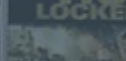


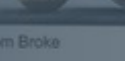

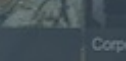
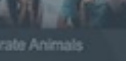
 <p>THE DEBT STOPS HERE.</p> <p>GOING FROM BROKE</p> <p>Going From Broke</p>	 <p>HURT LOCKER</p> <p>The Hurt Locker</p>	 <p>CORPORATE ANIMALS</p> <p>Corporate Animals</p>	 <p>THE OUTPOST</p> <p>The Outpost</p>
 <p>COLD BLOOD</p> <p>Cold Blood</p>	 <p>NICHOLAS CAGE</p> <p>Willy's Wonderland</p> <p>Willy's Wonderland</p>	 <p>ON POINT</p> <p>On Point</p>	 <p>ROBERT THE BRUCE</p> <p>Robert the Bruce</p>

Chicken Soup for the Soul[®] Entertainment

INVESTOR PRESENTATION

MAY 2022

Forward-looking Statements

This presentation (the "Presentation") relates to Chicken Soup for the Soul Entertainment, Inc. ("CSS Entertainment", "CSSE", or the "Company"). This presentation contains various information and projections regarding the Company's business, including its operations through Crackle Plus, a company wholly owned by CSSE, and Landmark Studio Group a majority owned subsidiary of CSSE. There are risks involved in the joint ventures and the Company's business generally, including those discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2021, and the Company's other filings that have been made and will be made with the SEC.

Financial information for the year ended December 31, 2021 is derived from our Annual Report on Form 10-K as filed with the SEC on March 31, 2022. Financial information for the three months ended March 31, 2022 is derived from our Quarterly Report on Form 10-Q filed with the SEC on May 11, 2022.

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. Such assumptions involve a number of known and unknown risks, uncertainties, and other factors, many of which are outside of the Company's control, including, among other things: 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; pricing changes; the ability of the company's content offerings to achieve market acceptance, the company's success in retaining or recruiting officers, key employees, or directors; the ability to protect intellectual property, the ability to complete strategic acquisitions, the ability to

manage growth and integrate acquired operations; the ability to pay dividends, regulatory or operational risks, and general market conditions impacting demand for the Company's services. For a more complete description of these and other risks and uncertainties, please refer to the Company's 10-K filed with the SEC on March 31, 2022 and other filings that have been and will be made with the SEC. Should one or more of these material risks occur or should the underlying assumptions change or prove incorrect, the actual results of operations are likely to vary from the projections and the variations may be material and adverse. The forward-looking statements and projections herein 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.

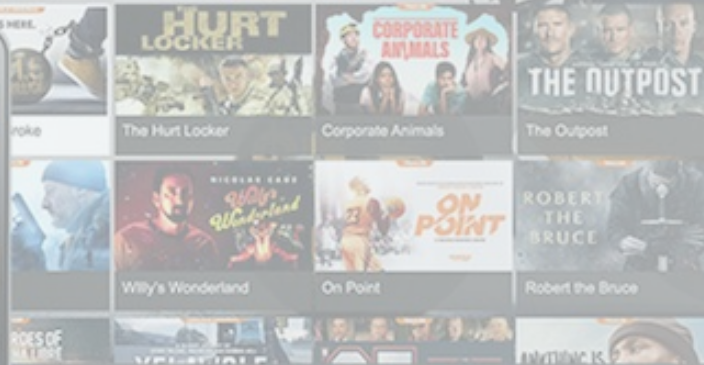
On May 10, 2022, CSSE entered into a merger agreement to acquire Redbox Entertainment, Inc. We refer you to the presentation filed as Exhibit 99.2 under cover of a Current Report on Form 8-K filed by CSSE with the Securities and Exchange Commission on May 11, 2022 ("Redbox Merger Presentation") for information regarding the proposed business acquisition transaction. If the proposed business acquisition is consummated, in addition to the risks noted above (and in our Annual Report on Form 10-K for the year ended December 31, 2021), we also face the risks detailed in Redbox's Annual Report on Form 10-K for the year ended December 31, 2021 and as otherwise noted in the Redbox Merger Presentation).

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.

TV Shows & Movies
Crackle Originals & Exclusives

TV Shows & Movies
Crackle Originals & Exclusives

Sort by: A to Z Z to A Recently Added

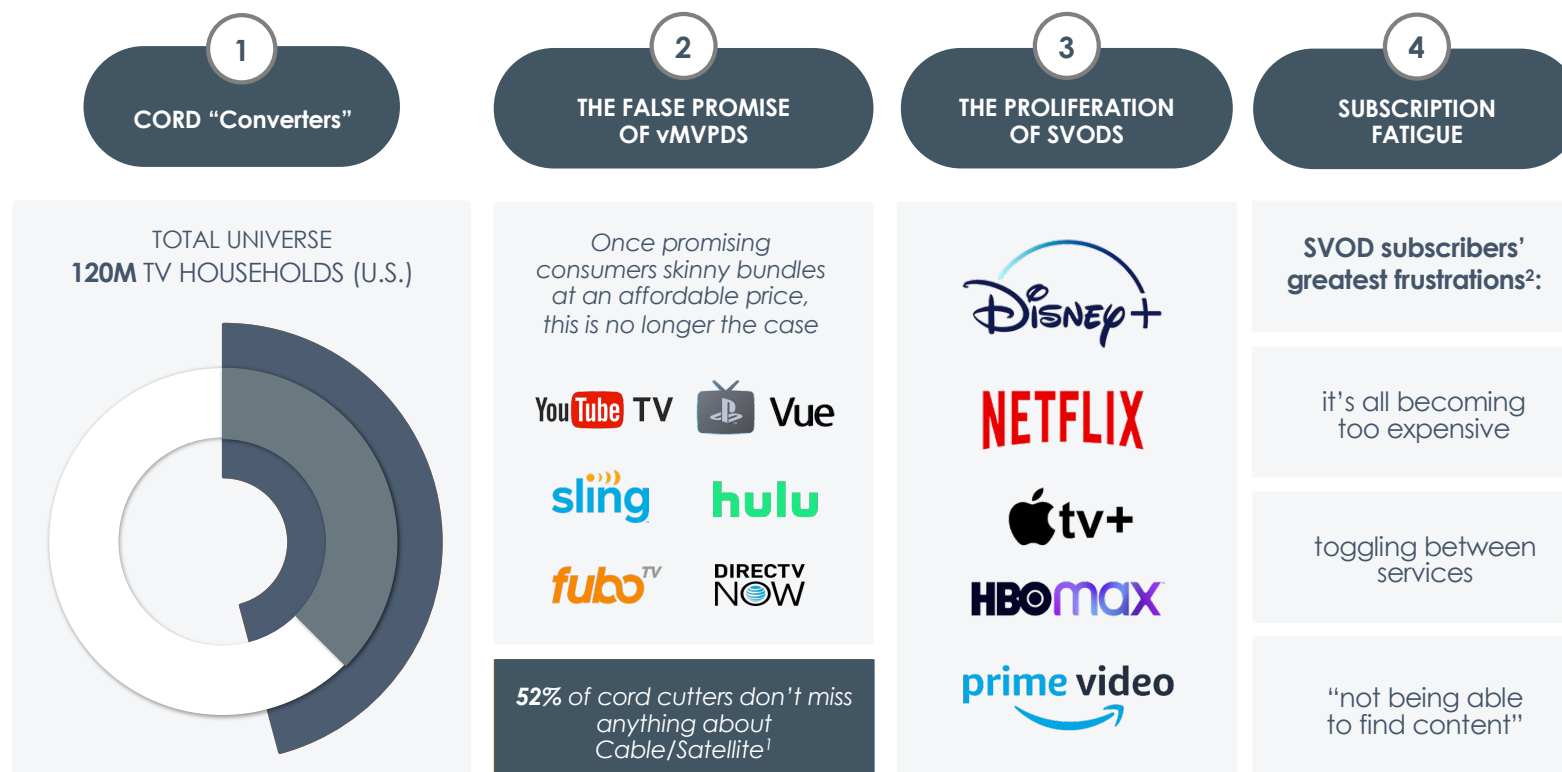


COMPANY OVERVIEW & STRATEGY

Chicken Soup
for the Soul[®]
Entertainment

What is TV Today?

