

ASCENT CAPITAL GROUP INC



MONI

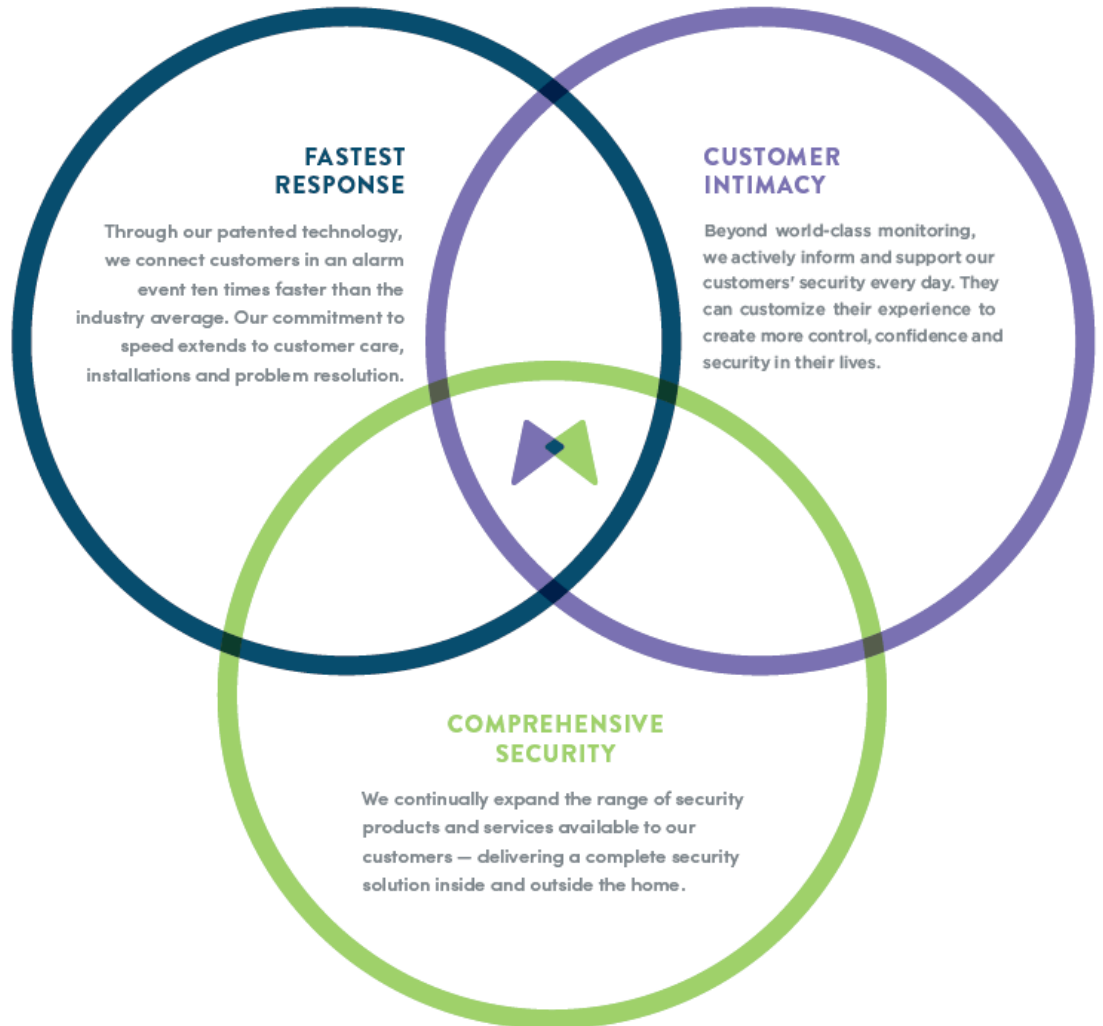
3rd Quarter 2016
Earnings Presentation
November 2016

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, including development of and access to multiple sales channels, market potential and expansion, consumer demand for interactive and home automation services, account creation and related costs, subscriber attrition, anticipated account generation at LiveWatch, future financial prospects, 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 MONI, 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 press release, 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.

