

ASCENT
CAPITAL GROUP INC

2nd Quarter 2018
Earnings Presentation
August 2018

BRINKS
HOME SECURITY ™

Forward Looking Statements

This presentation includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about business strategies, market potential and expansion, launch of the Brinks Home Security™ brand and the anticipated benefits of the rebranding, the success of new products and services, development of the Direct to Consumer Channel, account creation and related costs, subscriber attrition, anticipated account generation, the anticipated benefits from our partnership with Nest, future financial performance, and other matters that are not historical facts. These forward-looking statements involve many risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements, including, without limitation, possible changes in market acceptance of our services, technological innovations in the alarm monitoring industry, competitive issues, continued access to capital on terms acceptable to Ascent and/or Brinks Home Security™, our ability to capitalize on acquisition opportunities, general market and economic conditions and changes in law and government regulations. These forward-looking statements speak only as of the date of this presentation, and Ascent expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in Ascent's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. Please refer to the publicly filed documents of Ascent, including the most recent Forms 10-K and 10-Q for additional information about Ascent and about the risks and uncertainties related to Ascent's business which may affect the statements made in this presentation.



Focus on Grand Slam Initiatives

Subscriber Additions

- Leverage Brinks Home Security brand
- Simplify Direct-to-Consumer offering
- Implement programs to enhance Dealer performance
- Enhance Nest partnership

Attrition

- Leverage Brinks Home Security brand
- Utilize algorithms to identify and retain “at risk” customers
- Improve first call resolution
- Increase mix of “sticky” interactive and home automation customers



Creation Cost

- Leverage Brinks Home Security brand
- Improve efficiency to lower costs in direct to consumer channel
- Control dealer economics
- Leverage low cost Nest customers

Cost to Serve

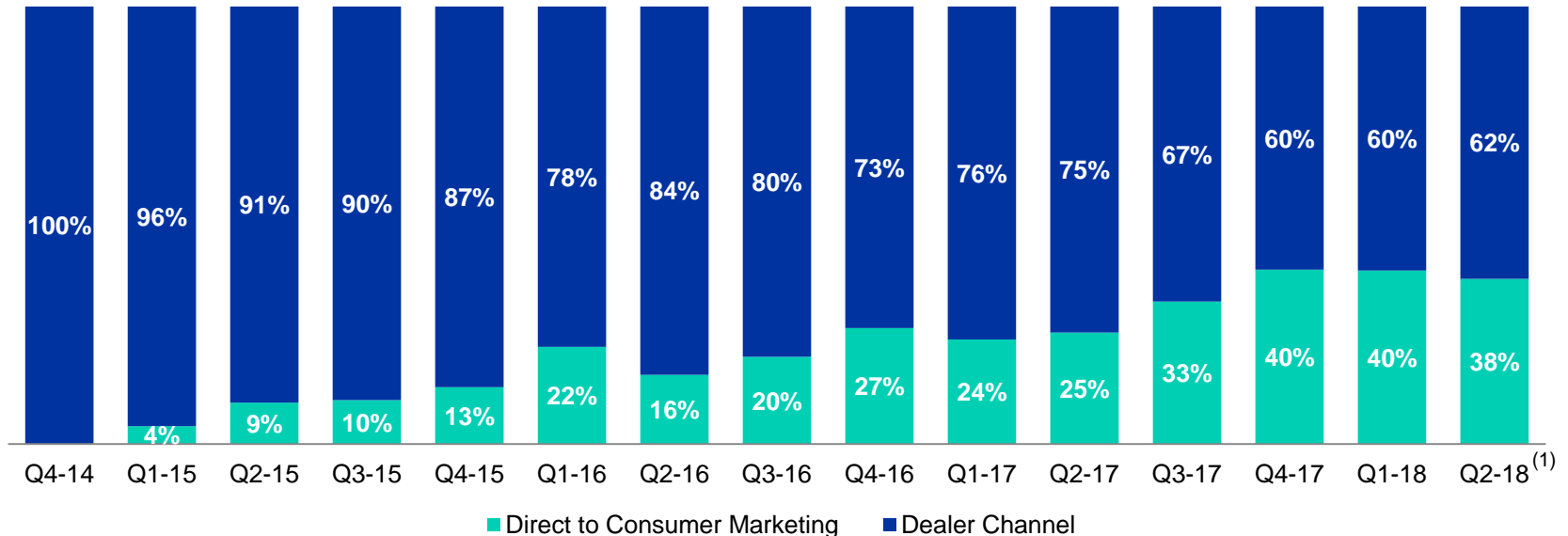
- Implement targeted cost savings initiatives
- Automate customer service
- Grow lower cost DIY offering in Direct to Consumer businesses



