

A black and white photograph of a person standing on a stage, seen from behind, looking out at a large audience. The audience is holding up many small lights, creating a starburst effect. The stage is dark, and the overall atmosphere is that of a live performance or event.

**LIVE X LIVE**

# **Investor Presentation**

April 2021

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# LiveXLive at a Glance

- **The only all-in-one global streaming platform** dedicated to streaming of live music, entertainment, podcasts, audio and video content
- Delivers live entertainment to millions of fans in **220+ countries**
- Offers **premium live streams** from the world's top festivals and concerts, **expertly curated streaming radio stations, podcasts, vodcasts, and original video and audio content** connecting artists to their fans 24/7

## Complementary Portfolio of Assets and Brands

*Slacker*  
RADIO

LIVE  LIVE

react presents

  
podcastone

  
Custom Personalization Solutions



Listen



Watch



Attend



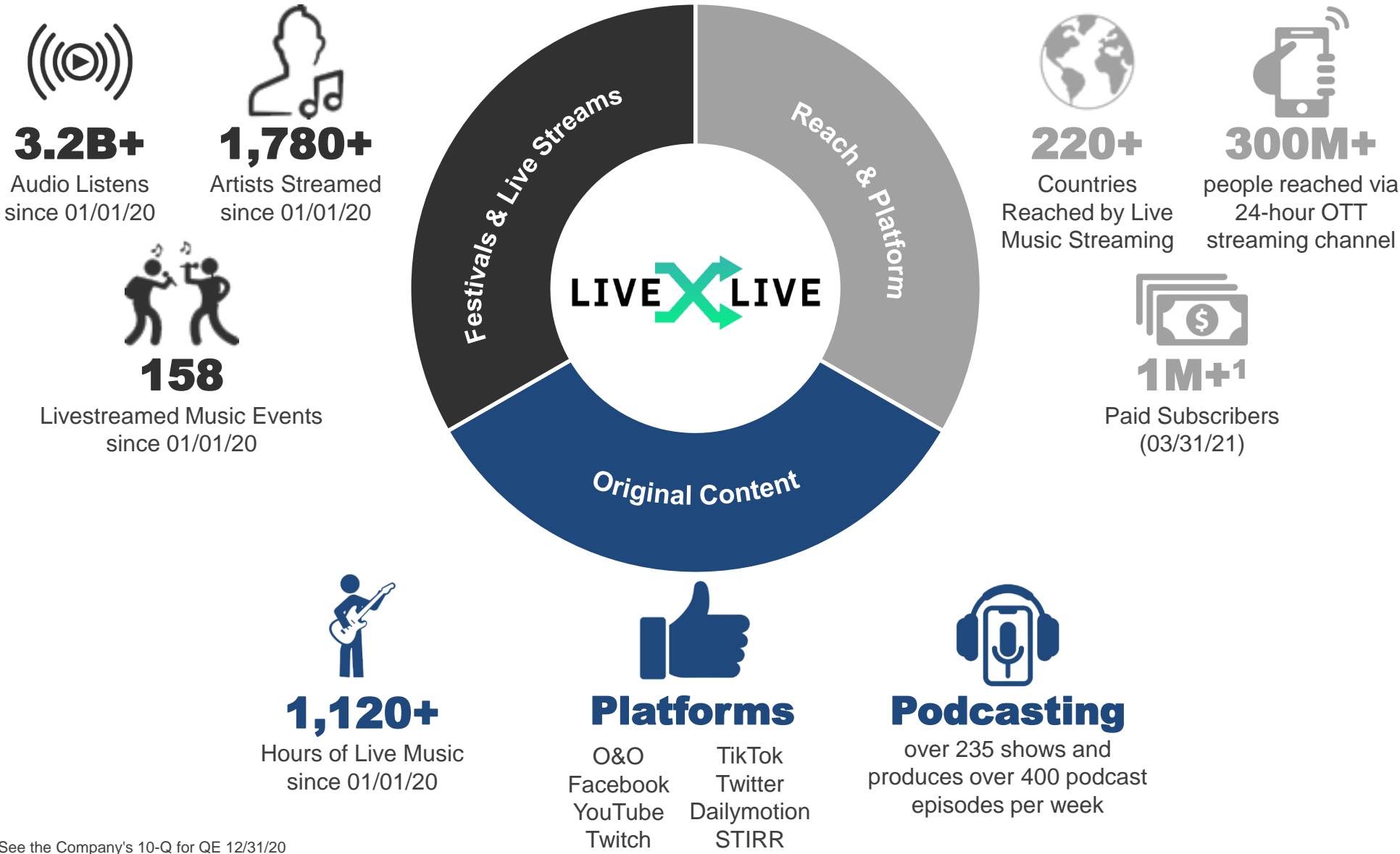
Engage



Transact

We give fans, brands, and bands the best seat in the house

# Premium Content with Global Reach



<sup>1</sup> See the Company's 10-Q for QE 12/31/20

# Investment Highlights

- 
- 1 A leading all-in-one streaming artist platform
  - 2 Successful M&A strategy drives diversified revenue base
  - 3 Multiple monetization paths and levers to drive sustainable growth
  - 4 Growing library of original content and exclusive content partnerships
  - 5 LiveXLive's model addresses five large market verticals
  - 6 Global network of distribution and channel partners
  - 7 World-class management team
  - 8 Distinguished Board of Directors and advisors with industry experience

# A Leading All-in-One Streaming Artist Platform



- Leading premium music & live streaming platform featuring **158 events** & **1,780+ artists**
- **Pay-per-view platform** allows artists to perform digital concerts with innovative features
- 24-hour linear OTT streaming channel reaches **300M+** households
- Nearly all new Tesla EVs sold in the U.S. comes with a paid 1-year subscription to Slacker
- StudioOne to produce original content slate both live and taped; short, medium and long formats



- Subscription and advertiser-supported podcast network
- **400+ episodes created per week** and **235+ shows on air currently**
- Total social media reach **exceeds 240M**
- New Vodcast Network features **video podcasts from creators** produced by StudioOne