Rebranding

- Launched new brand in Q3
- New MONI brand will be marketed directly to consumers and supported by direct-to-consumer sales and customer support
- Designed to nurture MONI's trusted dealer network by showing consumers the strength behind our dealers
- Provides dealers with the national marketing, sales and customer service support that they need to compete more effectively in their regional markets



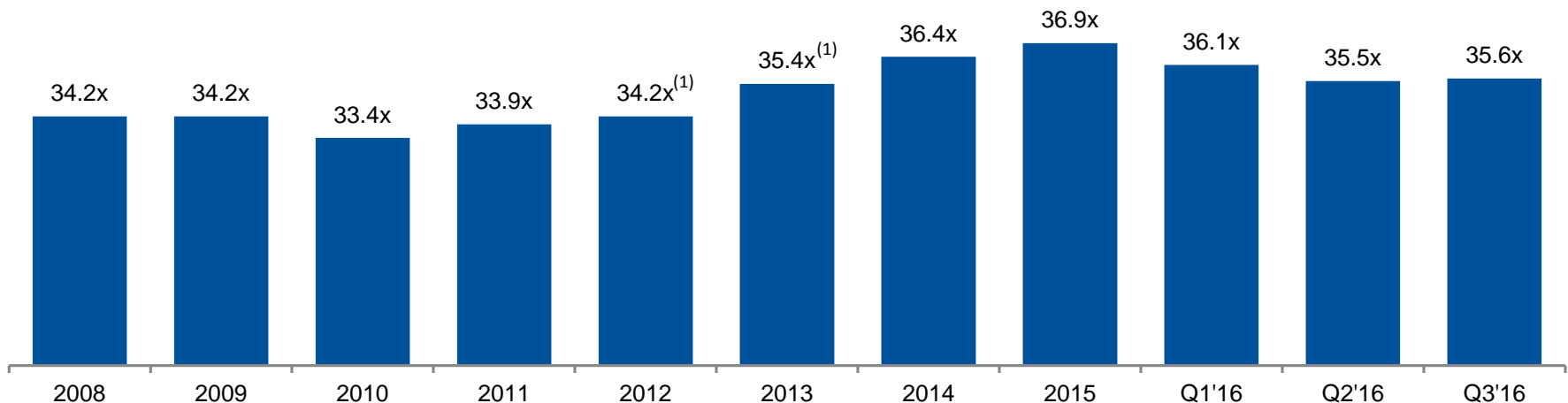
MONI: Leader in Security and Home Automation

- Among the largest US residential security and home automation providers with over 1 million customers
- 20+ years industry experience / leadership
- Largest independent dealer network in US
- Attractive, highly complementary new DIY platform in LiveWatch
- Developing affiliate/partner channel
- Produced \$142.8 million of revenue during the quarter

Creation Cost Multiple Over Time


- MONI has levers to improve subscriber acquisition economics:
 - Further renegotiate dealer contracts (successfully completed renegotiations and retained all dealers)
 - Reduce purchases from higher cost dealers
 - Implement additional initiatives to further improve the quality of accounts acquired from dealers
 - Create accounts from lower cost internally generated DIY channel

Creation Multiples Over Time



(1) Excludes favorable impact of Pinnacle bulk acquisition

Customer Growth Initiatives

-  MONI brand change
- Dealer enablement
- Lead generation: Organic, Paid, 3rd Party
- Partnerships: AARP, AAA Club Alliance, Consolidated Communication

