

A black and white photograph of a person standing on a stage, seen from behind, facing a large crowd of people at night. The crowd is holding up many small, bright lights, creating a starburst effect. The stage is dimly lit, with some equipment visible in the foreground. Overlaid on the top half of the image is the text "LIVE X ONE" in a bold, white, sans-serif font. The "X" is stylized, with the top bar in teal and the bottom bar in green, and it has arrowheads pointing towards the right.

LIVE X ONE

Investor Presentation

November 2021

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Rebranding and Name Change to “LiveOne”

The Company recently rebranded and changed its name from LiveXLive Media, Inc. to LiveOne, Inc. and changed its Nasdaq Stock Symbol to “LVO”.

As part of LiveOne’s rebranding of its businesses as the “ONE” brand, LiveOne plans to rebrand its individual subsidiaries and businesses as follows:

- Its podcasting business, PodcastOne, will remain branded as PodcastOne
- Its music subscription business, Slacker, will be branded as “SlackerOne”
- Its pay-per-view business is anticipated to be spun out as a separate public company and will be branded as “PPVOne”
- Its live music business, React Presents, will be branded as “ReactOne”
- Its merchandising business, CPS, will be branded as “PersonalizedMerchOne”

Separately, LiveOne intends to spin-out its existing pay-per-view business as a separate public company, PPVOne, and plans to distribute a portion of the new company’s equity to LiveOne’s stockholders, anticipated to take place by March 31, 2022, in each case subject to obtaining applicable approvals and consents and compliance with applicable rules and regulations and public market trading and listing requirements.

LiveOne at a Glance

- **The only all-in-one global streaming platform** dedicated to streaming of live music, entertainment, podcasts, vodcasts, 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

