

ASCENT CAPITAL GROUP INC

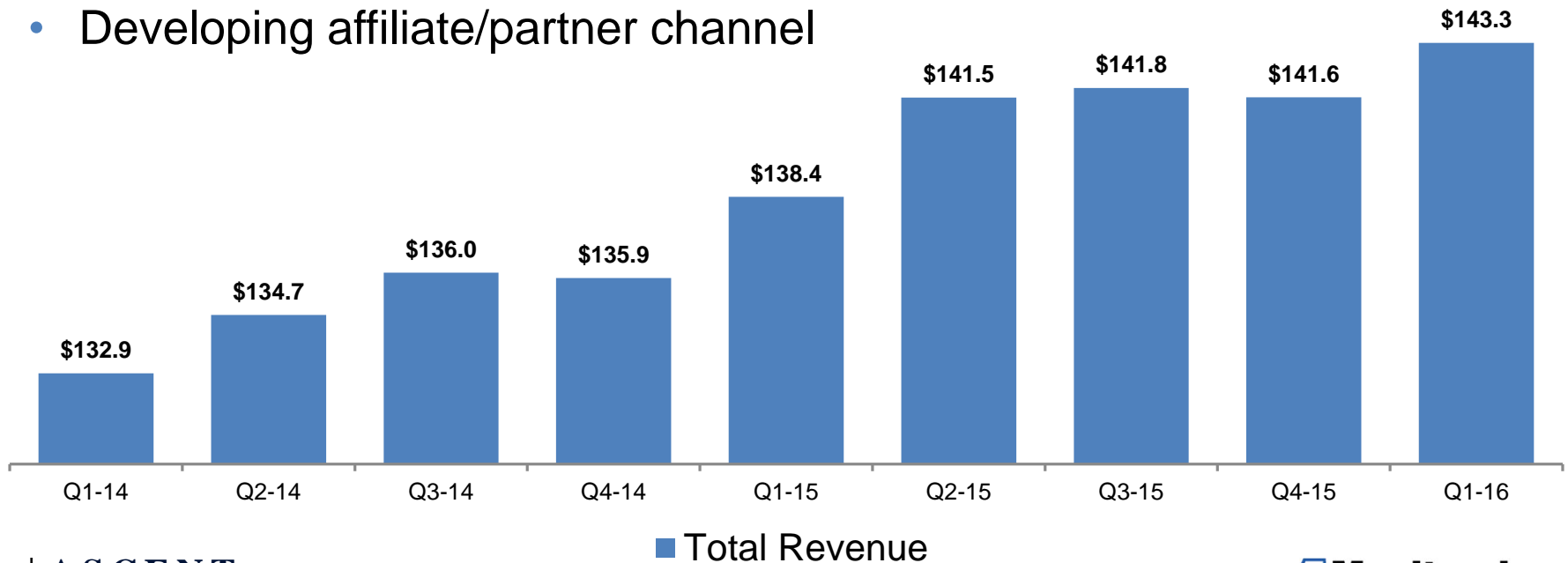
1st Quarter 2016
Earnings Presentation
May 2016

