

A black and white photograph of a person standing on a stage, seen from behind, looking out at a large crowd of people at night. The crowd is holding up many small, bright lights, creating a starburst effect. The person on stage is holding a can in their right hand. The overall atmosphere is that of a live performance or event.

LIVE LIVE

Investor Presentation

MARCH 2021

SAFE HARBOR

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LiveXLive Media, Inc. (NASDAQ: LIVX) is a leading global first all-in-one streaming artist platform that brings LIVE to millions of fans everyday! We're delivering premium live streams from the world's top festivals and concerts, expertly curated streaming radio stations, podcasts, and original video and audio content connecting artists to their fans 24/7.

We believe music unifies the world, and it's our mission to bring music and entertainment to as many people as possible around the globe.

LiveXLive owns Slacker Radio, PodcastOne, CPS, and React Presents.

LISTEN, WATCH, ATTEND, ENGAGE AND TRANSACT



Custom Personalization Solutions

Investment Rationale

- 1 A leading all-in-one streaming artist platform
- 2 Recurring subscription revenue complemented by diversifying revenue streams
- 3 Multiple monetization paths and levers to drive long-term, sustainable growth
- 4 Exclusive partnerships with content creators and growing library of original content
- 5 Well-positioned to gain share in large addressable markets and benefit from trend towards live streaming
- 6 Global network of distribution and channel partners
- 7 World-class management team aligned with shareholders' interests
- 8 Experienced board and advisors with industry expertise



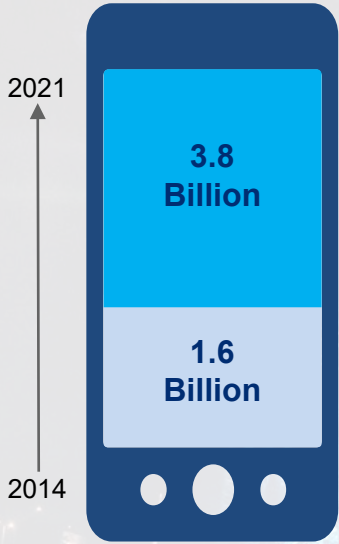


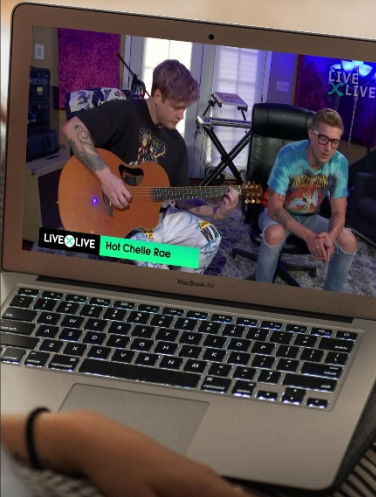

LiveXLive creates a valuable connection between bands, fans and brands by building long-term franchises in audio, video, podcasting, pay-per-view (PPV), livestreaming, and specialty merchandise.

- Distribution via the LiveXLive app, available on iOS, Android, Roku, Apple TV, and Amazon Fire, and through OTT, Samsung TV, STIRR, Sling, XUMO, among other platforms.
- Currently, nearly all new Tesla electric vehicles sold in the U.S. comes with a paid one-year subscription to LiveXLive and its Slacker Radio streaming app.
- The revenue model includes multiple monetization avenues including subscription, advertising, sponsorship, merchandise sales, licensing, and ticketing.
- LiveXLive's integrated business model allows for the same content to be monetized many different times and in many different ways.
- In CY 2020, LiveXLive livestreamed 140 events featuring 1,800 artists generating content which has been viewed over 120 million times.
- Over 1,000,000 paid subscribers on the LiveXLive platform as of December 31, 2020*

* See the Company's 10-Q for QE 12/31/20

LiveXLive's Model Addresses Five Large Market Verticals

- Over 300 million paid music subscribers globally today – estimated to grow to 1.2 billion by 2030*
- 74% of concert fans said they will continue to watch livestreaming events even after physical events resume*
- 37% (104 million) listen to podcasts at least every month