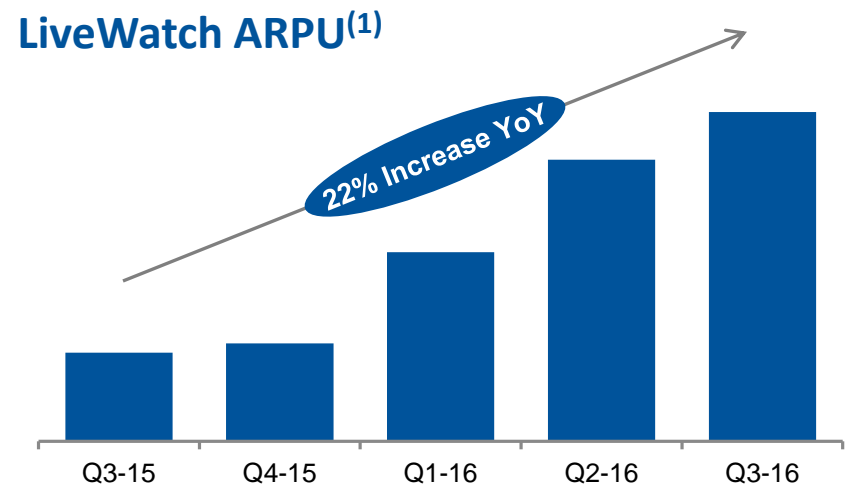
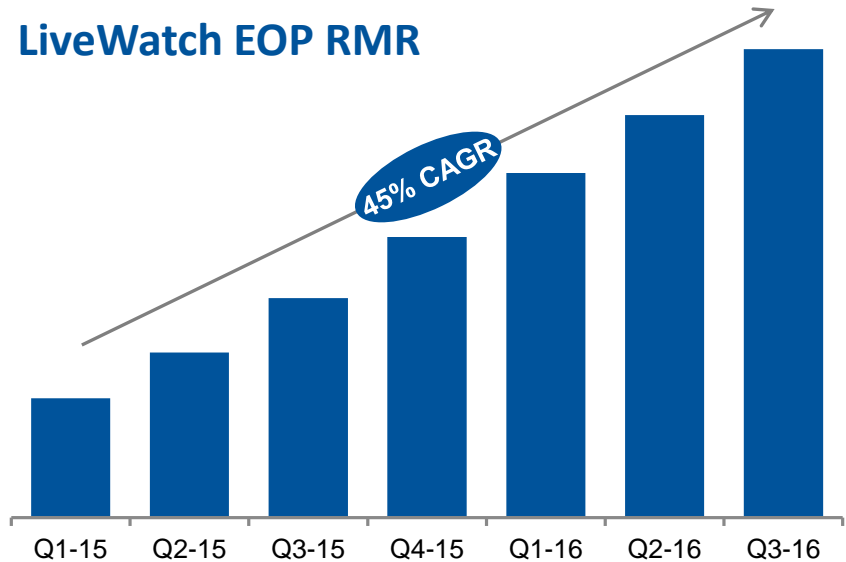


(1) Monitronics' alliance with AAA includes AAA Mid-Atlantic, which serves members in Delaware, Maryland, Washington, DC and parts of Virginia, Pennsylvania and New Jersey, and the AAA Allied Group, which serves members in Greater Hartford, CT Area, Cincinnati Tri-State Area, Miami County, OH, Greater Dayton, OH Area, AAA Blue Grass & Bluefield Regions, Southern West Virginia and Kansas.

