

Q2 2024 EARNINGS PRESENTATION

AUGUST 2024

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This presentation includes certain financial measures that have not been prepared in a manner that complies with generally accepted accounting principles in the United States ("GAAP"), including, without limitation, EBITDA, Station Operating Income ("SOI") (collectively, the "non-GAAP financial measures").

These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to net income, net revenue, liquidity or performance under GAAP. Management believes that these non-GAAP financial measures provide meaningful information to investors because they provide insight into how effectively we operate our business. You should be aware that these non-GAAP financial measures may not be comparable to similarly-titled measures used by other companies. Reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the appendix of this presentation.

Statements in this presentation that are "forward-looking statements" are based upon current expectations and assumptions, and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "believe," "plan," "intends," "expected," "anticipates" or variations of such words and similar expressions are intended to identify such forward-looking statements. Forward-looking statements by their nature address matters that are, to different degrees, uncertain, such as statements about expected income, revenues and growth. Key risks are described in our reports filed with the Securities and Exchange Commission (the "SEC"), including in our annual report on Form 10-K and quarterly reports on Form 10-Q. Readers should note that forward-looking statements are subject to change and to inherent risks and uncertainties and may be impacted by several factors including:

- the effects of the COVID-19 pandemic, including its potential effects on the economic environment and our results of operations, liquidity and financial condition; and the increased risk of impairments of our Federal Communications Commission ("FCC") licenses and/or goodwill;
- external economic forces and conditions that could have a material adverse impact on our advertising revenues and results of operations;
- the ability of our stations to compete effectively in their respective markets for advertising revenues;
- our ability to develop compelling and differentiated digital content, products and services;
- audience acceptance of our content, particularly our audio programs;
- our ability to respond to changes in technology, standards and services that affect the audio industry;
- our dependence on federally issued licenses subject to extensive federal regulation;
- actions by the FCC or new legislation affecting the audio industry;
- · increases to royalties we pay to copyright owners or the adoption of legislation requiring royalties to be paid to record labels and recording artists
- · our dependence on selected market clusters of stations for a material portion of our net revenue;
- credit risk on our accounts receivable;
- the risk that our FCC licenses and/or goodwill could become impaired;
- · our substantial debt levels and the potential effect of restrictive debt covenants on our operational flexibility and ability to pay dividends;
- · the potential effects of hurricanes on our corporate offices and stations;
- the failure or destruction of the internet, satellite systems and transmitter facilities that we depend upon to distribute our programming;
- disruptions or security breaches of our information technology infrastructure and information systems;
- the loss of key personnel;
- our ability to integrate acquired businesses and achieve fully the strategic and financial objectives related thereto and their impact on our financial condition and results of operations;
- the fact that we are controlled by the Beasley family, which creates difficulties for any attempt to gain control of us; and
- · other economic, business, competitive, and regulatory factors affecting our businesses, including those set forth in our filings with the SEC.

Our actual performance and results could differ materially because of these factors and other factors discussed in the "Management's Discussion and Analysis of Results of Operations and Financial Condition" in our SEC filings, including but not limited to our annual reports on Form 10-K or quarterly reports on Form 10-Q, copies of which can be obtained from the SEC website, www.sec.gov, or our website, www.bbgi.com. While forward-looking statements reflect our good faith beliefs, they are not guarantees of future performance. All information in this presentation is as of the date of this presentation, and we undertake no obligation to update the information contained herein to actual results or changes to our expectations.



