



---

**SIMEON MCMILAN**  
**VICE PRESIDENT, BUSINESS DEVELOPMENT AND OPERATIONS**  
**MEDIACO HOLDING, INC.**

Simeon McMillan serves as Vice President, Business Development and Operations of MediaCo Holding Inc. (NASDAQ: MDIA), a multimedia company, owner of HOT 97 and WBLB, along with Fairway Outdoor, a growing out-of-home advertising business in the Southeastern U.S. Mr. McMillan works cross-functionally with the radio and billboard divisions to manage day-to-day operations as well as pursue new growth opportunities. In addition, he also supports the corporate finance team on all matters related to budgeting and forecasting, financial reporting and the sourcing and evaluation of potential acquisitions.

Prior to joining MediaCo, Mr. McMillan served as Director of Sports Ad Sales Finance, for Univision Communications, Inc. (UCI). In this role, he worked with senior executives in the sales organization and lead the development and maintenance of revenue analytics and forecasts for UCI's portfolio of key sports properties such as the UEFA Champions League, Liga MX and the Mexican and U.S. men's national teams.

Preceding this role, Mr. McMillan served as Director of Corporate Financial Planning and Analysis, where he worked with UCI's divisional CFOs and was integral in creating and maintaining financial models used in Board-level strategic planning. Prior to that, he served as an Associate within the Office of the CEO where he worked on a variety of strategic initiatives spanning UCI's assets in broadcast, cable, local media and digital.

Mr. McMillan began his career in 2008 as an investment banking analyst within the Technology, Media and Telecom group at Goldman Sachs. He then joined the middle-market investment firm Sterling Partners as an Investment Associate within their private equity fund.

Mr. McMillan holds an MBA from Columbia Business School, where he was a Meyer Feldberg Fellow, winner of the 2013 Ira Sohn Investment Idea Contest and the 2014 Sonkin Family Prize for Value Investing. He holds a Bachelor of Science in Economics from the Wharton School of the University of Pennsylvania.

###