

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

**INVESTOR PRESENTATION**  
August 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 its newly acquired Redbox business, and the Company's existing operating subsidiaries, including Crackle Plus, Screen Media Ventures, and Landmark Studio Group.

Unless otherwise indicated, historic financial information of the Company presented herein does not give pro forma effect to the financial information of Redbox for such periods. The financial information presented herein 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 six months ended June 30, 2022 is derived from our Quarterly Report on Form 10-Q filed with the SEC on August 12, 2022. The pro forma results of the Company, giving effect to its acquisition of Redbox for the year ended December 31, 2021 and the three months ended March 31, 2022, are presented in the Company's Current Report on Form 8-K, as filed on May 11, 2022, as amended on May 12, 2022 and June 6, 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, in particular the relatively large scale operations and assets of Redbox, which includes areas of operations that are new to the Company; the ability to pay dividends, regulatory or operational risks, and general market conditions impacting demand for the Company's services. The Company faces enhanced risks as a result of its acquisition of Redbox, including all the risks Redbox has faced in connection with its historic businesses and operations. For a more complete description of these and other risks and uncertainties, please read the Company's Annual Report on Form 10-K for the year ended December 31, 2021, Registration Statement on S-4, declared effective by the Securities and Exchange Commission on July 15, 2022, the Company's Current Report on Form 8-K filed May 11, 2022 and amended on May 12, 2022 and June 6, 2022, the Company's Current Report on Form 8-K filed August 12, 2022, and the Company's other filings that have been made and will be made with the SEC.

Should one or more of the material risks faced by the Company occur or should the underlying assumptions of the information presented herein 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 the Company will achieve or is likely to achieve any particular results. We caution readers not to place undue reliance upon any forward-looking statements and projections, which speak only as of the date made. The Company 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.