BEASLEY MEDIA GROUP: TOMORROW'S MEDIA COMPANY TODAY

Q2 2024 PERFORMANCE SUMMARY:



OVERVIEW

- **1. OUR MARKET**
- 2. WHO WE ARE
- **3. OUR ADVERTISING PARTNERS**
 - AND OUR AUDIENCE
- **4. FINANCIALS**
- **5. LOOKING FORWARD**

1. OUR MARKET





OUR MARKET

LOCAL AND NATIONAL BUSINESSES LOOK TO BEASLEY FOR EFFECTIVE, INNOVATIVE WAYS TO REACH THEIR CUSTOMERS



BEASLEY'S MULTIMEDIA PLATFORM ENABLES SMALL BUSINESSES TO MAXIMIZE AUDIENCE REACH



NATIONAL BUSINESSES

LARGER COMPANIES BENEFIT FROM BEASLEY'S BRANDS AND PRESENCE, WHICH ENABLE LOCAL-STYLED ADVERTISEMENT AT A NATIONAL SCALE

POLITICAL ADVERTISING

BEASLEY IS POSITIONED TO HELP BOTH STATE AND FEDERAL CANDIDATES, PACS, AND ISSUE ADVERTISERS. ALL BEASLEY MARKETS ARE EQUIPPED WITH LOCAL AND NATIONAL POLITICAL TASK FORCES THAT SPECIALIZE IN HELPING CANDIDATES, PACS, AND BALLOT ISSUES

THE NUMBER OF SMALL BUSINESSES IS GROWING IN THE U.S.

BUT THESE **SMAL**L BUSINESSES ARE FAILING TO ADOPT TO MODERN DIGITAL PRACTICES,

AND ARE LOSING OUT ON VALUABLE SALES

2/3 OF TOTAL U.S. RETAIL SALES OCCUR ONLINE¹

B4% OF SMALL BUSINESSES USE 1+ TYPE OF DIGITAL PLATFORM AS A WAY TO SHARE THEIR PRODUCTS¹

36% OF SMALL BUSINESSES DO NOT HAVE A WEBSITE¹

\$12.3T 2022 U.S. SMALL BUSINESSES² A.Jolo CAGR

2. WHO WE ARE







BEASLEY IS A LEADING MULTIPLATFORM MEDIA COMPANY FEATURING:

63%

"
[●] AUDIO 57 13

U.S.

Markets

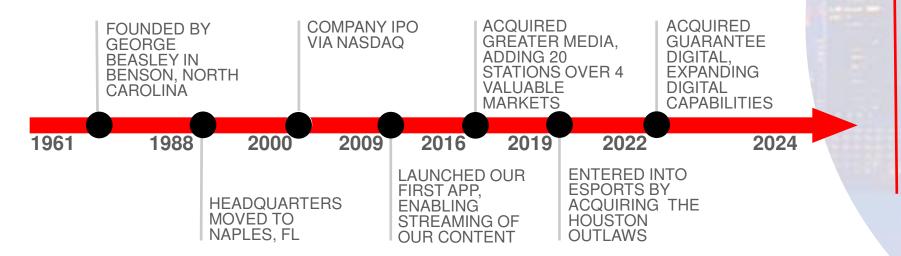
AM and FM Stations OTA Audience¹



1 Cumulative Over-The-Air (OTA) Audience Note: All figures LTM as of 6/30/2024 unless noted otherwise

AN EMPIRE ROOTED IN RADIO,

BEASLEY HAS POSITIONED ITSELF TO BE THE ONE-STOP SHOP FOR ALL LOCAL BUSINESS ADVERTISEMENT



2025: BEYOND

BEASLEY'S FUTURE GROWTH WILL BE DRIVEN BY STRATEGIC INVESTMENT INTO THE EXPANSION AND ENHANCEMENT OF DIGITAL CAPABILITIES

OUR COMPANY-WIDE COMMUNITY OF CARING COMMITMENT



FROM CREATING ONGOING PUBLIC SERVICE INITIATIVES, TO ONSITE EVENTS, WE SUPPORT OUR LOCAL COMMUNITIES BY GIVING A VOICE TO THE VOICELESS



IN LAS VEGAS, KKLZ-FM'S MIKE & CARLA'S PROJECT H20, RAISED OVER 10,000 WATER BOTTLES FOR THE SALVATION ARMY.



