Fourth Quarter and Full-Year 2024 Earnings Presentation

February 5, 2025

The New York Times
Company

Forward-Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Terms such as "aim," "anticipate," "believe," "confidence," "contemplate," "continue," "conviction," "could," "drive," "estimate," "expect," "forecast," "future," "goal," "guidance," "intend," "likely," "may," "might," "objective," "opportunity," "optimistic," "outlook," "plan," "position," "potential," "predict," "project," "seek," "should," "strategy," "target," "will," "would" or similar statements or variations of such words and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such terms. Forward-looking statements are based upon our current expectations, estimates and assumptions and involve risks and uncertainties that change over time; actual results could differ materially from those predicted by such forward-looking statements. These risks and uncertainties include, but are not limited to: significant competition in all aspects of our business; our ability to grow the size and profitability of our subscriber base; our dependence on user and other metrics that are subject to inherent challenges in measurement; numerous factors that affect our advertising revenues, including market dynamics, evolving digital advertising trends and the evolution of our strategy; damage to our brand or reputation; risks associated with generative artificial intelligence technology; economic, market, geopolitical and public health conditions or other events; risks associated with the international scope of our business and foreign operations; significant disruptions in our newsprint supply chain or newspaper printing and distribution channels or a significant increase in the costs to print and distribute our newspaper; risks associated with environmental, social and governance matters and any related reporting obligations; adverse results from litigation or governmental investigations; risks associated with acquisitions (including The Athletic), divestitures, investments and similar transactions; the risks and challenges associated with investments we make in new and existing products and services; risks associated with attracting and maintaining a talented and diverse workforce; the impact of labor negotiations and agreements; potential limits on our operating flexibility due to the nature of significant portions of our expenses; the effects of the size and volatility of our pension plan obligations; liabilities that may result from our participation in multiemployer pension plans; our ability to improve and scale our technical and data infrastructure; security incidents and other network and information systems disruptions; our ability to comply with laws and regulations with respect to privacy, data protection and consumer marketing and subscription practices; payment processing risk; defects, delays or interruptions in the cloud-based hosting services we utilize; our ability to protect our intellectual property; claims against us of intellectual property infringement; our ability to meet our publicly announced guidance and/or targets; the effects of restrictions on our operations as a result of the terms of our credit facility; our future access to capital markets and other financing options; and the concentration of control of our company due to our dual-class capital structure.

More information regarding these risks and uncertainties and other important factors that could cause actual results to differ materially from those in the forward-looking statements is set forth in the Company's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2023, and subsequent filings. Investors are cautioned not to place undue reliance on any such forward-looking statements, which speak only as of the date they are made. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Non-GAAP Financial Measures

This presentation refers to certain non-GAAP financial measures, including adjusted operating profit, defined as operating profit before depreciation, amortization, severance, multiemployer pension plan withdrawal costs and special items; adjusted operating profit margin, defined as adjusted operating profit divided by revenues; adjusted operating costs, defined as as operating costs before depreciation, amortization, severance and multiemployer pension plan withdrawal costs and special items; adjusted diluted EPS, defined as as diluted EPS excluding amortization of acquired intangible assets, severance, non-operating retirement costs and special items; and free cash flow, defined as net cash provided by operating activities less capital expenditures. Refer to the appendix for reconciliations to the most comparable GAAP financial measures. Certain guidance is provided on a non-GAAP basis and not reconciled to the most directly comparable GAAP measure because we are unable to provide, without unreasonable effort, a calculation or estimation of amounts necessary for such reconciliation due to the inherent difficulty of forecasting such amounts.

The sum of individual metrics may not always equal total amounts indicated due to rounding.

Fourth quarter 2024 business highlights

Subscriber growth was fueled by multiple products across the Company's portfolio

- **The Company added approximately 350k net digital-only subscribers in the quarter**, bringing the Company's **total subscribers to 11.43 million**
- **Bundle and multiproduct subscribers now make up 48% of the Company's total subscriber base**, up from 46% in the third quarter of 2024

Saw growth across the Company's multiple revenue streams

- **Total digital-only average revenue per user (ARPU) increased 4.4% year-over-year to $9.65**
- **Digital-only subscription revenues increased 16.0% year-over-year** as both digital subscribers and total digital-only ARPU grew
- **Digital advertising revenues increased 9.5% year-over-year** due to higher revenues from direct-sold display advertising and programmatic advertising
- **Other revenues increased 16.3% year-over-year** largely as a result of higher Wirecutter affiliate referral and licensing revenues

AOP and AOP margin grew even as the Company continues to strategically invest

- **Year-over-year adjusted operating costs (AOC) grew 6.5%** largely due to higher cost of revenue, sales and marketing and product development expenses
- **Adjusted operating profit (AOP) grew 10.7% year-over-year** to approximately $170 million
- **AOP margin increased approximately 70 basis points year-over-year to 23.5%**

Adjusted operating costs is a non-GAAP financial measure defined as operating costs before depreciation, amortization, severance, multiemployer pension withdrawal costs and special items. Adjusted operating profit is a non-GAAP financial measure defined as operating profit before depreciation, amortization, severance, multiemployer pension plan withdrawal costs and special items. Adjusted operating profit margin is a non-GAAP financial measure defined as adjusted operating profit expressed as a percentage of revenues. See the appendix for more information, including reconciliations to the most comparable GAAP measures.