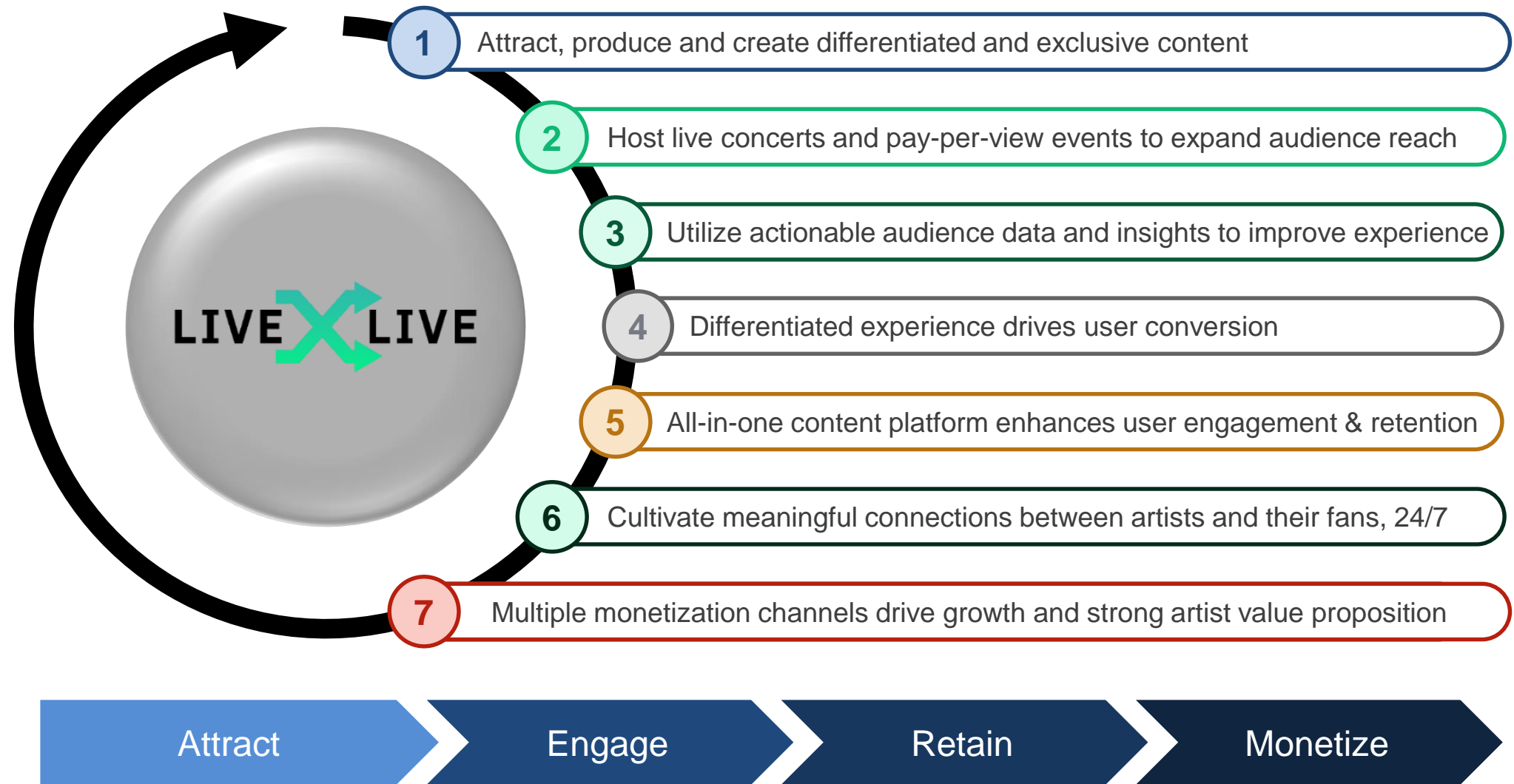


- eCommerce-focused merchandise personalization company
- Thousands of exclusive personalized items
- **Deep partnerships with artists** to create exclusive merchandise
- Further **diversifies business model** into merchandising business



- Full-service club, concert, and festival promotion company
- Produces **300+ club and theater events annually**
- Features world-class festivals, e.g. **Spring Awakening**, **Mamby on the Beach**
- **Fully integrated** into network of talent booking and marketing content

# 1 Flywheel Strategy Creates Superior Value Proposition



# Unrivaled Capabilities Across Audio, Video, and Live Events

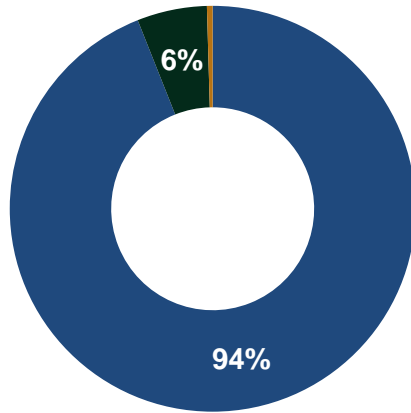
	Audio streaming							Live music streaming			Music events			
	LIVE X LIVE	Spotify	 pandora	DEEZER	amazon music	Apple Music	YouTube Music	iHeart MEDIA	melody™ napster	BOILER ROOM	nugs.net	STAGE IT	LIVE NATION	AEG eventim
Audio streaming	Ad-supported	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
	Subscription	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗	✗
	Podcasts	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗
Video streaming	Originals	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗
	Live video streaming	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗
	Ticketed show	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✓	✓	✗
	Linear / OTT channels	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
	Live events	✓	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗	✓	✓
	Merchandise	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓	✓

