



#### Free Writing Prospectus and Forward-looking Statements

#### **Free Writing Prospectus**

Chicken Soup for the Soul Entertainment, Inc. (the "Company", "CSSE," "CSS Entertainment," "we" or "our Company") filed a registration statement (including a preliminary prospectus) with the Securities and Exchange Commission (the "SEC") for the offering to which this communication relates. The registration statement has not yet become effective. Before you invest, you should read the preliminary prospectus dated June 16, 2020 filed as part of that registration statement and other documents we have filed with the SEC for more complete information about us and this offering. You may obtain these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, we or any underwriter participating in the offering will arrange to send you the prospectus if you request it by contacting Ladenburg Thalmann & Co. Inc., Attn: Prospectus 2000 or by email at prospectus@Ladenburg.com.

The following investor presentation (the "Presentation") shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of, these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such state or jurisdiction.

#### **Forward Looking Statements**

This Presentation contains various information regarding the Company's business, including its operations through Crackle Plus, a company formed by CSSE and CPE Holdings, Inc. (an affiliate of Sony Pictures Television Inc.), 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 Registration Statement on Form S-1, as amended (file No. 333-239198), first filed with the SEC on June 16, 2020 ("Form S-1"), and the documents incorporated by reference therein.

Financial information for the year ended December 31, 2019 is derived from our Annual Report on Form 10-K as filed with the SEC on March 30, 2020, and financial information for the three months ended March 31, 2020 is derived from our

Quarterly Report on Form 10-Q as filed with the SEC on May 14, 2020, each of which are incorporated by reference into the Form S-1.

This Presentation includes "forward-looking statements". CSS Entertainment's actual results may differ from its expectations and estimates and, consequently, you should not rely on these forward looking statements as predictions of future events. Words such as "expect," "estimate," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believe," "predict," "potential," "continue," and similar expressions are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, estimates 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 those factors set forth on Slide 3, among other things. For a more complete description of these and other risks and uncertainties, please refer to the Form S-1. 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 our expectations and the variations may be material and adverse. The forward-looking statements 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, 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.

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.



#### **Risk Factors**

The following factors, among others, could cause actual results to differ materially from those set forth in this presentation:

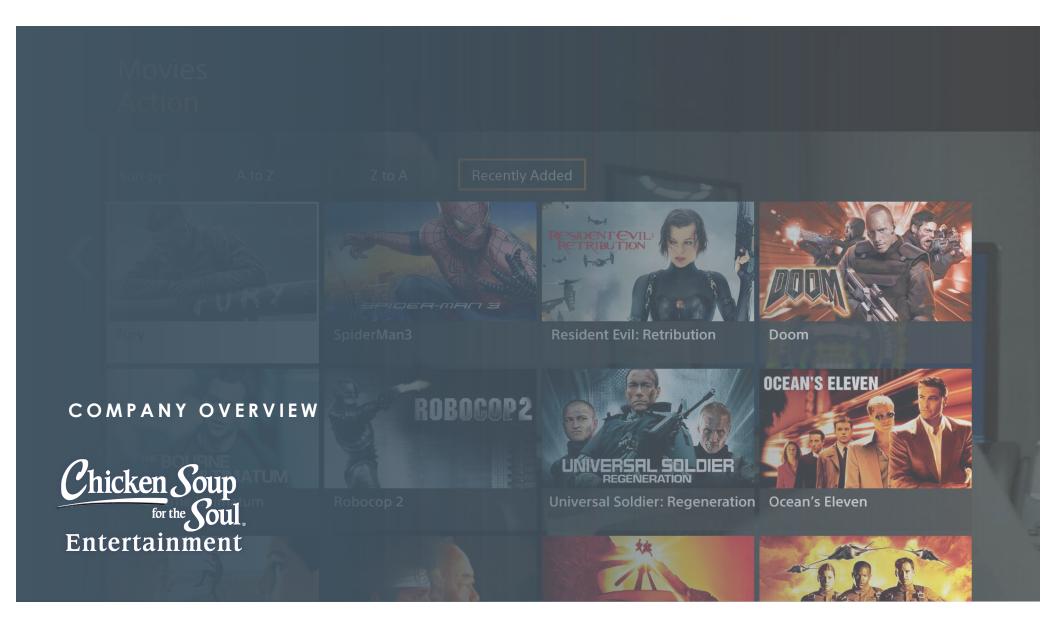
- The Notes will be unsecured and therefore are effectively subordinated to any secured indebtedness we have incurred or may incur in the future.
- The Notes will be structurally subordinated to the indebtedness and other liabilities of our subsidiaries.
- The indenture under which the Notes are issued contains limited protection for holders of the Notes.
- An increase in market interest rates could result in a decrease in the value of the Notes.
- There is no existing trading market for the Notes, and, even if Nasdaq approves the listing of the Notes, an active trading market for the Notes may not develop, which could limit your ability to sell the Notes and/or the market price of the Notes.
- We may choose to redeem the Notes when prevailing interest rates are relatively low.
- If we default on our obligations to pay our other indebtedness, we may not be able to make payments on the Notes.
- We will use a substantial portion of the proceeds of this offering to repay the
  outstanding indebtedness, and will have broad discretion with respect to the
  use of the remaining proceeds of this offering, which may include using of
  some or all of such remaining proceeds to pay certain obligations to Sony
  Pictures Television Inc. or its affiliates that may otherwise be payable in shares
  of our Series A Preferred Stock.
- We are not obligated to contribute to a sinking fund to retire the Notes and the Notes are not guaranteed by a third-party.
- We have and may continue to incur losses in the operation of our business.
- Difficult conditions in the economy generally and our industry specifically resulting from the COVID-19 pandemic may cause interruptions in our operations, a slow down in the production or acquisition of new content, and changes in demand for our products and services.
- Competition could have a material adverse effect on our business, financial condition and results of operations.
- · Interruptions in our ability to provide our video on demand products and our