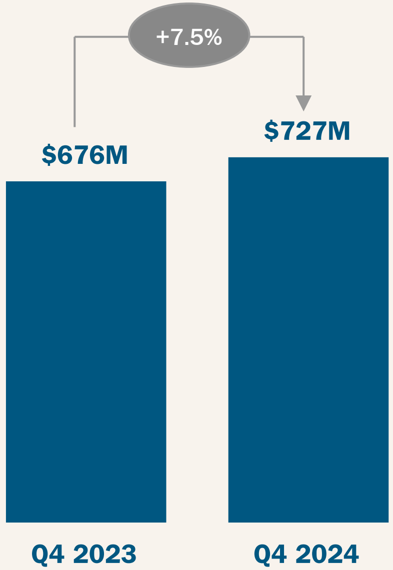
Fourth quarter 2024 actual results compared to guidance

	Q4 2024 Guidance	Q4 2024 Actuals
Digital-only subscription revenues	increase 14 - 17%	+16.0%
Total subscription revenues	increase 7 - 9%	+8.4%
Digital advertising revenues	increase high-single-digits to low-double-digits	+9.5%
Total advertising revenues	increase low-single-digits	+0.6%
Other revenues	increase 11 - 13%	+16.3%
Adjusted operating costs	increase 5 - 6%	+6.5%

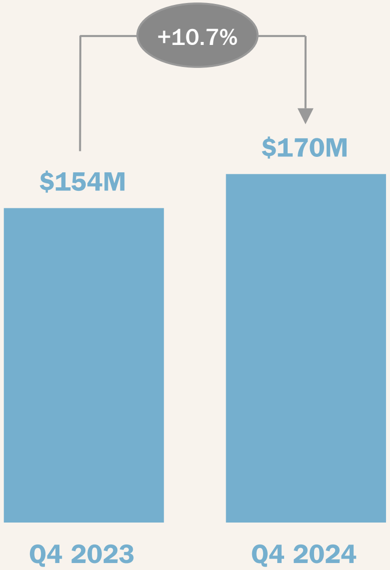
Adjusted operating costs is a non-GAAP financial measure. See the appendix for more information, including a reconciliation to the most comparable GAAP measure.

Continued execution of the Company’s strategy is driving healthy financial results

Total revenues



Adjusted operating profit



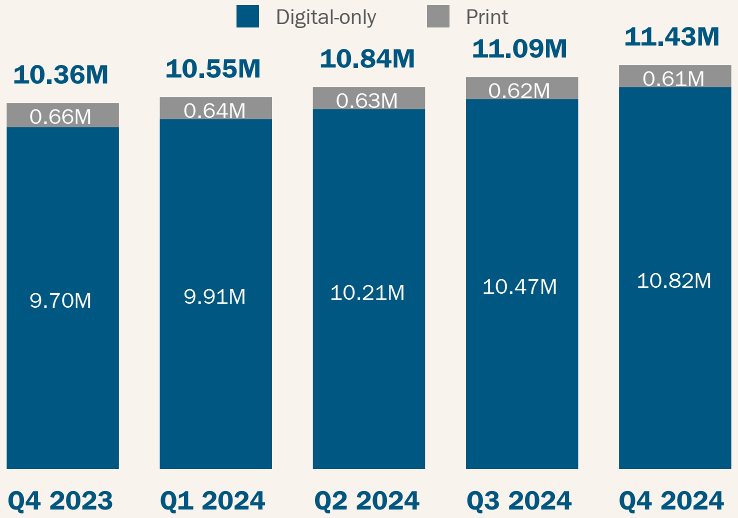
Adjusted diluted earnings per share

Adjusted operating profit is a non-GAAP financial measure. Adjusted diluted earnings per share is a non-GAAP financial measure defined as diluted EPS excluding amortization of acquired intangible assets, severance, non-operating retirement costs and special items. See the appendix for more information, including reconciliations to the most comparable GAAP measure.

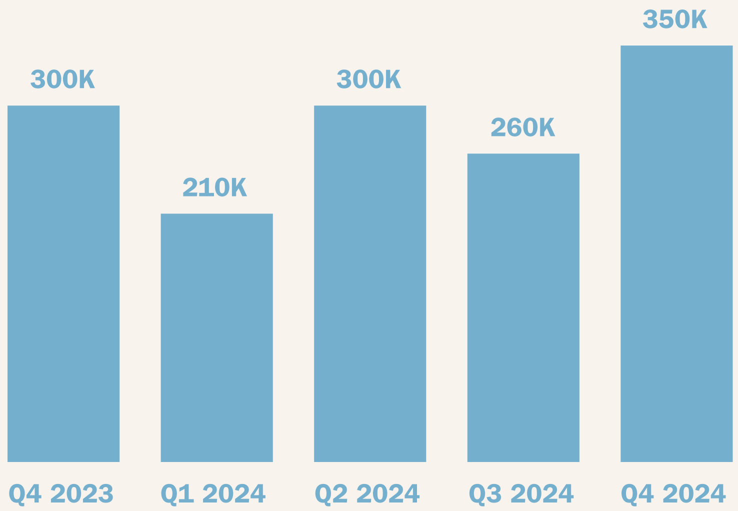
The Company added 350K digital-only net new subscribers in the fourth quarter, bringing the total subscriber count to 11.43 million

