



# Chicken Soup for the Soul<sup>®</sup> Entertainment

December 2017 Investor Presentation

# Forward-Looking Statements

This presentation (the "Presentation") relates to Chicken Soup for the Soul Entertainment, Inc. ("CSS Entertainment" or the "Company"), which recently completed its initial public offering pursuant to a qualified offering statement ("Offering Statement") filed under Regulation A as promulgated under the Securities Act of 1933, as amended (the "Act"). The offering circular ("Offering Circular") comprising in part the Offering Statement is available at [https://www.sec.gov/Archives/edgar/data/1679063/000114420417041252/v471417\\_partiandiii.htm](https://www.sec.gov/Archives/edgar/data/1679063/000114420417041252/v471417_partiandiii.htm).

The purpose of this Presentation is to assist persons in their review of the business and plans of the Company. In addition to the information presented herein, you are advised to read the Offering Circular, which contains additional information, including information regarding the risks faced by the Company in its operations and the risks involved in an investment in the Company. The entire contents of this Presentation is qualified by the Offering Circular.

This Presentation includes "forward-looking statements" and projections. CSS Entertainment's actual results may differ from its expectations, estimates and projections and consequently, you should not rely on these forward looking statements or projections as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements.

These forward-looking statements and projections include, without limitation, estimates and projections of future performance, which are based on numerous assumptions about sales, margins, competitive factors, industry performance and other factors which cannot be predicted. Therefore, the actual results of operations are likely to vary from the projections and the variations may be material and adverse. The projections should not be regarded as a representation or prediction that CSS Entertainment will achieve or is likely to achieve any particular results.

CSS Entertainment cautions readers not to place undue reliance upon any forward-looking statements and projections, which speak only as of the date made. CSS Entertainment does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

The Company uses a non-GAAP financial measure to evaluate its results of operations and as a supplemental indicator of our operating performance. The non-GAAP financial measure that the Company uses is Adjusted EBITDA. Adjusted EBITDA is considered a non-GAAP financial measure as defined by Regulation G promulgated by the Act, as amended. Due to the significance of non-cash and non-recurring expenses recognized in the years ended December 31, 2016 and 2015, and the likelihood of material non-cash and non-recurring expenses to occur in future periods, the Company believes that this non-GAAP financial measure will enhance the understanding of its historical and current financial results. Further, the Company believes that Adjusted EBITDA enables its board of directors and management to analyze and evaluate financial and strategic planning decisions that will directly effect operating decisions and investments. The presentation of Adjusted EBITDA should not be construed as an inference that the Company's future results will be unaffected by unusual or non-recurring items or by non-cash items. This non-GAAP financial measure should be considered in addition to, rather than as a substitute for, the Company's actual operating results included in its consolidated financial statements.

All registered or unregistered service marks, trademarks and trade names referred to in this Presentation are the property of their respective owners, and CSS Entertainment's use herein does not imply an affiliation with, or endorsement by, the owners of these service marks, trademarks or trade names.

*The securities of CSS Entertainment are highly speculative. Investing in shares of CSS Entertainment involves significant risks, including those described in the Offering Circular.*

# Chicken Soup for the Soul Entertainment

**Chicken Soup for the Soul Entertainment (“CSS Entertainment”) produces, curates and distributes brand consistent television series, online videos, and films**

## **Production**

- Develops and produces television and online video series under the Chicken Soup for the Soul brand

## **Distribution**

- Distributes television series and films worldwide
- Distribution rights to more than 1,200 TV series and feature films – one of the largest independently owned content libraries in the world

## **Direct-to-Consumer Networks**

- Popcornflix channels, an advertiser-based online video network with rights to exhibit over 3,000 films and 60 television series with ~1,500 episodes
- APlus.com, a positive journalism, digital publisher network, sharing written and video stories online
- Subscription-based video service to be created and/or acquired



# Brand Strength

Chicken Soup for the Soul stands for hope, comfort and positivity  
with a highly-prized female demographic

## Brand Reach and Awareness

- 3.2 MM combined highly-engaged Facebook fans
- Average of 1 MM weekly TV viewers
- Over 11 BN content views<sup>(a)</sup> across all digital platforms for 12-months ended 7/31/17
- Approx. 1 BN content views<sup>(a)</sup> in July 2017 across all digital platforms
- Content views increased 8x since September 2016
- 80% social media followers are female