WMGK-FM RAISED OVER \$150,000 TO BENEFIT THE VETERANS MULTI-SERVICE CENTER IN PHILADELPHIA. THE RADIOTHON TOOK PLACE IN LATE JUNE



WXKB-FM HOSTED A BACK-TO-SCHOOL EVENT. THEY GAVE AWAY 1800 BACKPACKS FILLED WITH ESSENTIAL SCHOOL SUPPLIES TO STUDENTS IN IMMOKALEE, FLORIDA.

BEASLEY'S 2 SEGMENTS PROVIDE FULL-SERVICE, INNOVATIVE ADVERTISING SOLUTIONS, AND CONNECTION WITH NEW AUDIENCES

AUDIO BEASLEY'S FOUNDATIONAL BUSINESS



\$47.4M

Q2 2024 REVENUE 78% OF TOTAL REVENUE

DIGITAL¹ ENABLING CUSTOMERS TO DIGITIZE THEIR BUSINESS



\$13.0M Q2 2024 REVENUE 22% OF TOTAL REVENUE



1 EXCLUDING POLITICAL REVENUE 2 INCLUDING DIGITAL PACKAGES SOLD LOCALLY

NOTE: ALL VALUES AS OF 6/30/2024

AUDIO

73%

LOCAL REVENUE²

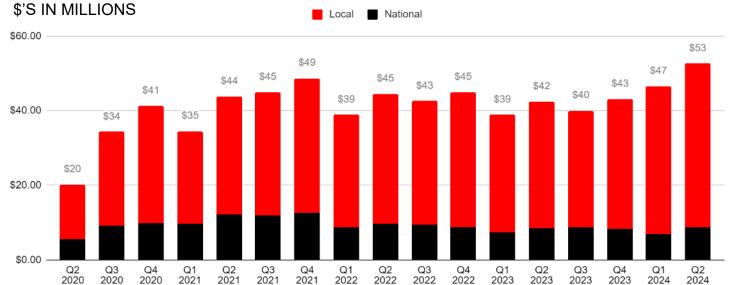
AS % OF TOTAL

COMPANY REVENUE

AUDIO REVENUE CONTINUES TO INCREASE DUE TO BEASLEY'S UNIQUE TALENT OFFERING COMMUNITY-ENGAGING CONTENT



QUARTERLY NET REVENUE - NATIONAL AND LOCAL



DIGITAL

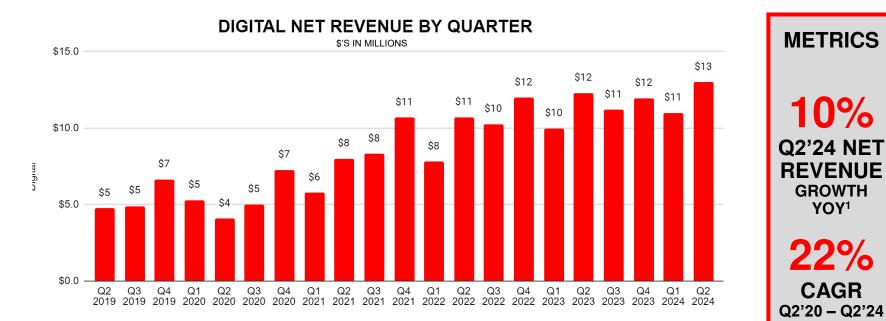
AS COMPANIES SEEK TO DIGITIZE, BEASLEY PROVIDES COMPREHENSIVE, **CUSTOMIZED PACKAGES OVER A VAST RANGE OF OFFERINGS**