Digital-only net additions were largely driven by bundle and multiproduct subscriber additions as well as other single product subscriber additions

Total subscribers



Digital-only subscriber net adds

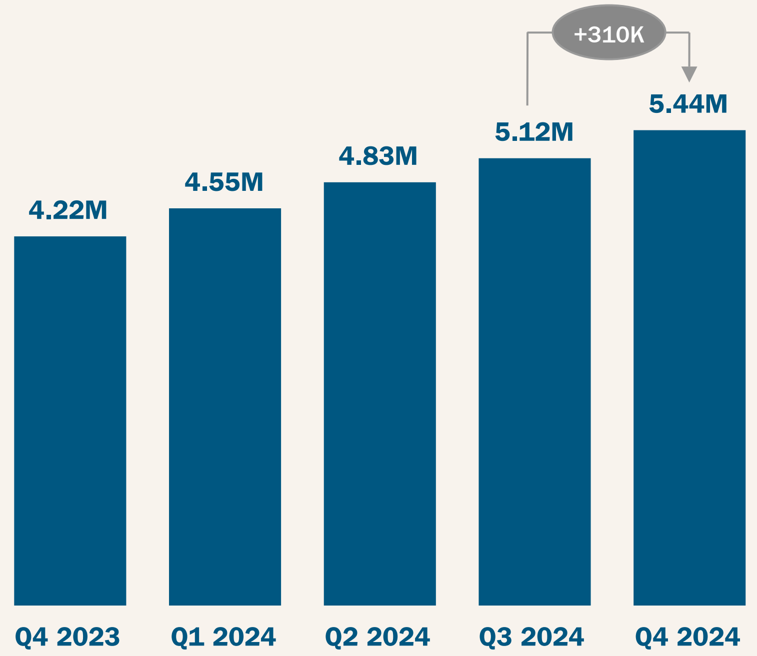


Subscribers (including net subscriber additions) are rounded to the nearest ten thousand.

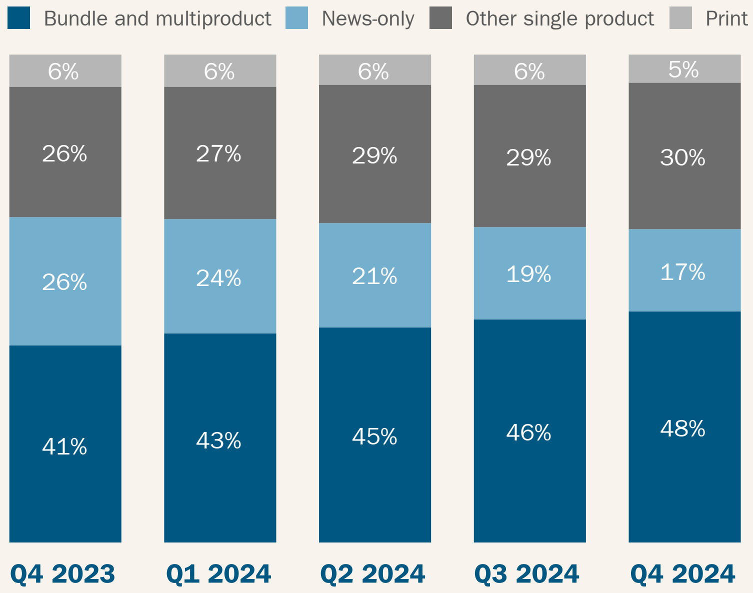
The New York Times Company

Bundle and multiproduct subscribers are becoming a larger portion of the subscriber base

