#### UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

FORM 8-K

# CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): January 15, 2020

Chicken Soup for the Sou	ll Entertainment Inc.			
(Exact Name of Registrant	as Specified in Charter)			
Delaware 001-38	125	81- 2560811		
(State or Other Jurisdiction (Commis		(IRS Employer		
of Incorporation) File Nun	iber)	Identification No.)		
132 E. Putnam Avenue, Floor 2W, Cos Cob, CT		06807		
(Address of Principal Executive Offices)	_	(Zip Code)		
Registrant's telephone number, inclu	ding area code: <b>(855) 398-</b> 6	0443		
N/A				
(Former Name or Former Address,	if Changed Since Last Rep	ort)		
Check the appropriate box below if the Form 8-K filing is intended to simultaprovisions (see General Instruction A.2. below):	neously satisfy the filing o	obligation of Holdco under any of the following		
$\square$ Written communications pursuant to Rule 425 under the Securities Act (	17 CFR 230.425)			
$\square$ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17	CFR 240.14a-12)			
$\square$ Pre-commencement communications pursuant to Rule 14d-2(b) under the	e Exchange Act (17 CFR 2	40.14d-2(b))		
☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the	e Exchange Act (17 CFR 24	40.13e 4(c))		
Indicate by check mark whether the registrant is an emerging growth cochapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of thi		05 of the Securities Act of 1933 (§230.405 of this		
Emerging growth company ⊠				
If an emerging growth company, indicate by check mark if the registrant new or revised financial accounting standards provided pursuant to Section 13(a)		extended transition period for complying with any		
Securities registered pursuant to Section 12(b) of the Act:				
Title of each class	Ticker symbol(s)	Name of each exchange on which registered		
Class A Common Stock, \$0.0001 par value per share	CSSE	The Nasdaq Stock Market LLC		
9.75% Series A Cumulative Redeemable Perpetual Preferred Stock, $$0.0001$ par value per share	CSSEP	The Nasdaq Stock Market LLC		

#### Item 7.01. Regulation FD Disclosure.

Attached as Exhibit 99.1 to this Current Report on Form 8-K is an investor presentation that Chicken Soup for the Soul Entertainment Inc. (the "Company") plans to use for public relations and other purposes.

The information furnished under this Item 7.01, including the exhibit related thereto, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any disclosure document of the Company, except as shall be expressly set forth by specific reference in such document.

#### Item 9.01. Financial Statements and Exhibits.

(d) Exhibits:

Exhibit No. Description

99.1 <u>Investor Presentation.</u>

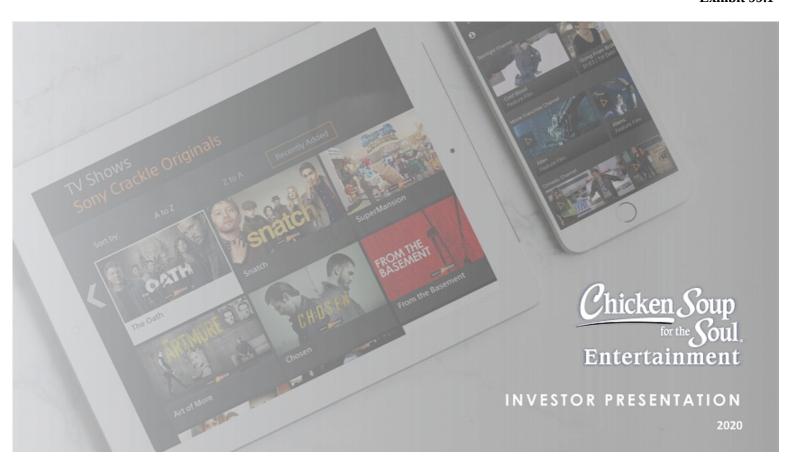
#### **SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: January 15, 2020 CHICKEN SOUP FOR THE SOUL ENTERTAINMENT INC.

By: /s/ William J. Rouhana, Jr.