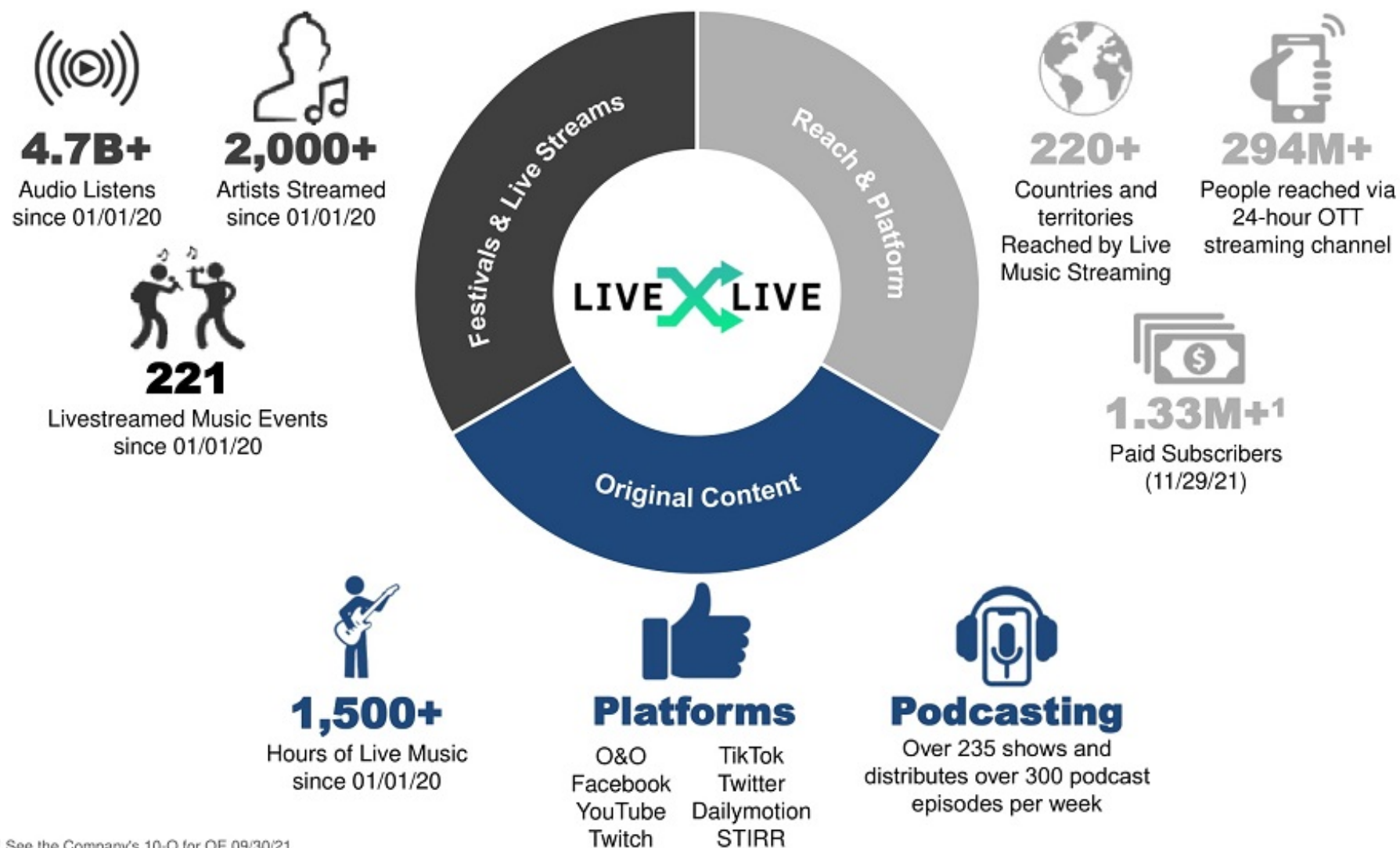


Transact

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


LIVE  ONE

Premium Content with Global Reach



¹ See the Company's 10-Q for QE 09/30/21

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 LiveOne'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

LIVE  ONE

LIVE  ONE

1 A Leading All-in-One Streaming Artist Platform



- Leading premium music & live streaming platform featuring **221 events & 2,000+ artists**
- **Pay-per-view platform** allows artists to perform digital concerts with innovative features
- 24-hour linear OTT streaming channel reaches **294M+** households
- Nearly all new Tesla EVs sold in the U.S. come with a paid 1-year subscription to Slacker
- Produces original content slate both live and taped; short, medium and long formats



- Subscription and advertiser-supported podcast network
- **300+ episodes distributed per week** and **235+ shows on air currently**
- Total social media reach **exceeds 280M**
- New Vodcast Network features **video podcasts from creators**