Evolution: New Channels to Market

- 3 years ago, MONI sourced accounts exclusively from dealers under the Monitronics brand
- Today, 38% of new subscribers are sourced through direct to consumer channels
- Q2 dealer volume seeing seasonal strength, up 30% sequentially
- Q2 direct sales volume up 50% YoY and 20% sequentially, helped by the Brinks Home Security brand (launched May 28) and Nest partnership (launched Dec. 5, 2017)

Subscriber Additions by Channel

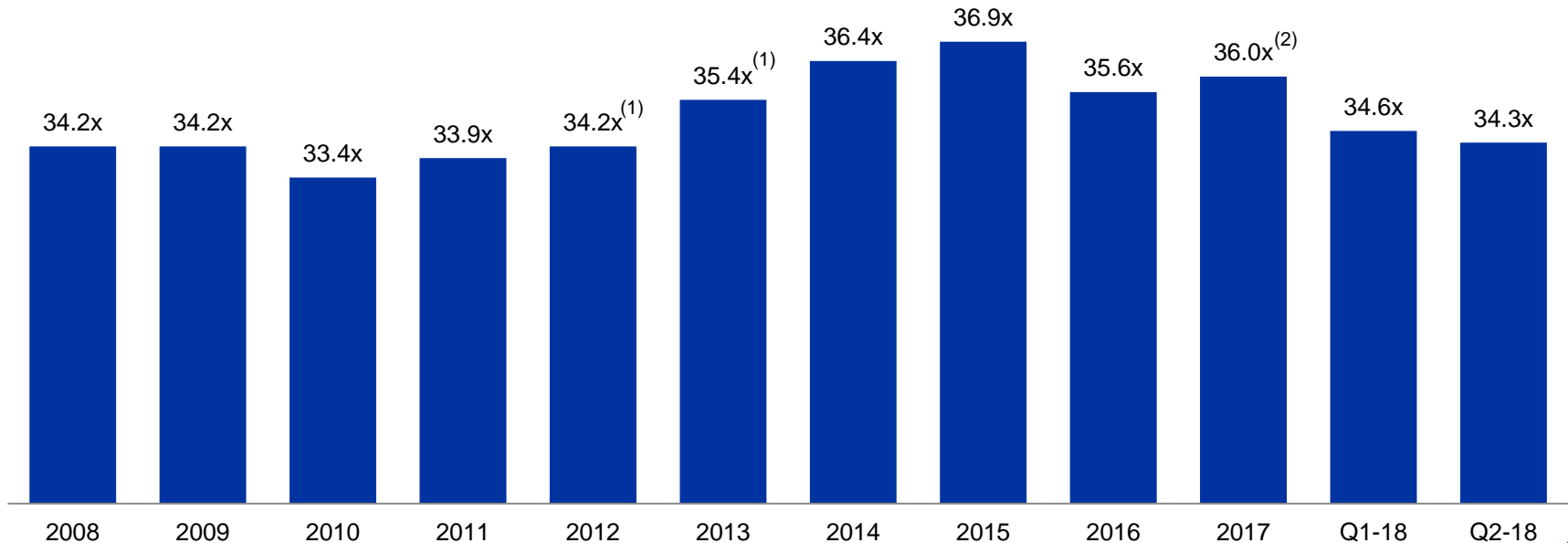


1) Excludes 10,250 account bulk acquisition

Managing Creation Multiples

- Managing several levers to improve subscriber acquisition economics
- Lowest creation multiple since 2013, driven by improvements in dealer and direct to consumer channels

Creation Multiples Over Time



1) Excludes favorable impact of Pinnacle bulk acquisition

2) Excludes impact of additional marketing expense associated with startup of new direct sales channel



Customer Retention Efforts

Focus Areas:

- Provide exceptionally high levels of customer service
- Further refinement and use of predictive churn analytics model
- Driving targeted contract extensions
- Pricing strategies to manage RMR attrition

Goal: Drive improvements in RMR and unit attrition