Name: William J. Rouhana, Jr. Title: Chief Executive Officer



#### Forward-looking Statements

This presentation (the "Presentation") relates to Chicken Soup for the Soul Entertainment", Inc. ("CSS Entertainment", ISSE", or the "Company"), which completed its initial public offering in August 2017 pursuant to a qualified offering statement" ("Offering Statement") filed with the Securities and Exchange Commission ("SEC") under Regulation A or promulgated under the Securities Act of 1933, and exchange Commission ("SEC") under Regulation A or promulgated under the Securities Act of 1933, and exchange Commission ("SEC") under Regulation A or promulgated under the Securities Act of 1933, and exchange (her "Act"). The Company completed is acquisition of Securities Act of 1933, and the Securities Act of 1933, and Security as the Securities Act of 1933, and Security ("Security Securities Act of 1934). The Company completed in acquisition of Proteins and January 17, 2018 (the "Securities Act of 1934) and the Securities Act of 1934, and 1934

Financial information for the year ended December 31, 2018 is delived from our Annual Report on Form 10-K as flied with the SEC on April 2, 2019. Financial information for the three and nine months ended September 30, 2019 is delived from our Quarterly Report on Form 10-Q as flied with the SEC on November 14, 2019. Historical information of Crackle Inc. and pro format financial information for the Crackle Pus joint venture can be found in the Crackle 8-K. Please see these reports and our other filings at www.sec.gov.

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 Company's SEC Fings, which contain additional information, including information regarding the risks faced by the Company in this operations and the risks tracked on an investment in the Company. The entire contents of this Presentation is qualified by the Company's SEC fillings and the exhibits thereto.

This Presentation includes "forward-lacking 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 or predictions of fluture events. Words such as "expect," "estimate," "project," "budget," "forecost," "anticipate," "intend." "plan," "may," "wil," "could." "boldway," "prodicts," "potential." "continue," and similar expressions are intended to identify such forward-looking statements.

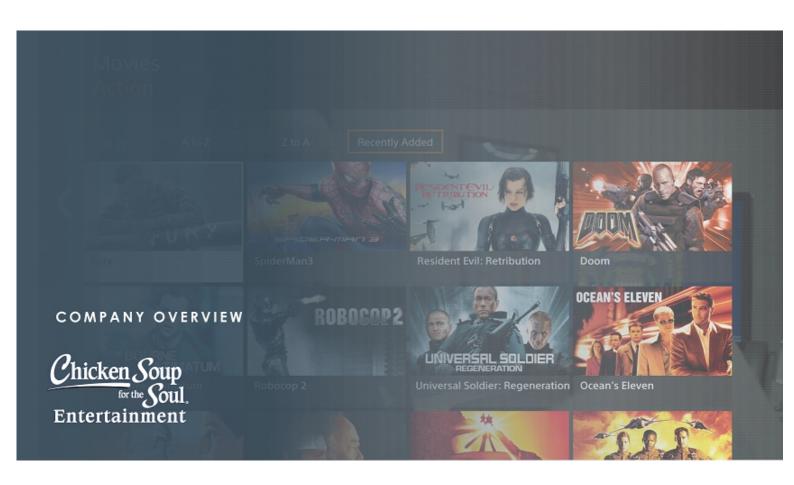
Ideatify such forward-looking statements and projections include, without limitation, estimates and projections of future performance, which are based on numerous assumptions about sales, margins, competitive factors, includy performance and other factors which comon be predicted. Such assumptions involve 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, the ability of the company's control, including, among other things, the ability of the company's control, including, among other things, the ability of the company's expectations, and the factors, many of which are outsided of the Company's control, including, among other things, the ability of the company's successful and the ability to complete strategic acquisitions, the ability to manage growth and inlegistate acquired operations, uninterrupted services by the third-party service provides that the company relies on for the distribution of content and the delivery of ad impressions, the liquidity 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 field with the SEC. Should one or more of these material take occur or should the underlying assumptions change or prove incorrect, the actual results. In forward-to-diving statements and projections and the variations may be material and activene. The forward-to-diving statements and projections herein should not be regarded as a representation or prediction that CSS Entertainment will achieve or is fixely 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 undertaken for 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 accountstances on which any such statement is based.

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 offisiolian with, or endocerment by, the owners of these service marks incodemarks or toole names.

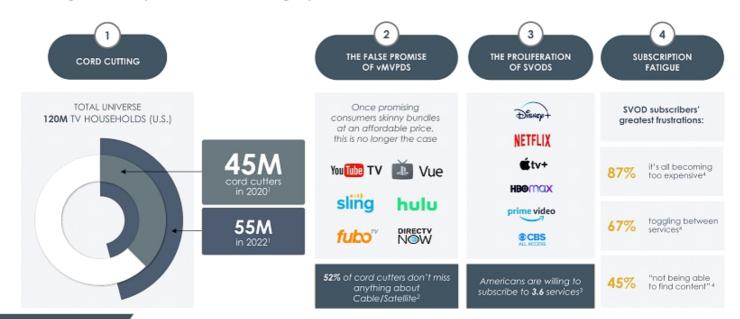
The securities of CSS Entertainment are highly speculative, Investing in shares of CSS Entertainment involves significant risks.





