

# Significant Investments in News and Journalism



**40%**

increased news  
production spend  
since 2010<sup>1</sup>

**\$1.0 B**

spent in news  
production in  
2017 alone<sup>1</sup>

## Investment in news facilities and content

**~\$500M**

investment in 10 local  
news facilities since 2011

**~\$200M**

investment to  
launch NBC Boston  
in 2017



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

**\$26M**

investment in weather  
technology since 2015

## Leading news programs in the U.S.

**#1**



• Morning Network News<sup>2</sup>



• Evening Network News<sup>2</sup>



• Weekend News<sup>3</sup>



• Business Day<sup>4</sup>

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

**AXIOS**  
**recode**

**Vox**



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



Significantly enhanced digital  
news presence, including:

**NBC NEWS**

**MSNBC**

**CNBC**

### Cautionary Statement Regarding Forward-Looking Statements

This communication contains statements which are, or may be deemed to be, "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are prospective in nature and are not based on historical facts, but rather on current expectations and projections of the management of Comcast about future events, and are therefore subject to risks and uncertainties which could cause actual results to differ materially from the future results expressed or implied by the forward-looking statements. The forward-looking statements contained in this communication may include statements relating to the expected timing, scope, terms and conditions of a Comcast transaction to acquire certain businesses and assets of 21CF, the likelihood and timing of receipt of regulatory approvals with respect to a Comcast transaction to acquire 21CF, the anticipated benefits of the potential transaction and other statements other than historical facts. Often, but not always, forward-looking statements can be identified by the use of forward-looking words such as "plans", "expects" or "does not expect", "is expected", "is subject to", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. Although Comcast believes that the expectations reflected in such forward-looking statements are reasonable, Comcast can give no assurance that such expectations will prove to be correct. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied by such forward-looking statements, including any legal and regulatory developments and changes and other risks and uncertainties including those described in Comcast's filings with the U.S. Securities and Exchange Commission ("SEC"). The forward-looking statements contained in this communication should be construed in the light of such factors. Neither Comcast nor any of its associates or directors, officers or advisers, provides any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this communication will actually occur. You are cautioned not to place undue reliance on these forward-looking statements. Other than in accordance with their legal or regulatory obligations, Comcast is under no obligation, and Comcast expressly disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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Comcast and certain of its directors and executive officers may be deemed to be participants in the solicitation of proxies from 21CF's stockholders in connection with the Special Meeting Proposals. Information about Comcast's directors and executive officers is available in Comcast's proxy statement, dated April 30, 2018, filed with the SEC in connection with Comcast's 2018 annual meeting of stockholders. Other information regarding the participants in such proxy solicitation and a description of their direct and indirect interests, by security holdings and otherwise, is contained in the preliminary proxy statement filed by Comcast with the SEC on June 13, 2018.

<sup>1</sup> 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.

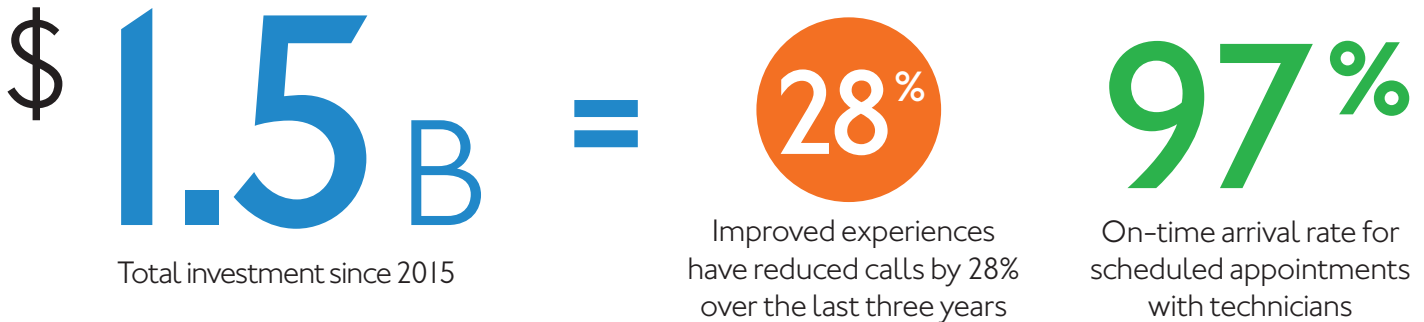
<sup>2</sup> Source: Nielsen, A25-54, broadcast quarters, excluding retitled telecasts and specials.