A Fragmented, Expensive, and Confusing Experience for the Consumer



The Free TV Solution

The Rise of Free TV

Cord-cutters are ready for an alternative to SVODs.

Streamers are realizing that “free” does not limit choice or sacrifice quality.

81%

of A14-35 are willing to accept more advertising in exchange for free content¹

73%

of A18+ Streamers watch ad-supported OTT video to round out their entertainment bundle²

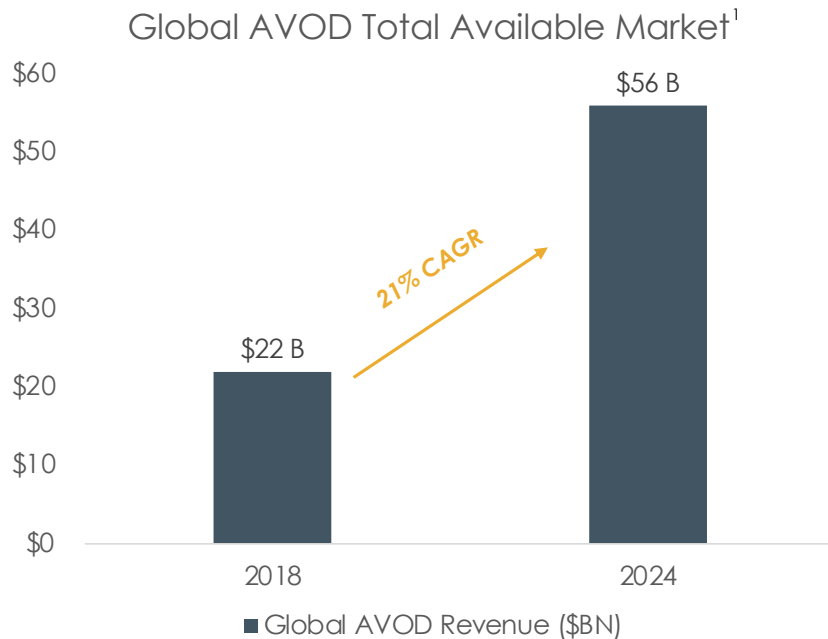
45%

of streamers watch AVOD the most out of all streaming video³

(1) The Drum (2019); (2) Vorhaus (2018); (3) Roku (2019)

Huge AVOD Market Opportunity

High cost of multiple subscriptions, combined with disruption of ad-supported broadcast and cable network model, will drive more consumers and advertisers to AVOD platforms



Attractive Market Characteristics:

- US connected TV advertising expected to more than double from 2020 to 2024²
- Consumers will always value quality content that is freely accessible
- Online networks offer flexibility in programming schedules and ad formats including integrations, presentations and technology enhanced ads



Integrated Media Company Focused on AVOD Opportunity

7



Top 3 AVOD network (Crackle)
with >40M monthly active viewers



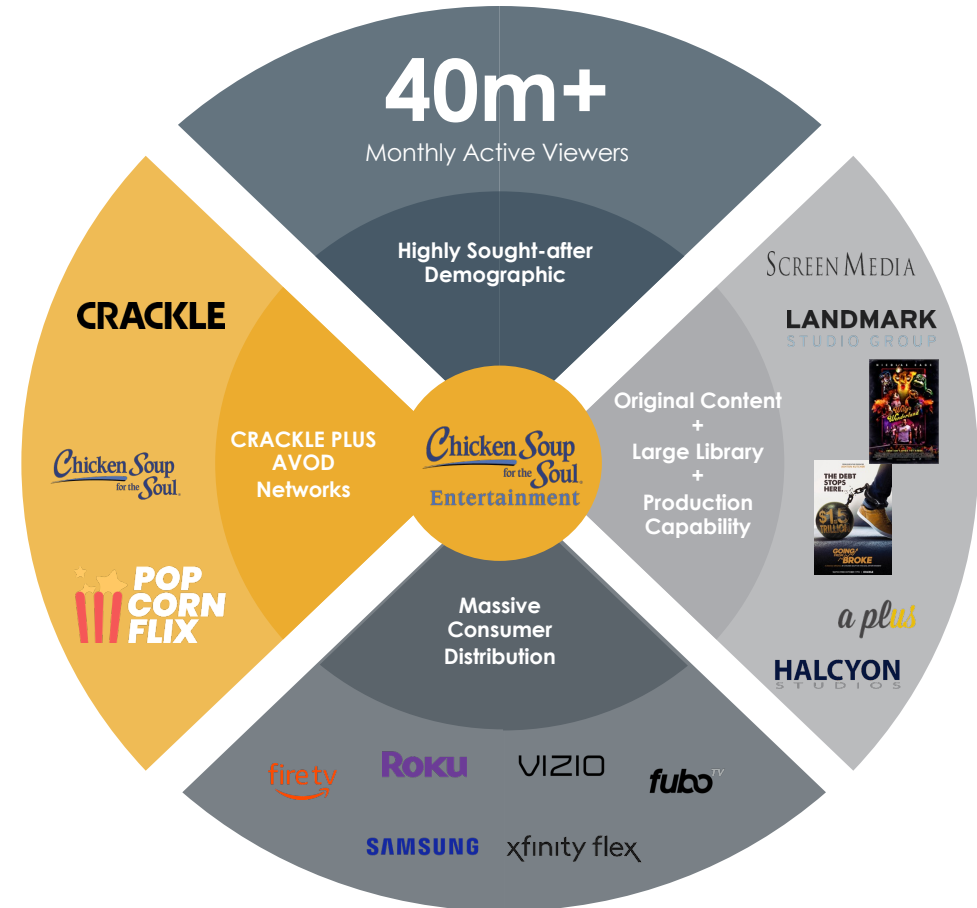
70+ consumer touchpoints across
devices, platforms & smart TVs



Leading film and television AVOD
library with 14.5k movies and 24k
episodes of television



Differentiated content and
production capabilities





Growing Recognition in a Broad & Competitive VOD Landscape

Crackle ranks highest among AVOD streaming services as customer awareness continues to grow rapidly