Sources: Company filings, Company websites



## 2 Successful M&A Strategy Drives Diversified Revenue Base

Revenue composition as of 12/31/19



Subscription



Advertising



Sponsorship & Licensing

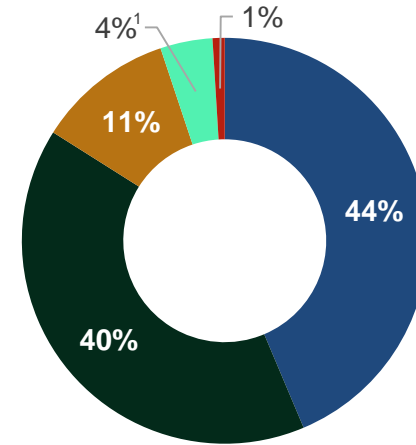


Merchandising



Ticket / Event

Revenue composition as of 12/31/20



Multifaceted revenue streams anchored by recurring subscription revenue

<sup>1</sup> Represents only eight days of revenue



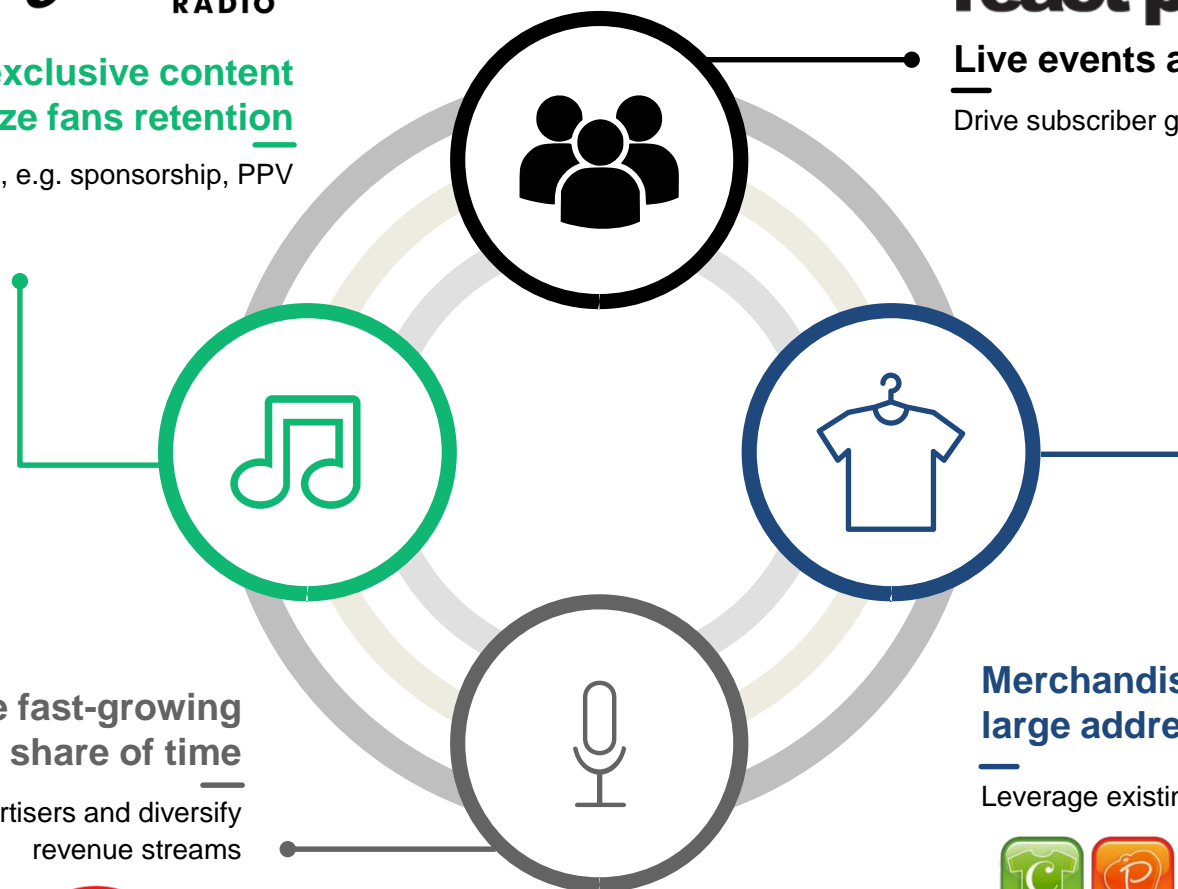
**Live stream and exclusive content  
optimize fans retention**