service to our customers could damage our reputation, which could have a material adverse effect on us.

A more complete description of these risks and uncertainties can be found in the Form S-1 and the documents incorporated by reference therein. We undertake no obligation to update any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forwarding-looking statements.

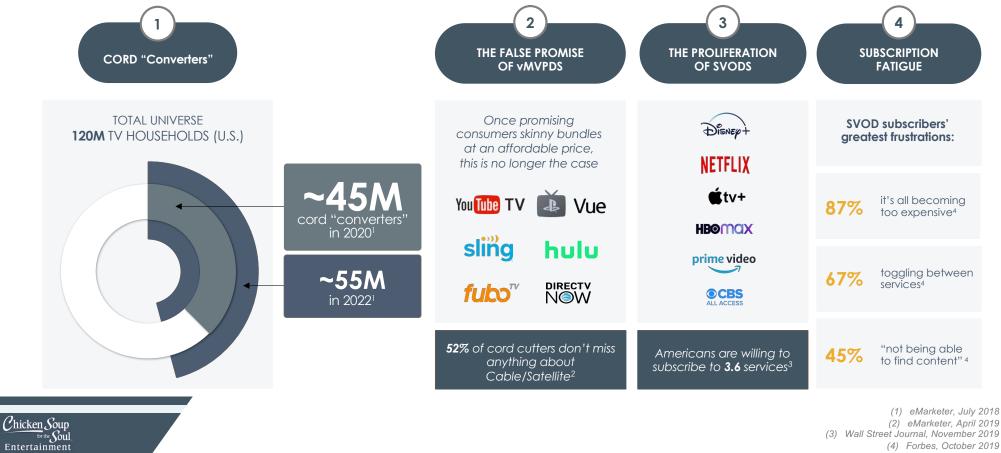






#### What is TV Today?

#### A Fragmented, Expensive, and Confusing Experience for the Consumer



(2) eMarketer, April 2019 (3) Wall Street Journal, November 2019 (4) Forbes, October 2019

### 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 content<sup>1</sup>

### 73%

of A18+ Streamers watch adsupported OTT video to round out their entertainment bundle<sup>2</sup>

45% of streamers watch AVOD the most out of all streaming video<sup>3</sup>

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



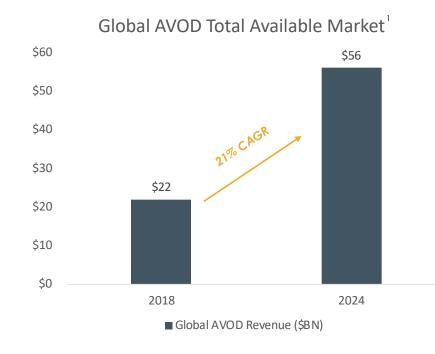
#### Chicken Soup for the Soul Entertainment Investment Highlights





#### 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

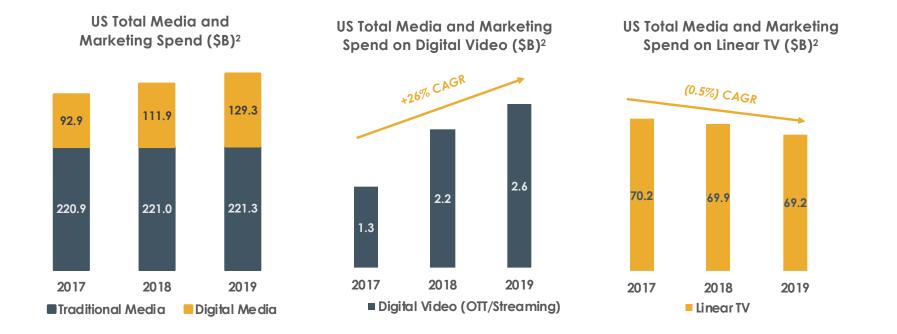




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#### Attractive Market Characteristics:

- 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



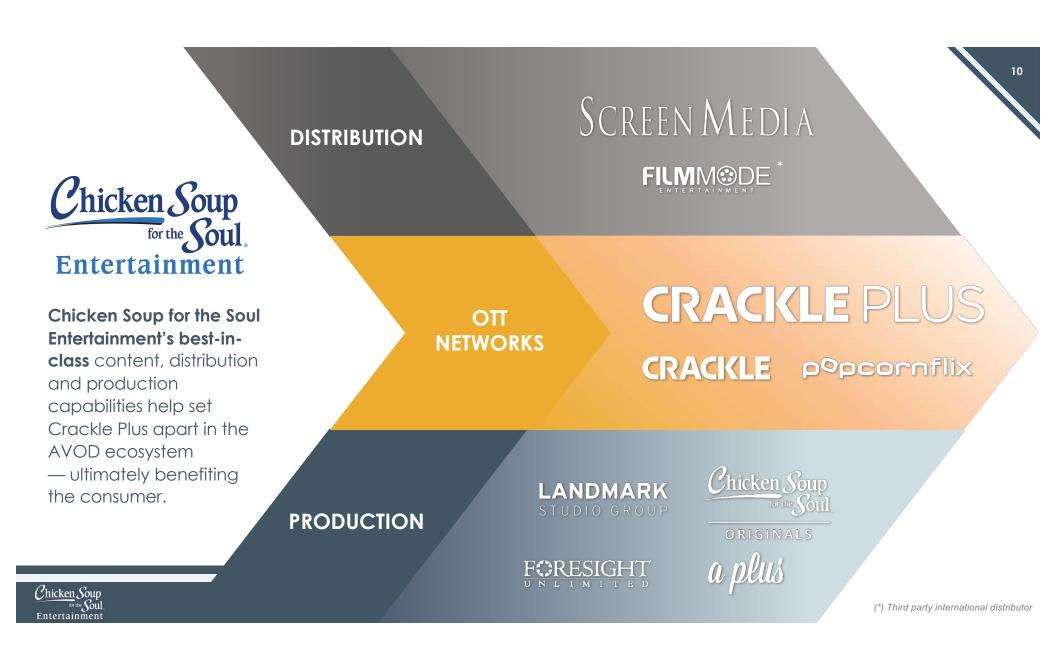
#### Advertisers Are Following the Eyeballs

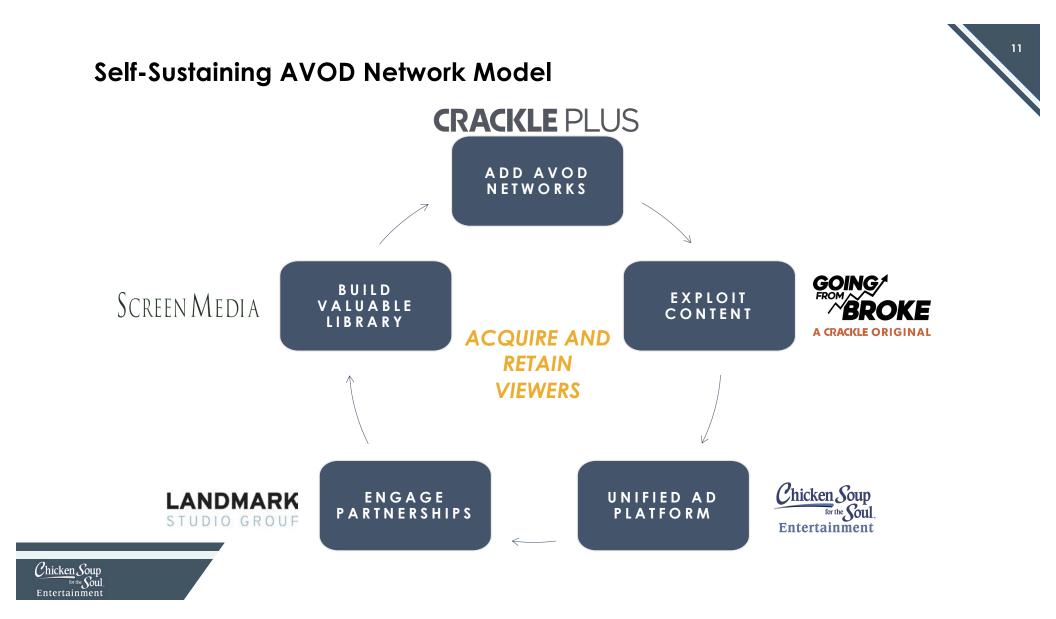
US growth in ad spend on Digital Video (OTT/Streaming) is outpacing Linear  $TV^1$ 



(1) CNBC: Global growth in ad spend on video-on-demand is outpacing traditional media

(2) Winterberry Group, "Outlook for Dara Driven Marketing: First Look





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 to the consumer.







