing**

- Church E-Commerce Websites
Christian and Conservative Books

More than 75 books on the NY Times Best Seller List

Salem Traditional Book Publishing

Salem Self-Publishing Services

Book Publishing

Publishing Revenue

Traditional: 52.2%
Self-Publishing: 8.1%
Magazines: 39.7%

$21.6M LTM 9/19
Why We Are Different

- Radio hosts drive listeners to websites
- Radio stations hold book signing events to grow book sales
- Pastor events promote digital resources
- Websites promote radio programs & books
- Cross-selling between radio & digital with larger advertisers
Where We Are Going

Broadcasting
- Launched Salem Surround a full-service nationwide multimedia advertising agency with locations in 33 markets

Digital
- Strong diversification of traffic sources positions us for sustainable growth
- Increase traffic to current sites through new mobile apps and cross promotion from our other media platforms
  - Acquired 65 mobile apps between 2015 and 2019

Publishing
- Continue to attract highly sought-after authors
- Grow Salem Books imprint by signing high-profile Christian communicators
We are the market leader in Christian and conservative media

We have built a robust multimedia infrastructure that enables us to cross-promote hundreds of owned media properties

Capitalizing on the advertising market’s transition to digital and mobile

Utilizing a strong cash-generating radio business to invest in our growing initiatives, pay down debt and return capital to shareholders
Salem Management Team

Edward G. Atsinger III
Chief Executive Officer, Salem Co-Founder

Stuart W. Epperson
Chairman of the Board, Salem Co-Founder

David Santrella
President, Broadcast Media
(with Salem since 2001)

David A. R. Evans
President, New Media
(with Salem since 2000)

Evan D. Masyr
Executive Vice President and CFO
(with Salem since 2000)

Christopher J. Henderson
Executive Vice President, Legal and Human Resources, General Counsel, and Secretary
(with Salem since 2001)