LiveWatch Overview

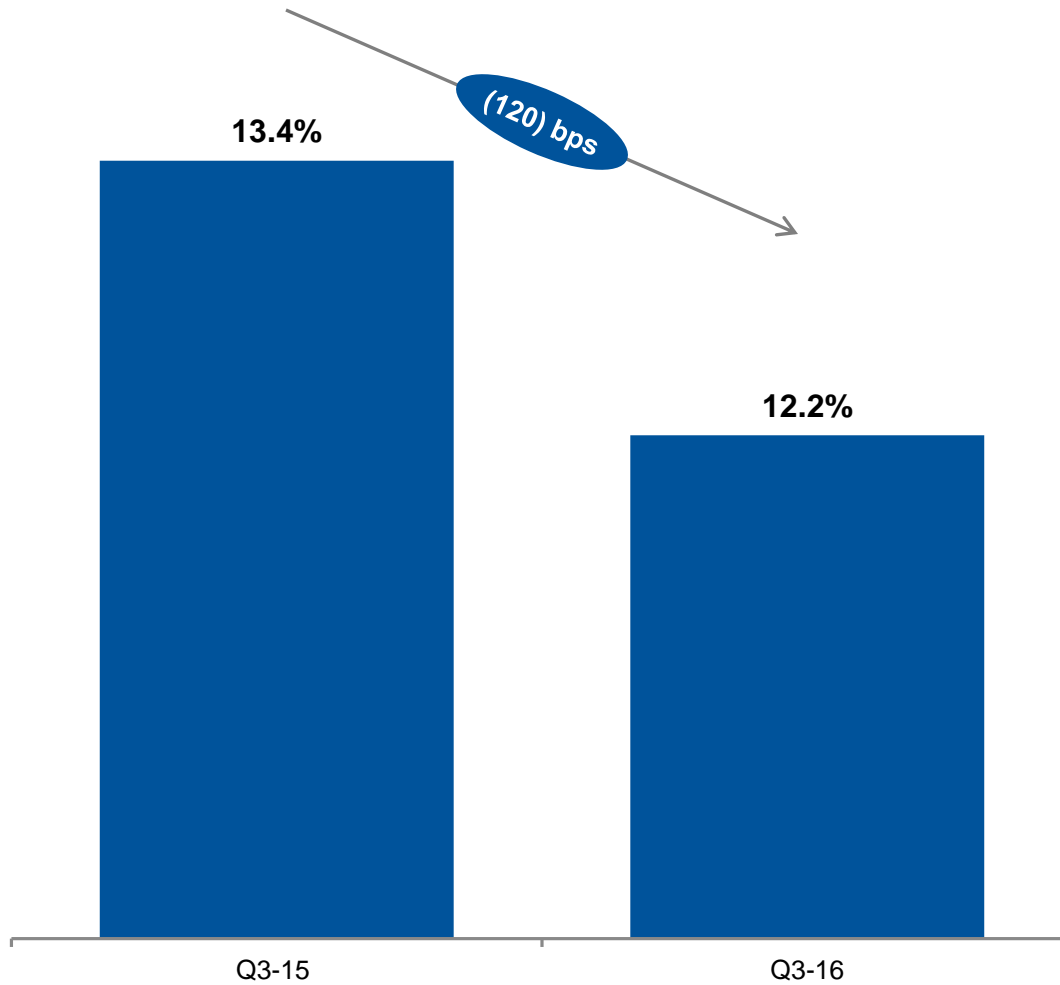
Overview

- Pioneer of Do-It-Yourself home security
- Professionally monitored service, like MONI
- Custom, wireless home security systems professionally-configured by LiveWatch then self-installed by the customer
- Strong track record of success in the direct-to-consumer marketing space
- Asset-light business model that fits well with MONI
- Establishes a new account creation channel
- Differentiated go-to-market strategy through direct response TV, internet and radio that provides account generation diversification for MONI



(1) Average recurring monthly revenue per new LiveWatch customer

RMR Attrition Improves



Unit Attrition Initiatives

- Maintain highest level of customer service
 - Customer service metrics at all time high
 - Employ advanced IVR (interactive voice response) system to further enhance customer experience
- Continue to maintain quality of new customers with average credit score >715 in Q3 2016
- Utilizing predictive churn model in to direct high risk customers to our best performing representatives