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

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Top-5 Network on the industry leading Roku Platform

Available on all major streaming platforms and smart TVs including 500,000 Marriott hotel room screens through LG<sup>1</sup>

Chicken Soup <sup>for the</sup> Soul Entertainment creens through

Top Ad-Supported Channels<sup>2,3</sup>

- $1. \quad \textcircled{O} CBS NEWS$
- 2. CRACKLE
- 3. **Roku**<sup>°</sup>
- 4. **THE UU** 
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(1) Internal company data

- (2) Needham (Laura Martin) 12/3/19 : Raising Roku PT to \$200. Buy on Dips
- (3) Rankings based on Roku TV app platform



**Crackle Plus: Our Brands & Partners** 

# **CRACKLE** PLUS

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



Free Premium Movies & TV

Chicken Soup for the Soul Entertainment



Free Indie/Classic Movies & TV

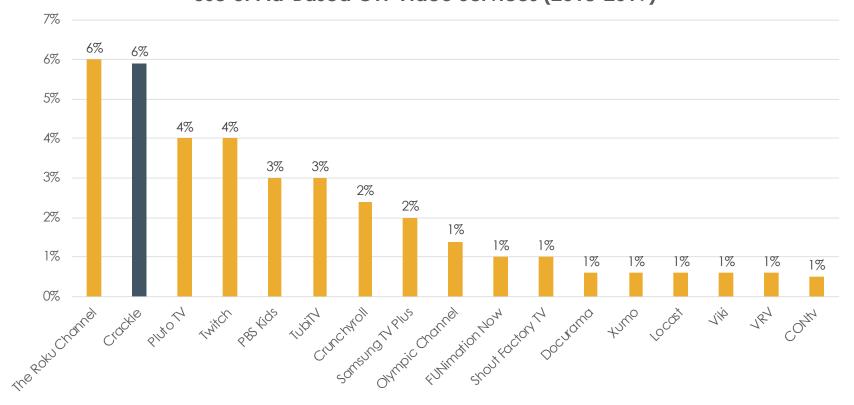


AVOD & SVOD Fandom/Anime





#### **Strong Competitive Position**



% of Survey Respondents Indicating Use of Specified OTT Service Over the Past 30 Days

#### Use of Ad-Based OTT Video Services (2018-2019)<sup>1</sup>



(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 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.





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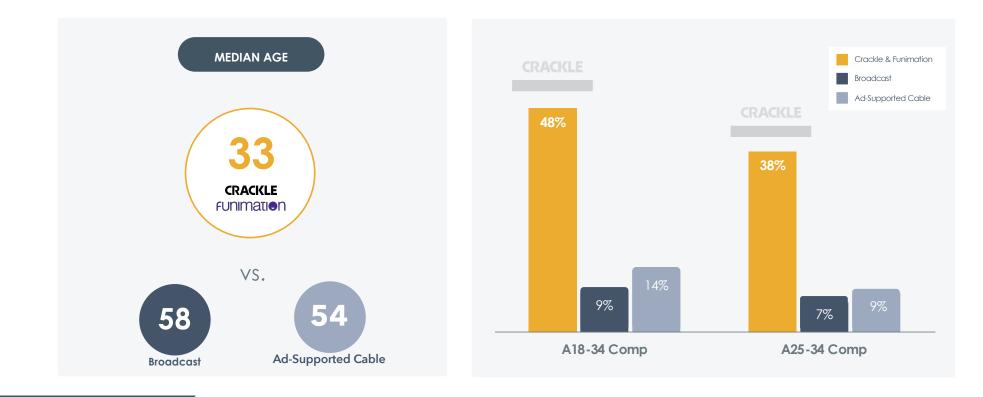
Popcornflix Comedy was created for people who love to laugh. It's the network for fans who want to watch "Great Comedy Movies. Free."



