

Chicken Soup for the Soul[®] Entertainment

+ redbox[®]

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

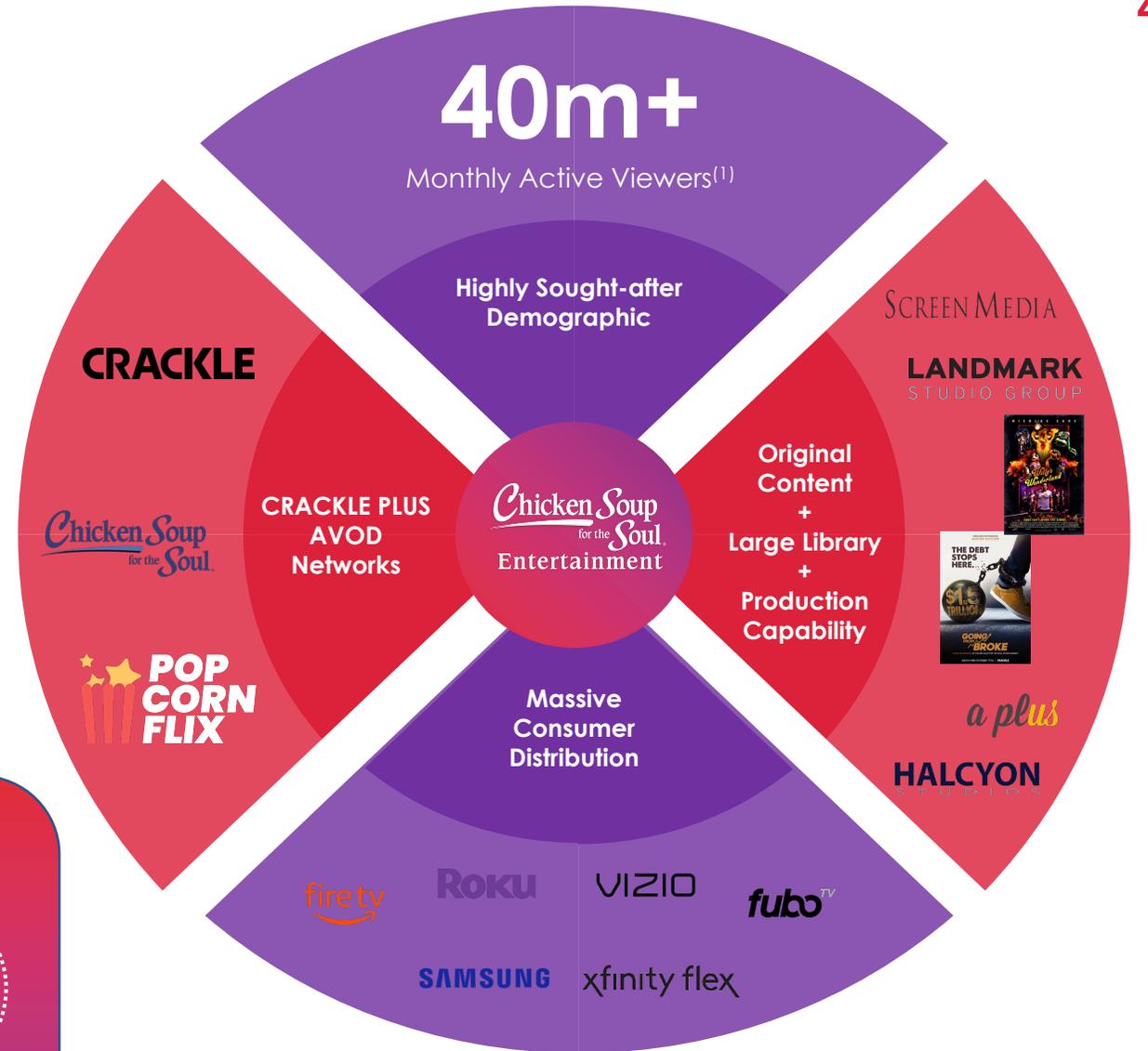
WEEKLY RETAIL IMPRESSIONS