8

Video Streaming Service Awareness¹

AVOD Services

CRACKLE

32%

Roku
Channel

30%

tubi

25%

IMDb TV

19%

SVOD & Freemium Services

40%+

NETFLIX

Disney+

hulu

prime video

HBOmax

peacock

Apple TV+

discovery+

20%+

Paramount+

ESPN+

YouTube Premium

britbox

kanopy

STARZ

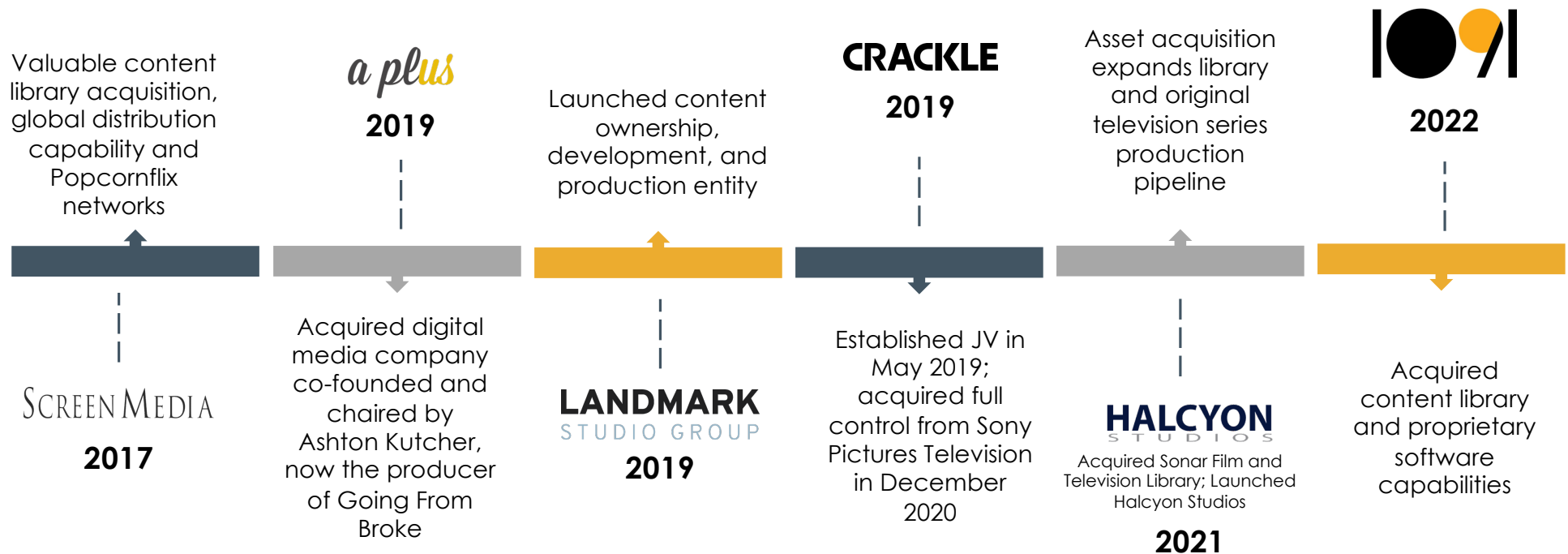
SHOWTIME



Building the Best AVOD

Thoughtful transactions and low-cost content acquisition and production combine to create leading AVOD with original content pipeline and valuable library

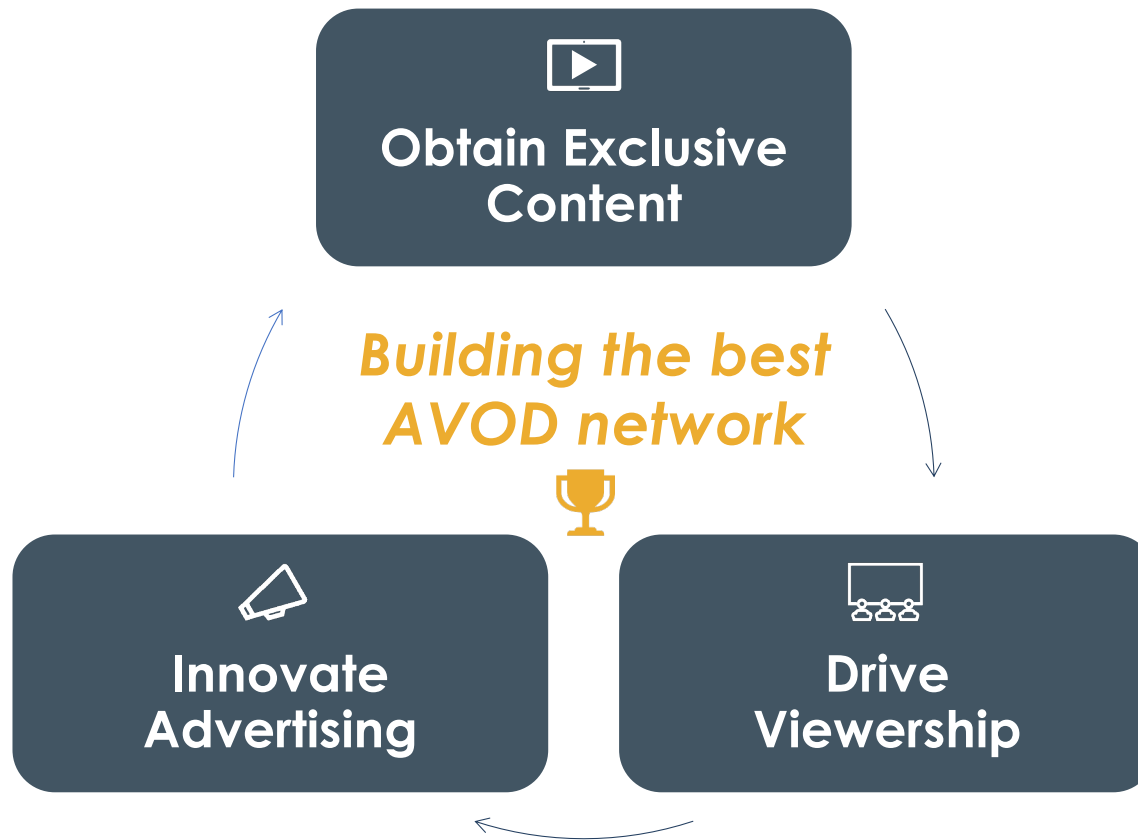
9





Strategy to Drive Long-Term Free Cash Flow Growth

10





Content Production & Acquisition Strategy

Low-risk, highly efficient and cost-effective content engine

11

Content Rights Ownership



Original & Exclusive Programming



Both approaches grow viewership and gross margin



Content Rights

Increasing IP library rights ownership drives higher margins

- Revenue share for content from more than 100 content producers including Sony, Lionsgate, Warner Media and more
- BBC – exclusive agreement to *Sherlock* series and 2,500 additional hours both licensed and rev share over three years
- 12% of total library is fully controlled, high margin content
- Low-risk content acquisition model

24k+

**Episodes of
Television**

14.5k+

**Total Film
Titles**





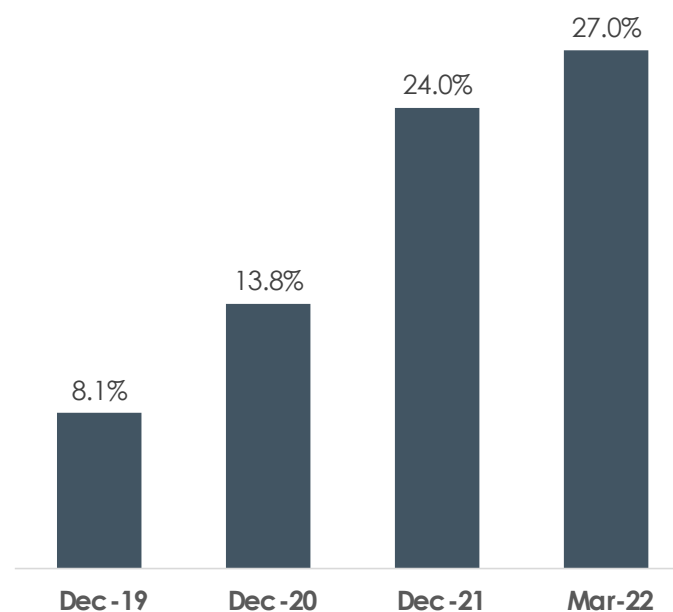
Original & Exclusive Content

Original & Exclusive content drives viewership and margin

- Content mix shifting towards original & exclusive content over time
- Streaming hours track in line with total ad impressions
- Draws sponsors to custom opportunities at higher CPMs