<u>Chicken</u> Soup <sup>for the</sup> Soul. Entertainment

#### We Reach TV's Lost Generation<sup>1</sup>

#### A Higher Concentration of Younger Viewers





(1) Nielson Digital Ad Ratings



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

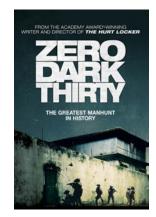
- Original production budgets are a major challenge across VOD industry
- Our cost-effective, scalable distribution and production gives us a competitive edge
- Innovative production partnerships provide access to proven creative talent
- Crackle Plus benefits from valuable library with 79K hours of owned and licensed programming including popular Sony TV and film content



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



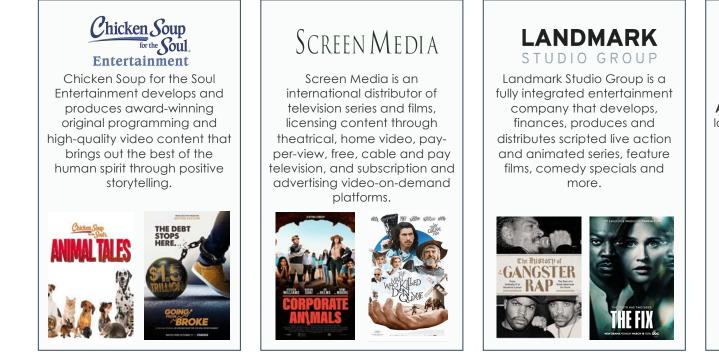






#### **Distribution & Production**

#### Cost-effective original and exclusive content engine



a plus

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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.



<u>Chicken</u> Soup <sup>for the</sup> Soul Entertainment

Soup » Soul.

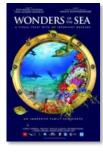


#### Case Study: Going From Broke

- #1 title on the Crackle Network
- 230M+ minutes streamed as of 6/18/20
- 3.3M+ unique viewers as of 6/18/20
- 16M+ streams to date
- De-risked and cost-effective production model

- Production cost 100% paid for by sponsors in advance of production
- Ad revenue is 5x+ marketing costs
- Greenlit for a second season

#### Crackle Originals & Exclusives: Programming Calendar\*





Crown Vic Wonders of the Sea Drama Feature **Kids & Family Feature** 

May



Today's Homeowner **DIY Series** 



Cleanin' Up the Town **Documentary Feature** (Original Movie)

August

GRANDIST



The Sonata Thriller Feature

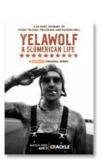


Robert the Bruce Drama Feature



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A Reindeer's Journey **Family Feature** 



April

Slumerican **Music Docuseries** (Original)



Portals Sci-Fi Feature



June



The Clearing

(Original)

**Zombie Feature** 

July

Grand Isle **Thriller Feature** 



September

**Corporate Animals Comedy Feature** 



October

Blood and Money Drama Feature



November



December

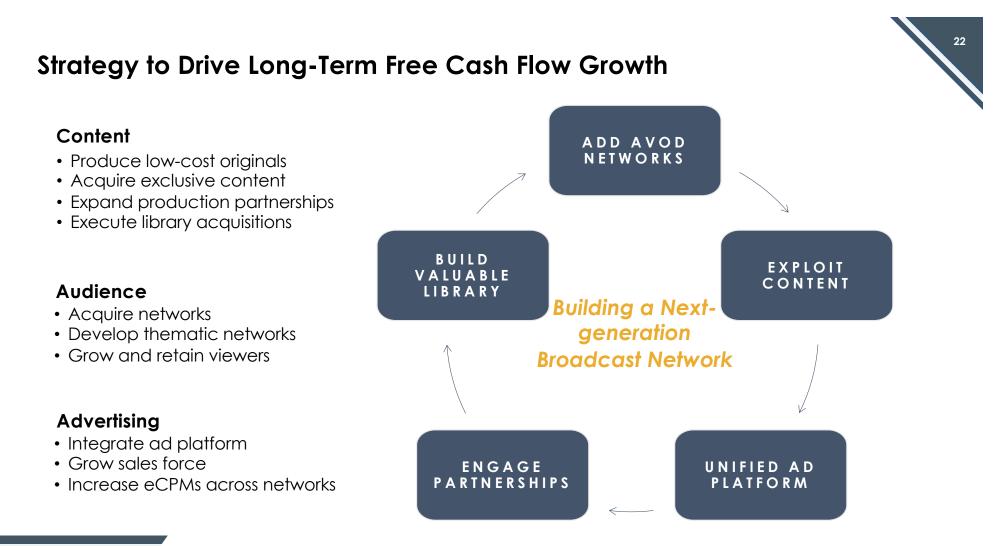
Elliot the Littlest Reindeer **Holiday Feature** 