Multiple ways to monetize content, e.g. sponsorship, PPV

**react presents**

**Live events attract large attendance**

Drive subscriber growth and increase brand awareness



**Podcasts capture fast-growing  
market and non-music share of time**

Broaden offering to advertisers and diversify  
revenue streams



**Merchandise target superfans with  
large addressable market**

Leverage existing platform and artist relationships



Custom Personalization Solutions

## Highly-rated Originals

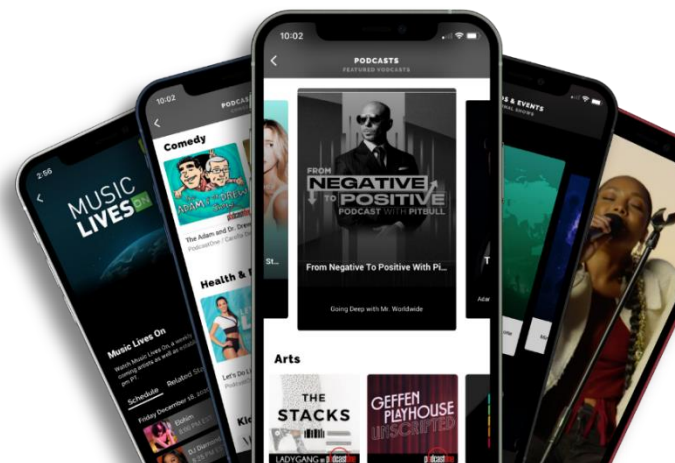
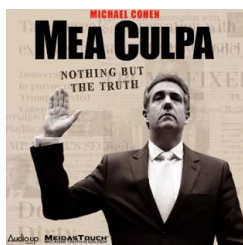


- Weekly music and celebrity news show
- Traveling studio that **originates from live music events and festivals**
- Highlight events by showcasing **exotic locales, unique venues, and artist backstories**



- **72-hour** live streamed music festival (Mar 26 – 28, 2021)
- Featured **130 artists** and generated **nearly 28 million views** during 3-day festival
- Inaugural festival in 2020 generated **5 billion views** on TikTok for hashtag #musiclives