Bundle and multiproduct subscribers



Breakdown of total subscribers by type

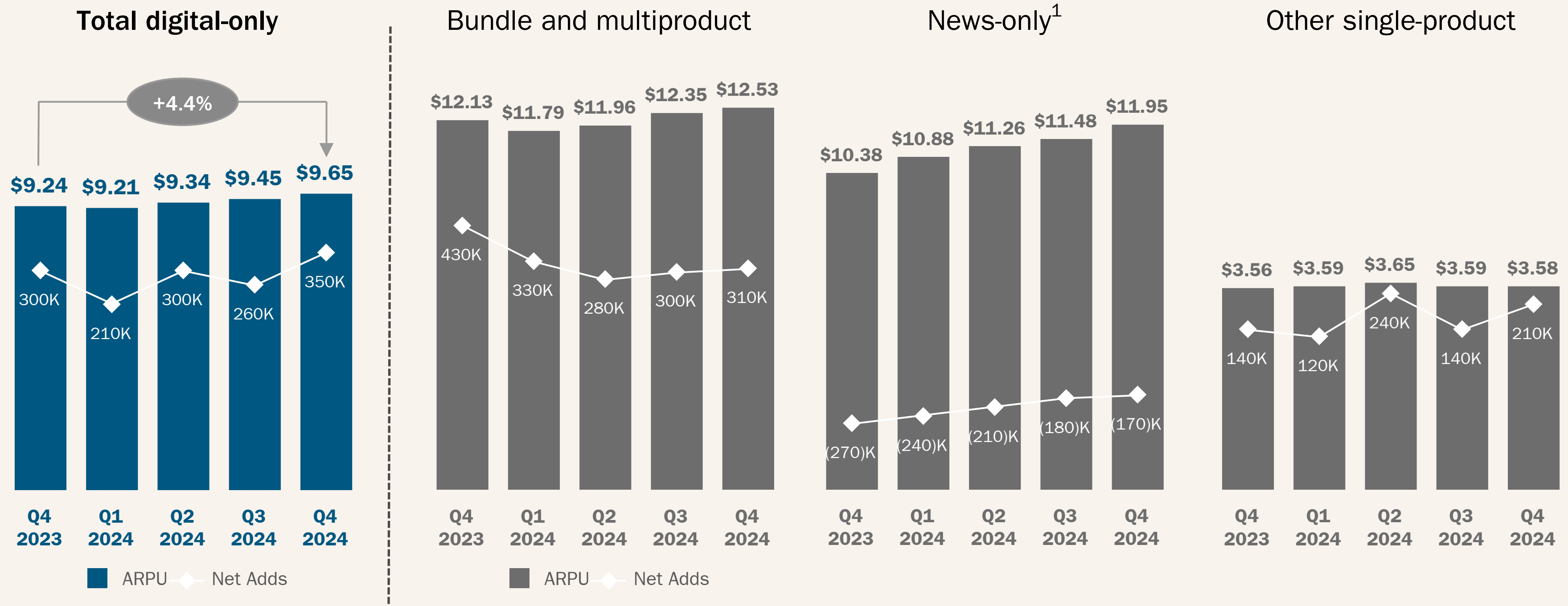


Subscribers (including net subscriber additions) are rounded to the nearest ten thousand.

The New York Times Company

Total digital-only ARPU grew 4.4% year-over-year

The year-over-year increase was driven primarily by subscribers transitioning from promotional to higher prices and price increases on tenured non-bundled subscribers



1. As of the second quarter of 2023, we are no longer actively marketing “News-only” subscriptions to individual consumers.
Subscribers (including net subscriber additions) are rounded to the nearest ten thousand.
Average Revenue Per User or “ARPU,” a metric we calculate to track the revenue generation of our digital subscriber base, represents the average revenue per digital subscriber over a 28-day billing cycle during the applicable quarter.

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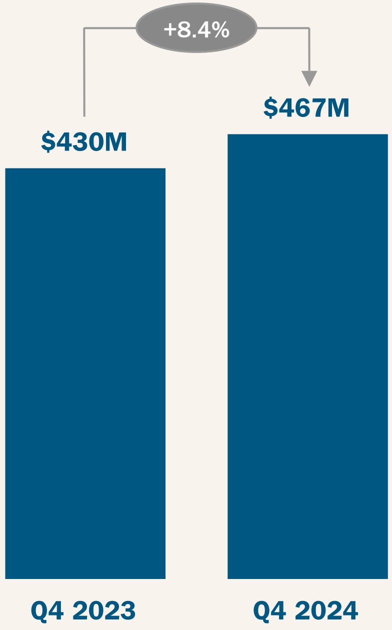
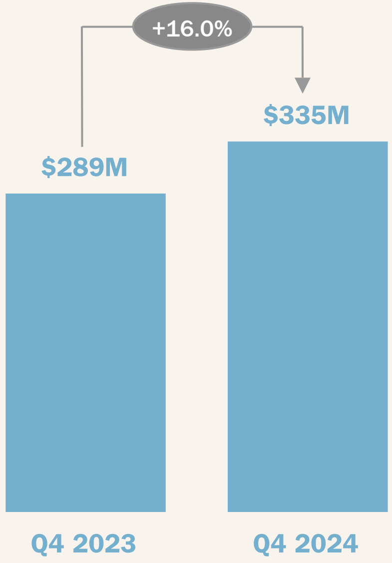
Total subscription revenues grew 8.4% year-over-year as growth from digital was partially offset by print declines