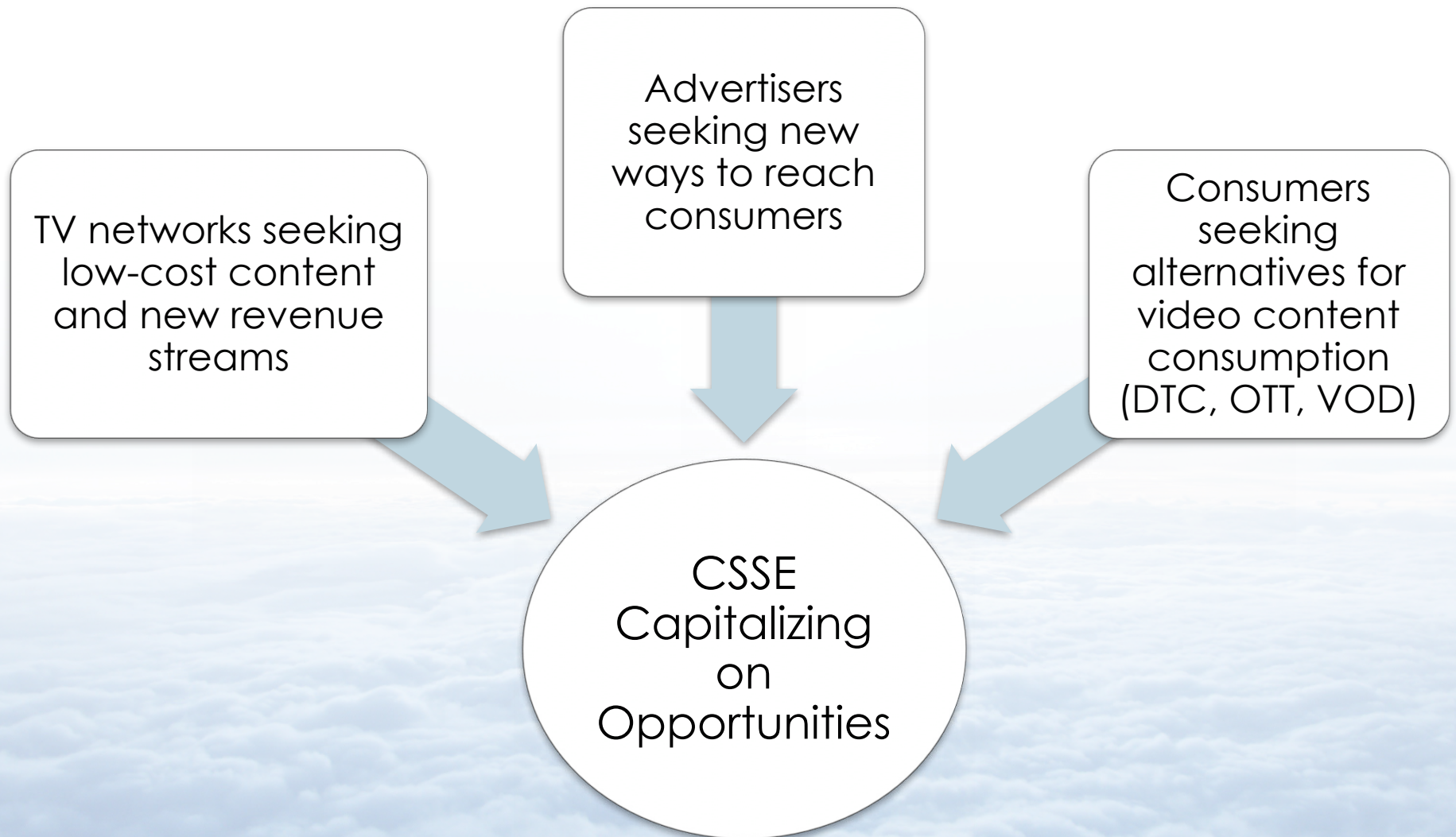
## Brand Facts

- 250+ book titles published over 24 years
- 20,000+ stories published
- 500 MM books sold worldwide
- Publish 10-12 new titles each year, many are BookScan bestsellers
- 89% brand awareness

(a) Includes impressions, video views, and podcast downloads

# Opportunity

Technology has fundamentally disrupted the structure and economics of the entertainment and media industry