AN ENTERTAINMENT  
DESTINATION FOR **VALUE**  
**CONSCIOUS CONSUMERS...**

...IN THE MOST PLACES **WHERE**  
**PEOPLE MAKE DECISIONS ON**  
**WHAT TO WATCH.**

*Chicken Soup*  
for the *Soul*®  
Entertainment

+ redbox.®

# INTEGRATED MEDIA COMPANY FOCUSED ON AVOD OPPORTUNITY



A large independent AVOD company and top 5 in monthly active viewers with >40M



Leading film and television AVOD library with **51,000** assets



Differentiated content and production capabilities

## FROM REDBOX:

41M

LOYALTY  
MEMBERS

360M

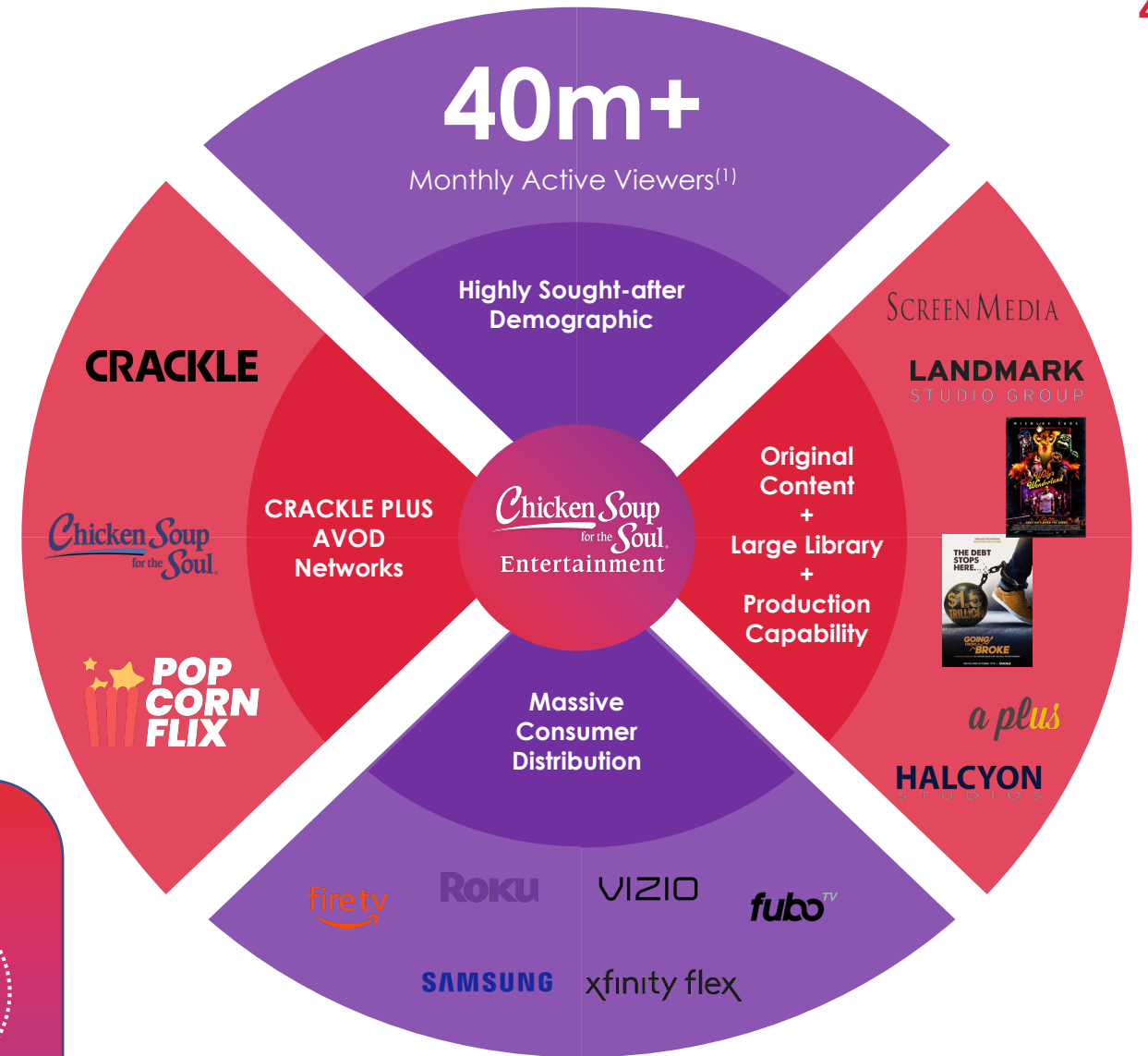
WEEKLY  
RETAIL  
IMPRESSIONS

36K

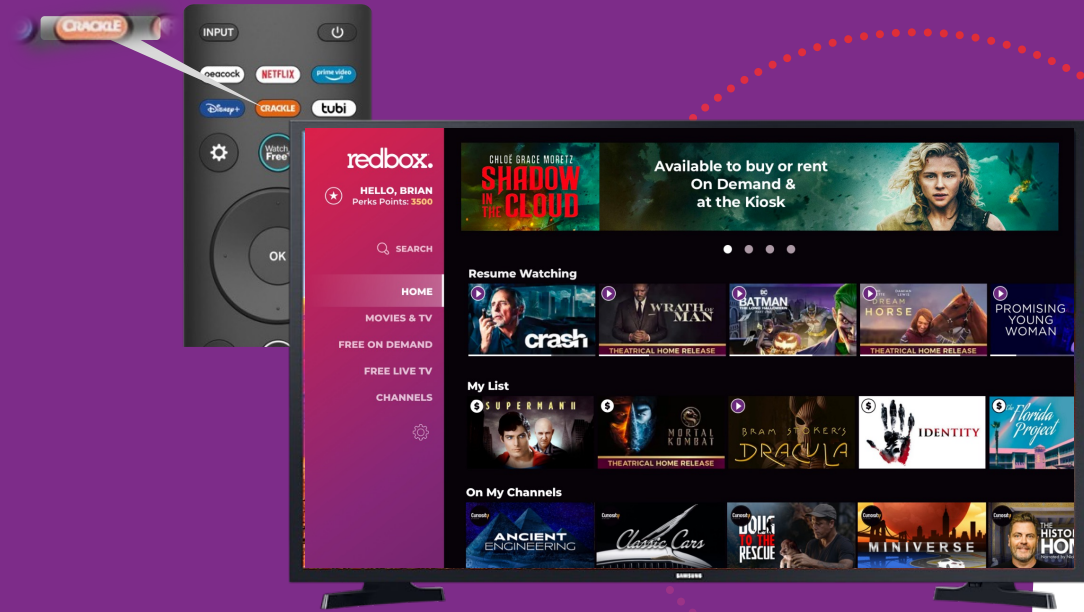
NATIONWIDE  
KIOSKS

45M

APP  
DOWNLOADS

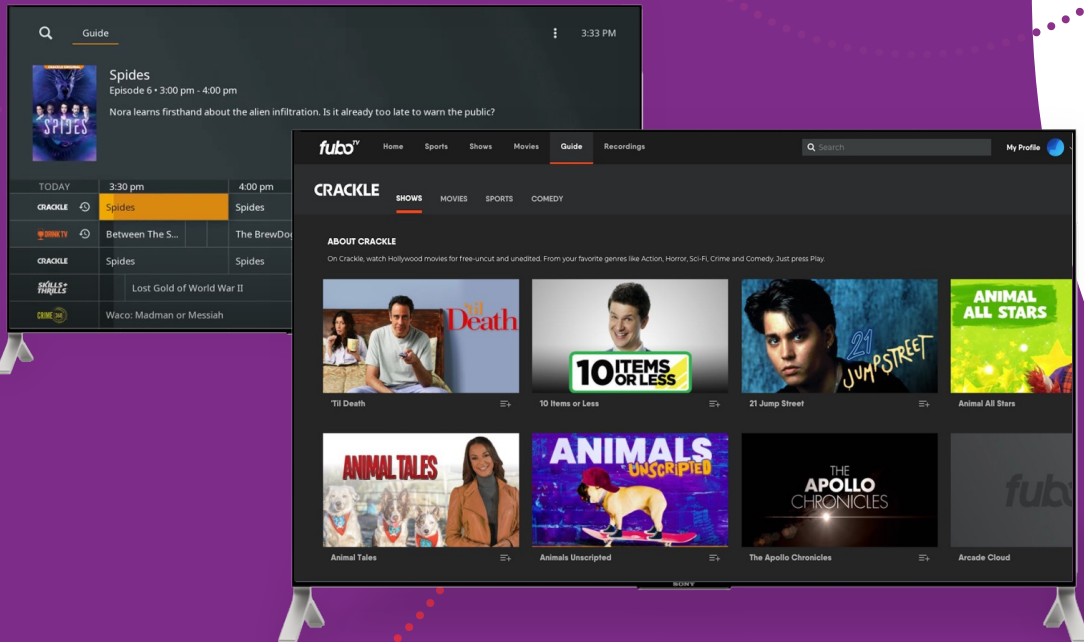


(1) Does not include Redbox metrics.



# MEETING CONSUMERS EVERYWHERE THEY MAKE VIEWING DECISIONS

- **140+ combined consumer touchpoints** across devices, platforms & CTVs
- Drive further growth in Redbox by distributing it across our network of touchpoints
- Expanding internationally beyond Israel and India and with dozens of countries in discussion