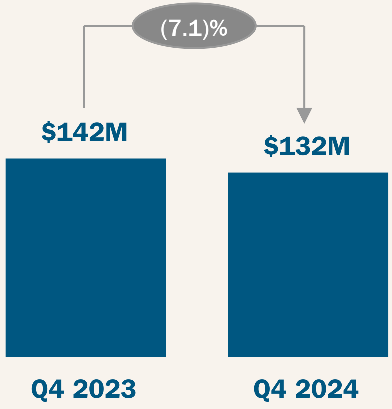
Total subscription revenues



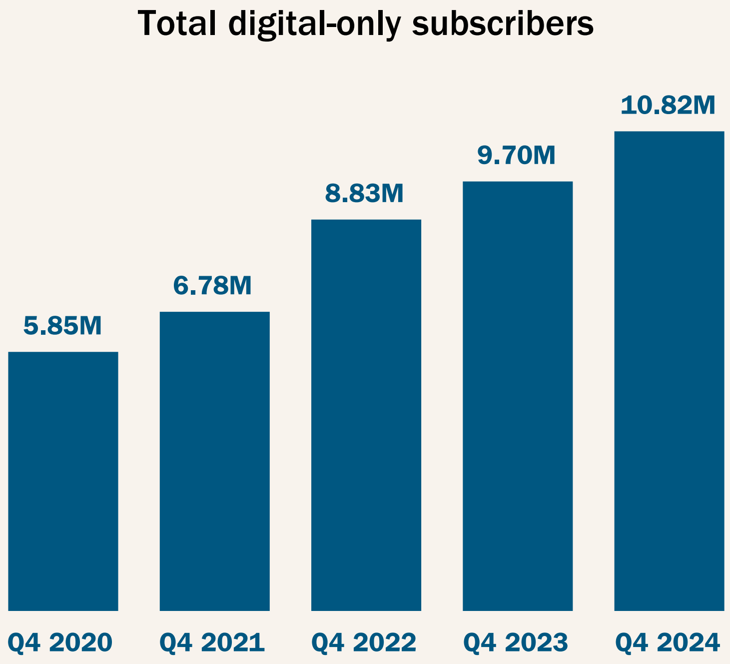
Digital subscription revenues

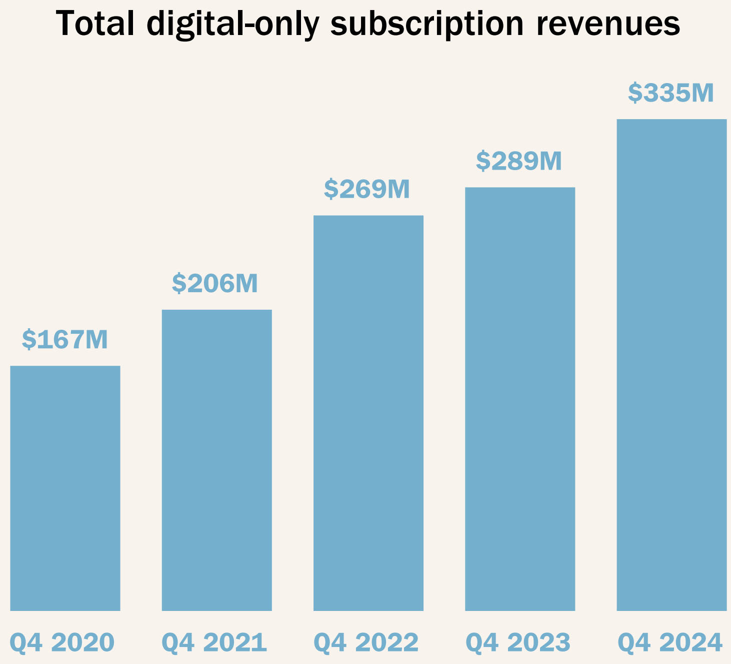


Print subscription revenues



The Company continued to scale its digital-only subscriber base and grow digital subscription revenues