\* Current schedule as of 6/23/20, subject to change



Exit Plan **Thriller Feature** 

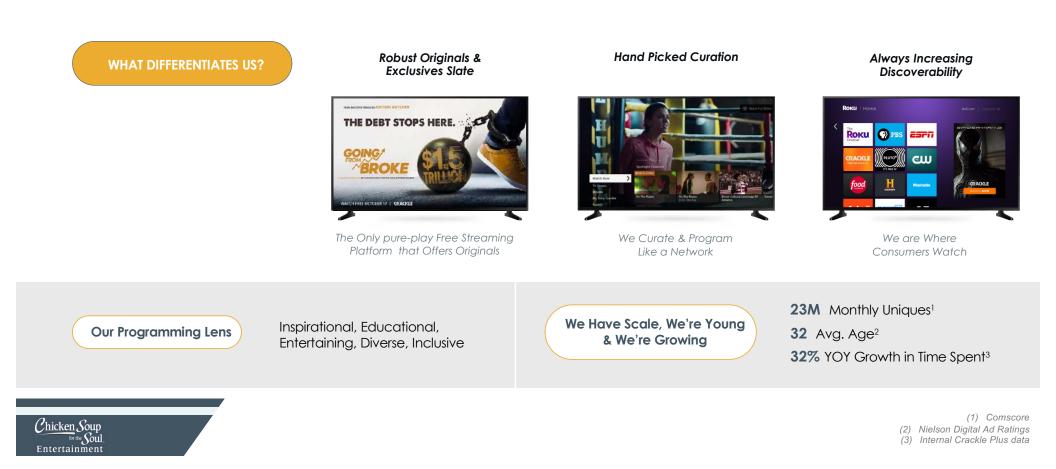


Chicken Soup for the Soul Entertainment

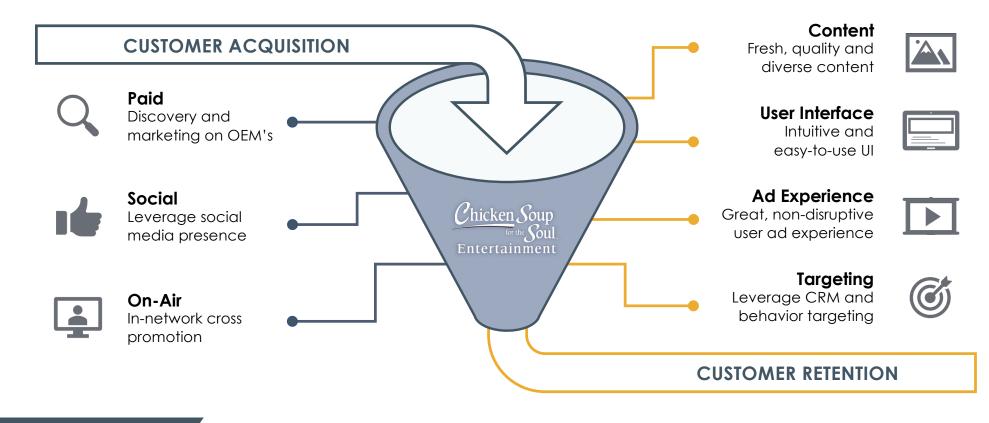


#### Crackle is Only Pure-Play AVOD Network with an Originals & Exclusives Strategy

A Curated Entertainment Network for Today's Streamer



#### Effective, Efficient Customer Acquisition and Retention

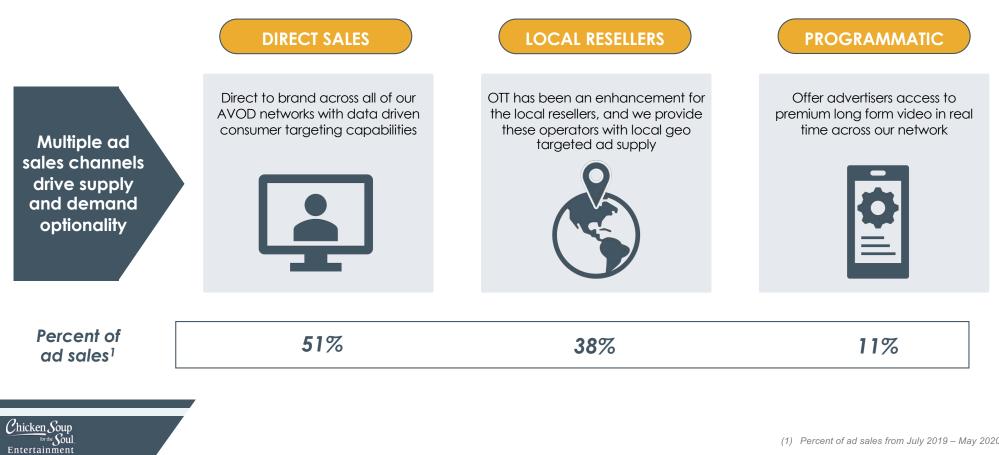


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Chicken Soup <sup>for the</sup> Soul Entertainment

#### Diverse and Targeted Ad Sales Strategy

#### We're data driven, with results



(1) Percent of ad sales from July 2019 – May 2020

#### Growth path in 2020 – New Distribution

Expanding the Crackle & Popcornflix experience on VOD and linear platforms

#### SIGNED New VOD and Linear Streaming Services



# **PLEX** xfinity flex

fubo"