J.D. Power Award

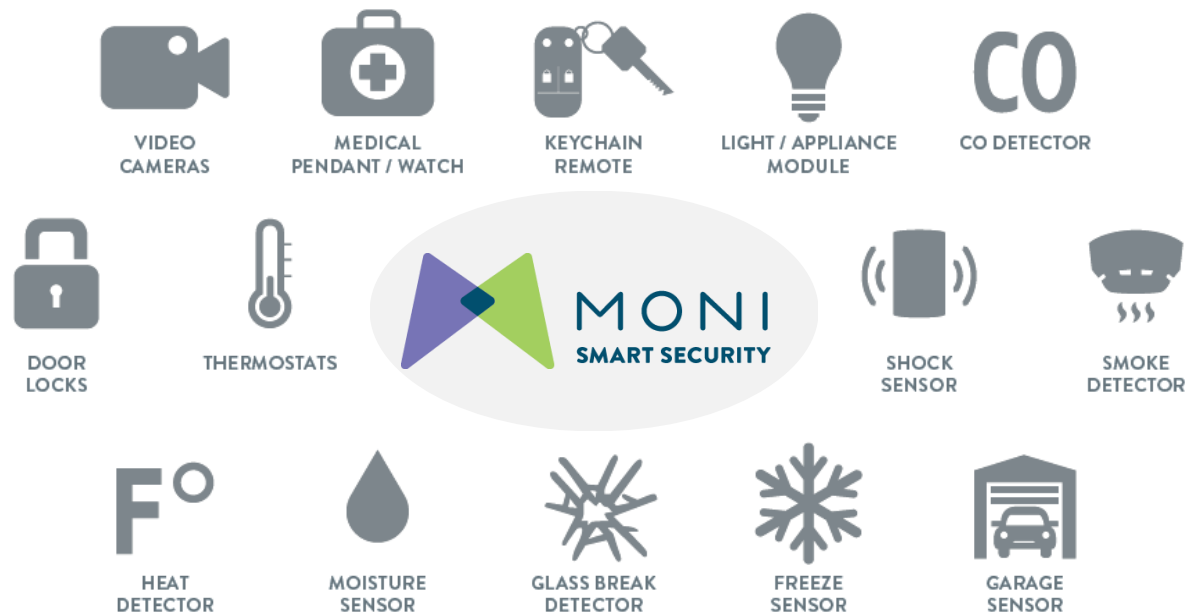
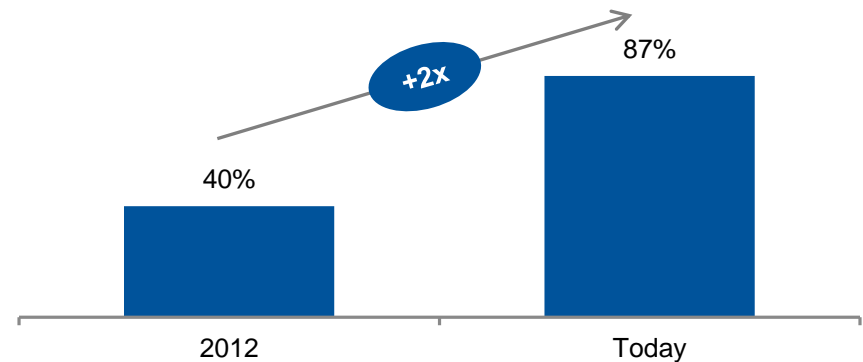
- Awarded top company in J.D. Power's 2016 Home Security Satisfaction ReportSM
 - Award based on high levels of customer satisfaction in areas including: speed of monitoring response, reliability of the system, ease of using the system and effectiveness of security the home



Leader in Interactive Home Services

- MONI has greatly increased its penetration in interactive home services since first introducing HomeTouch in 2012
- MONI's products are compatible with multiple product suites, allowing it to be more widely adopted by consumers

MONI Interactive Services Penetration
(% of New Additions)



2G Radio Conversion Update

- Significant progress thus far in 2016
- Plan to continue conversion efforts on remaining 2G customers into 2017
- Expectation of overall impact to 2016/2017 attrition unchanged

2G Subscribers Remaining (000)

