

Significant Investments in News and Journalism



40% increased news production spend since 2010¹

\$1.0 B spent in news production in 2017 alone¹

Investment in news facilities and content

~\$500 M investment in 10 local news facilities since 2011

~\$200 M investment to launch NBC Boston in 2017



CNBC added news bureaus in San Francisco & Abu Dhabi and increased staff in Washington, DC bureau

\$26 M investment in weather technology since 2015

Leading news programs in the U.S.

#1



• Morning Network News²



• Evening Network News²



• Weekend News³



• Business Day⁴

NBC News Group is the only major U.S. news outlet with broadcast news, cable news, and digital news.

Award-winning journalism



Since 2012 NBC News & MSNBC have received

17
Emmy Awards

9
Peabody Awards

20
Murrow Awards



became the

FASTEST GROWING

cable news network in weekday primetime in 2017 in the U.S.

Embracing innovation, investing in new platforms



Launched "StayTuned," the first daily show on Snapchat Discover



Significantly enhanced digital news presence, including:



Important information

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Important information for U.S. shareholders and Sky ADR holders

Sky is a public limited company incorporated in England. The Offer is being made to Sky shareholders in the United States in compliance with the applicable U.S. tender offer rules under the U.S. Securities Exchange Act of 1934, as amended (the "U.S. Exchange Act"), including Regulation 14E thereunder taking into account no action and exemptive relief granted by U.S. Securities and Exchange Commission, and otherwise in accordance with the requirements of English law. Accordingly, the Offer is subject to disclosure and other procedural requirements, including with respect to withdrawal rights, the offer timetable, settlement procedures and timing of payments that are different from those applicable under U.S. domestic tender offer law and practice. Sky's financial information, including any included in the Offer documentation, will not have been prepared in accordance with U.S. GAAP, or derived therefrom, and may therefore differ from, and not be comparable with, financial information of U.S. companies.

Comcast and/or Comcast Bidco and their affiliates or brokers (acting as agents for Comcast and/or Comcast Bidco and their affiliates, as applicable) may from time to time, and other than pursuant to the Offer, directly or indirectly, purchase, or arrange to purchase outside the United States, shares in Sky or any securities that are convertible into, exchangeable for or exercisable for such shares before or during the period in which the Offer remains open for acceptance, to the extent permitted by, and in compliance with, exemptive relief granted by the U.S. Securities and Exchange Commission from Rule 14e-5 under the U.S. Exchange Act and in compliance with the UK City Code on Takeovers and Mergers. These purchases may occur either in the open market at prevailing prices or in private transactions at negotiated prices. Information about any such purchases or arrangements to purchase that is made public in accordance with English law and practice will be available to all investors (including in the United States) via the Regulatory News Service on www.Londonstockexchange.com.

The Offer, if consummated, may have consequences under U.S. federal income tax and applicable U.S. state and local, as well as non-U.S., tax laws for Sky shareholders and Sky ADR holders. Each Sky shareholder and Sky ADR holder is urged to consult his or her independent professional adviser regarding the tax consequences of the Offer.

¹ Note: news production reflects all costs incurred across CNBC, NBC News and MSNBC to produce newscasts (including news gathering), as well as associated marketing and digital costs.

² Source: Nielsen, A25-54, broadcast quarters, excluding retitled telecasts and specials.

³ Source: Nielsen, A25-54, 1Q17.

⁴ Note: CNBC is the world's number one business news media platform for reaching affluents, ultra-affluents, C-level executives and small business owners.
Source: Ipsos Affluent Survey, Spring 2018, U.S., Ipsos Affluent, APAC Q3-Q4 2016 and Ipsos Affluent Europe 2017; CNBC TV = #1.