Originals and Exclusives as a % of Total Streaming Hours



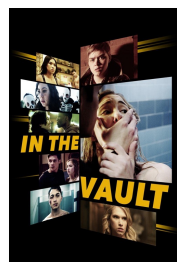
**ORIGINAL & EXCLUSIVE CONTENT
STREAMING HOURS RISING**



Accelerated Pace of Originals and Exclusives



Sherlock
Crackle Exclusive



In the Vault Season 1
Crackle Exclusive



Funny Girls
Crackle Original



In the Vault Season 2
Crackle Exclusive



Meeting Mr. Christmas
Crackle Original

APR

MAY

JUN

JUL

AUG

SEP

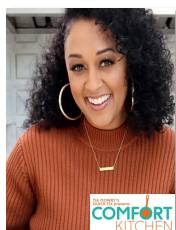
OCT

NOV

DEC



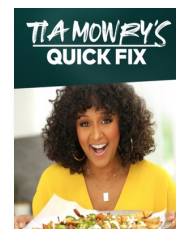
Smart Home Nation
Crackle Original



Comfort Kitchen
Crackle Exclusive



The Frog
Crackle Original



Tia Mowry's Quick Fix
Crackle Exclusive



Cities, Burbs or Sticks
Crackle Original



Best Sellers
Crackle Exclusive



Sonar Library and IP Asset Acquisition Accelerates Growth

- Expands original and exclusive content library and reduces cost of revenue
- Enabled company to launch the Chicken Soup for the Soul network and Halcyon Studios
- Expands international opportunities
- Adds >1,000 premium titles including nearly 450 award-nominated titles and 120 award-winning titles

26

Total Seasons
Released Since
2016

300+

Global
Distribution
Partners

1,000+

Total Titles
Across Extensive
Library

4,000+

Hours of
Programming in
Library



446

Emmy Award
nominations

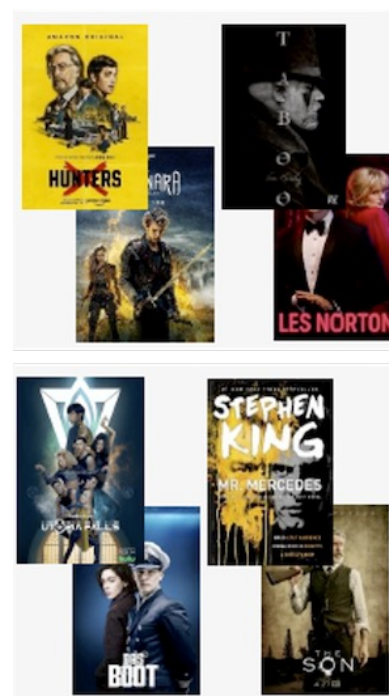
105

Emmy
Awards

15

Golden
Globe Awards

HALCYON IP ASSETS

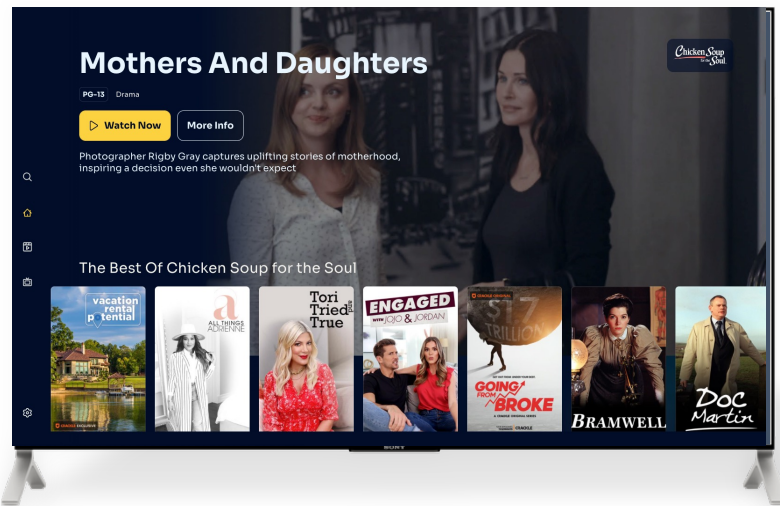




New Chicken Soup for the Soul® Branded Streaming Service

Adds Family, Lifestyle Focused Network

16



- On-mission content: inspiring, uplifting, and informative
- Large selection of scripted movies and TV series anchored by Sonar's award-winning library
- Unscripted programming covering food, home, travel and other similar content
- Female-focused content helps drive advertiser interest
- Available as 7 linear channels with AVOD app launched on Vizio

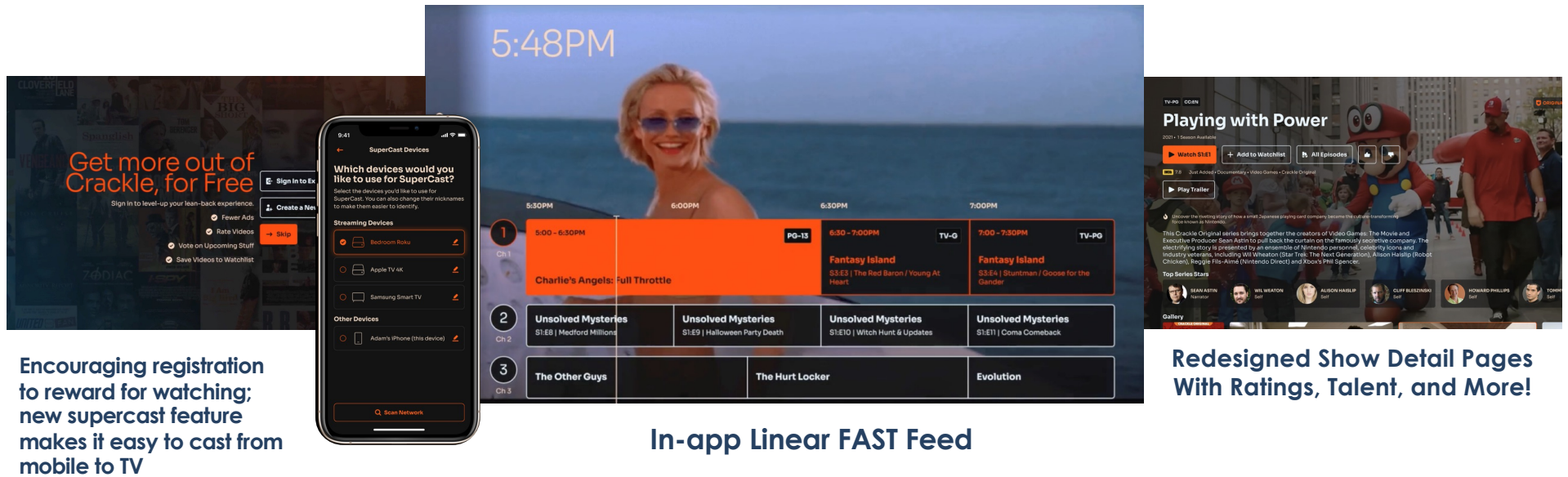
“Changing your world *one story at a time*”®

Chicken Soup
for the Soul.
Entertainment



Crackle & Popcornflix Re-Design

17



Encouraging registration to reward for watching; new supercast feature makes it easy to cast from mobile to TV

In-app Linear FAST Feed

Redesigned Show Detail Pages With Ratings, Talent, and More!