OFFERING A FULL SUITE OF PREMIER DIGITAL SERVICES



YOY¹

CAGR



NOTE: ALL VALUES AS OF 6/30/2024, UNLESS OTHERWISE NOTED **1 YOY GROWTH EXCL ESPORTS AND WILMINGTON REVENUE FROM 2023**

3. OUR ADVERTISING PARTNERS AND OUR AUDIENCE



CREATING VALUE FOR OUR ADVERTISER PARTNERS

OUR ADVERTISER PARTNERS AND THEIR BUSINESSES BENEFIT FROM THE SYNERGIES BETWEEN RADIO AND DIGITAL

OUR GROWING AUDIENCE



60+ YEARS OF EXPERTISE ENABLES BEASLEY TO PROVIDE ITS ADVERTISER PARTNERS WITH THE MOST DIVERSE AND ROBUST AUDIENCE DIGITAL EXPERTISE

 $^{\prime}$

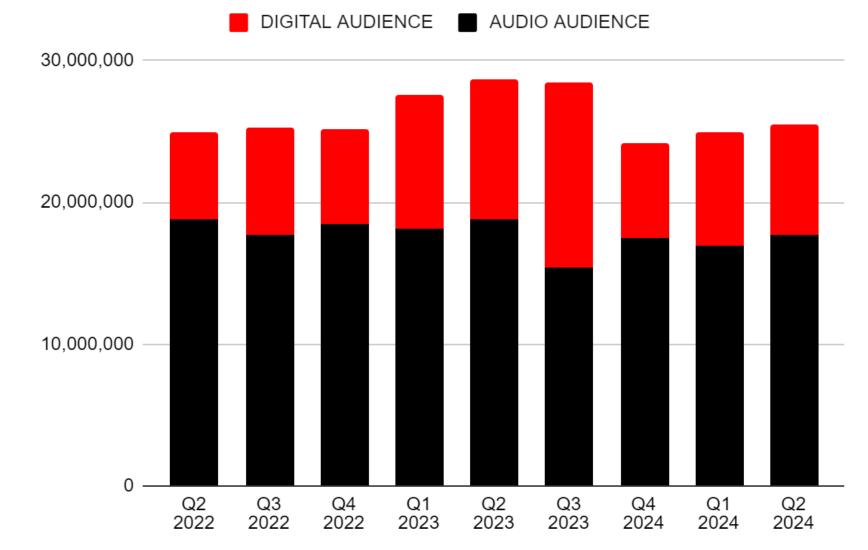
WE ARE BUILDING A ONE-STOP SHOP FOR ALL DIGITAL AND MARKETING NEEDS SO THAT WE CAN PROVIDE THE BEST SERVICE TO OUR ADVERTISING PARTNERS CUSTOM PACKAGES



OUR CUSTOM PACKAGES GIVE OUR ADVERTISER PARTNERS THE NECESSARY DIGITAL AND ON-AIR TOOLS TO SCALE THEIR BUSINESS AT THEIR PACE