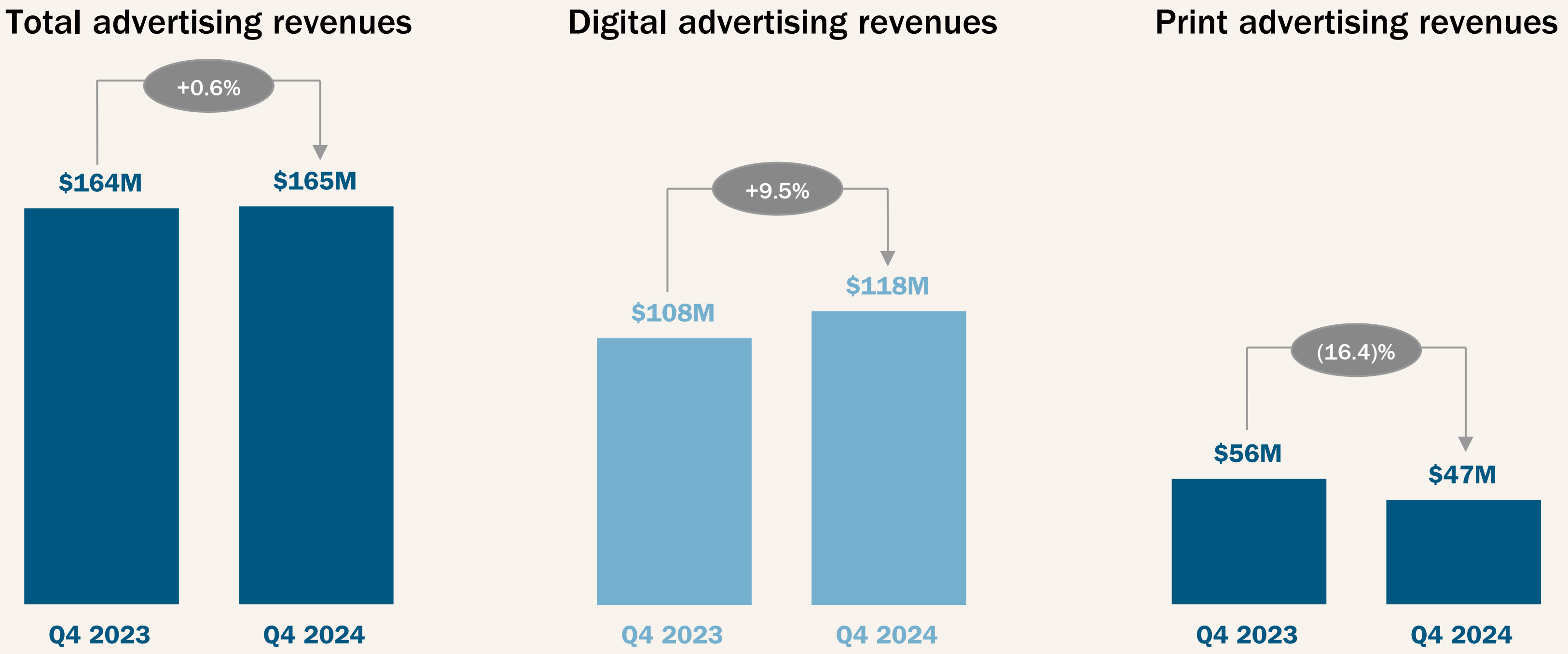


Subscribers (including net subscriber additions) are rounded to the nearest ten thousand.

The New York Times Company

Total advertising revenues increased 0.6% year-over-year

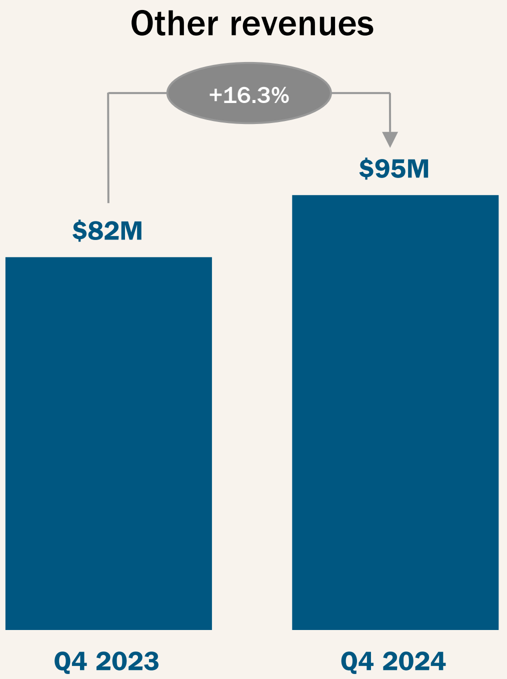
Growth in digital advertising was partially offset by declines in print advertising



The New York Times Company

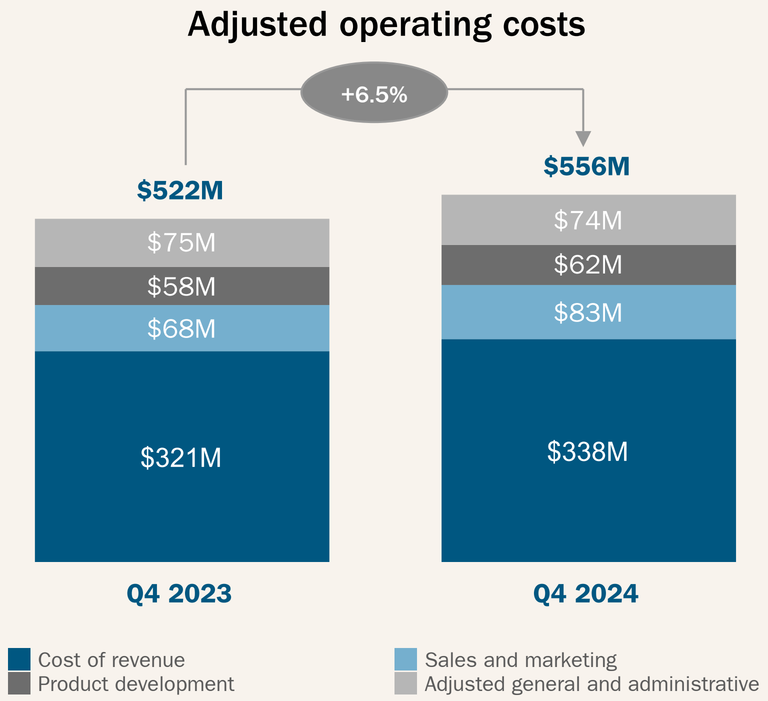
Other revenues grew 16.3% year-over-year

Growth was driven by continued strength from Wirecutter affiliate referral and licensing revenues