### What is TV Today?

A Fragmented, Expensive, and Confusing Experience for the Consumer





(1) eMarketer, July 2018 (2) eMarketer, April 2019 (3) Wall Street Journal, November 2019 (4) Forbes, October 2019 The Free TV Solution The Rise of Free TV of A14-35 are willing to accept more advertising in exchange for free content1 Cord-cutters are ready for an alternative to SVODs. of A18+ Streamers watch ad-Streamers are realizing supported OTT video to round that "free" does not limit out their entertainment bundle<sup>2</sup> choice or sacrifice quality. of streamers watch AVOD the most out of all streaming video3 (1) The Drum; (2) Vorhaus; (3) Roku

## Chicken Soup for the Soul Entertainment Investment Highlights





### **Huge AVOD Market Opportunity**

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

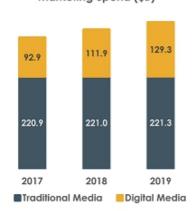


#### Attractive Market Characteristics:

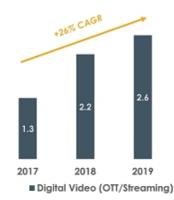
- · Content will remain in high demand
- · Consumers have abundant choices
- Consumers will always value quality content that is freely accessible
- Online networks offer flexibility in programming schedules and ad formats



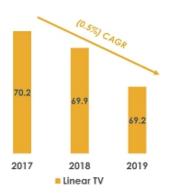
(1) Multichannel News: Global AVOD Revenue to Reach \$56 Billion by 2024



**US Total Media and Marketing** Spend on Digital Video (\$B)2



**US Total Media and Marketing** Spend on Linear TV (\$B)2



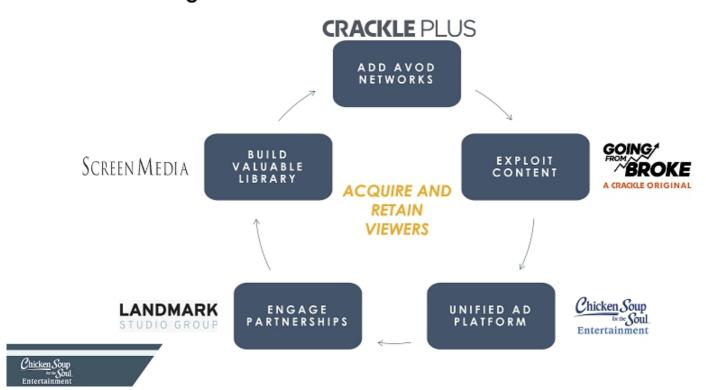
Global growth in ad spend on video-on-demand is outpacing traditional media<sup>1</sup>



CNBC: Global growth in ad spend on video-on-demand is outpacing traditional media
 Winterberry Group, "Outlook for Dara Driven Marketing: First Look



## Self-Sustaining AVOD Network Model



#### Crackle Plus: Our Mission

# **CRACKLE PLUS**

Empower the streamer to cut-the-cord with premium programming, improved user interface, and better advertising experience — all at no cost.

**OUR PROMISE** 









### Crackle Plus: Leading AVOD Network

# **CRACKLE** PLUS



7 ad-supported video-on-demand networks including Crackle and Popcornflix



Top-5 Network on the industry leading Roku **Platform** 



126 million total app downloads as of Jan 20191

### Roku's Top 5 Content Apps<sup>2</sup>

- **NETFLIX** 1.
- hulu 2.
- You Tube 3.
- **CRACKLE** 4.
- Roku 5.



<sup>(1)</sup> Internal company data (2) Needham (Laura Martin): Raising Roku PT to \$200. Buy on Dips

#### Crackle Plus: Our Brands & Partners

# **CRACKLE PLUS**

We're creating the most effective solution for advertisers to reach audiences in the evolving OTI landscape — at scale



Free Premium Movies & TV



Free Indie/Classic Movies & TV



AVOD & SVOD Fandom/Anime



Linear Premium Content



## The Only AVOD Player with an Originals & Exclusives Strategy

#### A Curated Entertainment Network for Today's Streamer

WHAT DIFFERENTIATES US?