<sup>3</sup> Source: Nielsen, A25-54, 1Q17.

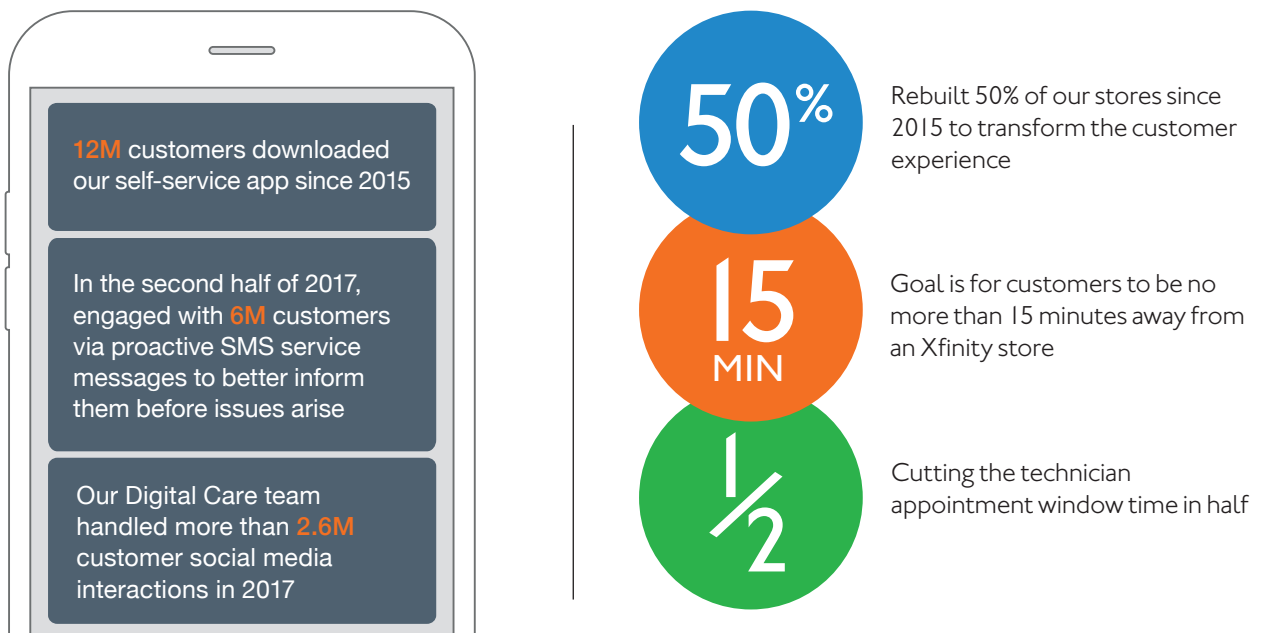
<sup>4</sup> Note: CNBC is the world's number one business news media platform for reaching affluent, ultra-affluent, C-level executives and small business owners. Source: Ipsos Affluent Survey, Spring 2018, U.S., Ipsos Affluent, APAC Q3-Q4 2016 and Ipsos Affluent Europe 2017; CNBC TV = #1

# Investing in Customer Service

## Driving results for our customers



## Creating new digital tools to make it easier to interact with us



## Working hard across our company to create the best customer experience

Top deployer of  
Net Promoter System  
(NPS) in North America  
(2016-2017)

**5x**

Increase in size of  
Digital Care team  
since 2015

**~80%**

of our customer-facing  
employees provide monthly  
feedback on how we can  
improve customer experience

**1M**

Comcast will call back  
one million customers in  
2018 to learn about their  
experience with us

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