# Production Overview

- Profitable, de-risked business model
- Third-party committed funding secured prior to producing video content: sponsorships, advertising, and product integration from corporations, foundations, and networks (cable, broadcast, online)
- Hire independent producers to produce at a fixed fee
- Retain and monetize valuable back-end rights rather than give to networks
- Use produced content to grow direct-to-consumer online network



# Sponsors



mixi



NETFLIX



Walgreens



The Boniuk Foundation



Dewar's



leesa



L'ORÉAL



VOYA  
FINANCIAL



DELTA



HomeAway

Help Us Solve  
The Cruel Mystery  
**LUPUS**  
FOUNDATION OF AMERICA

AMERICAN  
★★★★★★★★★★  
**HUMANE**  
FIRST TO SERVE

Emily Griffith  
**TECHNICAL COLLEGE**  
• Opportunities For All Who Wish To Learn •



**YUVA**  
INSTOPPABLE

# Launched Programming

## Television



- 2 seasons aired; renewed for third season
- Starring Brooke Burke-Charvet
- Average 1 million viewers each week: 52 week run
- Winner of 2016 Parents' Choice Award and 2017 Parents' Choice Award
- Winner of three 2016 Telly Awards, one 2017 Telly Award



- A CSS original, popular parenting show (KBS format) on air in Korea and China
- Weekly show on three Discovery networks in early evening (TLC, Life, Family)
- 3 celebrity dads and their relationships with their kids
- Premiered November 2016



- A CSS original, finding and buying the vacation home of your dreams and generating income through online rental sites
- Weekly show on A&E Saturday mornings during Home.Made block
- Sponsored by HomeAway (Expedia)
- Premiering December 9, 2017



- An A Plus original digital series, highlighting the positive contribution of immigrants to the United States
- Sponsored by The Boniuk Foundation
- Premiering January 2018



# Projects Signed & In Development

- Pipeline of long-form and short-form projects in various stages of development
- Covers many themes (e.g., relationships, health, wellness and positive living)

## **Signed for 2017**

Chicken Soup for the Soul's Hidden Heroes  
Being Dad  
Vacation Rental Potential  
The New Americans

## **Themes**

Kindness, Parenting  
Parenting  
Real Estate, Travel, Home  
Compassion, Respect

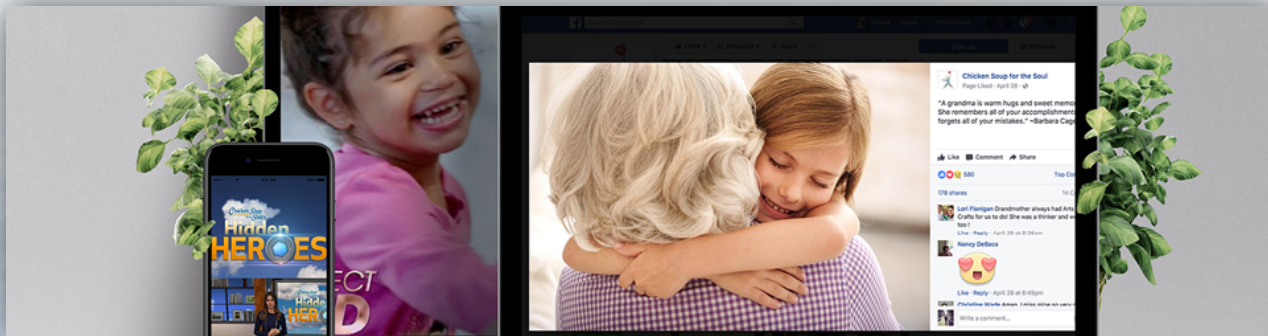
## **In Development** (All working titles)

Cities, Burbs or Sticks  
MoneyCenter  
Random  
Behind the Seams  
New Leash on Life  
No Restaurant Required  
Pet Caves  
Secret Life of Babies  
Weird History of Cool Stuff  
American Women  
Brighter Things  
Late Night Snack  
The Fixer

Real Estate, Travel, Home  
Magazine, Finance  
Social Experiment, Kindness  
Social Experiment, Travel, Documentary  
Pets  
Epicurean, Travel  
Pets  
Parenting, Comedy  
Lifestyle, History, Science  
Social Experiment  
News  
Epicurean, Home  
Millennials, Finance