Robust Originals & Exclusives Slate



The Only Free Streaming Platform that Offers Originals Hand Picked Curation



We Curate & Program Like a Network Always Increasing Discoverability



We are Where Consumers Watch

Our Unique Programming Lens

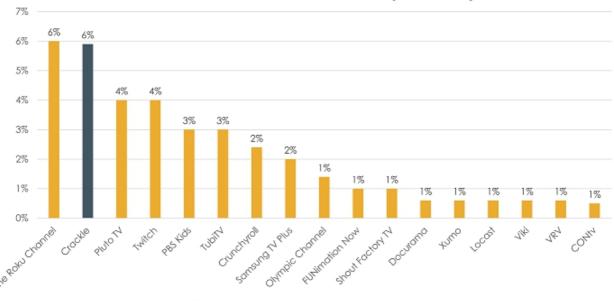
Inspirational, Educational, Entertaining, Diverse, Inclusive We Have Scale, We're Young & We're Growing 23M Monthly Uniques<sup>1</sup>
32 Avg. Age<sup>2</sup>
32% YOY Growth in Time Spent<sup>3</sup>



(1) Comscore (2) Nielson Digital Ad Ratings (3) Internal Crackle Plus data

# **Strong Competitive Position**

### Use of Ad-Based OTT Video Services (2018-2019)1







(1) Parks Report: 360 Deep Dive - Ad-Supported OTT: Viewers and Use

#### **Crackle Plus AVOD Network Profiles**

## **CRACKLE**

Crackle is a leading, free to use video entertainment network featuring full length movies, TV shows and original programming.







Popcornflix was created for people like us who want to watch "Great Movies. Free." Popcornflix has full-length movies that will make you laugh, make you cry, scare the heck out of you, or inspire you to hug the person you love.







Frightpix has free featurelength horror films that will scare you out of your seat and leave you screaming! We have monster hits, cult classics and critical darlings to flame your wildest fears and quench your thirst for horror,







Popcornflix Comedy was created for people like us who love to laugh. It's the network for fans who want to watch "Great Comedy Movies. Free."

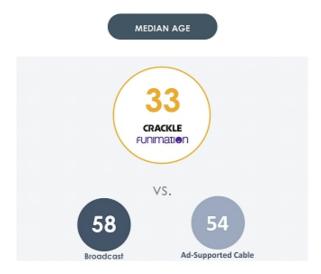


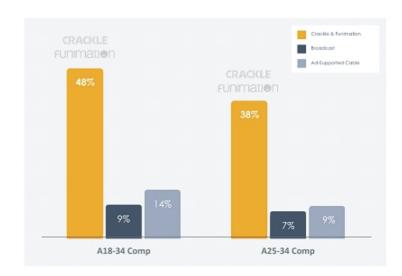




# We Reach TV's Lost Generation(1)

### A Higher Concentration of Younger Viewers







(1) Nielson Digital Ad Ratings

17

# Cost-Effective Distribution & Production Engine With Critical Mass of Content

- Original production budgets are a major challenge across VOD industry
- Our cost-effective, scalable distribution and production gives us a competitive edge
- Innovative production partnerships provide access to proven creative talent
- Crackle Plus benefits from valuable library with 49K hours of owned and licensed programming including popular Sony TV and film content



Screen Media

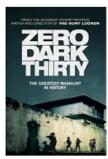
















#### **Distribution & Production**



#### 10M+ combined brand social media followers



Chicken Soup for the Soul Entertainment develops and produces award-winning original programming and high-quality video content that brings out the best of the human spirit through positive storytelling.





## SCREEN MEDIA

Screen Media is an international distributor of television series and films, licensing content through theatrical, home video, payper-view, free, cable and pay television, and subscription and advertising video-on-demand platforms.





#### LANDMARK STUDIO GROUP

Landmark Studio Group is a fully integrated entertainment company that develops, finances, produces and distributes scripted live action and animated series, feature films, comedy specials and more.





# a plus

A Plus is a positive journalism site founded and chaired by Ashton Kutcher that covers the latest news with a hopeful twist. It invites audiences to be informed about news and entertainment — and feel good about it.





