



**FOURTH QUARTER AND FULL-YEAR 2021
SUPPLEMENTAL OPERATIONAL AND FINANCIAL INFORMATION**

***** Information presented is as of February 23, 2022 unless otherwise indicated *****

Concerts

The company had approximately 16 million fans attend approximately 9,300 events in the fourth quarter of 2021, with the U.S. and U.K. accounting for almost 90% of these fans.

Concert ticket pricing was up approximately 11% overall and 14% in North America for 2021 relative to 2019, with demand at many major venue types—amphitheaters, stadiums and festivals—showing strong increases as the company put tickets in market-based platinum pricing and VIP offers.

Average fan spending at the company's amphitheaters for 2021 was approximately \$37 per fan, up approximately 25% compared to 2019. For the company's major festivals average spending per fan also rose double digits, largely as a result of higher food and beverage and VIP sales.

Sponsorship & Advertising

The company's large festivals increased sponsorship revenue per fan by over 10% in 2021 compared to the same festivals in 2019.

Ticketing

Transacted ticket volume, excluding refunds, was approximately 65 million tickets for the fourth quarter of 2021, which was higher than the fourth quarter of 2019.

Transacted ticketing gross transaction value (GTV), excluding refunds, was approximately \$6.6 billion for the fourth quarter of 2021, approximately 20% higher than the fourth quarter of 2019:

- This growth was driven by concerts and sporting events, whose GTV were up approximately 22% and 55%, respectively.
- Primary and secondary ticketing were up approximately 16% and 49%, respectively.

Average ticket prices for the fourth quarter of 2021 were up approximately 17% compared to the same period in 2019, with concerts and sporting event ticket pricing each up approximately 20%.

The company added approximately 17 million net new fee-bearing tickets from new clients to the marketplace in 2021.

Outlook for 2022

For secondary ticketing demand at Ticketmaster, five of their top ten highest demand events ever have taken place in 2022, indicating that secondary markets continue growing even faster than primary ticketing.

From a seasonality standpoint, the company currently believes that its results will be even more Q2 and Q3 driven in 2022 than usual, with somewhat lower concert activity for the first quarter of 2022 compared to 2019, as the company planned most 2022 arena tours to start in the second quarter instead of the first quarter to give international markets time to fully open, with leading indicators still currently suggesting the full year will be at record fan levels.

The company currently expects that approximately two-thirds of its anticipated \$375 million of capital expenditures for 2022 will be spend on revenue-generating projects.

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.