# Traditional Distribution Overview

- Distributes television series and films worldwide through direct relationships across all media, including theatrical, home video, pay-per-view, free, cable and pay television, video-on-demand and new digital media platforms
- Rights to more than 1,200 TV series and feature films – one of the largest independently owned content libraries in the world
- Library is also distributed through Popcornflix – 5 advertiser-based direct-to-consumer online channels – and APlus.com



# Online Networks Overview

## Popcornflix & APlus.com

- Advertising-based direct-to-consumer video network – Popcornflix channels
- Digital publisher network with extensive content reach – APlus.com
- Acquired a critical mass of content with Popcornflix
- Develop or acquire capability to offer subscription-based direct-to-consumer network that will also include multiple content verticals
- Obtain customers through social media marketing
- Focus on acquiring existing digital publishers and additional online video services with related content and customers
- Other paid direct-to-consumer subscription video services:
  - WWE: 1.5 million subscribers @ \$9.95/month
  - Feeln' (Hallmark): 200k subscribers @ \$5.99/month





# Popcornflix Channels

- 5 advertising-based direct-to-consumer video services: Popcornflix, Popcornflix Kids, Popcornflix Comedy, Frightpix, and Españolflix
- Available online and through Apple iOS, Android, Roku, Amazon, Google and more
- Over 24 million app downloads in over 56 countries
- 15 million active users annually
- 180+ million ad requests with 85% sell-out rate per annum
- Deliver CSS Entertainment-produced content through channels



# APlus.com

- Digital publisher network devoted to spreading the message of positive journalism and storytelling through articles and videos that focus on our shared humanity
- Co-founded in 2014 by Ashton Kutcher
- CSS Entertainment has exclusive distribution agreement for all content
- A Plus has extensive distribution reach online and through social media
- A Plus also develops premium written and video content for leading brands

*a plus*

**Approx. 765+ MM**  
**Content Views in July 2017**

**480+ MM**  
**Combined Followers**

**70%**  
**Millennial Audience**



Ashton Kutcher



Nicki Minaj



Adam Levine



Lil Wayne



Flo Rida



Britney Spears



Bode Miller



Anthony Anderson



Omar Epps



Thomas Rhett

# A Winning Combination for Sponsors

- Globally-recognized positive brand with actively engaged fan base
- Simultaneously filming or repurposing long-form video content to create short-form video content
- Distribution through TV networks, direct-to-consumer online networks and digital publisher online networks
- Combined TV and online package gives sponsors and advertisers new way to reach consumers with guaranteed number of video views

Segment	Platform	Views*
Mango the Therapy Dog	CBS <sup>1</sup>	991,000
	CSS Online Footprint <sup>2</sup>	1,418,650
<b>Totals</b>		<b>2,409,650</b>

\*Metrics from 11/26/16 - 1/10/17

<sup>1</sup> Nielsen.