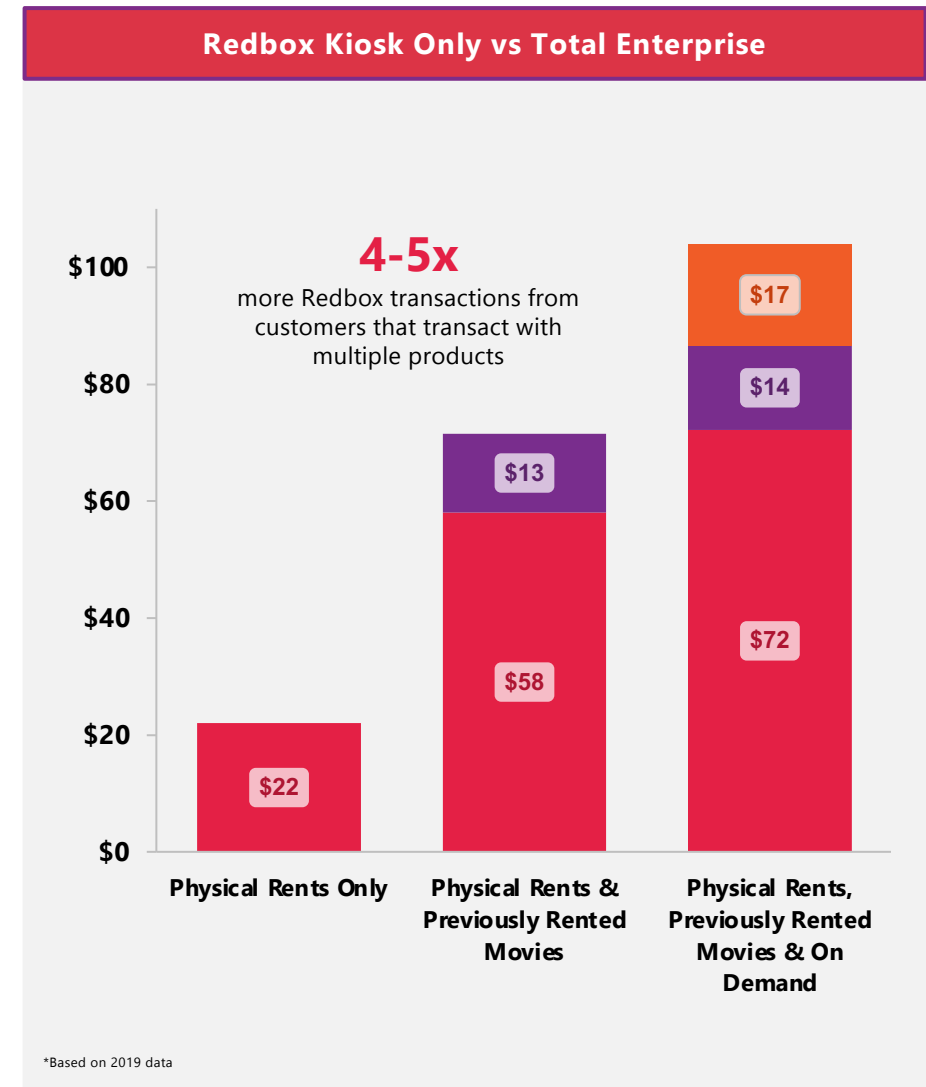




# UNIQUELY POSITIONED TO CONVERT CUSTOMERS TO STREAMING

Multi-Product  
Customers up to  
**5x** Higher Average  
Revenue Per User

Multi-Product  
Customers see  
**> 11** percentage  
point  
Reduction in  
Churn<sup>(1)</sup>



# DIVERSE AND TARGETED AD SALES STRATEGY

A data driven strategy with proven results

*Multiple ad sales channels drive supply and demand optionality*



Percent of Ad Sales for January – June 2022

# ORIGINAL & EXCLUSIVE AWARD-WINNING PROGRAMMING

Original & Exclusive content drives viewership and margin

## Original Series

4 series have received  
over 17 awards



# CYNOPSIS

## Sonar Library



446

Emmy Award  
nominations

105

Emmy  
Awards

15

Golden Globe  
Awards



17 K+

Total Film Titles

Films drive customer  
*acquisition*



34 K+

TV series drive  
*customer retention*

Episodes of  
Television

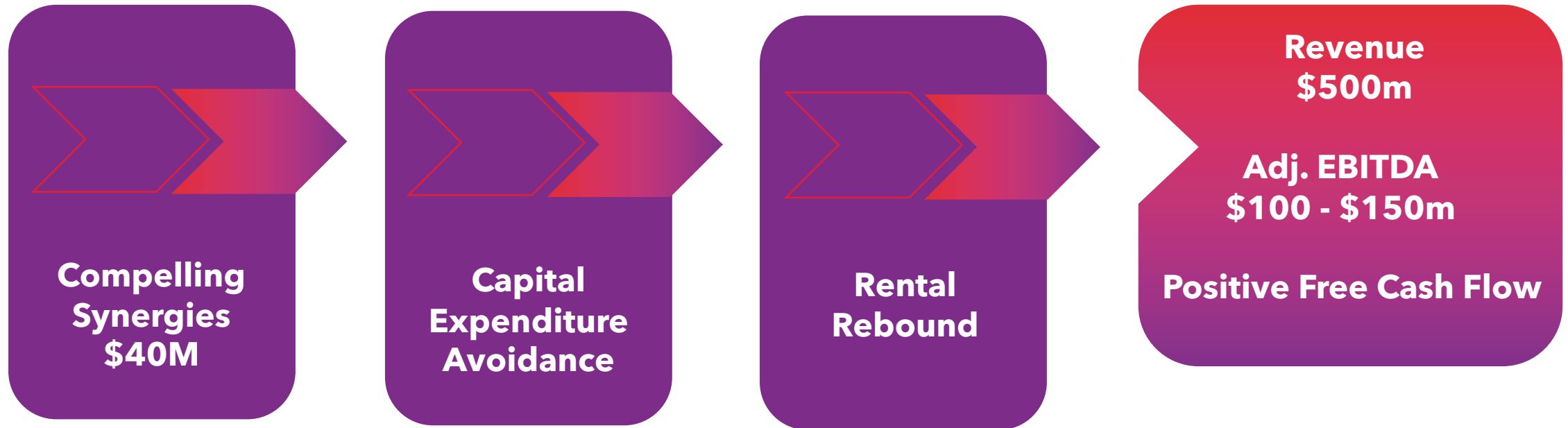




# NEAR TERM & IMMEDIATE VICTORIES DRIVE FCF GROWTH

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2022E Pro Forma Run Rate At Year-End Including Synergies