Forward Looking Statements

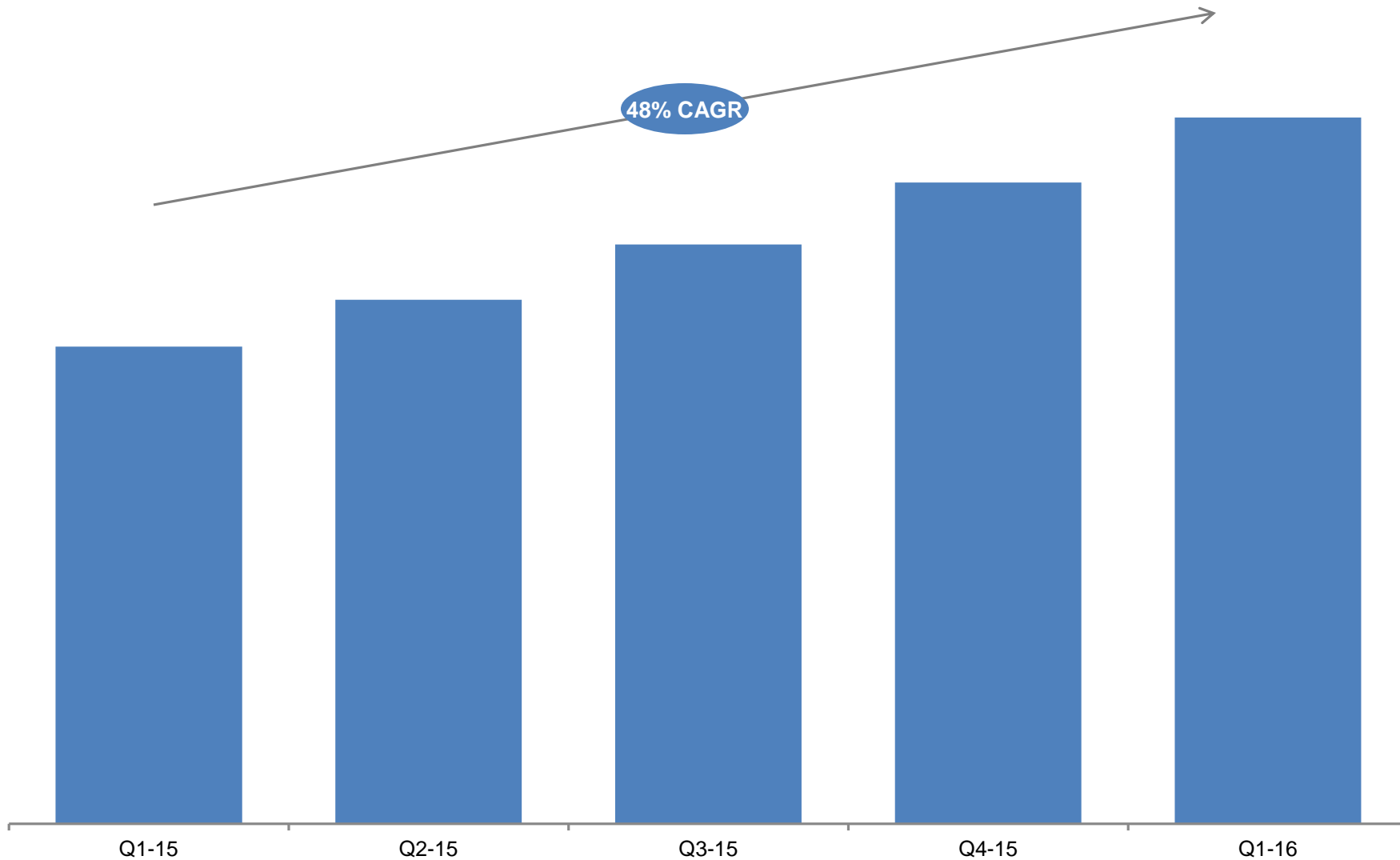
This presentation includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about business strategies, including development of and access to multiple sales channels, market potential and expansion, consumer demand for 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 Monitronics, 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.