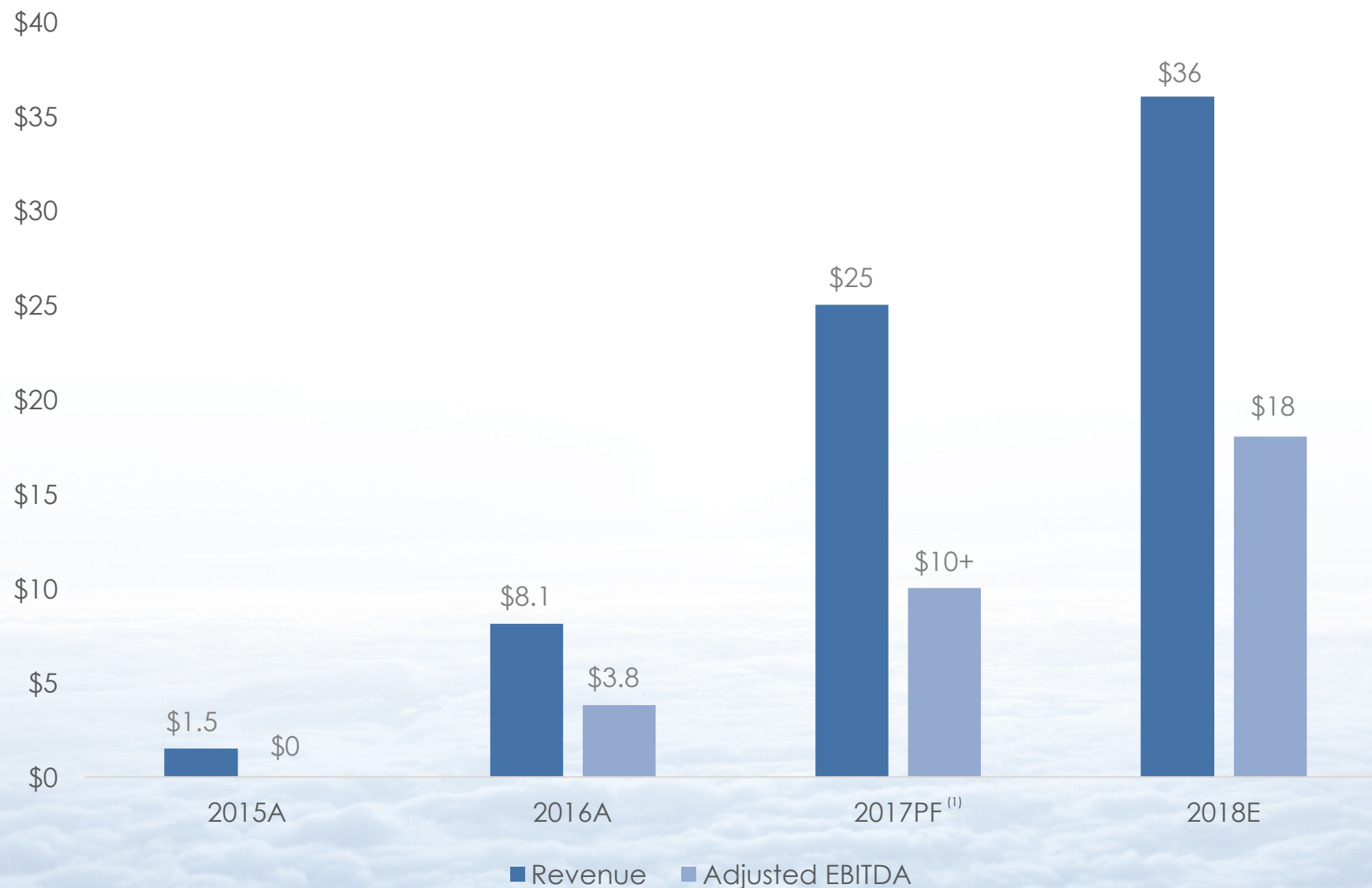
<sup>2</sup> Based on number of video views publicly available on Facebook, YouTube, Vimeo.



# Financial Highlights

- Public Stock Listing (\$ MM)
  - Ticker CSSE
  - Exchange Nasdaq Global
  - Fully diluted shares 12.5 MM
  - Equity Value (11/27/17) \$105
- Strong balance sheet and significant liquidity
  - \$33 million in total assets (9/30/17)
  - \$10 million in cash (9/30/17)
  - No debt
  - Undrawn line of credit with \$4.5 million in availability
  - Cash flow positive
- Acquired Screen Media Ventures, LLC in November 2017
  - Purchased for \$4.9 million in cash (1x EBITDA)
  - 35,000 shares of Class A common stock
  - No debt
  - Content library appraised value at \$25 million