MUSIC SUBSCRIPTIONS	LIVE EVENTS	LIVESTREAM	MERCHANDISE	PODCAST
 <p>Over 3.8 billion Smartphone Users Projected Globally by this year</p>	 <p>30M+ People Attend at Least One Music Festival in the US Annually</p> <p>52% of US Attended a Live Music Event in 2018</p>	 <p>Subscribers:</p> <ul style="list-style-type: none"> • Netflix: 182M • Spotify: 144M • Apple Music: 72M • Disney Plus: 74M 	 <p>Users Watch Live Video 3x Longer and Comment 10x More than Recorded Footage</p>	 <p>2021, spending will jump nearly 45% to \$1.13 billion. As podcast listenership has soared in recent years, ad dollars will continue to follow suit.</p>

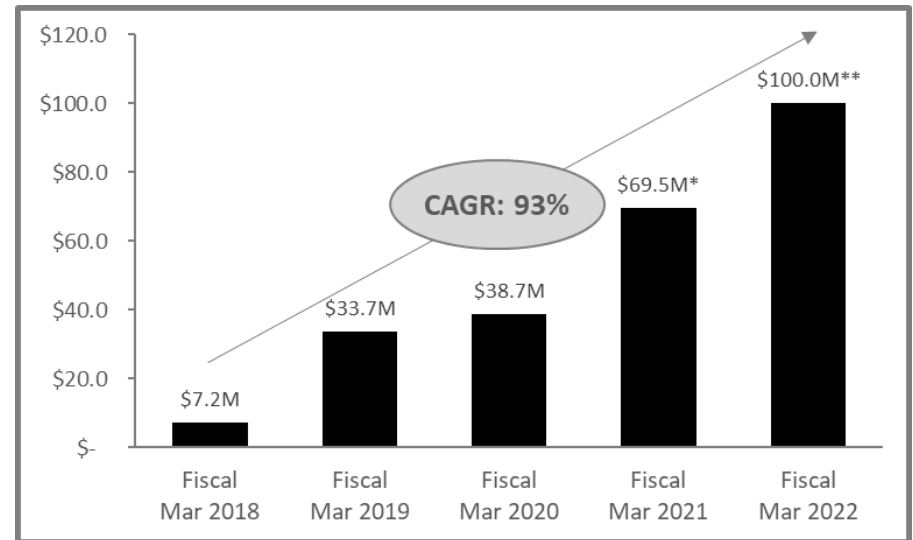
Source: IFPI, BBC, Billboard, eMarketer, Facebook Live, Forbes, The Verge, Statista, Nielsen, Goldman Sachs

Unique Flywheel Business Model

Unique Flywheel...



...Drives Attractive Topline Growth*



* Fiscal Mar 2021 revenue guidance (\$64M - \$69.5M)

** Fiscal Mar 2022 revenue guidance (\$90M - \$100M) – assumes no revenue from live events given COVID-19 restrictions



Slacker RADIO

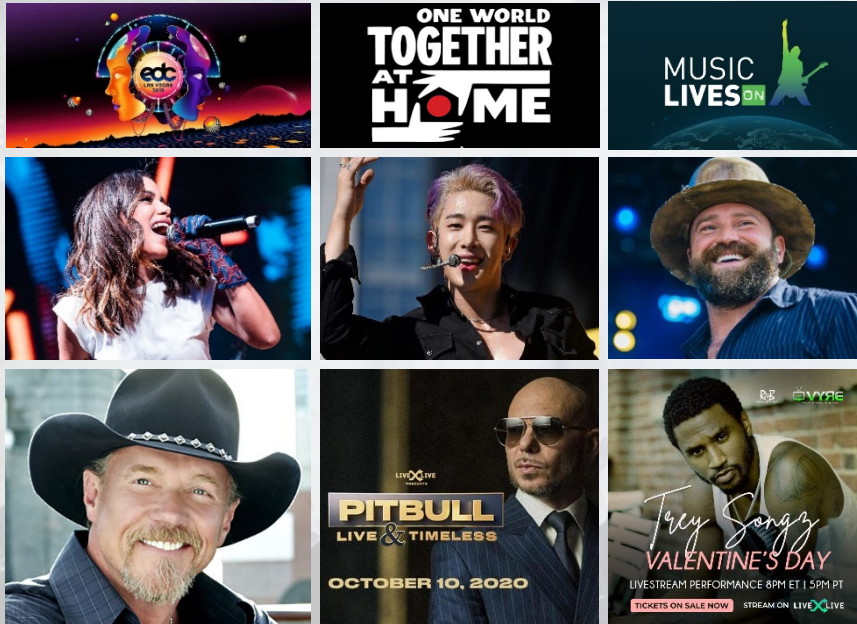
LiveXLive's Slacker Radio, is a subscription music streaming service offering a deep catalogue of over 20 million songs and 500 expertly crafted stations, podcasts from PodcastOne, livestreamed video and on-demand programming, and livestreamed festivals, concerts and pay-per-view (PPV) events.