Adjusted operating costs grew 6.5% year-over-year

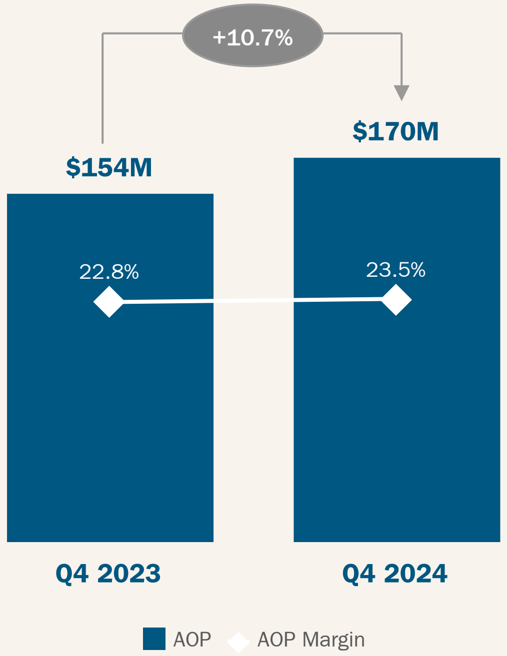
Growth was driven largely by higher cost of revenue, sales and marketing and product development expenses, partially offset by lower adjusted general and administrative expenses



Adjusted operating costs is a non-GAAP financial measure. Adjusted general and administrative costs is a non-GAAP financial measure that adjusts for severance and multiemployer pension plan withdrawal costs. See the appendix for more information, including reconciliations to the most comparable GAAP measures.

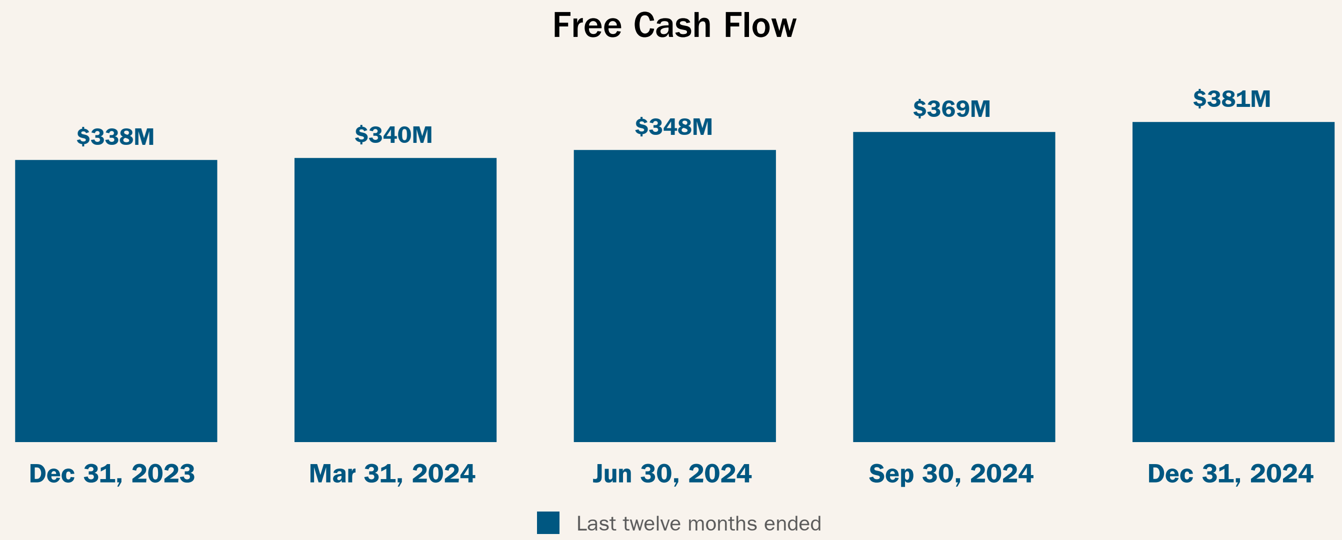
Adjusted operating profit grew 10.7% year-over-year and adjusted operating profit margin expanded 70 basis points to 23.5%

Adjusted operating profit and adjusted operating profit margin



Adjusted operating profit and adjusted operating profit margin are non-GAAP financial measures. See the appendix for more information, including reconciliations to the most comparable GAAP measures.

The Company generated strong free cash flow in 2024 and aims to return at least 50% of free cash flow to shareholders over the mid-term



Last twelve months (LTM) represents performance covering the preceding 12 months relative to the last day of the quarter.
Free cash flow is a non-GAAP financial measure defined as net cash provided by operating activities, as reported, less capital expenditures. See the appendix for more information, including a reconciliation to the most comparable GAAP measure.

The New York Times Company

The New York Times Company's first quarter 2025 guidance

Below is the Company's guidance for revenues and adjusted operating costs for the first quarter of 2025 compared with the first quarter of 2024

	Q1 2025 Guidance
Digital-only subscription revenues	increase 14 - 17%
Total subscription revenues	increase 7 - 10%
Digital advertising revenues	increase high-single-digits
Total advertising revenues	decrease low-single-digits to increase low-single-digits
Other revenues	incease mid-single-digits
Adjusted operating costs	increase 5 - 6%

The Company expects the following on a pre-tax basis in 2025:	
Depreciation and amortization	approximately $80 million
Interest income and other, net	approximately $40 million
Capital expenditures	approximately $40 million

Adjusted operating costs is a non-GAAP financial measure. See the appendix for more information. Certain guidance is provided on a non-GAAP basis and not reconciled to the most directly comparable GAAP measure because we are unable to provide, without unreasonable effort, a calculation or estimation of amounts necessary for such reconciliation due to the inherent difficulty of forecasting such amounts.