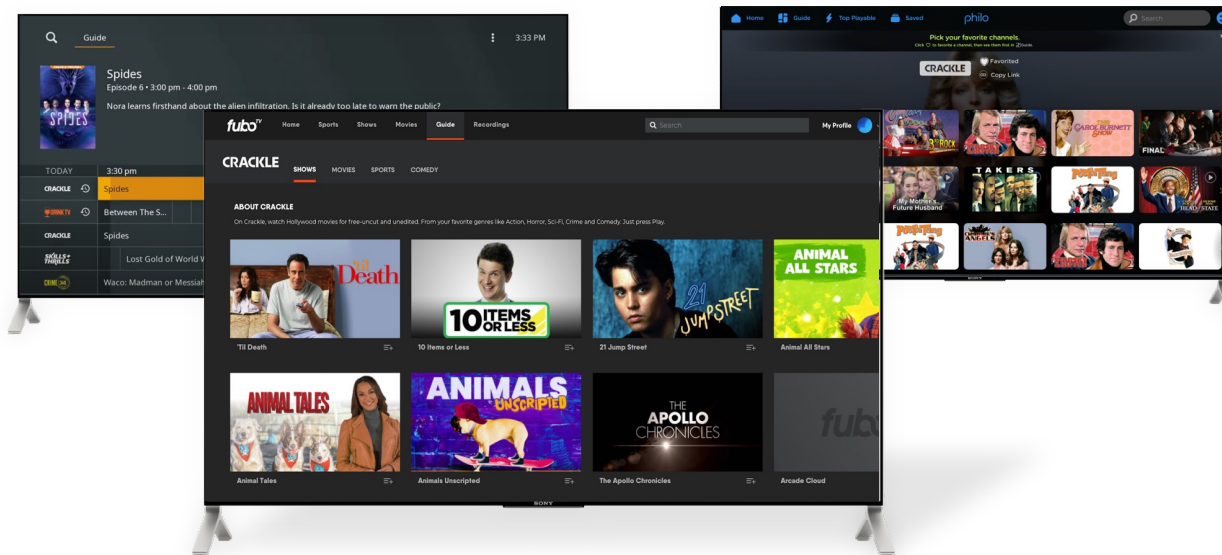
Focused on building the **most engaging and personalized** VOD network



Expanding Distribution to Grow Viewership

Launching the Crackle & Popcornflix experiences on new VOD and linear platforms

18



LAUNCHING LINEAR
CHANNELS & VOD
EXPERIENCES ACROSS:

philo

SAMSUNG TV Plus

TIVO

VIDAA

PLEX

xfinity flex

redbox.

xumo

verizon

VIZIO

amazon fireTV

COX

fubo TV

IMDb TV

Chicken Soup
for the Soul
Entertainment



Diverse and Targeted Ad Sales Strategy

We're data driven, with proven results

19

Multiple ad sales channels drive supply and demand optionality

DIRECT SALES

Direct to brand across all of our AVOD networks with data-driven consumer targeting capabilities



LOCAL RESELLERS

OTT has been an enhancement for the local resellers, and we provide these operators with local geo-targeted ad supply



PROGRAMMATIC

Offer advertisers access to premium long form video in real time across our network



Percent of ad sales¹

72%

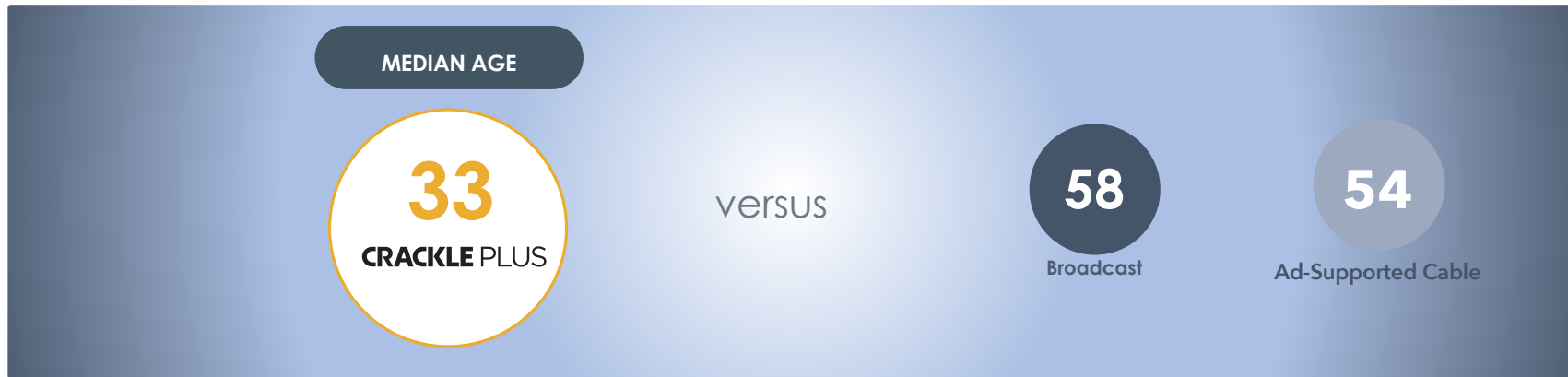
13%

15%



We Reach TV's Lost Generation¹

20

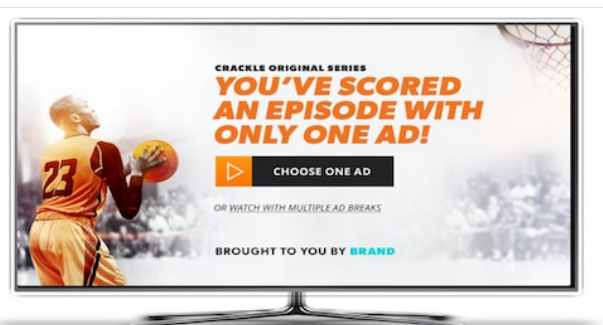


- Higher Concentration of Younger Viewers
- Attractive audience that advertisers have had a very hard time reaching
- Genre specific and interest-oriented channels provide brands with truly targeted opportunities
- Unique audience drives higher CPMs



Connecting Viewers and Advertisers in New and Better Ways

Creating a better, integrated and interactive experience that has more relevance



SPONSORSHIP AND INTEGRATION

- Sponsorship, integration, tray and linear advertising opportunities with high-end, premium names



THE "FREEVIEW" EXPERIENCE

- When a viewer starts a title, they'll see a co-branded slate prompting them to watch **ONE :30 ad** in order to receive **NO ADS** the rest of the title
- Guaranteed user engagement
- Proven brand recall via custom brand study¹

(1) TrueX Proprietary Research, 2020

Highlights From a Successful 2021

Sonar film & television library acquisition

- Added +1k titles and +4k hours of programming; Launched Halcyon Studios.

Distribution touchpoint rollout

- The Crackle Plus networks now available at 60 distribution touchpoints with 80 contracted.

New and improved tech platform

- New user experience has been well received and is driving viewer growth.