- Slacker Radio/LiveXLive's paid subscribers now exceed one million.*
- Slacker has had over 2 billion audio listens in CY 2020 and 63 billion since inception.
- Slacker Radio is the default music app in all new Tesla EVs with the connectivity package and is also available in over 77 other automobiles as well as CarPlay.
- Slacker is ranked as the best quality music app and "Editor's Choice" by PC Magazine, outpacing better known brands such as Spotify and SiriusXM.
- Slacker Radio blends a team of forward-thinking music curators and content programmers with cutting edge analytics which provide a seamless music discovery.
- Estimated music subscription TAM currently at over 300 million paid music subscribers globally - estimated to grow to 1.2 billion by 2030**
 - LiveXLive's targeted goal is to have 10 million paid subscribers (.0008% of 2030 estimated TAM)

* See the Company's 10-Q for QE 12/31/20

** Goldman Sachs

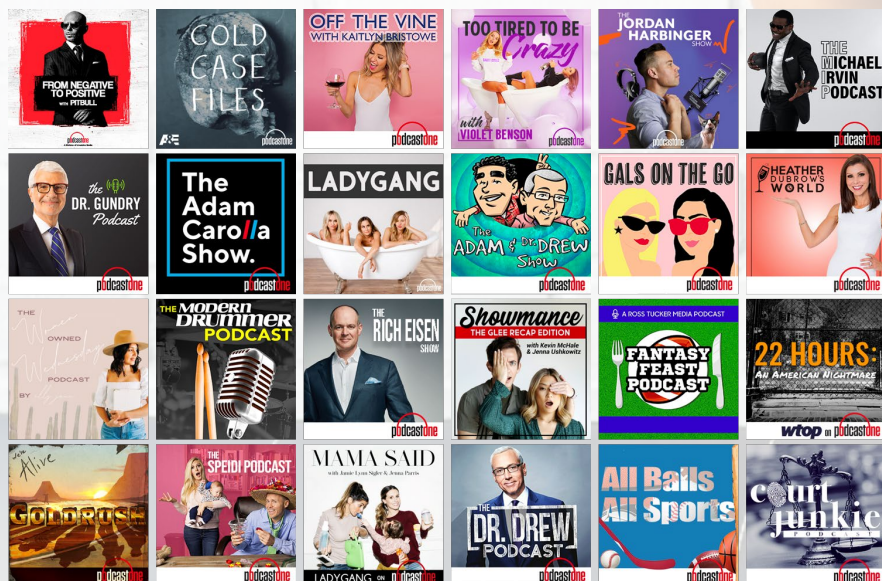
LIVE X LIVE



- LiveXLive is the world's leading premium streaming platform delivering premium live streams from the world's top artists, festivals and concerts, and original artists' video and audio content.
- LiveXLive produces more livestreams of festivals, concerts, and benefit concerts, than any other media brand. Music Lives LiveXLive's premier music festival with over 5 billion views for #musiclives on TikTok.
- LiveXLive's livestream Pay-Per-View (PPV) platform allows artists to perform digital PPV concert(s) with innovative digital features, like virtual meet & greets, behind the scenes access, and real-time unique and collectible merch offerings.
- LiveXLive franchises -- "Music Lives" -- a 48-hour non-stop livestreamed music festival; "Music Lives ON" -- a weekly Friday night livestream concert; "LiveZone", a weekly music and celebrity news show; docu-reality series "Artist DNA"; and "LiveXLive Presents," LiveXLive's first original music performance show
- In CY 2020, LiveXLive livestreamed 140 events featuring 1,800 artists generating content which has been viewed over 120 million times with over 2 billion audio listens.
- LiveXLive can produce premium live events for approx. \$20K/hr., compared to current industry comps at approx. \$500K/hr.

