



## TikTok Teams up With Redbox and Advertising Platform Crackle Connex

July 12, 2023

*TikTok will be featured on approximately 3,000 Redbox video screens on top of kiosks nationwide*

*Brands will have the opportunity to advertise alongside top TikTok content on Redbox video screens*

COS COB, Conn.--(BUSINESS WIRE)--Jul. 12, 2023-- Redbox and advertising platform Crackle Connex, both Chicken Soup for the Soul Entertainment companies (NASDAQ: CSSE), today announced they are now working with entertainment platform TikTok. TikTok will provide Redbox with top content from the platform which will be featured on over 3,000 video screens on top of Redbox kiosks nationwide, and brands will have the opportunity to advertise alongside it.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230712241234/en/>



This new arrangement provides brands with a powerful new Digital Out-of-Home (DOOH) platform to reach consumers in high-traffic locations using TikTok's uniquely entertaining and engaging content.

"TikTok is the go-to destination for short-form video consumption by over a billion people globally," said Philippe Guelton, chief revenue officer of Crackle Connex. "This new partnership provides advertisers a unique opportunity to reach new audiences and drive engagement. Our Redbox kiosks are in high-traffic locations where millions of people frequently shop, such as grocery stores or value retailers. We look forward to working with TikTok on expanding this partnership as our DOOH network expands."

"People come to TikTok to experience the entertainment, joy, and creativity of our community and we are excited to expand that experience to Redbox kiosks," said Dan Page, Head of Global Distribution, New Screens at TikTok. "This partnership allows us to bring together the power of our exceptional content with the high-visibility of Redbox kiosk locations, creating an effective and fresh approach to advertising."

### About Chicken Soup for the Soul Entertainment

Chicken Soup for the Soul Entertainment (Nasdaq: CSSE) provides premium content to value-conscious consumers. The company is one of the largest advertising-supported video-on-demand (AVOD) companies in the US, with three flagship AVOD streaming services: Redbox, Crackle, and Chicken Soup for the Soul. In addition, the company operates Redbox Free Live TV, a free ad-supported streaming television service (FAST), with nearly 180 FAST channels as well as a transaction video on demand (TVOD) service, and a network of approximately 31,000 kiosks across the US for DVD rentals. To provide original and exclusive content to its viewers, the company creates, acquires, and distributes films and TV series through its Screen Media and Chicken

TIKOK COMES TO REDBOX KIOSKS - TikTok will provide Redbox with top content from the platform, which will be featured on over 3,000 video screens on top of Redbox kiosks nationwide, and brands will have the opportunity to advertise alongside it. (Photo: Business Wire)

Soup for the Soul TV Group subsidiaries. Chicken Soup for the Soul Entertainment is a subsidiary of Chicken Soup for the Soul, LLC, which publishes the famous book series and produces super-premium pet food under the Chicken Soup for the Soul brand name.

## About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Berlin, Dubai, Jakarta, Seoul, and Tokyo.

## Forward-Looking Statements and Available Information

This press release includes forward-looking statements within the meaning of the federal securities laws. Forward-looking statements are statements that are not historical facts. These statements are based on various assumptions, whether or not identified in this press release, and on the current expectations of management and are not predictions of actual performance. Such assumptions involve a number of known and unknown risks and uncertainties, including but not limited to risks relating to our core strategy, operating income and margin, seasonality, liquidity, including cash flows from operations, available funds, and access to financing sources, free cash flows, revenues, net income, profitability, stock price volatility, future regulatory changes, price changes, ability to achieve and sustain market acceptance of our content streaming services and other content offerings, ability to recruit and retain officers, key employees, or directors, ability to protect our intellectual property, ability to complete and integrate into our existing operations future strategic acquisitions, ability to manage growth, ability to pay dividends and our debt obligations, as well as evolving regulatory or other operational risks, and risks presented by changing general market conditions impacting demand for our services. For a more complete description of these and other risks and uncertainties, please refer to Item 1A (Risk Factors) in the Company's Annual Report on Form 10-K for the year ended December 31, 2022 filed with the SEC on March 31, 2023. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by the forward-looking statements contained in this press release. Information regarding the acquisition of Redbox and related transactions is qualified by reference to the Company's Current Reports on Form 8-K filed with the SEC on May 11, 2022 as amended May 12, 2022, June 6, 2022, August 12, 2022, November 14, 2022 and thereafter from time to time, and all exhibits filed with respect to such reports. The forward-looking statements contained in this press release speak only as of the date hereof and the Company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with respect thereto or any change in events, conditions or circumstances on which any statement is based.

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