

Lee Enterprises

Quarterly Revenue Composition

(Millions of Dollars)		Q1 FY2021	Q2 FY2021	Q3 FY2021	Q4 FY2021	FY 2021	Q1 FY2022	Q2 FY2022	Q3 FY2022
Digital Advertising and Marketing Services		36.0	31.9	36.5	37.0	141.4	42.8	43.4	46.2
	YoY %	-4.9%	-5.1%	31.5%	19.6%	8.7%	18.8%	36.1%	26.6%
Digital Only Subscription Revenue		6.3	7.0	7.3	7.6	28.2	7.9	10.1	11.0
	YoY %	63.6%	57.9%	39.9%	30.1%	45.7%	25.7%	44.4%	50.1%
Digital Services Revenue		4.8	4.8	4.7	4.6	18.9	4.6	4.7	4.3
	YoY %	3.5%	4.7%	-3.3%	-5.6%	-0.3%	-3.9%	-3.3%	-8.1%
Total Digital Revenue		47.1	43.7	48.5	49.2	188.5	55.3	58.2	61.5
	YoY %	1.6%	2.5%	28.2%	18.1%	11.9%	17.4%	33.1%	26.8%
	% of Total Revenue	22.2%	22.7%	24.7%	25.4%	23.7%	27.3%	30.6%	31.5%
Print Advertising Revenue		66.6	53.7	54.6	53.0	227.9	56.0	44.2	44.8
	YoY %	-26.2%	-21.8%	9.7%	-1.9%	-13.3%	-16.0%	-17.6%	-18.0%
Print Subscription Revenue		85.0	82.8	81.5	80.2	329.5	79.6	77.3	78.1
	YoY %	-0.5%	-1.1%	-2.8%	-4.1%	-2.1%	-6.4%	-6.7%	-4.2%
Other Print Revenue		13.1	12.2	11.9	11.5	48.7	11.4	10.4	10.7
	YoY %	-17.4%	-17.6%	5.9%	-5.8%	-10.0%	-12.8%	-15.2%	-10.2%
Total Print Revenue		164.7	148.7	148.0	144.7	606.1	147.0	131.9	133.6
	YoY %	-14.0%	-11.1%	2.2%	-3.4%	-7.3%	-10.8%	-11.3%	-9.8%
Total Revenue		211.8	192.4	196.5	193.9	794.6	202.3	190.1	195.1
	YoY %	-11.0%	-8.3%	7.6%	1.3%	-3.3%	-4.5%	-1.3%	-0.7%

Total Digital Revenue – Total Digital Revenue in the prior year was reclassified to conform to the current year presentation. Total Digital Revenue is defined as digital advertising and marketing services revenue (including Amplified), digital-only subscription revenue and digital services revenue. Previously other digital subscription revenue was included. The reclassification was made to conform with a similar metric of the Company's peers. All periods have been restated for the reclassification.