Launched Chicken Soup for the Soul streaming service

- Successful launch and rollout on FAST networks with AVOD to come.

Formed Chicken Soup for the Soul Television Group

- Formation consolidates TV studio activities under one group.

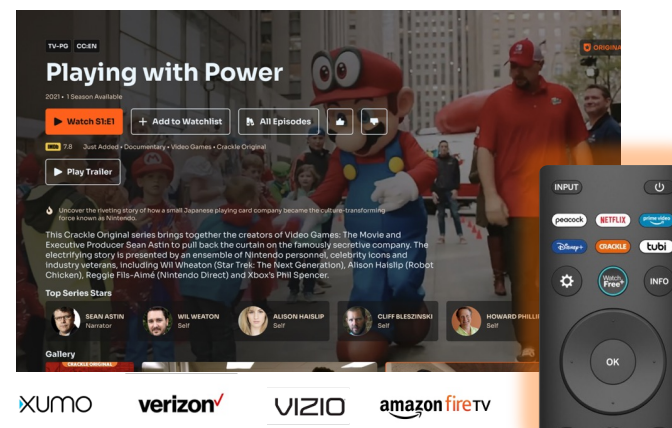
Announced first two international partnerships

- Expanded internationally with Keshet (Israel) and Locomotive (India).

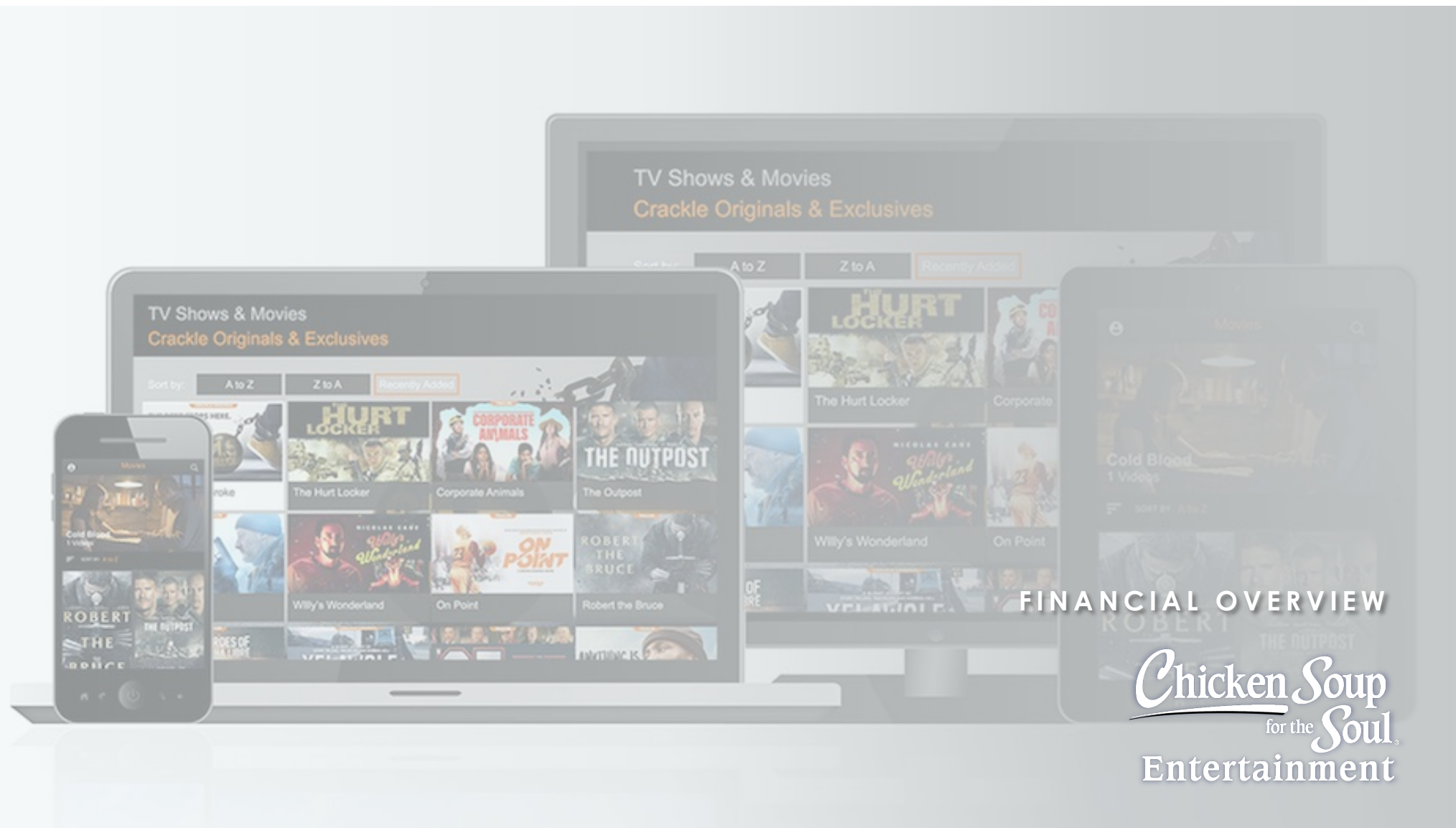
Enhanced financial position

- Strengthened balance sheet while increasing share repurchase plan.