LiveXLive's 24-hour linear OTT streaming channel reaches 300 million+ households

Samsung SMART TV xumo sling firetv Roku apple tv



- LiveXLive's completed the acquisition of PodcastOne in July 2020
- PodcastOne recorded gross revenue of \$27.5 million in CY 2019.
- Star exclusive PodcastOne podcasters include Adam Carolla, Pitbull, Brett Favre, "Stone Cold" Steve Austin, Michael Irving, Lady Gang, and Mike Tyson. Networks include Sports Network, Woman of Podcasting, etc
- PodcastOne now has over 235 shows and produces over 350 podcast episodes per week.
- In CY 2020, over 2 billion podcast downloads.
- LadyGang podcast recently reached over 100 million downloads.
- Total social media reach across the exclusive talent roster of PodcastOne now exceeds 240 million.
- Recently created the new Vodcast Network, featuring videos video podcasts from new and existing podcasters.
- PodcastOne's founder and Chairman, Norman Patiz, founded and built Westwood One into the largest radio network in the U.S.

Source: Goldman Sachs

Podcast Statistics

- **37% (104 Million) Listen To Podcasts At Least Every Month**
- **24% (68 Million) Listen To Podcasts Weekly**
- **41% Of Monthly Podcast Listeners Have Household Income Over \$75k**
- **Podcast Listeners Subscribe To An Average Of 6 Shows**
- **Podcast Listeners Listen To An Average Of 7 Different Shows Per Week**
- **93% Listen To All Or Most Of Each Episode**
- **81% Of Podcast Listeners Pay Attention To Podcast Ads**
- **60% Of Podcast Listeners Have Bought Something From A Podcast Ad**

Source: 2021 PodcastHosting.org



Custom Personalization Solutions

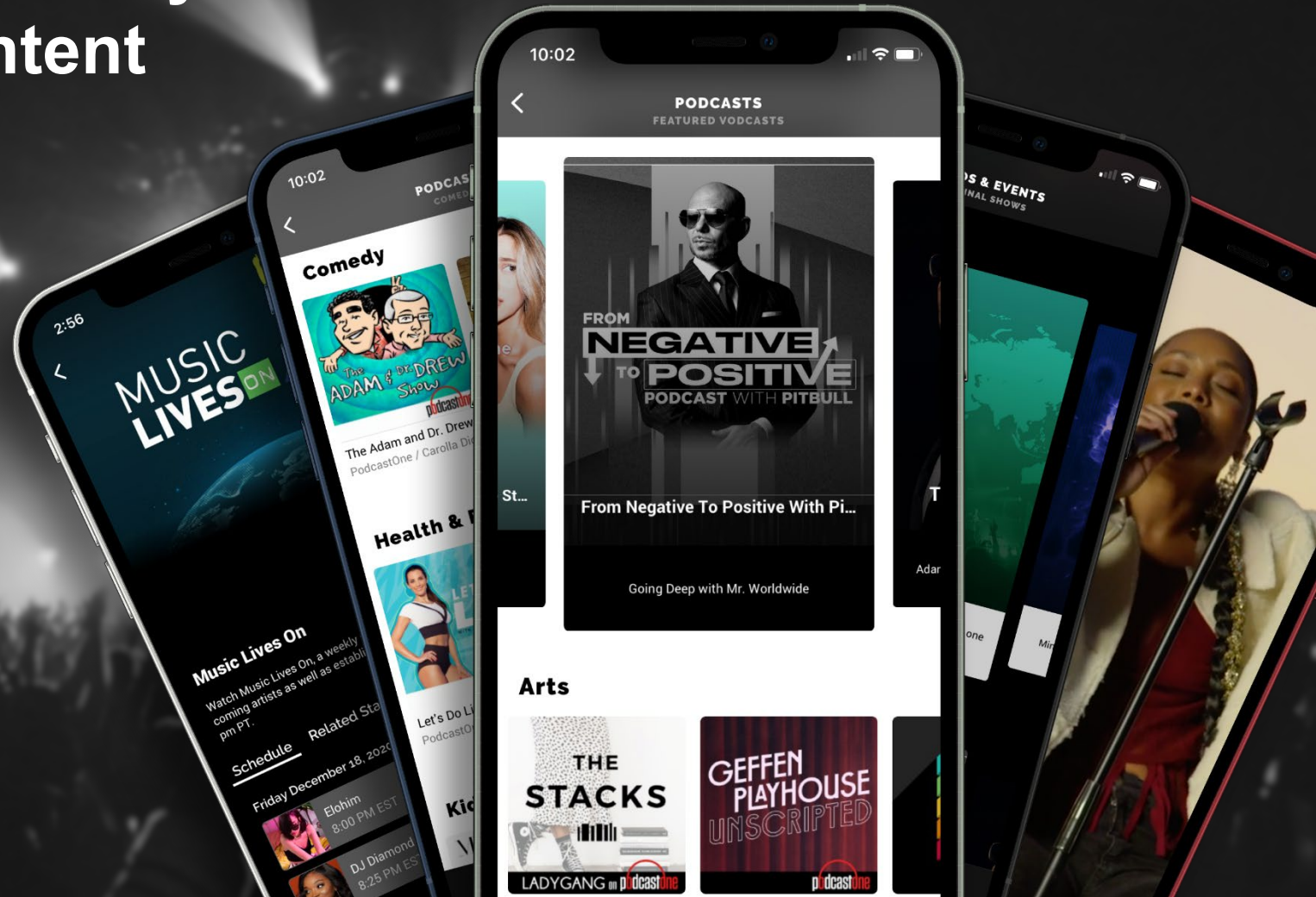
- LiveXLive completed the acquisition of Custom Personalized Solutions ("CPS") in December 2020 which included approximately \$5.2 million in estimated working capital and is debt free.
- For CY 2020, which includes the period prior to our acquisition, CPS generated approximately \$20M in revenue and \$1M of EBITDA.
- LiveXLive intends to partner with artists and stars from the music, podcast and entertainment industry who have massive social media and marketing reach, to create, manufacture and distribute unique and limited-edition personalized clothing, jewelry, toys as well as virtual goods
- Direct to Consumer (D2C) commerce platform; monetization for both LiveXLive and the artist
- CPS further diversifies LiveXLive's business model into the global licensed merch market, expected to reach \$400 billion by 2023.