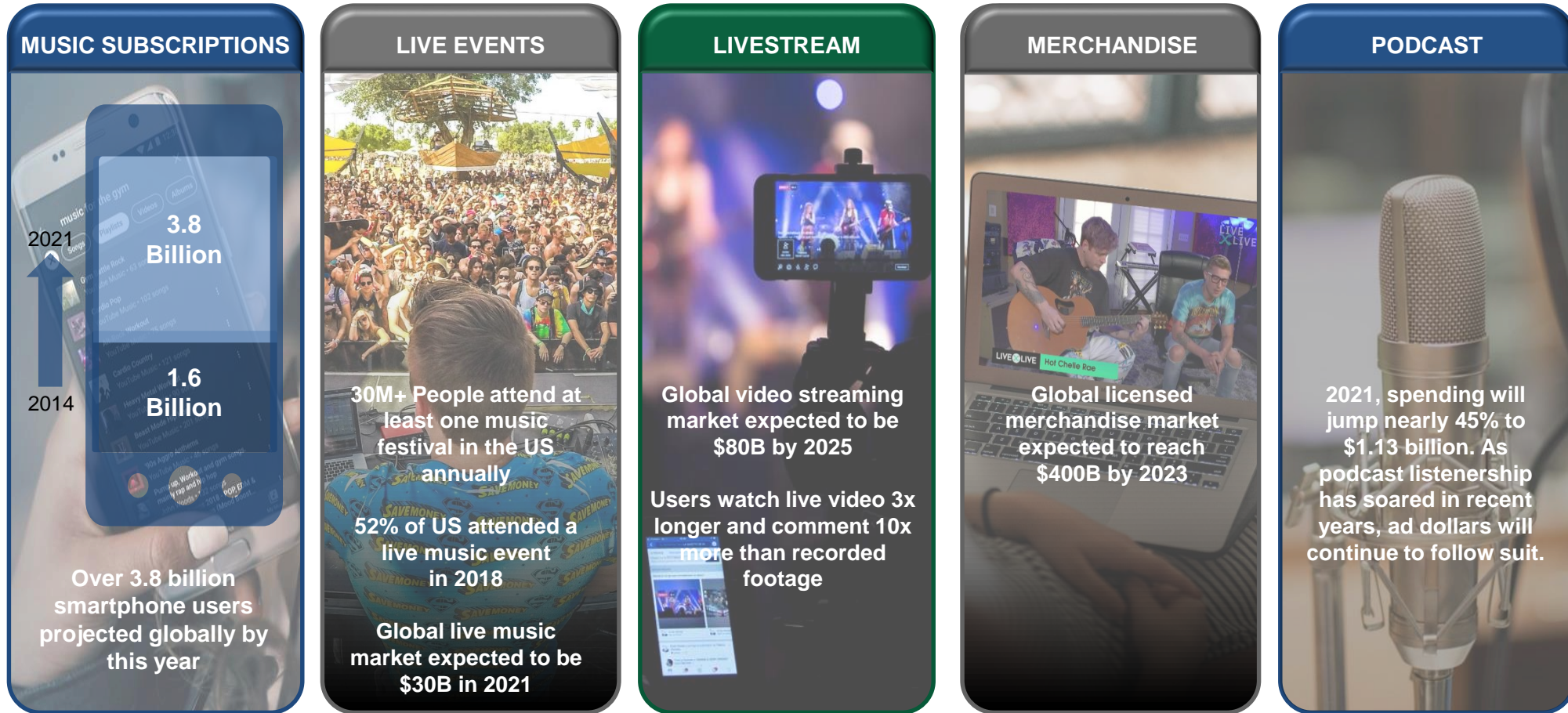
## Podcasts Partnerships



StudioOne to develop and distribute new originals and tentpole events across the platform

## 5 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



Source: IFPI, BBC, Billboard, eMarketer, Facebook Live, Forbes, The Verge, Statista, Nielsen, Broker research

## 6 Global Network of Distribution and Channel Partners



Desktop



Mobile



OTT

android 

Samsung SMART TV

 iOS



**ROKU**

amazon fireTV

You **Tube**



Tencent 腾讯 XUMO  
A VIANT COMPANY

verizon  
media  
dailymotion

**AEG**  
PRESENTS



**REVOLVER**

**mass  
appeal**

**TASTE OF COUNTRY**

**verizon** 

**T Mobile**

  
**TESLA**

**SONY**

 **TOYOTA**

Over 220 countries reached by Live Music Streaming



# 7 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 EVP

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



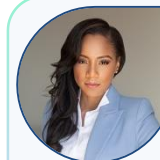
**Garrett English**  
Chief Creative Officer

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



## Distinguished &amp; 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



**Patrick Wachsberger**  
*Independent Director*

Founder and CEO of Picture Perfect Entertainment and former Chairman of Lionsgate Films



**Kenneth Solomon**  
*Independent Director*

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



**Craig Foster**  
*Independent Director*

Former Chief Financial Officer and Chief Accounting Officer of Amobee, Inc.