Appendix

Reconciliation of operating profit to adjusted operating profit and adjusted operating profit margin

We define adjusted operating profit as operating profit, as reported, before depreciation and amortization, severance, multiemployer pension plan withdrawal costs and special items. Adjusted operating profit margin is defined as adjusted operating profit expressed as a percentage of revenues.

	Fourth Quarter		% Change
($ in thousands)	**2024**	**2023**	**2024 vs. 2023**
Operating profit	**$146,640**	**$129,030**	**13.6%**
Add:			
Depreciation and amortization	21,071	21,942	(4.0)%
Severance	1,282	4	*
Multiemployer pension plan withdrawal costs	1,247	1,312	(5.0)%
Generative AI Litigation Costs[1]	3,208	—	*
Multiemployer pension plan liability adjustment	(2,980)	1,668	*
Adjusted operating profit	**$170,468**	**$153,956**	**10.7%**
Divided by:			
Revenues	$726,629	$676,215	7.5%
Operating profit margin	**20.2%**	**19.1%**	**110 bps**
Adjusted operating profit margin	**23.5%**	**22.8%**	**70 bps**

(1) Fourth quarter 2024 results included as a special item litigation-related costs in connection with a lawsuit against Microsoft Corporation and Open AI Inc. and various of its corporate affiliates alleging unlawful and unauthorized copying and use of the Company's journalism and other content in connection with their development of generative artificial intelligence products (“Generative AI Litigation Costs”). Management determined to report Generative AI Litigation Costs as a special item beginning in the first quarter of 2024 because, unlike other litigation expenses, the Generative AI Litigation Costs arise from a discrete, complex and unusual proceeding and do not, in management's view, reflect the Company's ongoing business operational performance.

* Represents a change equal to or in excess of 100% or not meaningful.

The New York Times Company

Reconciliation of total operating costs to adjusted operating costs and general and administrative costs to adjusted general and administrative costs

We define adjusted operating costs as operating costs, as reported, before depreciation and amortization, severance, multiemployer pension withdrawal costs and special items. Adjusted general and administrative costs are defined as general and administrative costs before severance and multiemployer pension withdrawal costs.

	Fourth Quarter		% Change
($ in thousands)	**2024**	**2023**	**2024 vs. 2023**
Total operating costs	**$579,989**	**$547,185**	**6.0%**
Less:			
Depreciation and amortization	21,071	21,942	(4.0)%
Severance	1,282	4	*
Multiemployer pension plan withdrawal costs	1,247	1,312	(5.0)%
Generative AI Litigation Costs	3,208	—	*
Multiemployer pension plan liability adjustment	(2,980)	1,668	*
Adjusted operating costs	**$556,161**	**$522,259**	**6.5%**

* Represents a change equal to or in excess of 100% or not meaningful.

	Fourth Quarter		% Change
($ in thousands)	**2024**	**2023**	**2024 vs. 2023**
General and administrative	**$76,036**	**$75,845**	**0.3%**
Less:			
Severance	1,282	4	*
Multiemployer pension plan withdrawal costs	1,247	1,312	(5.0)%
Adjusted general and administrative	**$73,507**	**$74,529**	**(1.4)%**

* Represents a change equal to or in excess of 100% or not meaningful.

Reconciliation of diluted earnings per share to adjusted diluted earnings per share

We define adjusted diluted earnings per share as diluted EPS, as reported, excluding amortization of acquired intangible assets, severance, non-operating retirement costs and special items

	Fourth Quarter		% Change
	2024	**2023**	**2024 vs. 2023**
Diluted earnings per share	$0.75	$0.66	13.6%
Add:			
Amortization of acquired intangible assets	0.04	0.04	—
Severance	0.01	—	*
Non-operating retirement costs:			
Multiemployer pension plan withdrawal costs	0.01	0.01	—
Other components of net periodic benefit costs	0.01	—	*
Special items:			
Generative AI Litigation Costs	0.02	—	*
Multiemployer pension plan liability adjustment	(0.02)	0.01	*
Gain from joint venture, net of noncontrolling interest	—	(0.01)	*
Income tax expense of adjustments	(0.02)	(0.01)	*
Adjusted diluted earnings per share [(1)]	**$0.80**	**$0.70**	**14.3%**

(1) Amounts may not add due to rounding.

* Represents a change equal to or in excess of 100% or not meaningful.

The New York Times Company

Reconciliation of net cash provided by/(used in) operating activities to free cash flow

We define free cash flow as net cash provided by operating activities, as reported, less capital expenditures

	Last Twelve Months Ended				
($ in thousands)	**Dec 31, 2024**	**Sep 30, 2024**	**Jun 30, 2024**	**Mar 31, 2024**	**Dec 31, 2023**
Net cash provided by operating activities	**$410,512**	**$395,334**	**$374,146**	**$362,967**	**$360,618**
Less:					
Capital expenditures	$(29,173)	$(27,245)	$(25,931)	$(23,108)	$(22,669)
Free cash flow	**$381,339**	**$368,089**	**$348,215**	**$339,859**	**$337,949**

Last twelve months (LTM) represents performance covering the preceding 12 months relative to the last day of the quarter.