**Compelling Synergies****CapEx Avoidance****Rental Rebound**

## COMPELLING SYNERGIES

- The combination of Chicken Soup for the Soul Entertainment and Redbox creates a leading free streaming entertainment company with significant scale and compelling synergies

**Cross-selling  
and  
marketing to  
41M+  
loyalty  
members**

**Ad-sales**

**Screen  
Media  
distribution  
of Redbox  
titles**

**Greater  
TVOD  
transactions**

**Increased  
AVOD  
engagement  
and watch  
times**

**Public  
company  
costs**

**Licensing  
and product  
cost savings**

**Compelling Synergies****CapEx Avoidance****Rental Rebound**

# CAPITAL EXPENDITURE AVOIDANCE

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- Combination unites complimentary content and distribution businesses to accelerate digital transformation and drive consumer touchpoints

**TVOD & FAST  
Channel  
Platform**

**Loyalty  
Program**

**Integrated  
Tech Team**

Compelling Synergies

CapEx Avoidance

Rental Rebound

# RENTAL REBOUND

➤ Studios are returning to theatrical distribution and output continues to improve sequentially driving normalization in rental levels

Theatrical hits drive week-over-week lifts

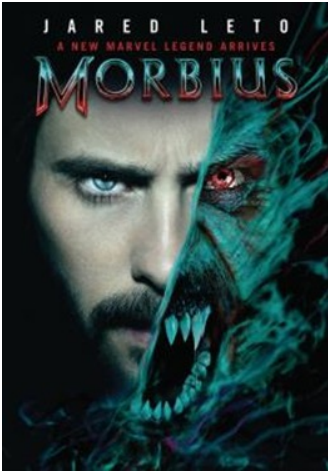
April 2022



May 2022



June 2022



Rents  
Total Physical  
Customers

+37%  
+41%

+29%  
+30%

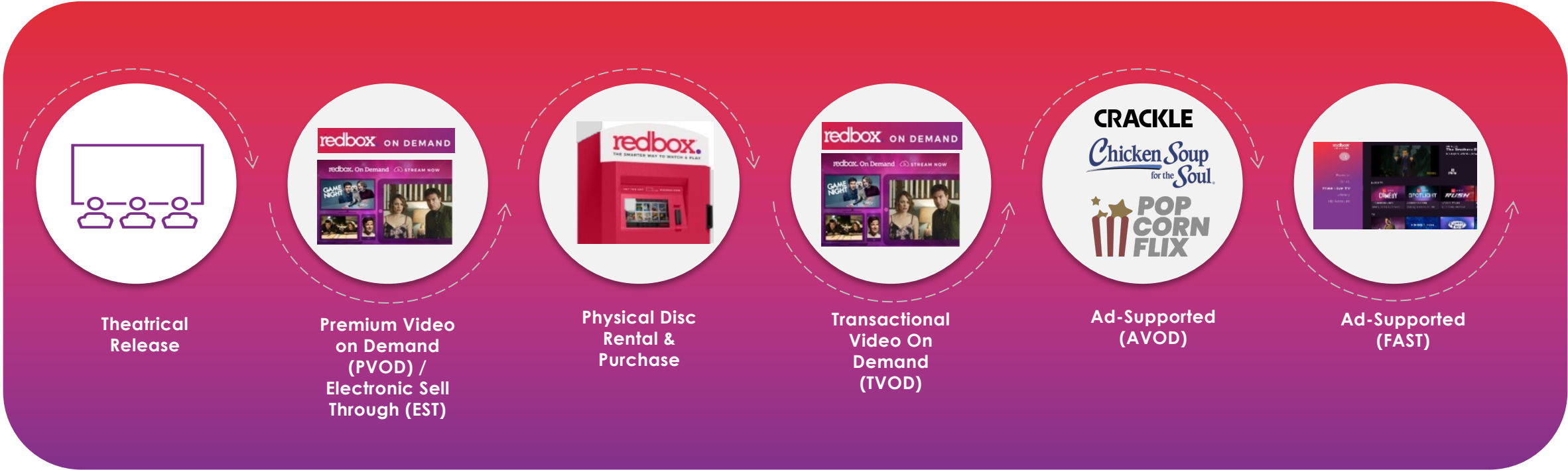
+20%  
+18%

Legacy DVD business expected to grow next 12-24 months

First-run films expected to return to normalized levels and grow sequentially into 2023