2,000+ Positive News Stories Published (2018) 3.4 million Social Media Audience





## Case Study: Going From Broke

- #1 title on the Crackle Network
- 174M+ minutes as of 1/12/20
- 5M+ unique viewers as of 1/12/20
- · 12M+ streams to date
- De-risked and cost-effective production model
- Estimated ROI of 180% after first run

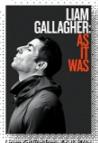
# Crackle Originals & Exclusives: Programming Calendar\*



'85 The Greatest Football Team in History **Sports Documentary** 



On Point Sports Documentary



Liom Gallogher: As It Was Music Documentary



Slumerican Music Documentary



Heroes of Lucha Libre Sports Epic

February



Men, Flaws, and Menopause Comedy Specials



Adult Life Skills Indie Comedy



Clare Sci-Fi Romance





Crown Vic Police Thriller



Sci-Fi Anthology



<sup>\*</sup> Current schedule as of 1/12/20, subject to change

### Strategy to Drive Long-Term Free Cash Flow Growth

#### Content

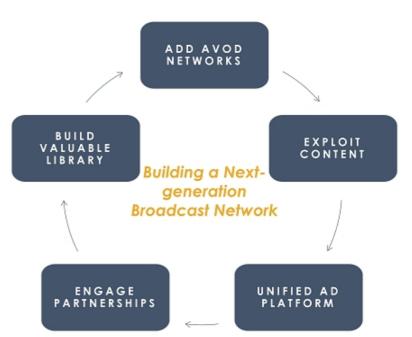
- · Produce low-cost originals
- · Acquire exclusive content
- · Expand production partnerships
- · Execute library acquisitions