AUDIENCE METRICS

OUR GROWING AUDIENCE



17.7M AVG MONTHLY AUDIO AUDIENCE^{1,2}

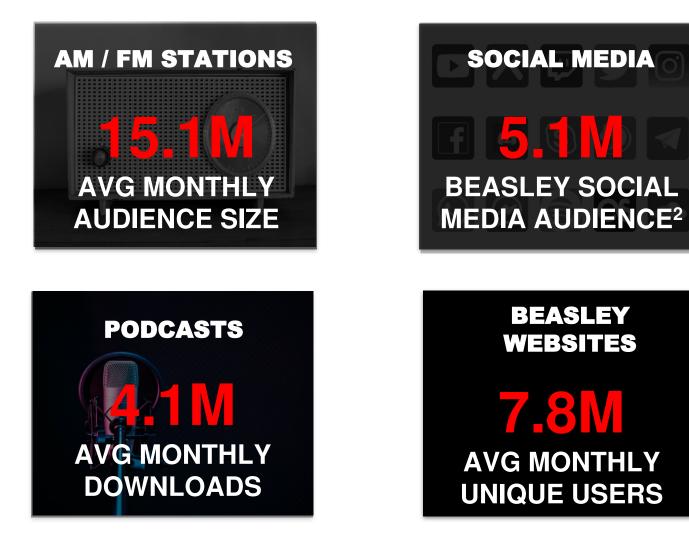
7.8M

AVG MONTHLY DIGITAL AUDIENCE^{1,3}

NOTE: DATA IS QUARTERLY AVERAGES AS OF 6/30/2024. CHART REFLECTS COMBINED AUDIO & DIGITAL AUDIENCE

1 REPRESENTS AVERAGE MONTHLY AUDIENCE SIZE OVER THE 3 MONTHS IN THE RESPECTIVE QUARTER 2 AUDIO AUDIENCE REPRESENTS OTA 3 EXCL. SOCIAL MEDIA AUDIENCE, EMAIL OPT-IN AND PODCAST DOWNLOADS, EXCL ESPORTS

ENGAGEMENT WITH OUR AUDIENCE OVER MULTIPLE PLATFORMS¹







1 DATA LTM AS OF 6/30/2024 UNLESS OTHERWISE NOTED 2 DOES NOT INCLUDE TALENT PAGES, EXCLUDES OUTLAWS ENTERTAINMENT NOTE: PHOTO LICENSING REFERS TO IMAGES IN BOXES