HALCYON
STUDIOS



Chicken Soup
for the Soul
Entertainment



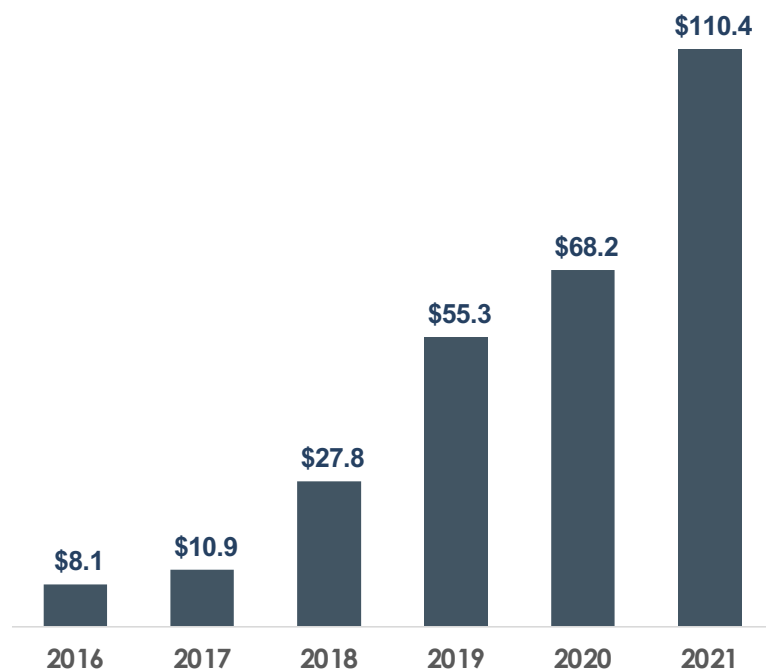
FINANCIAL OVERVIEW

Chicken Soup
for the Soul[®]
Entertainment

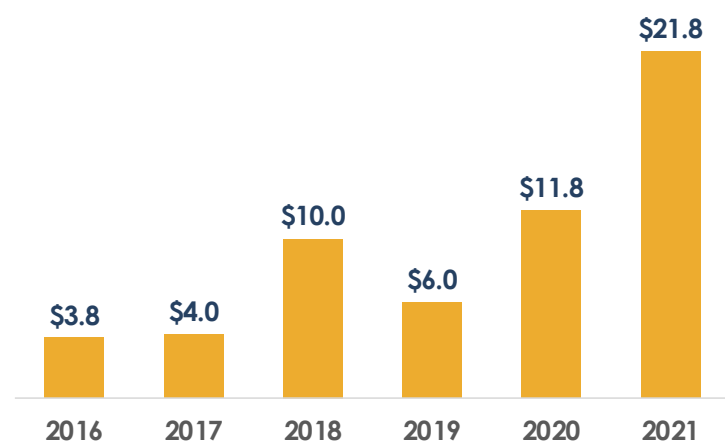
Operating Results

\$ in millions

Revenue ⁽¹⁾



Adjusted EBITDA ⁽²⁾

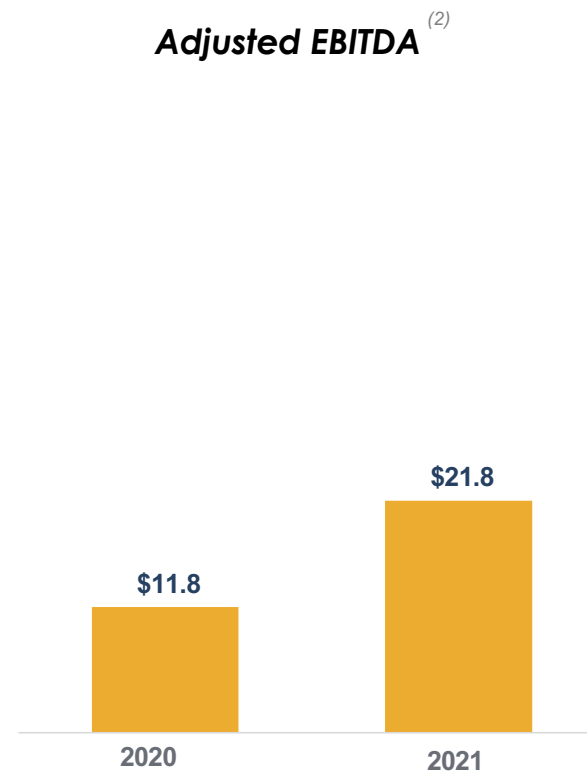
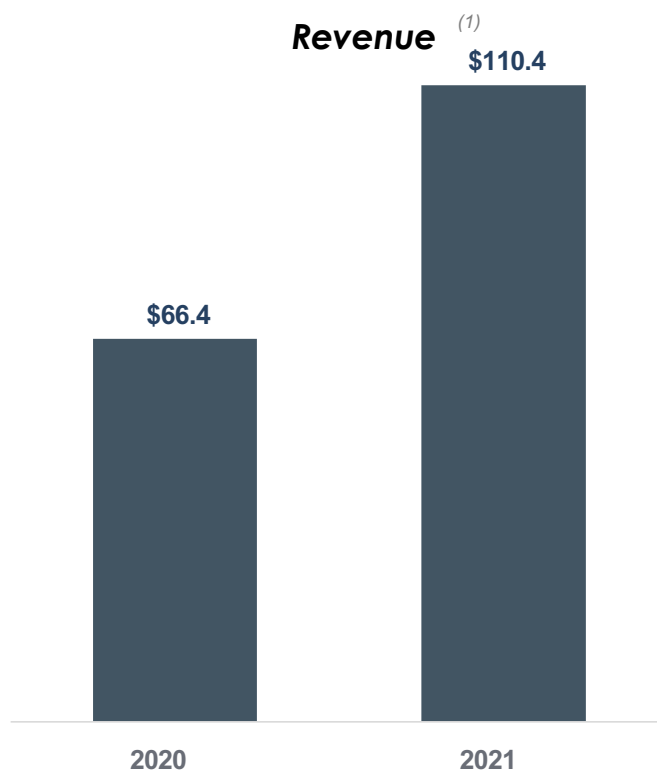


(1) See our Annual Report on Form 10-K filed March 31, 2022

(2) See slide 31 for details regarding Adjusted EBITDA and reconciliation for comparable GAAP measures

Full Year 2021 Results

\$ in millions



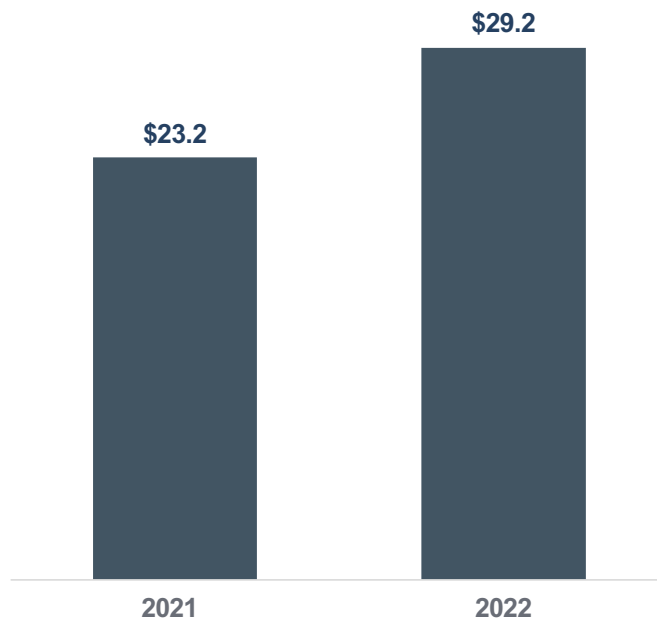
(1) See our Annual Report on Form 10-K filed March 31, 2022

(2) See slide 32 for details regarding Adjusted EBITDA and reconciliation for comparable GAAP measures

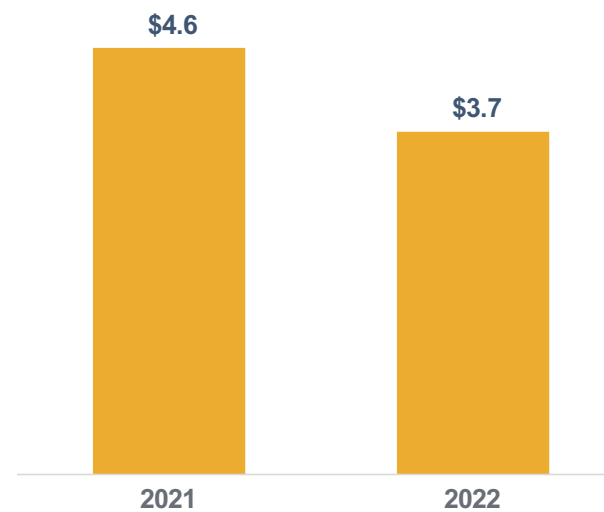
First Quarter 2022 Results

\$ in millions

Revenue ⁽¹⁾



Adjusted EBITDA ⁽²⁾



(1) See our Quarterly Report on Form 10-Q filed May 11, 2022

(2) See slide 31 for details regarding Adjusted EBITDA and reconciliation for comparable GAAP measures

Balance Sheet

\$ in millions

Solid balance sheet as of 3/31/22⁽¹⁾

Total Assets

\$270.9

Total Liabilities

(incl. Debt)