#### **Audience**

- Acquire networks
- · Develop thematic networks
- · Grow and retain viewers

#### Advertising

- · Integrate ad platform
- Grow sales force
- · Increase eCPMs across networks





# Aggressive Growth in 2020\*

Expanding the Crackle & Popcornflix Experience

**NEW DISTRIBUTION** 

**Coming to Live Linear Streaming Services** 





PLATFORM MARKETING

Marketing Presence on Device Platforms



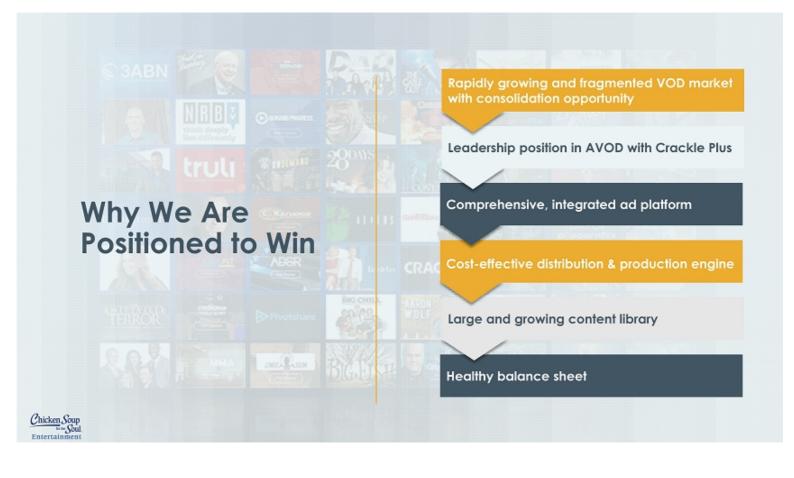


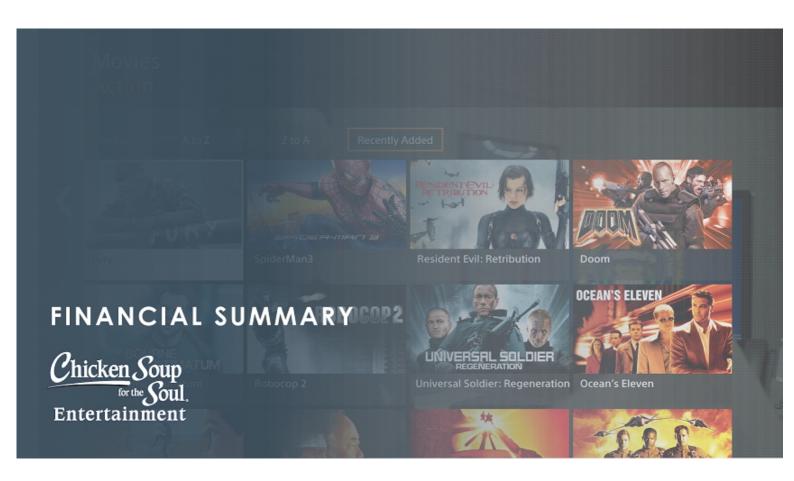
Roku

ACQUIRE ADDITIONAL AVOD NETWORKS



\* Management goals for 2020





# Revenue Growth

\$ in millions

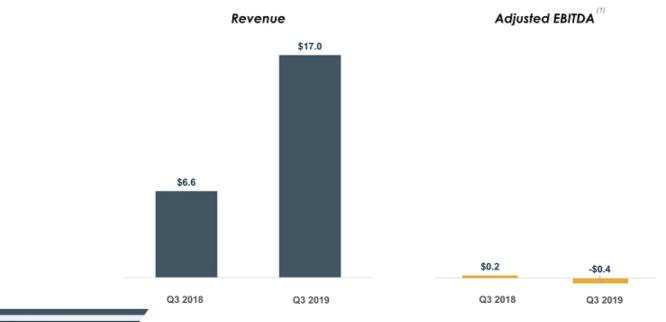




 See Crackle 8-K, as amended on July 30, 2019 for details regarding pro forms revenue.

### Q3 2019 Results

\$ in millions



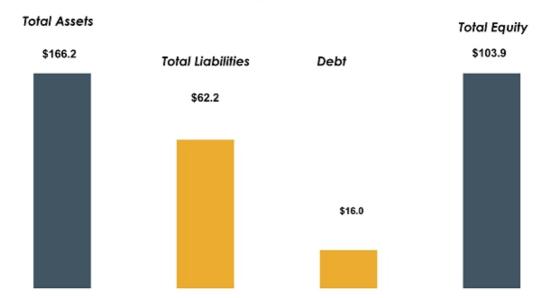


 See slides 29 and 30 for details regarding Adjusted EBITDA and reconciliation to comparable GAAP measures

### **Balance Sheet**

\$ in millions

# Solid balance sheet as of 9/30/19 $^{\scriptscriptstyle{(1)}}$





(1) See our 10-Q for the three and nine months ended September 30, 2019

#### Non-GAAP Financial Measure

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 BillDA, Adjusted BillDA (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 three and nine months ended September 30, 2019 and 2018, 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 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 fink 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 the improve investors' ability to understand our operating performance and makes it easier to compare our results with other companies that hove different capital structures or tax rates. In addition, we believe this measure is also a prompt measure used extensionly by our investors, analysts, and peers in our industry for purposes of valuation and companing our operating 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 BBITDA does not reflect any future cash requirements for such replacements:

  Adjusted BBITDA does not reflect the impact of stock-based compensation upon our results of operations;

  Adjusted BBITDA 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 taxe.

  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 Measure Continued

	Three Months Ended September 30,			
Net loss available to common stockholders, as reported	2019		2018	
	\$ (13,323,775)	\$	(193,032)	
Preferred dividends	929,387		422,779	
Provision for income taxes	1,248,000		375,000	
Other Taxes	54,590		_	
Interest expense, net of interest income	186,884		116,238	
Film library and program rights amortization, included in cost of revenue (non-cash)	1,369,874		1,033,983	
Share-based compensation expense	303,205		243,592	
Acquisition-related costs and other one-time consulting fees	1,078,637		527,832	
Reserve for bad debt & video returns	722,729		574,355	
Amortization	4,695,522		138,551	
Loss on extinguishment on debt	350,691		_	
Transitional Expenses (a)	1,634,771		_	
All other nonrecurring costs	377,184		198,973	
Adjusted EBITDA	\$ (372,301)	\$	3,438,271	

		Nine Months Ended September 30,		
Net loss available to common stockholders, as reported	2019		2018	
	\$	(22,616,589)	\$	(2,745,391)
Preferred dividends		2,330,589		422,779
Provision for income taxes		557,000		579,000
Other Taxes		386,265		_
Interest expense, net of interest income		448,817		231,409
Film library and program rights amortization, included in cost of revenue (non-cash)		3.804.268		3,656,515
Share-based compensation expense		794,149		736,792
Acquisition-related costs and other one-time consulting fees		3,735,373		698,132
Reserve for bad debt & video returns		1,275,059		714,506
Amortization		5,631,136		197,751
Loss on extinguishment on debt		350,691		_
Transitional Expenses (a)		2,876,124		_
All other nonrecurring costs		564,239		296,251
Adjusted EBITDA	\$	137,207	\$	4,787,744