# Financial Summary (\$ MM)



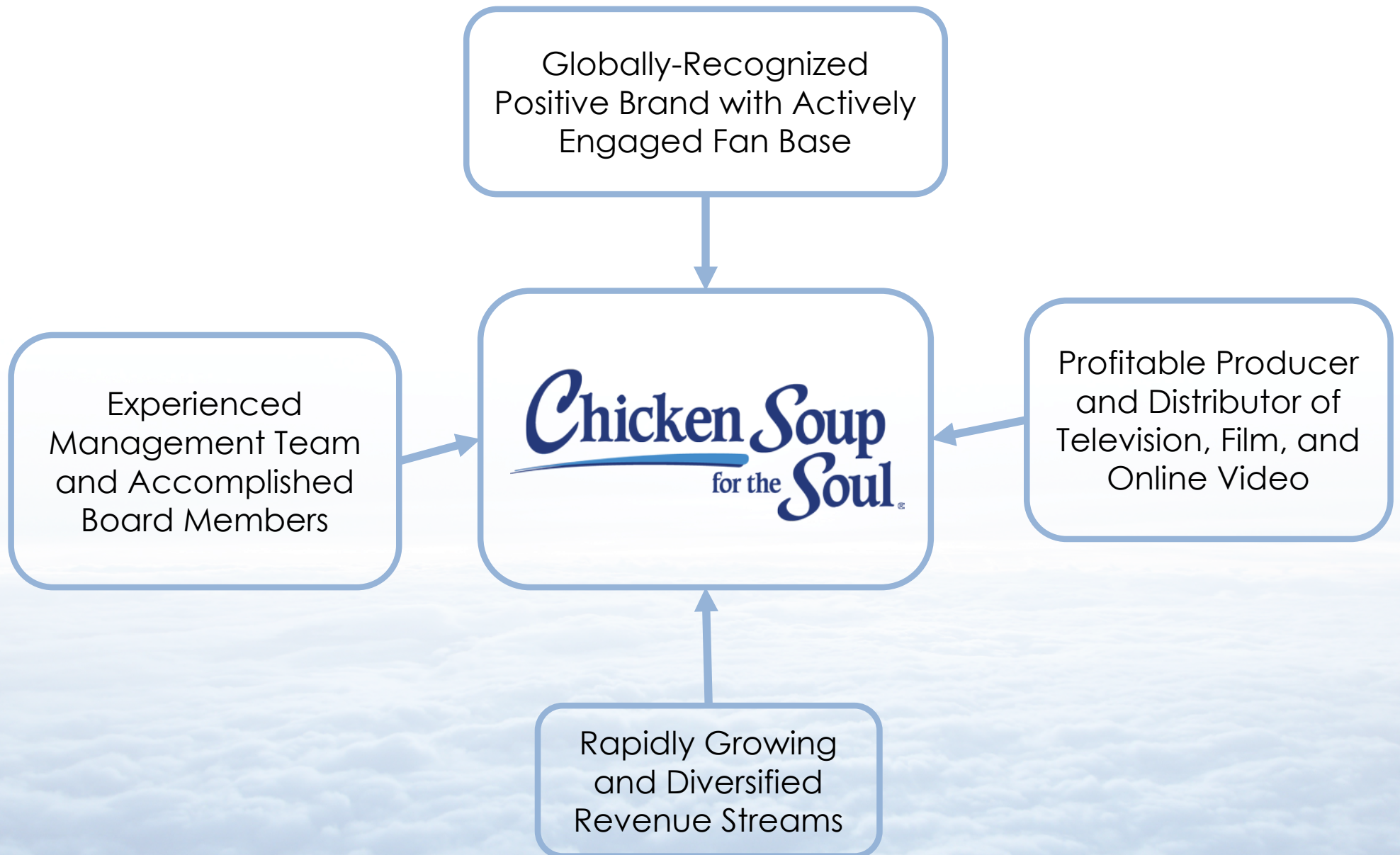
<sup>(1)</sup> Pro forma for Screen Media acquisition and projected full year results

# Growth Plan

- Continue developing and producing television and online series using our profitable business model
- Monetize these series through traditional distribution channels (Screen Media Ventures) and online networks (Popcornflix and APlus.com)
- Grow existing online audiences through organic growth, CSS Entertainment-produced series, and social media marketing
- Strong focus on acquisitions with related content and customers:
  - Existing advertiser-based and subscription-based online video services (e.g., Popcornflix)
  - Existing digital publishers (e.g., APlus.com)



# Summary



# Experienced Management Team

## **William J. Rouhana, Jr.      Chairman and Chief Executive Officer, CSS Entertainment**

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- Leader in the media, entertainment and communications industries for more than 35 years
- Acquired CSS in 2008 and became CEO
- Founder and CEO of Winstar Communications, a wireless broadband pioneer with \$1 billion revenue, and Winstar New Media 1993-2001
- Acquired media companies including Virgin Vision, a Virgin Group global film distribution venture
- As an entertainment and finance lawyer, developed new film financing models for major producers such as Blake Edwards
- Founder of The Humpty Dumpty Institute, Global Creative Forum and International Film Exchange
- B.A., Colby College, currently trustee emeritus; J.D., Georgetown Law School

## **Scott W. Seaton      Vice Chairman and Chief Strategy Officer, CSS Entertainment**

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- 25 years of media and telecommunications investment banking experience
- Joined Chicken Soup for the Soul as COO in 2012
- Managing Director – Credit Suisse First Boston, Bank of America, Oppenheimer & Co.
- Past Board of Directors – Mediacom Communications Corp.
- A.B., Stanford University; M.B.A., Harvard University