**Jay Krigsman**  
*Independent Director*

Executive Vice President and Asset Manager of The Krausz Companies



**Bridget Baker**  
*Independent Director*

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



**Maria Garrido**  
*Independent Director*

Sr. Vice President Brand Management at Vivendi Group



## 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*



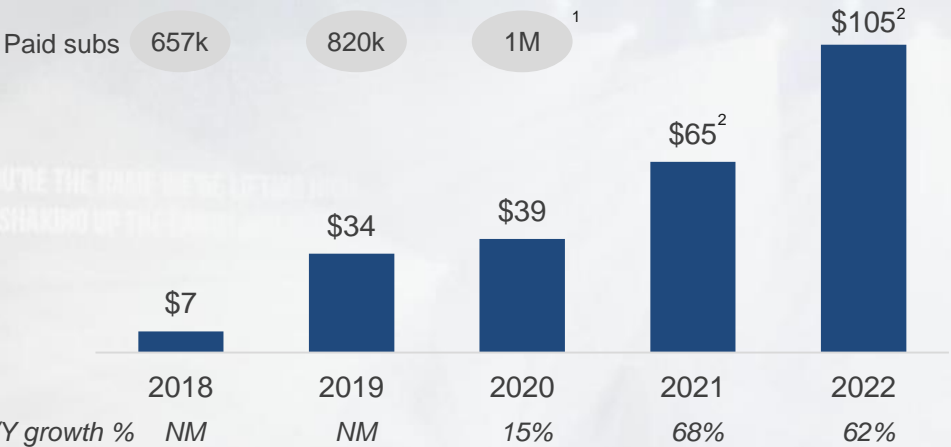
**Jules Haimovitz**  
*Former President of Viacom and founder of Showtime*



# Financial and Operating Highlights

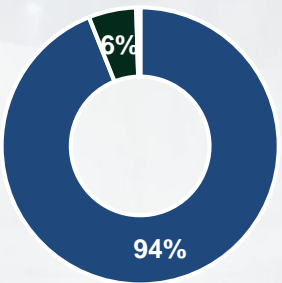
## Strong Revenue and Subscribers Growth

CAGR: 95%

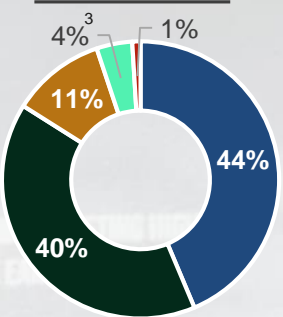


## Diversifying Revenue Streams

As of 12/31/19



As of 12/31/20



- Subscription services
- Advertising
- Sponsorship & Licensing
- Merchandising
- Ticket / Event

- Ability to monetize content via multiple channels as business scales
- Recent accretive transactions accelerate path to profitability
- Expects to generate annual cost savings of approximately \$3.4M from recent integration of PodcastOne, CPS, and React Presents
- Operating profits expected to be \$1.5M-\$3.0M in 2022

Note: Fiscal year ended Mar 31. Numbers in millions. Historical financials not pro forma for acquisitions  
<sup>1</sup> See the Company's 10-Q for QE 12/31/20; <sup>2</sup> Midpoint of guidance (assumes no live event revenue due to COVID-19); <sup>3</sup> Represents only eight days of revenue



# Financial Outlook

(\$M)	FY21	FY22
Revenue	\$64.5 – \$65.5	\$100 – \$110 <sup>1</sup>
Adjusted Operating (Loss) / Income	(\$5.0) – (\$2.5)	\$1.5 – \$3.0 <sup>1</sup>
Capital Expenditure	\$3 – \$5	–
Livestream Events	Expected to livestream 135+ music festivals and events	–

<sup>1</sup> Assumes no revenue from live events

A dark, moody photograph showing the silhouette of a person sitting at a desk, working on a laptop. The laptop screen is the primary light source, casting a bright glow that illuminates the person's face and the surrounding environment. The background is dark and out of focus, with some faint light sources visible. The overall atmosphere is quiet and focused.

# Appendix

# LIVE X LIVE

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

## Overview

- A leading premium streaming platform delivering premium livestreams from the world's top artists, festivals and concerts, and original artists' video and audio content
- Pay-per-view (PPV) platform allows artists to perform digital PPV concert(s) with innovative digital features, such as virtual meet & greets, behind the scenes access, and real-time unique and collectible merchandise offerings
- Multiple monetization avenues including subscription, advertising, sponsorship, merchandise sales, licensing, and ticketing
- Ability to produce premium live events for approx. \$20K/hr., compared to current industry comps at approx. \$500K/hr
- Integrated business model allows for the same content to be monetized many different times and in many different ways
- Nearly all new Tesla EVs sold in the U.S. come with a paid one-year subscription to LiveXLive and Slacker Radio streaming app