# STRATEGICALLY POSITIONED

➤ Accelerates the digital transformation of Redbox and allows Chicken Soup for the Soul Entertainment to expand its consumer offerings and distribution touchpoints



Positioned for revenue growth, margin expansion, and positive FCF

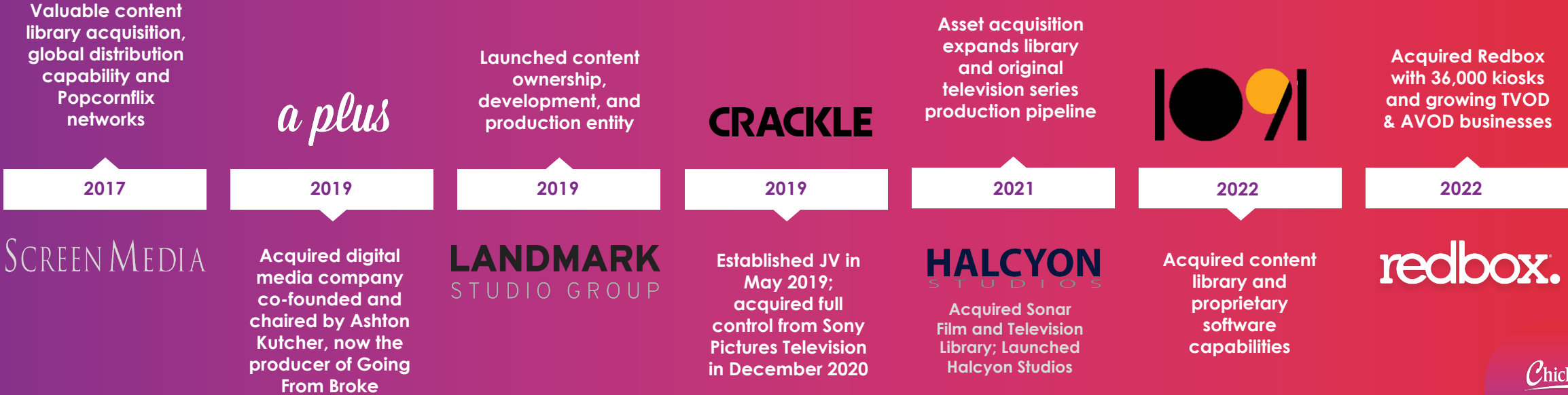
Data on how consumers choose and view content across channels and platforms

Kiosks serve as powerful marketing tools and provide valuable data on consumer choice and preference



# HISTORY OF ACCRETIVE TRANSACTIONS

➤ Building the premier AVOD destination through thoughtful transactions and low-cost content acquisition and production



SCREEN MEDIA

*a plus*

LANDMARK  
STUDIO GROUP

CRACKLE

HALCYON  
STUDIOS

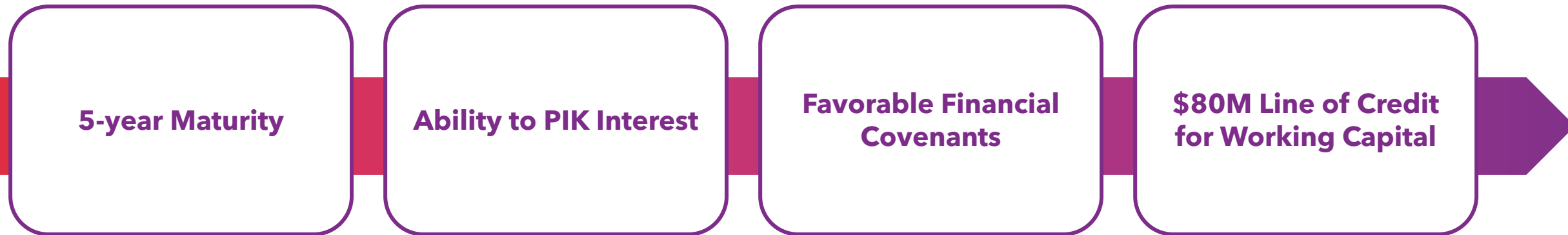


redbox.