## **Dan Pess      Chief Financial Officer, CSS**

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- 35 years financial experience in public and private companies
- Completed 4 IPO's and several mergers and acquisitions
- Joined Chicken Soup for the Soul as Chief Financial Officer in 2012
- B.S., Long Island University
- Certified Public Accountant

# Experienced Management Team

## **Elana Sofko**

### **Chief Operating Officer, CSS Entertainment**

- 25 years of experience across multiple media platforms
- Vice President, Digital Business Development and Operations at World Wrestling Entertainment before joining CSS in 2016
- Previous experience at ESPN, Nokia, A&E Television Networks, Sirius Satellite Radio and News America Marketing
- B.A., University of Albany; MBA, University of Connecticut

## **Michael Winter**

### **Senior Vice President of Development and Programming, CSS Entertainment**

- More than 15 years of experience in the television industry, specifically the development and production of successful unscripted television programming
- Director of Programming at Scripps Networks
- Previous experience at Jupiter Entertainment, Leopard Films, Versus Outdoor Life Network, MTV, TLC, VH1, DreamWorks and ABC
- B.A., American University

## **Jayson Goldberg**

### **Senior Vice President of Branded Entertainment and Content Partnerships, CSS Entertainment**

- 25+ years of branded entertainment, sponsorship sales and business development experience
- Joined CSS Entertainment in 2017
- Led national branded entertainment sales efforts at Dick Clark Productions
- Managed branded content partnerships and cross-channel sponsorships for the Billboard Music Awards
- B.A., New York University; Certification from the Columbia Graduate School Executive Leadership Studies Program

## **Lou Occhicone**

### **Senior Vice President of Business Affairs and Distribution, CSS Entertainment**

- 20+ years of programming, distribution and operations experience
- Joined CSS Entertainment in 2017
- Held senior consultative and executive positions at production and distribution companies driving content distribution globally
- M.A., Education, University of Connecticut



# Accomplished Board Members

## Fred Cohen

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- 35-year media and entertainment veteran and industry icon
- Chairman of the International Academy of Television Arts & Sciences (Emmys); Chairman of its Foundation
- Former President of King World International Productions, EVP CBS Broadcast International, President HBO International
- Currently serves as strategic advisor to Harpo Productions on the international distribution of DR. OZ
- Director of Hopskoch.com, transmedia online marketing and game platform
- Chair Emeritus of PCI – Media Impact, a New York based international NGO
- B.A., The University of Michigan; M.S., Stanford University

## Peter Dekom

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- Over 40 years of media and entertainment legal, consulting and entrepreneurial experience
- Forbes top 100 lawyers in the United States; Premiere Magazine 50 most powerful people in Hollywood
- Formerly "of counsel" with Weissmann Wolff Bergman Coleman Grodin & Evall; partner with Bloom, Dekom, Hergott and Cook
- Clients include and have included George Lucas, Paul Haggis, Keenen Ivory Wayans, John Travolta, Ron Howard, Rob Reiner, Andy Davis, Robert Towne and Larry David; corporate clients include Sears, Pacific Telesis and Japan Victor Corporation (JVC)
- Prior Director of Imagine Films Entertainment, Will Vinton Studios, and Cinebase Software
- Member of the Academy of Television Arts and Sciences and Academy Foundation
- B.A., Yale; J.D., UCLA School of Law

## Amy Newmark

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- 30 years of media and telecommunications industry and investment banking experience
- Current Publisher, Editor-in-Chief and Author of Chicken Soup for the Soul
- Published more than 150 Chicken Soup for the Soul books since 2008
- Founded and managed successful hedge fund
- Managing Director – CJ Lawrence, top ranked telecom analyst
- 10 years of experience on various technology company boards
- A.B., Harvard University; CFA

## Christina Weiss Lurie

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- Multi-faceted career spans the worlds of sports, entertainment and philanthropy
- Owner of Philadelphia Eagles and founder of Eagles Charitable Foundation
- Two-time Oscar award-winning film producer
- Co-founder of independent film company, Tango Pictures
- B.A., Yale University

## Diana Wilkin

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- Over 20 years of experience in the media industry
- Managing Director of Twelve 24 Media, a broadcast and media consulting firm
- Former President of CBS Affiliate Relations, responsible for network agreements with all major broadcast television station groups
- B.S., University of Southern California