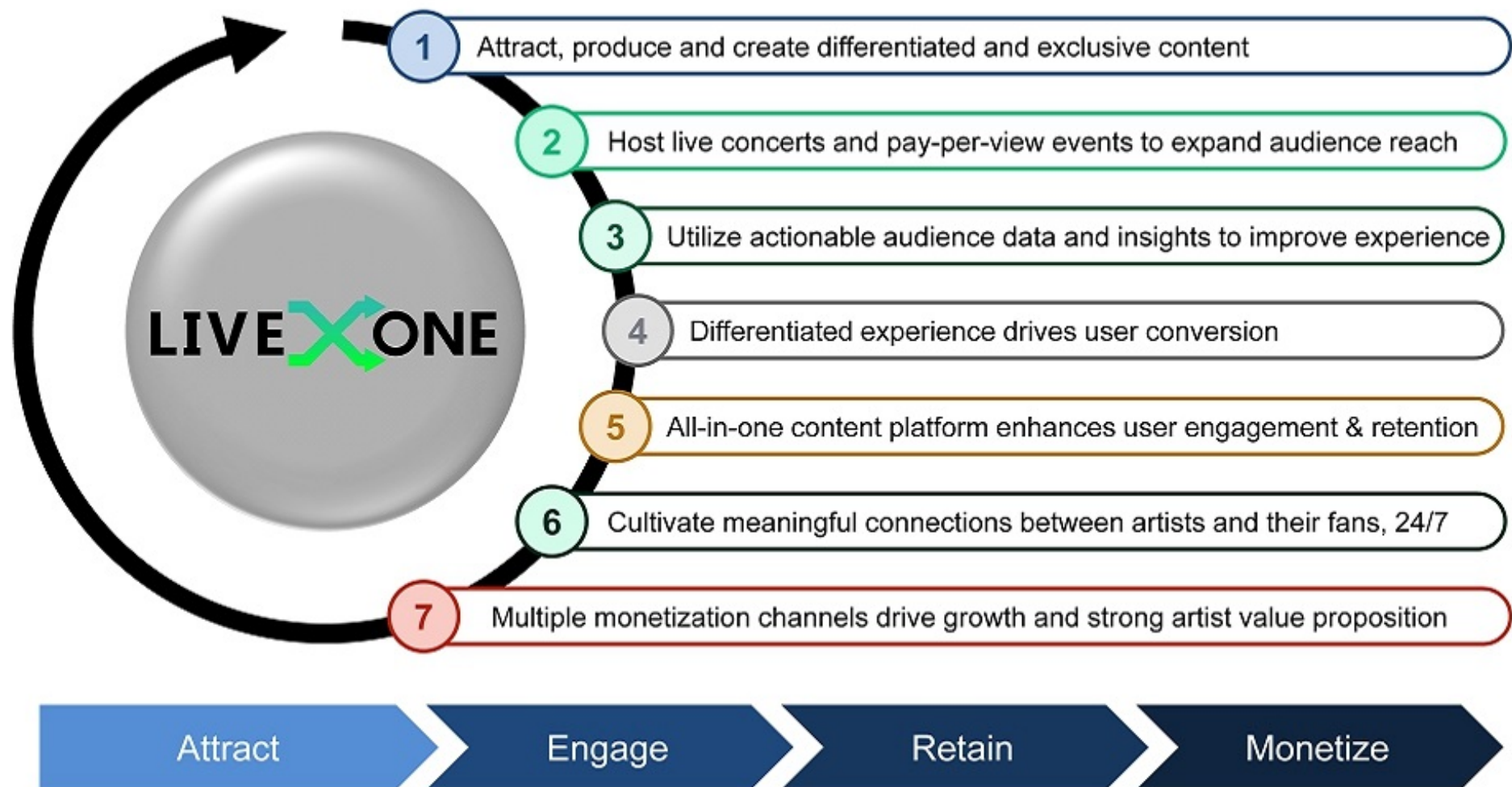


- eCommerce-focused merchandise personalization company
- Thousands of exclusive personalized items
- **Deep partnerships with artists** to create exclusive merchandise
- Further **diversifies business model** into merchandising business



- 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



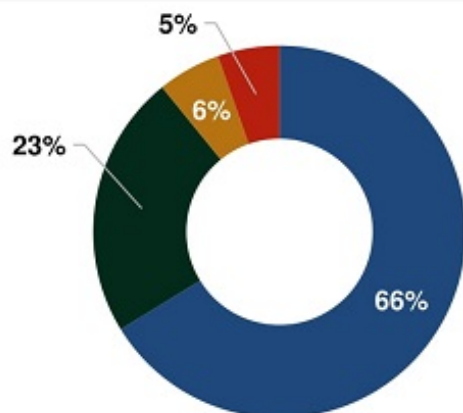
1 Unrivalled Capabilities Across Audio, Video, and Live Events

		Audio streaming							Live music streaming			Music events			
		LIVE X LIVE	Spotify	SiriusXM pandora	DEEZER	amazonmusic	Apple Music	YouTube Music	iHeart MEDIA	melody™ napster	ROCKS 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		✓	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓	✓

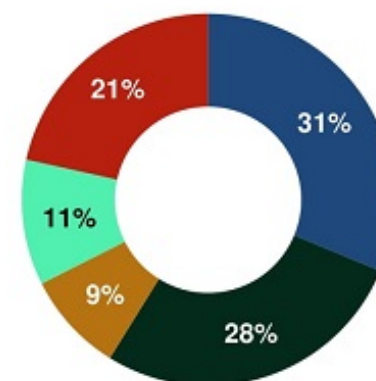
Sources: Company filings, Company websites