Monitronics: 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



LiveWatch Growth



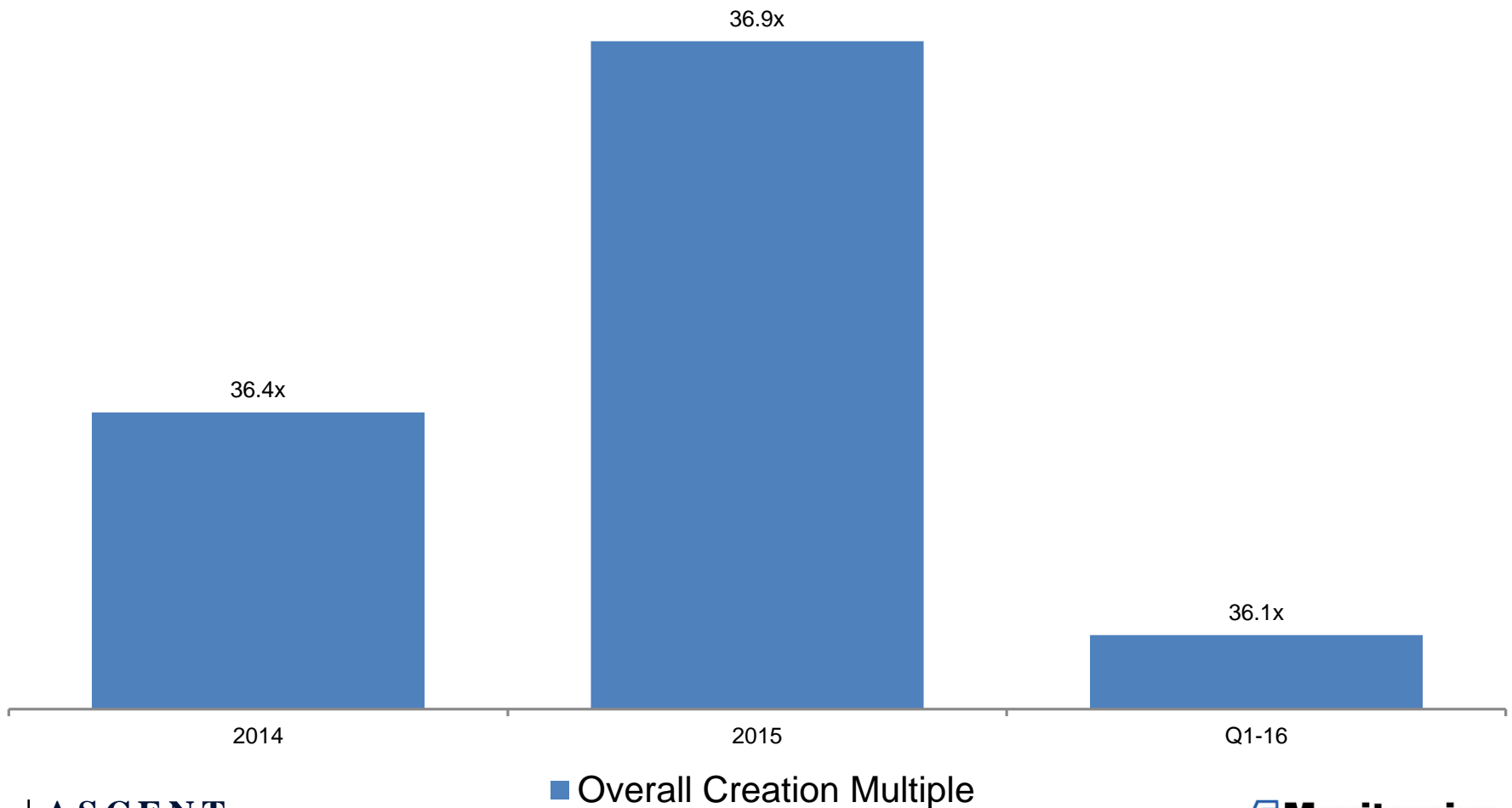
■ LiveWatch EOP RMR

Cash Flow Improvement

- Lower Account Creation Cost
 - Improved creation costs to 36.1X in Q1 2016 from 37.0X in Q1 2015
- Drive more sales at LiveWatch through lower creation multiples
- Reduce expenses
 - Initiated expense saving effort on March 1, 2016
 - Eliminated 59 positions, translating to \$2.3 million in annual savings

Creation Cost Trend

- Multiples expected to show improvement in Q2 2016



Attrition Reduction Initiatives

- Maintain highest level of customer service
 - Customer service metrics at all time high
 - Implementing advanced IVR (interactive voice response) system in Q2 to further enhance customer experience
- Continue to maintain quality of new accounts with average credit score for new dealer accounts >715 in Q1 2016
- Implementing predictive churn model in Q2 to direct high risk customers to our best performing representatives

Initiatives Related to Driving Customer Growth

- Lead generation
- Partnership program
 - Exclusive partner of Consolidated Communication
 - Additional partnerships in pipeline
- Dealer support
 - Instituted several unique lead generation programs for dealers that are helping to significantly increase leads year-over-year
- Continue to scale LiveWatch