# IMPROVED CAPITAL STRUCTURE

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- **Redbox debt restructured on favorable terms**
- Future positive FCF to pay down debt and manage leverage and increase financial optionality

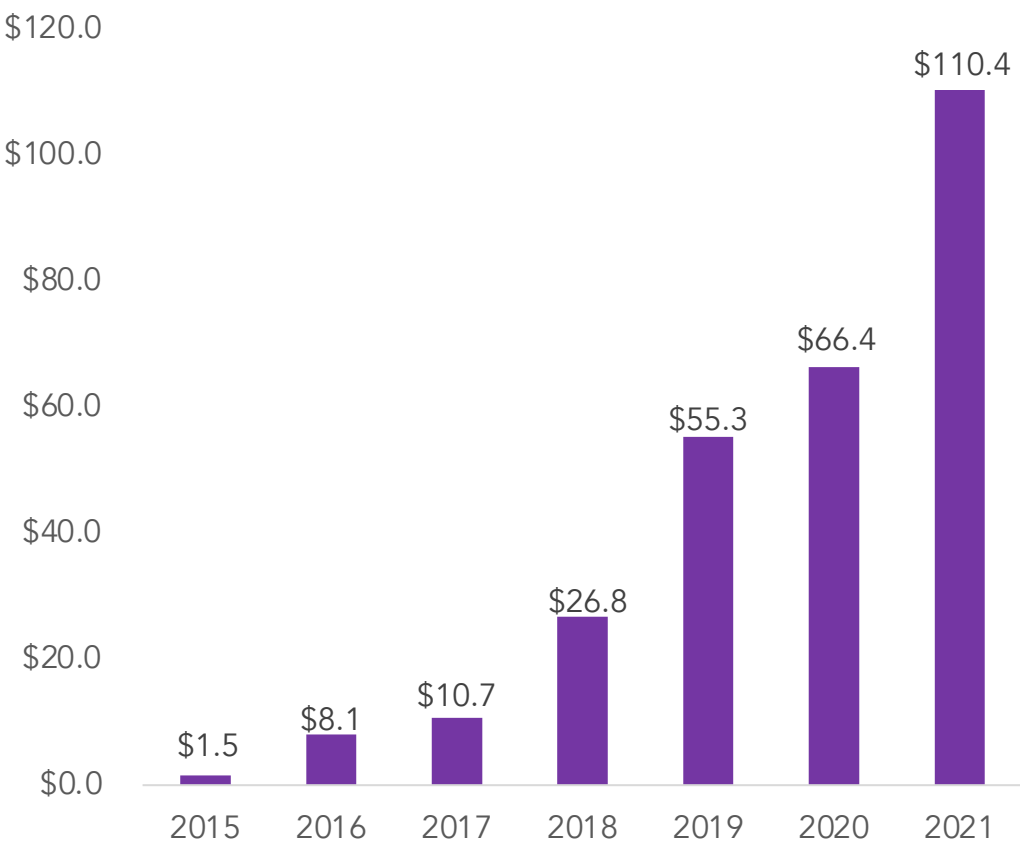


# CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

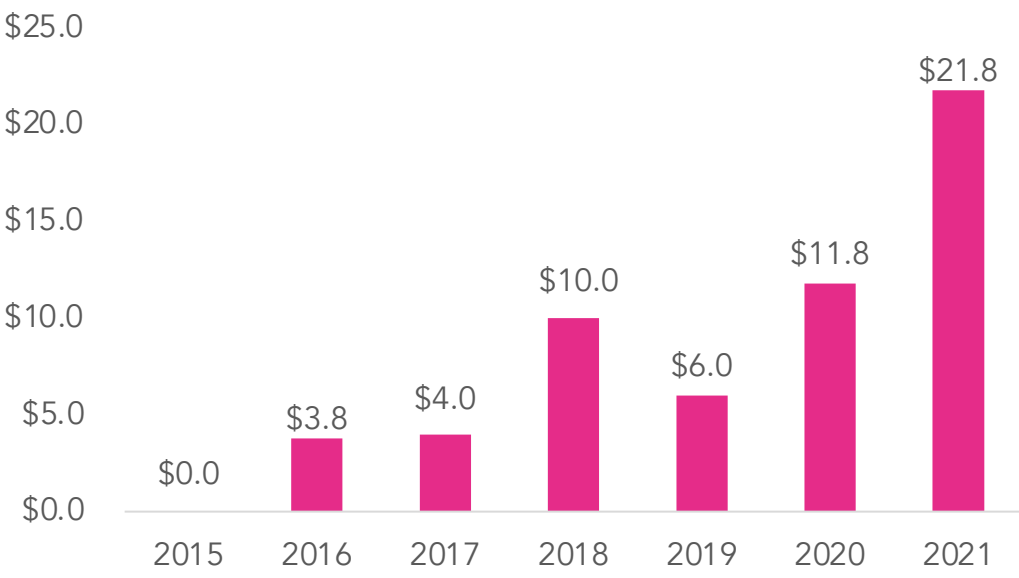