\$196.6

Debt

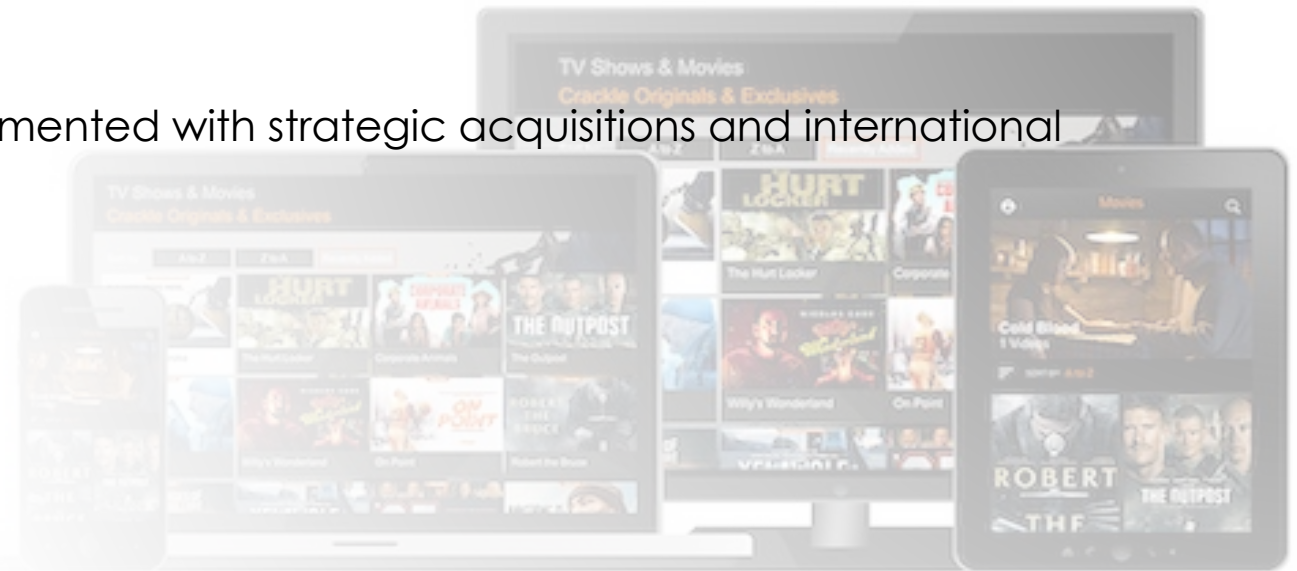
\$67.9

Total Equity

\$74.4

Future Financial Growth Drivers

- ✓ Growing library of owned content and IP leads to higher AVOD margins
- ✓ New tech and innovative ad formats increase viewership and CPMs
- ✓ Fully-integrated business model drives cost savings and efficiencies throughout the organization
- ✓ Organic growth supplemented with strategic acquisitions and international expansion



Non-GAAP Financial Measures

Our consolidated financial statements are prepared in accordance with generally accepted accounting principles in the United States ("U.S. GAAP"). We use a non-GAAP financial measure to evaluate our results of operations and as a supplemental indicator of our operating performance. The non-GAAP financial measure that we use is Adjusted EBITDA. Adjusted EBITDA (as defined below) is considered a non-GAAP financial measure as defined by Regulation G promulgated by the SEC under the Securities Act of 1933, as amended. Due to the significance of non-cash, non-recurring, and acquisition related expenses recognized for the year ended December 31, 2021 and three months ended March 31, 2022, and the likelihood of material non-cash, nonrecurring, and acquisition related expenses to occur in future periods, we believe that this non-GAAP financial measure enhances the understanding of our historical and current financial results as well as provides investors with measures used by management for the planning and forecasting of future periods, as well as for measuring performance for compensation of executives and other members of management. Further, we believe that Adjusted EBITDA enables our board of directors and management to analyze and evaluate financial and strategic planning decisions that will directly affect operating decisions and investments. We believe this measure is an important indicator of our operational strength and performance of our business because it provides a link between operational performance and operating income. It is also a primary measure used by management in evaluating companies as potential acquisition targets. We believe the presentation of this measure is relevant and useful for investors because it allows investors to view performance in a manner similar to the method used by management. We believe it helps improve investors' ability to understand our operating performance and makes it easier to compare our results with other companies that have different capital structures or tax rates. In addition, we believe this measure is also among the primary measures used externally by our investors, analysts and peers in our industry for purposes of valuation and comparing our operating performance to other companies in our industry.

The presentation of Adjusted EBITDA should not be construed as an inference that our future results will be unaffected by unusual, infrequent 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, our actual operating results included in our condensed consolidated financial statements.

We define Adjusted EBITDA as consolidated operating income (loss) adjusted to exclude interest, taxes, depreciation, amortization, acquisition-related costs, consulting fees related to acquisitions, dividend payments, non-cash share-based compensation expense, and adjustments for other unusual and infrequent in nature identified charges. Adjusted EBITDA is not an earnings measure recognized by US GAAP and does not have a standardized meaning prescribed by GAAP; accordingly, Adjusted EBITDA may not be comparable to similar measures presented by other companies. We believe Adjusted EBITDA to be a meaningful indicator of our performance that provides useful information to investors regarding our financial condition and results of operations. The most comparable GAAP measure is operating income.

Adjusted EBITDA has important limitations as an analytical tool, and you should not consider it in isolation or as a substitute for analysis of our results as reported under GAAP. Some of these limitations are:

- Adjusted EBITDA does not reflect our cash expenditures or future requirements for capital expenditures or contractual commitments;
- Adjusted EBITDA does not reflect changes in, or cash requirements for, our working capital needs;
- Adjusted EBITDA does not reflect the effects of preferred dividend payments, or the cash requirements necessary to fund;
- Although amortization and depreciation are non-cash charges, the assets being depreciated will often have to be replaced in the future, and Adjusted EBITDA does not reflect any future cash requirements for such replacements;
- Adjusted EBITDA does not reflect the impact of stock-based compensation upon our results of operations;
- Adjusted EBITDA does not reflect the significant interest expense, or the cash requirements necessary to service interest or principal payments on our debt;
- Adjusted EBITDA does not reflect our income tax (benefit) expense or the cash requirements to pay our income taxes;
- Adjusted EBITDA does not reflect the impact of acquisition related expenses; and the cash requirements necessary;
- Adjusted EBITDA does not reflect the impact of other non-recurring, infrequent in nature and unusual expenses; and
- Other companies in our industry may calculate Adjusted EBITDA differently than we do, limiting its usefulness as a comparative measure.

Non-GAAP Financial Measures Continued

	Three Months Ended March 31,		Year Ended December 31,
	2022	2021	2021
Net loss available to common stockholders	\$ (14,126,960)	\$ (9,193,381)	\$ (59,419,724)
Preferred dividends	2,282,069	2,253,385	9,013,540
Provision for income taxes	20,000	14,000	66,000
Other taxes	80,372	84,493	308,720
Interest expense	1,310,459	1,087,944	4,831,175
Film library amortization and related costs	9,687,024	6,928,667	35,630,591
Share-based compensation expense	996,797	231,844	5,247,807
Expense for bad debt and video returns	581,834	694,212	2,522,629
Amortization and depreciation	2,004,073	1,621,360	7,408,155
Other non-operating income, net	(201,792)	(570)	(379,151)
Impairment of intangible asset and goodwill	—	—	2,044,647
Impairment of content assets	—	—	9,794,854
Transitional expenses	107,785	—	560,982
All other nonrecurring costs	920,432	840,050	4,194,267
Adjusted EBITDA	\$ 3,662,093	\$ 4,562,004	\$ 21,824,492



THANK YOU

THANK YOU
Chicken Soup
for the Soul[®]
Entertainment