react presents



- LiveXLive's React Presents is a full-service club, concert, and festival promotion company that produces 300+ club / theater events annually across the Midwest & produces world-class festivals such as Spring Awakening Music Festival & Mamby on the Beach
- React Presents team is fully integrated into the LiveXLive ecosystem including talent booking & marketing of LiveXLive content.
- Launched React curated playlists on LiveXLive in 2020.
- "Spring Awakening Excursions" series "Cancun Awakening" taking place April 28 – May 2, 2021, Boutique destination vacation package with world class artists in an intimate setting.
- Pre COVID-19, which includes the period prior to our acquisition, React Presents recorded gross revenue of approximately \$15 million in 2019.
- 79% of fans expect to return to live music within 4 months of COVID-19 restrictions lifting.
- 85% of all Ticketmaster tickets were held for postponed events rather than asking for refunds.

A Growing Library of Original Content



Increased Sponsorship & Advertising

- LiveXLive has increased sales professionals over the past year from 3 to 15.
- LiveXLive offers brands and advertisers the hard-to-reach younger demographic and offers relatively longer listener dwell time.
- Integrated sponsorship programs provide brands with artist access, original music and entertainment and distribution throughout the LiveXLive platform to reach.
- New & expanded sponsorship deals now include Pepsi, McDonald's, KFC, Hyundai, Corona, Porsche, Chipotle, State Farm, Netsuite, Kia, White Claw, Mike's Hard Lemonade, and Mentos Pure Fresh Gum – and through LiveXLive's multi-year livestream partnership with iHeartRadio - Progressive Insurance, Capital One, Ally Financial, Goya, Country Crock, St. Jude and OGX.



Financial Highlights

LIVEXLIVE MEDIA, INC. REVENUE (FY ends March 31th)

2018 - \$7.2M

2019 - \$33.7M

2020 - \$38.7M

2021 - \$64 - \$69.5M*

**2022 - \$90 - \$100M (assumes no
revenue from live events given
COVID-19 restrictions)****

* Based on full-year fiscal 2021 guidance

** Based on full-year fiscal 2022 guidance

- LiveXLive recently reported its 11th consecutive quarter of record revenue, a 96.9% YOY increase to a record \$19.1 million in Q3 Fiscal 2021 ended Dec. 31, 2020
- Revenue stream diversified in Q3 Fiscal 2021 comprised of 44% Subscription and 56% Advertising, Merchandising and PPV Ticketing compared to 94% Subscription and 6% Advertising in Q3 Fiscal 2020
- As compared to Fiscal 2020, Shareholder Equity increased by \$23.5 million, Working Capital increased by \$23.5 million, and Cash increased by \$5.2 million to \$17.6 million
- Company raised FY Fiscal 2021 revenue guidance to \$64 - \$69.5 million
- Common Shares outstanding as of Feb. 9, 2021: 75.4 million
- Analyst Coverage: JMP, DA Davidson, Roth, Ladenburg, H.C. Wainwright, Spartan, and Alliance Capital