2 Successful M&A Strategy Drives Diversified Revenue Base

YTD Revenue composition as of 09/30/20



YTD Revenue composition as of 09/30/21



Subscription



Advertising



Sponsorship &
Licensing



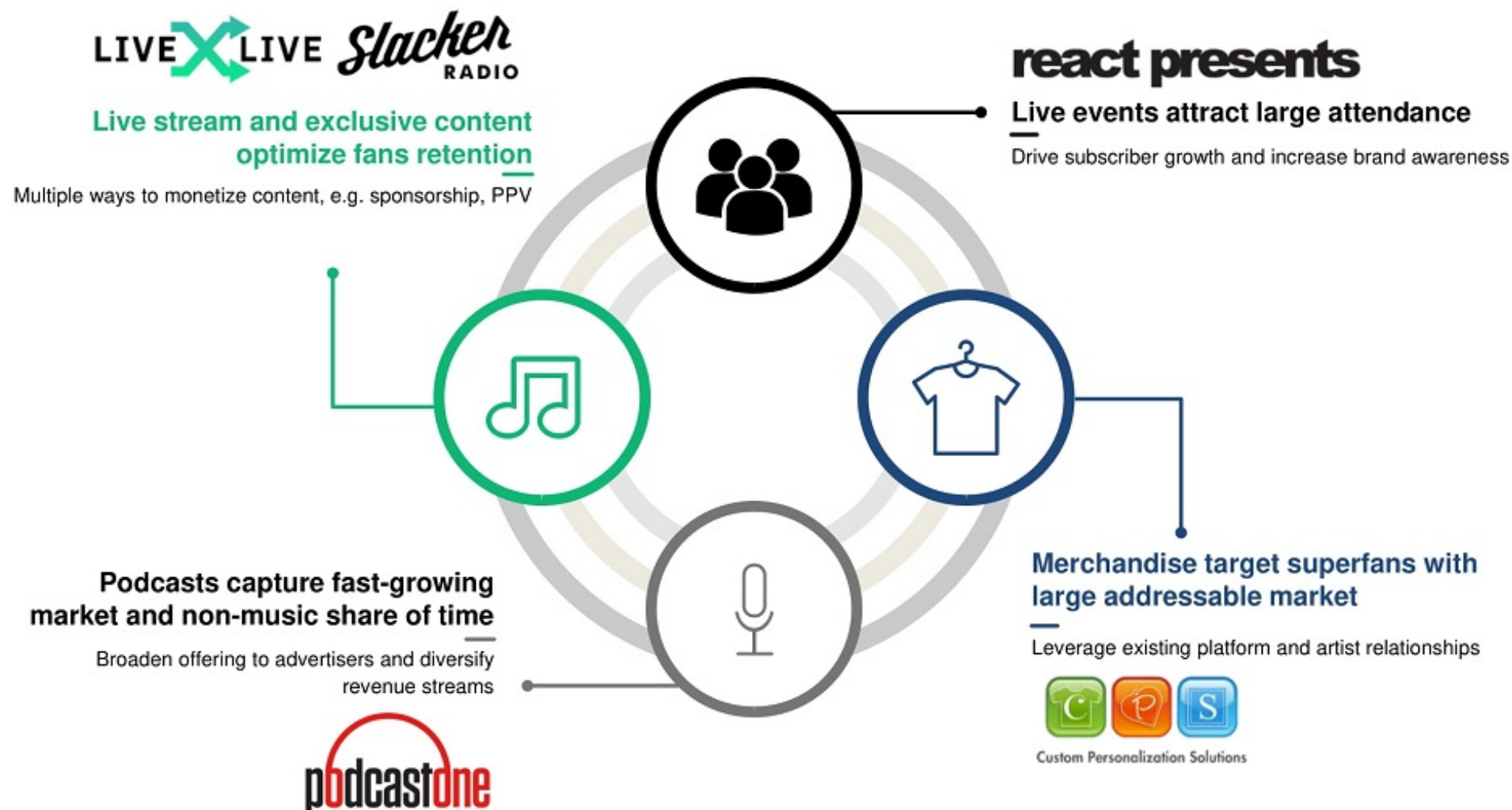
Merchandising



Ticket / Event

Multifaceted revenue streams anchored by recurring subscription revenue

3 Multiple Monetization Paths and Levers to Drive Sustainable Growth



4 Growing Library of Original Content and Exclusive Content Partnerships

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

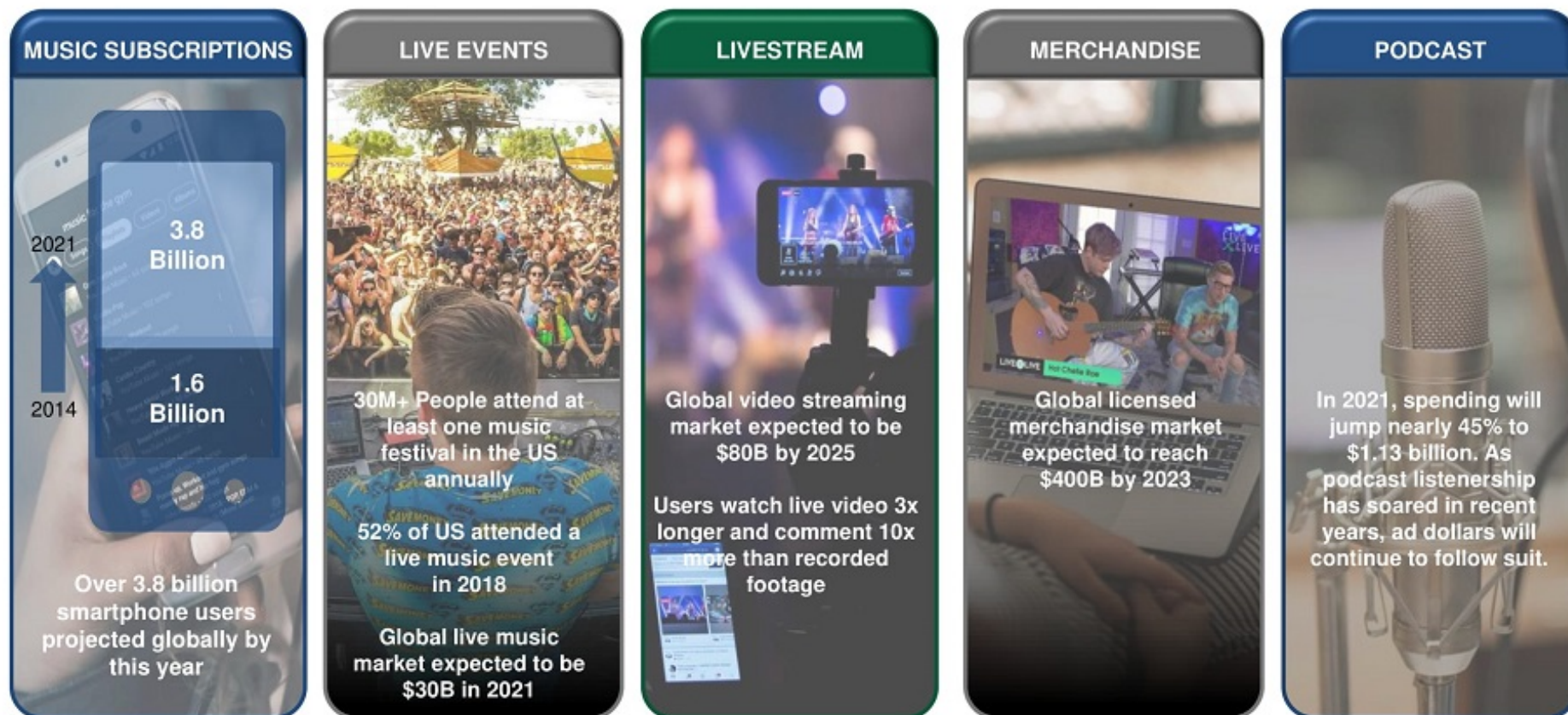
Podcasts Partnerships



ContentOne studio to develop and distribute new originals and tentpole events across the platform

5 LiveOne'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

Apple iOS

Apple tv

Roku

amazon fireTV

YouTube



STR

Tencent 腾讯 xumo
A VIANT COMPANYverizon
media
dailymotionAEG
PRESENTS iHeartMEDIA INSOMNIAC Loudwire

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.



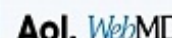
Mike Bebel
Senior EVP

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
Chief Development Officer

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



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, Tostitos, Office Max, Unilever, and General Mills



Distinguished Board of Directors and 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



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



Kris Wright
Independent Director

Vice President, Global Mens Footwear, Sport Lifestyle Product at Nike



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



A silhouette of a person sitting at a desk, looking at a computer screen. The person's head is in profile, and their hands are on a keyboard. The background is a bright, hazy light source, possibly a window. A dark green vertical bar is on the right side of the image.

Appendix



LiveOne 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 LiveOne and Slacker Radio streaming app

LiveOne's 24-hour linear OTT streaming channel reaches 294 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



221

Livestreamed Music Events since 01/01/20



2,000+

Artists Streamed since 01/01/20



182M+

Content views over time



1.33M+¹

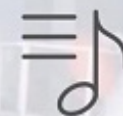
Paid subscribers (11/29/21)

¹ See the Company's 10-Q for QE 09/30/21

Slacker RADIO

LiveOne'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 2030¹
- Targeted 10 million paid subscribers (0.8% of 2030 estimated TAM)



30M+

Songs in catalogue



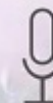
500+

Expertly crafted stations, podcasts, concerts, PPV events



4.7B+

Audio Listens since 01/01/20



64B+

Audio listens since inception



1.33M+²

Paid subscribers (11/29/21)