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

Samsung SMART TV XUMO sling firetv Roku apple tv

## Selected franchise titles



(Weekly Friday night livestream concert)



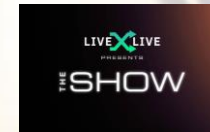
(Weekly music and celebrity news show)



(72-hour non-stop livestreamed music festival)



(Mini-docu series on various music artists)



(Weekly hip-hop music performance show)

## Selected metrics



**158**

Livestreamed Music Events since 01/01/20



**1,780+**

Artists Streamed since 01/01/20



**122M+**

Content views over time



**1M+<sup>1</sup>**

Paid subscribers  
(03/31/21)

<sup>1</sup> See the Company's 10-Q for QE 12/31/20

# Slacker RADIO

LiveXLive's Slacker Radio is a subscription music streaming service offering songs and access to expertly crafted stations, podcasts from PodcastOne, livestreamed video and on-demand programming, and livestreamed festivals, concerts and pay-per-view (PPV) events

- Ranked as the best quality music app and “Editor’s Choice” by PC Magazine, outpacing better known brands such as Spotify and SiriusXM
- Blends a team of forward-thinking music curators and content programmers with cutting edge analytics which provide a seamless music discovery
- Estimated music subscription global TAM currently at over 300 million paid music subscribers - estimated to grow to 1.2 billion by 2030<sup>1</sup>
- Targeted 10 million paid subscribers (0.0008% of 2030 estimated TAM)



**28M+**

Songs in catalogue



**600+**

Expertly crafted stations, podcasts, concerts, PPV events



**3.2B+**

Audio Listens since 01/01/20



**63B+**

Audio listens since inception



**1M+<sup>2</sup>**

Paid subscribers (03/31/21)



**77+**

Automobiles partnerships for in-built music streaming

<sup>1</sup> Broker research

<sup>2</sup> See the Company's 10-Q for QE 12/31/20



# podcastone

## Overview

- Acquired in July 2020
- Revenue of \$27.5 million in CY2019
- Exclusive podcasters include Adam Carolla, Pitbull, Brett Favre, “Stone Cold” Steve Austin, Michael Irvin, Lady Gang, and Mike Tyson
- Networks include Sports Network, Woman of Podcasting, etc.
- 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

## Key highlights

- **235+ shows** and produces over **400 podcast episodes** per week
- Over **2.25 billion** podcast downloads in CY2020
- LadyGang podcast recently reached over **100 million** downloads
- Total social media reach across the exclusive talent roster of PodcastOne now exceeds **240 million**

## Select industry stats



**37%(104M)**

Listen to podcasts at least every month



**41%** of monthly podcast listeners have household income **>75K**



Podcast listeners listen to an average **7** different shows per week



**81%** podcast listeners pay attention to podcast ads



**24%(68M)**

Listen to podcasts weekly



Podcast listeners subscribe to an average of **6** shows



**93%** listen to all or most of each episode



**60%** podcast listeners have bought something from a podcast ad

Source: Broker research, 2021 PodcastHosting.org



## Custom Personalization Solutions

- Acquired in December 2020
- Direct-to-consumer commerce platform
- Create, manufacture and distribute unique and limited-edition personalized clothing, jewelry, toys as well as virtual goods
- Intends to partner with artists and stars from the music, podcast and entertainment industry with massive social media and marketing reach
- Provides monetization opportunities for both LiveXLive and artists

**\$400B**

Expected global licensed merchandise  
market by 2023

**\$20M**

CY2020 Revenue

**\$1M**

CY2020 EBITDA

# react presents



- Full-service club, concert, and festival promotion company
- Produces 300+ club and theater events annually across the Midwest
- Feature 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” originally scheduled to take place April 28 – May 2, 2021, a boutique destination vacation package with world class artists in an intimate setting
- React Presents recorded 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





LIVE  LIVE

NASDAQ: LIVX | [IR@LIVEXLIVE.COM](mailto:IR@LIVEXLIVE.COM)