CRACKLE

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IN DISCUSSIONS with a Number of Additional Platforms



Why We Are Positioned to Win

ANS A STANK

Rapidly growing and fragmented VOD market with consolidation opportunity

#### Leadership position in AVOD with Crackle Plus

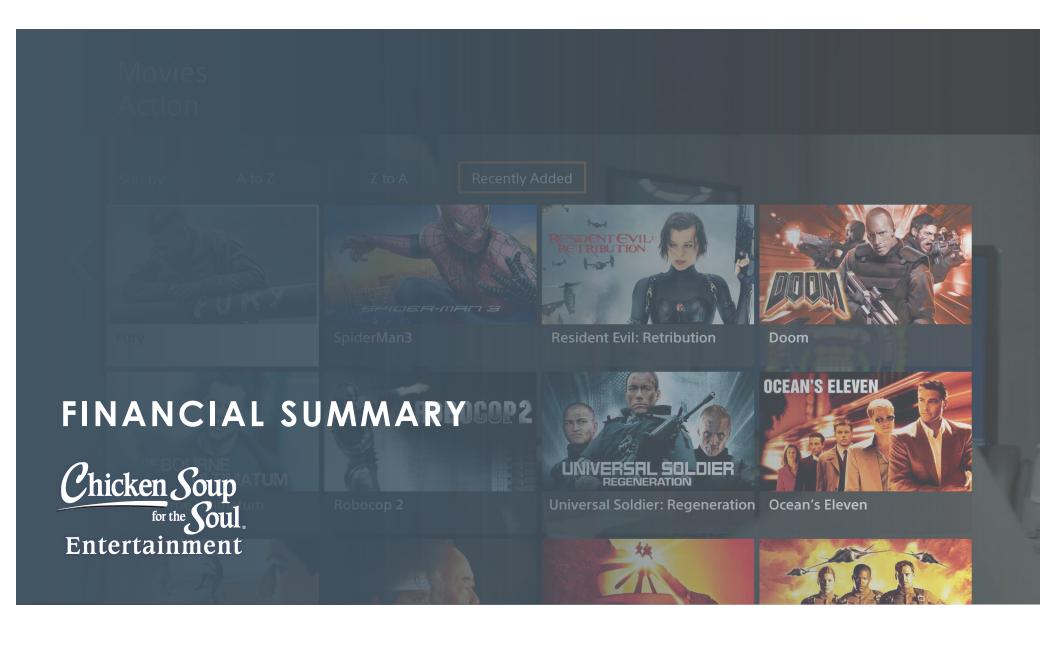
Comprehensive, integrated ad platform

Cost-effective distribution & production engine

Large and growing content library

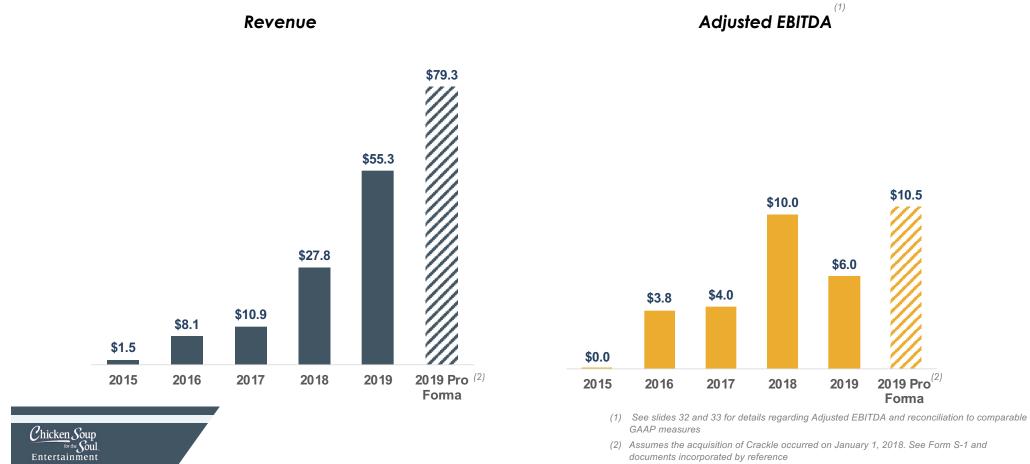
Healthy balance sheet





#### **Operating Results**

\$ in millions

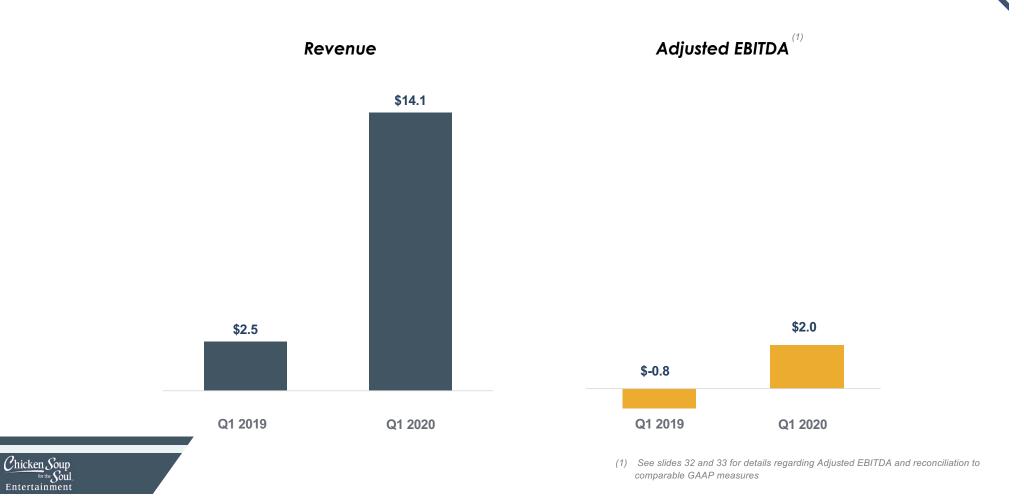


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documents incorporated by reference

#### Q1 2020 Results

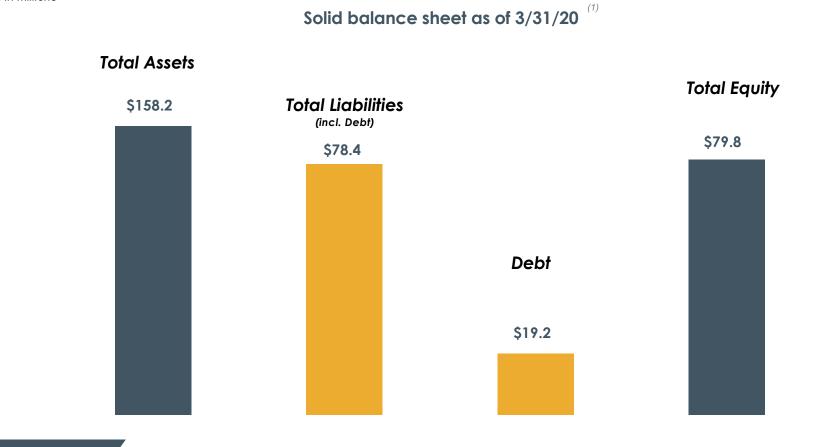
\$ in millions



# 31

**Balance Sheet** 

\$ in millions



(1) See Form 10-Q for the quarter ended March 31,2020

#### **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, 2019 and the quarter ended March 31, 2020, and the likelihood of material non-cash, non-recurring, 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 used by management 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 ra

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**

	Quarter March			Year Ended December 31,	Pro Forma Year Ended December 31,
	2020	201	19	2019	2019
General:					
Net loss available to common stockholders, as reported	\$ (11,427,380)	\$	(3,376,737)	\$ (34,976,816)	\$ (32,006,924
Preferred dividends	974,272		603,307	3,304,947	3,304,947
Provision for income taxes & other taxes	102,411		(156,790)	1,045,205	1,045,205