ENGAGING OUR AUDIENCE IN THE DIGITAL AGE

INTEGRATING OUR DIGITAL AND OVER-THE-AIR AUDIENCE





NATIONALLY-ACCLAIMED TALENT AND STATIONS

OUR TOP-RATED TALENT HAS LARGELY CONTRIBUTED TO OUR SUCCESSFUL TRANSITION INTO A DIGITAL POWERHOUSE



2023 WINNERS OF MICHIGAN ASSOCATION OF BROADCASTERS, BROADCAST EXCELLENCE AWARDS, WRIF-FM AND WCSX-FM



2023 PHILADELPHIA MUSIC ALLIANCE RADIO WALK OF FAME, WMGK-FM PERSONALITY, JOHN DEBELLA





2023 WINNER OF ROCK STATION OF THE YEAR, WMMR-FM

LAST 3 YEARS WINNER OF #1 MAJOR MARKET MIDDAY SHOW, ZOLAK AND BERTRAND 98.5 SPORTS HUB

STRONG BRAND RECOGNITION FROM SIZEABLE LOCAL AND NATIONAL PRESENCE



POWERFUL OUTREACH

5 Definition of the second sec

TEAMS WITH WHOM BEASLEY HAS EXCLUSIVE RIGHTS¹

1 st

RANKED STATION GROUP IN THE U.S. BASED ON LISTENER PREFERENCE²

1 DATA AS OF 6/30/2024 2 NIELSEN GROUP SHARE TREND, 6/30/2024

4. FINANCIALS



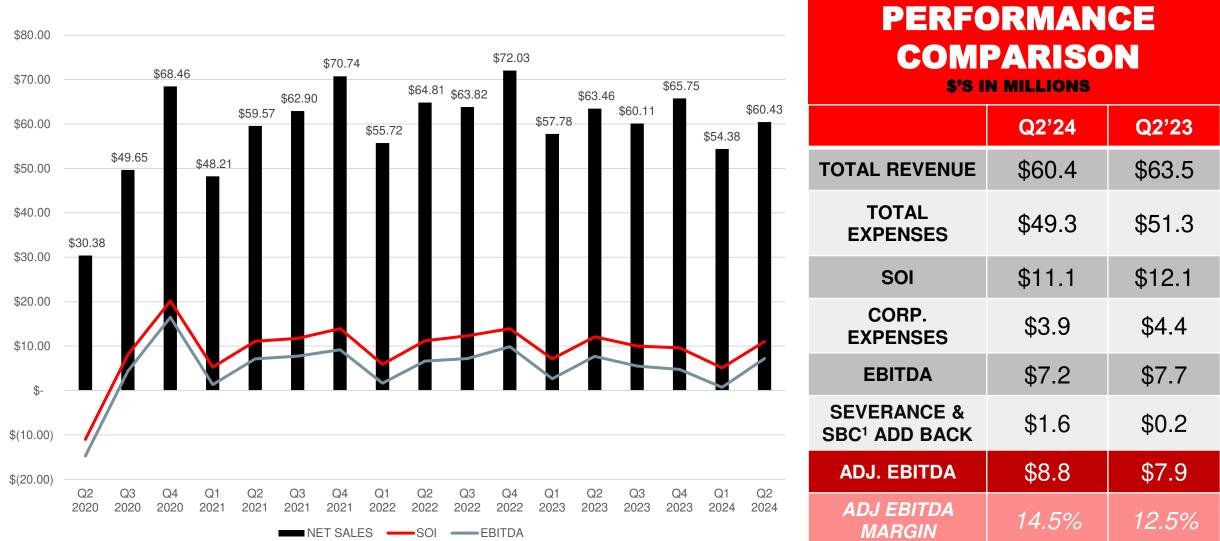
OUR FINANCIAL GOALS

WE ARE BUILDING MOMENTUM TOWARDS OUR GOALS OF SUSTAINABLE GROWTH VIA DIVERSIFIED REVENUE STREAMS





HISTORICAL P&L PERFORMANCE \$'S IN MILLIONS



1 SBC REPRESENTS STOCK-BASED COMPENSATION AND RELATED FEES

BALANCE SHEET ITEMS \$'S IN MILLIONS

	Q2 2023	Q2 2024
CAPEX	\$0.8	\$1.0
CASH AND CASH EQUIVALENTS	\$35.5	\$33.3
TOTAL DEBT	\$287.0	\$267.0

5. LOOKING FORWARD





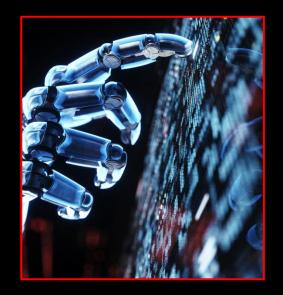
WE ARE SO EXCITED ABOUT OUR FUTURE

EXPANDING OUR DIGITAL & AUDIO CONTENT

MAXIMIZE MONETIZATION OF DIGITAL PLATFORM PROPRIETARY AI TO ENHANCE CONTENT CREATION STREAMLINING OUR TECH STACK AND PROCESSES











APPENDIX

CALCULATION OF SOI AND EBITDA

Calculation of Station Operating Income													
	2q	3q	4q	1q	2q	3q	4q	1q	2q	Зq	4q	1q	2q
	2021	2021	2021	2022	2022	2022	2022	2023	2023	2023	2023	2024	2024
Net revenue	\$59,574,705	\$62,902,935	\$70,736,628	\$55,720,268	\$64,810,450	\$63,823,288	\$72,027,012	\$57,779,120	\$63,461,723	\$60,119,757	\$65,748,658	\$54,380,346	\$60,435,657
Operating expenses	(48,494,420)	(51,186,064)	(56,821,830)	(50,009,549)	(53,626,592)	(51,511,699)	(58,088,223)	(50,653,655)	(51,327,562)	(50,117,044)	(56,148,960)	(49,240,998)	(49,347,793)
Station operating income	\$11,080,285	\$11,716,871	\$13,914,798	\$ 5,710,719	\$11,183,858	\$12,311,589	\$13,938,789	\$ 7,125,465	\$12,134,161	\$10,002,713	\$ 9,599,698	\$ 5,139,348	\$11,087,864
Calculation of EBITDA													
<u>Calculation of EBITDA</u>	2q	Зq	4q	1q	2q	Зq	4q	1q	2q	Зq	4q	1q	2q
<u>Calculation of EBITDA</u>	2q 2021	3q 2021	4q 2021	1q 2022	2q 2022	3q 2022	4q 2022	1q 2023	2q 2023	3q 2023	4q 2023	1q 2024	2q 2024
<u>Calculation of EBITDA</u> Net revenue		2021	2021	2022	and the second secon	2022			and the second secon	and the second secon			
	2021	2021 \$62,902,935	2021	2022	2022 \$64,810,450	2022	2022	2023	2023	2023	2023	2024	2024
Net revenue	2021 \$59,574,705	2021 \$62,902,935 (51,186,064)	2021 \$70,736,628	2022 \$55,720,268	2022 \$64,810,450	2022 \$63,823,288 (51,511,699)	2022 \$72,027,012	2023 \$57,779,120	2023 \$63,461,723	2023 \$60,119,757	2023 \$65,748,658	2024 \$54,380,346	2024 \$60,435,657
Net revenue Operating expenses	2021 \$59,574,705 (48,494,420) (3,957,854)	2021 \$62,902,935 (51,186,064) (3,980,815)	2021 \$70,736,628 (56,821,830)	2022 \$55,720,268 (50,009,549)	2022 \$64,810,450 (53,626,592)	2022 \$63,823,288 (51,511,699)	2022 \$72,027,012 (58,088,223)	2023 \$57,779,120 (50,653,655)	2023 \$63,461,723 (51,327,562)	2023 \$60,119,757 (50,117,044) (4,493,277)	2023 \$65,748,658 (56,148,960)	2024 \$54,380,346 (49,240,998)	2024 \$60,435,657 (49,347,793)