85+

Automobiles partnerships for in-built music streaming

¹ Broker research

² See the Company's 10-Q for QE 09/30/21



Overview

- Acquired in July 2020
- Exclusive podcasters include Adam Carolla, Pitbull, Jay Cutler, Brett Favre, "Stone Cold" Steve Austin, Michael Irvin, and Lady Gang
- 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 **300 podcast episodes** per week
- Over **2.48 billion** podcast downloads in the 12 months ended September 30, 2021
- LadyGang podcast recently reached over **100 million** downloads
- Total social media reach across the exclusive talent roster of PodcastOne now exceeds **280 million**

Select industry stats



37%(104M)

Listen to podcasts at least every month

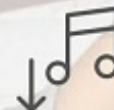


24%(68M)

Listen to podcasts weekly



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



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



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



93% listen to all or most of each episode



81% podcast listeners pay attention to podcast ads



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 LiveOne and artists

\$400B

Expected global licensed merchandise
market by 2023

\$20M

CY2020 Revenue

\$1M

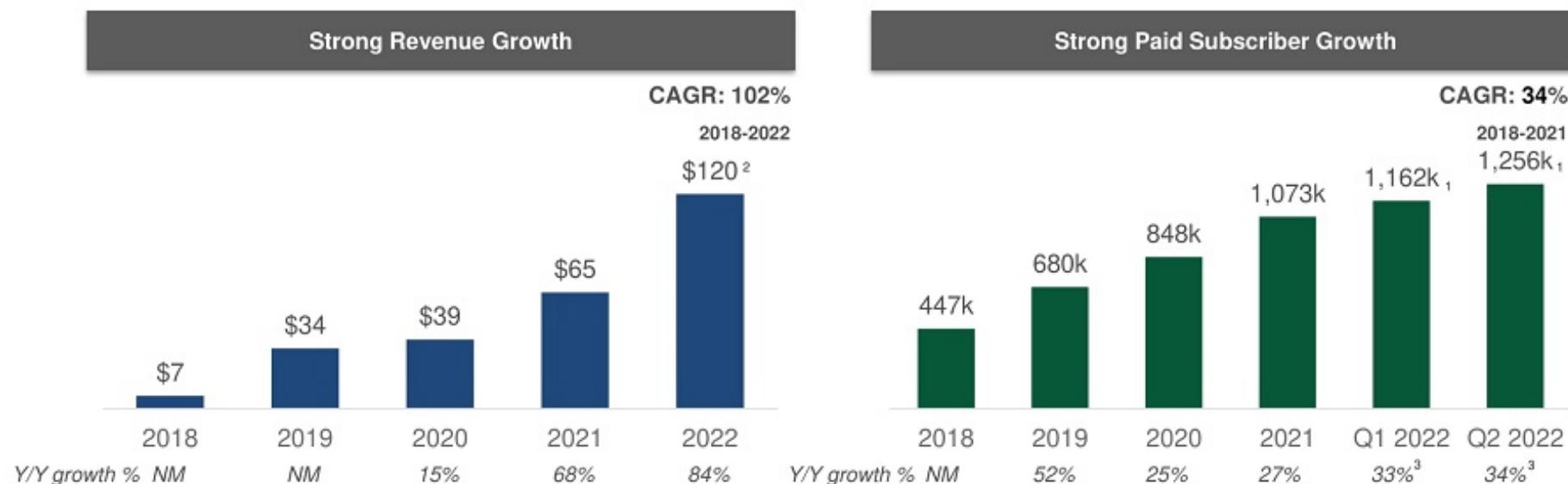
CY2020 EBITDA

react presents



- Full-service club, concert, and festival promotion company
- Produces 300+ club and theater events annually across the Midwest (pre-COVID)
- Features world-class festivals such as *Spring Awakening Music Festival* & *Mamby on the Beach*
- React Presents team is fully integrated into the LiveOne ecosystem including talent booking & marketing of LiveOne content
- Launched React Presents curated playlists on LiveXLive in 2020
- “Spring Awakening Excursions” series “Cancun Awakening” rescheduled to take place January 13 – 17, 2022, 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

Financial and Operating Highlights



- Ability to monetize content via multiple channels as business scales
- Recent accretive transactions accelerate path to profitability
- Continued Integration of Business Units Drives Total Annualized Cost Savings in Excess of \$5.6 Million

Note: Fiscal year ended Mar 31. Numbers in millions. Historical financials not pro forma for acquisitions

¹ See the Company's 10-Q for QE 9/30/21 and 6/30/21; ² Midpoint of guidance; ³ YoY growth for 2022 quarters represents percentage change vs respective 2021 quarter

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LIVE ONE

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