World-Class Management Team

ROBERT ELLIN CHAIRMAN & CEO

Over 30 years of investment and turnaround experience, deep relationships in media and entertainment, prior public company experience as Executive Chairman of Mandalay Digital



DERMOT MCCORMACK PRESIDENT

Renowned music industry executive, with expertise from content development to technology, growth strategies and monetization.



MICHAEL QUARTIERI EVP, CFO

Former CFO at Scientific Games (Nasdaq: SGMS) and SVP, CAO at Las Vegas Sands (NYSE: LVS). Recognized in 2020 by Institutional Investor as the #1 Chief Financial Officer in Gaming and Lodging



NORMAN PATTIZ EXECUTIVE CHAIRMAN PODCASTONE

Over 50 years deep experience in radio, original programming and podcasts, and former founder of Westwood One, the largest radio network in the U.S.



MIKE BEBEL SENIOR EXECUTIVE VP

Music industry veteran & digital music service entrepreneur with more than 20 years of global operating experience



JACKIE STONE CMO

Top 50 Marketer with over 27 years of global expertise across brand building, growth, acquisition and loyalty.



DAVID SCHULHOF PRESIDENT LIVEXLIVE MUSIC PUBLISHING.

Executive with more than 20 years of experience in the music, digital media & private equity sectors



GARRETT ENGLISH CHIEF CREATIVE OFFICER

Deep experience in music content, news and live production and programming, including producing the VMAs and launching MTV internationally in Japan, Africa and Russia



JASON MILLER GLOBAL HEAD OF SALES

National brand advertising developer who has integrated solutions across audio, video, digital, social, mobile, & event platforms



ROE WILLIAMS GLOBAL HEAD OF TALENT AND ARTIST PARTNERSHIPS

Previously orchestrated deals with Adidas, Grey Goose, Tosy, Office Max, Unilever, and General Mills



JERRY GOLD DIRECTOR & CSO

Music & entertainment executive for the past 37 years, including serving as the Executive VP & CFO of Warner Music Group for nearly a decade



Distinguished Board of Directors & Advisors with Industry Experience

Distinguished & Experienced Board of Directors

Ramin Arani
Independent Director

Former lead manager of Fidelity's Puritan Fund and current Board member of Vice Media, Ellen Digital and Opportunity Network



Kenneth Solomon
Independent Director

Chairman and CEO of The Tennis Channel, partner at Arcadia Investment Partners and Chairman of Ovation TV



Jay Krigsman
Independent Director

Executive Vice President and Asset Manager of The Krausz Companies



Maria Garrido
Independent Director

Sr. Vice President Brand Management at Vivendi Group



Patrick Wachsberger
Independent Director
Founder and CEO of Picture Perfect Entertainment and former Chairman of Lionsgate Films



Craig Foster
Independent Director
Former Chief Financial Officer and Chief Accounting Officer of Amobee, Inc.



Bridget Baker
Independent Director

Former President of Content and TV Network Distribution of Comcast and NBCUniversal



Strong Suite of Formal Advisors

Steven Bornstein
Former CEO of ESPN and NFL Network



Jason Flom
CEO of Lava Records



Chris McGurk
Former CEO of MGM and Universal Pictures



Roger Werner
Former CEO and President of ESPN and Speedvision



Jules Haimovitz
Former President of Viacom and founder of Showtime



Key Indicators Seeing Momentum

Festivals & Live Streams



2B+

Audio listens
since 1/1/2020



1,800

Artists Streamed
since 1/1/2020



140

Livestreamed Music
Events since 1/1/2020



179+

Countries Reached
by Live Music
Streaming



300M

people reached via
24-hour OTT
streaming channel



1M

Paid Subscribers
(12/31/2020)

Original Content



519+

Hours of Live Music
(QTD)



Platforms

O&O
Facebook
YouTube
Twitch

TikTok
Twitter
Daily Motion
STIRR



Podcasting

over 235 shows and
produces over 350 podcast
episodes per week



LIVE  **LIVE**

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