RECONCILIATION OF NET INCOME/LOSS TO SOI

Reconciliation of Net Loss Attributable to BBGI Stockholders to Station Operating Income

	2q	Зq	4q	1q	2q	Зq	4q	1q	2q	3q	4q	1q	2q
	2021	2021	2021	2022	2022	2022	2022	2023	2023	2023	2023	2024	2024
Net loss attributable to BBGI													
stockholders	187,694	(1,620,323)	10,582,176	(3,590,930)	(14,454,717)	498,068	(17,869,178)	(3,536,566)	(10,430,629)	(67,536,837)	6,580,317	7,970	(276,021)
Corporate expenses	3,957,854	3,980,815	4,734,088	4,233,460	4,567,470	5,132,362	4,068,067	4,483,095	4,405,031	4,493,277	4,865,328	4,407,832	3,879,771
Depreciation and amortization	2,850,923	2,843,350	2,663,821	2,515,900	2,451,102	2,456,646	2,496,898	2,229,325	2,195,985	2,201,664	2,182,369	1,834,602	1,832,894
Impairment losses FCC licenses				1,857,226	8,619,097		33,497,347	-	10,041,000	78,204,065	969,600	-	-
Impairment losses goodwill			-	-	-	-	-	-	-	10,582,360	-	-	-
Gain on dispositions/sale of investment				-			(3,350,539)	-	-	-	-	(6,026,776)	-
Other operating income, net	(1,500,000)	-	-	-	-	-	-	-	-	-	(6,000,000)	-	-
Interest expense	6,865,369	7,021,577	6,791,219	6,849,037	6,823,217	6,621,540	6,620,251	6,593,852	6,724,469	6,445,746	6,843,853	5,587,308	6,092,829
Loss on extinguishment of long-term													
debt	-	-		-	(100,335)	-	-	-	-	-	-	-	-
Gain on forgiveness of long term debt	-	-	(10,000,000)	-	-	-	-	-	-	-	-	-	-
Other income, net	(8,080)	(12,186)	(9,758)	(872)	(89,875)	(1,166,430)	(24,810)	(540,515)	(36,735)	(1,106,918)	(7,655,838)	(270,005)	
Income tax benefit	(1,299,394)	(515,380)	(903,970)	(6,176,446)	3,554,469	(1,252,669)	(11,652,661)	(2,163,983)	(821,836)	(23,299,388)	1,801,418	(410,230)	(75,986)
Equity in earnings of unconsolidated													
affiliates, net of tax	25,919	19,018	57,222	23,344	(186,570)	22,072	153,414	60,257	56,876	18,744	12,651	8,647	(8,363)
Earnings attributable to noncontrolling													
interest	-	-	-	-	-	-	-	-	-	-	-	-	-
Station operating income	\$11,080,285	\$11,716,871	\$13,914,798	\$ 5,710,719	\$11,183,858	\$12,311,589	\$13,938,789	\$ 7,125,465	\$12,134,161	\$10,002,713	\$ 9,599,698	\$ 5,139,348	\$11,087,864