Interest expense, net of interest income (1)	322,687		127,598	770,826	770,826
Share-based compensation expense (3)	244,835		215,847	1,061,926	1,061,926
All other nonrecurring costs	186,948		24,155	276,400	276,400
Film Library:					
Film library and program rights amortization, included in cost of revenue (non-cash) <sup>(2)</sup>	2,494,832		871,126	10,683,227	10,683,227
Reserve for bad debt & video returns	1,721,595		300,403	2,669,699	1,241,245
Crackle Plus-Related:					
Acquisition-related costs and other one-time consulting fees (4)	98,926		397,935	3,968,227	3,968,289
Amortization	5,204,728		205,623	13,293,279	14,866,387
Transitional Expenses (5)	2,113,469			3,505,855	3,505,855
Adjusted EBITDA	\$ 2,037,323	\$	(787,533)	\$ 5,953,528	\$ 10,496,528

(1) Includes non-cash amortization of deferred financing costs of \$10,152 and \$25,823 for the three months ended March 31, 2020 and 2019, respectively.

(2) Represents amortization of our film library, which include cash and non-cash amortization of our initial film library investments, participation costs and theatrical release costs as well as amortization for our acquired program rights.

(3) Represents expense related to common stock equivalents issued to certain employees and officers under the Long-Term Incentive Plan, as well as common stock grants issued to employees and nonemployee directors.



(5) Represents transitional related expenses primarily associated with the Crackle Plus business combination and our Company strategic shift related to our production business. Costs include primarily non-recurring payroll and related expenses and redundant non-recurring technology costs.