## FULL YEAR 2021 RESULTS

*\$ in millions*

Revenue



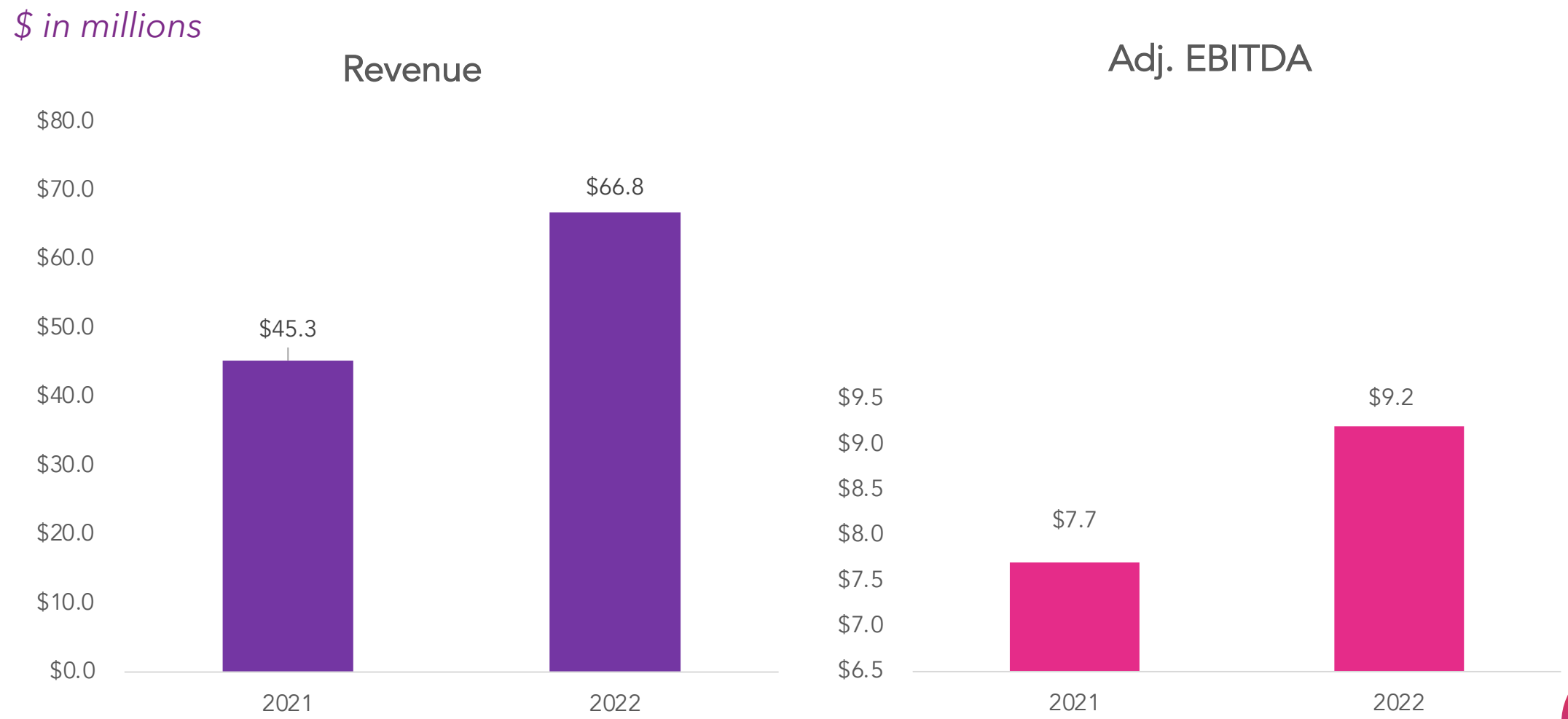
Adj. EBITDA



(1) See our Annual Report on Form 10-K for the year ended December 31, 2021 filed March 31, 2022

# CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

## FIRST HALF 2022 RESULTS <sup>(1)</sup>



(1) See our Quarterly Report on Form 10-Q for the quarter ended June 30, 2022 filed August 12, 2022