RECONCILIATION OF NET INCOME/LOSS TO EBITDA

Reconciliation of Net Loss Attributable to BBGI Stockholders to EBITDA

	2q 2021	3q 2021	4q 2021	1q 2022	2q 2022	3q 2022	4q 2022	1q 2023	2q 2023	3q 2023	4q 2023	1q 2024	2q 2024
Net loss attributable to BBGI stockholders	187,694	(1,620,323)	10,582,176	(3,590,930)	(14,454,717)	498,068	(17,869,178)	(3,536,566)	(10,430,629)	(67,536,837)	6,580,317	7,970	(276,021)
Depreciation and amortization Impairment losses FCC licenses	2,850,923	2,843,350	2,663,821	2,515,900 1,857,226	2,451,102 8,619,097	2,456,646	2,496,898 33,497,347	2,229,325 -	2,195,985 10,041,000	2,201,664 78,204,065	2,182,369 969,600	1,834,602 -	1,832,894 -
Impairment losses goodwill Gain on dispositions/sale of investment	(1 500 000)		-	-	-	-	- (3,350,539)	-	-	10,582,360 -	- (6,000,000)	- (6,026,776)	-
Other operating income, net Interest expense	(1,500,000) 6,865,369	- 7,021,577	- 6,791,219	- 6,849,037	6,823,217	- 6,621,540	- 6,620,251	- 6,593,852	- 6,724,469	- 6,445,746	- 6,843,853	- 5,587,308	- 6,092,829
Loss on extinguishment of long-term debt Gain on forgiveness of long term debt	-	-	(10,000,000)	-	(100,335)	-	-	-	-	-	-	-	-
Other income, net Income tax benefit	(8,080) (1,299,394)	(12,186) (515,380)	(9,758) (903,970)	(872) (6,176,446)	(89,875) 3,554,469	(1,166,430) (1,252,669)	(24,810) (11,652,661)	(540,515) (2,163,983)	(36,735) (821,836)	(1,106,918) (23,299,388)	(7,655,838) 1,801,418	(270,005) (410,230)	· · ·
Equity in earnings of unconsolidated affiliates, Earnings attributable to noncontrolling interest	25,919 -	19,018	57,222	23,344 -	(186,570)	22,072	153,414 -	60,257 -	56,876 -	18,744 -	12,651	8,647	(8,363) -
EBITDA	\$ 7,122,431	\$ 7,736,056	\$ 9,180,710	\$ 1,477,259	\$ 6,616,388	\$ 7,179,227	\$ 9,870,722	\$ 2,642,370	\$ 7,729,130	\$ 5,509,436	\$ 4,734,370	\$ 731,516	\$ 7,208,093

RECONCILIATION OF NET LOSS TO ADJ EBITDA

Reconciliation of Net Loss to Adjusted EBITDA

	Three months ended					
	June 30,					
_		2024	2023			
Net loss	\$	(276,021) \$	(10,430,629)			
Interest expense		6,092,829	6,724,469			
Income tax benefit		(75,986)	(821,836)			
Depreciation and amortization		1,832,894	2,195,985			
EBITDA		7,573,716	(2,332,011)			
Severance expenses		1,292,777	-			
Stock-based compensation expenses		261,691	181,339			
Impairment loss		-	10,041,000			
Gain on sale of investment		-	-			
Other income, net		(357,260)	(36,735)			
Equity in earnings of unconsolidated affiliates		(8,363)	56,876			
Adjusted EBITDA	\$	8,762,561	5 7,910,469			



END