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WRESTLEMANIA XL BECOMES MOST SUCCESSFUL EVENT IN WWE HISTORY

WrestleMania XL in Philadelphia Shatters All-Time Gate, Viewership, Merchandise, Fan Event & Social Records

STAMFORD, Conn., April 9, 2024 – WWE®, part of TKO Group Holdings (NYSE: TKO), today announced that *WrestleMania XL* became the most successful and highest-grossing event in company history.

Highlights include:

- **GATE:** *WrestleMania XL* broke the previous record set by *WrestleMania 39* by 78 percent, with 145,298 in attendance at Lincoln Financial Field over two nights. The event drew fans from all 50 states and 64 countries worldwide.
- **VIEWERSHIP:** *WrestleMania XL* viewership was up 41 percent across both nights versus last year's record-setting audience.
- **MERCHANDISE:** In partnership with Fanatics, merchandise sales were up more than 20 percent versus the previous record set at *WrestleMania 39.*
- **SPONSORSHIP:** *WrestleMania XL* featured the first-ever ring mat sponsorship with PRIME Hydration.
- **FAN EVENT:** *WWE World at WrestleMania*, in partnership with Fanatics Events, is now the highest-grossing and most-attended fan event in company history.
- **SOCIAL:** *WrestleMania XL* became the most socially viewed *WrestleMania* of all-time, with over 660 million views consumed over the two days. WWE's YouTube channel saw its most-viewed day in channel history on *WrestleMania XL* Sunday with more than 67 million views in 24 hours.
- **SMACKDOWN:** *Friday Night SmackDown* at Wells Fargo Center drew the largest gate in *SmackDown* history.
- **RAW:** *Monday Night Raw* at Wells Fargo Center drew the largest gate in *Raw* history.
- **NXT:** *Stand & Deliver* was the most-attended NXT event ever with 16,545 in attendance at Wells Fargo Center.

The record-breaking event was highlighted by the highly anticipated in-ring return of Dwayne "The Rock" Johnson and "The American Nightmare" Cody Rhodes' triumphant victory over Roman Reigns.

About WWE

WWE, part of TKO Group Holdings (NYSE: TKO), is an integrated media organization and the recognized global leader in sports entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, premium live events, digital media, and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 25 languages through world-class distribution partners including NBCUniversal, FOX Sports, TNT Sports, Sony India and Rogers. The award-winning

WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in approximately 165 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network. Additional information on WWE can be found at wwe.com and corporate.wwe.com.

Media Contact:
Chuck Kingsbury
Chuck.Kingsbury@wwecorp.com