36K

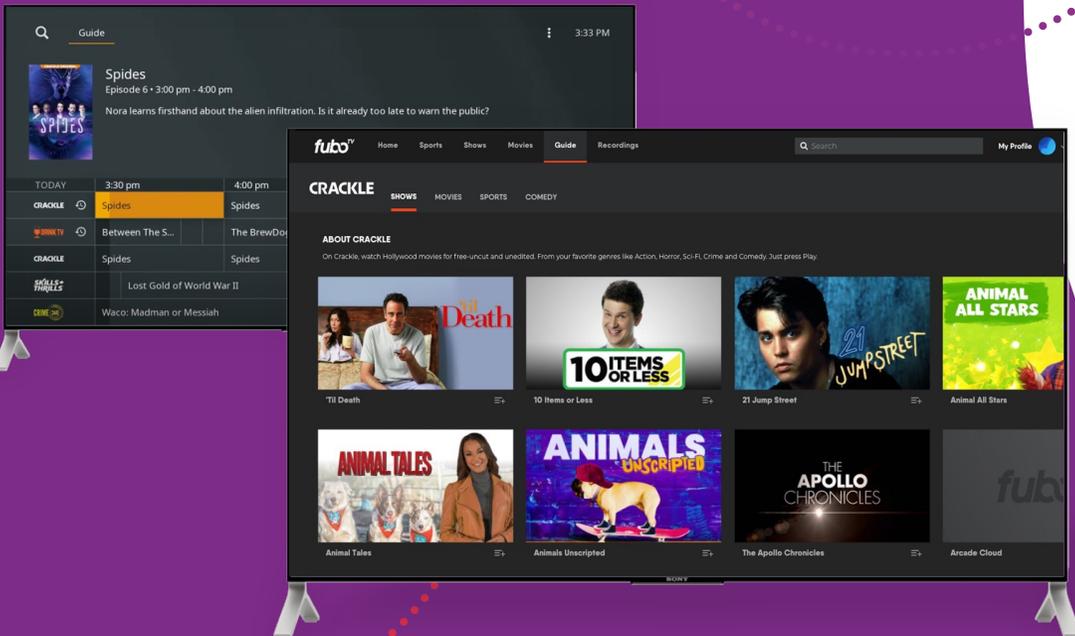
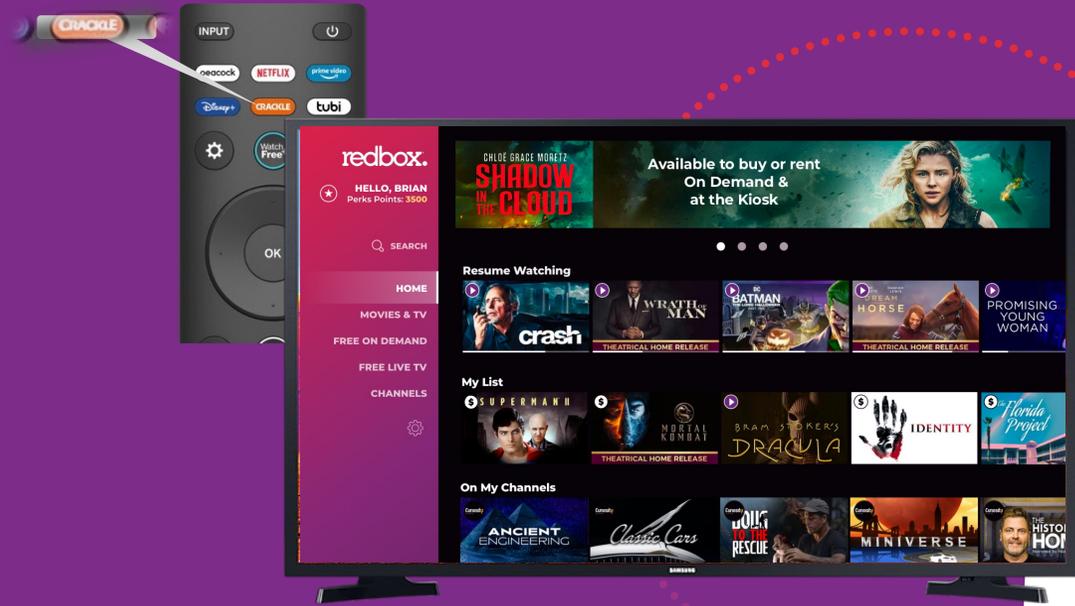
NATIONWIDE KIOSKS

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

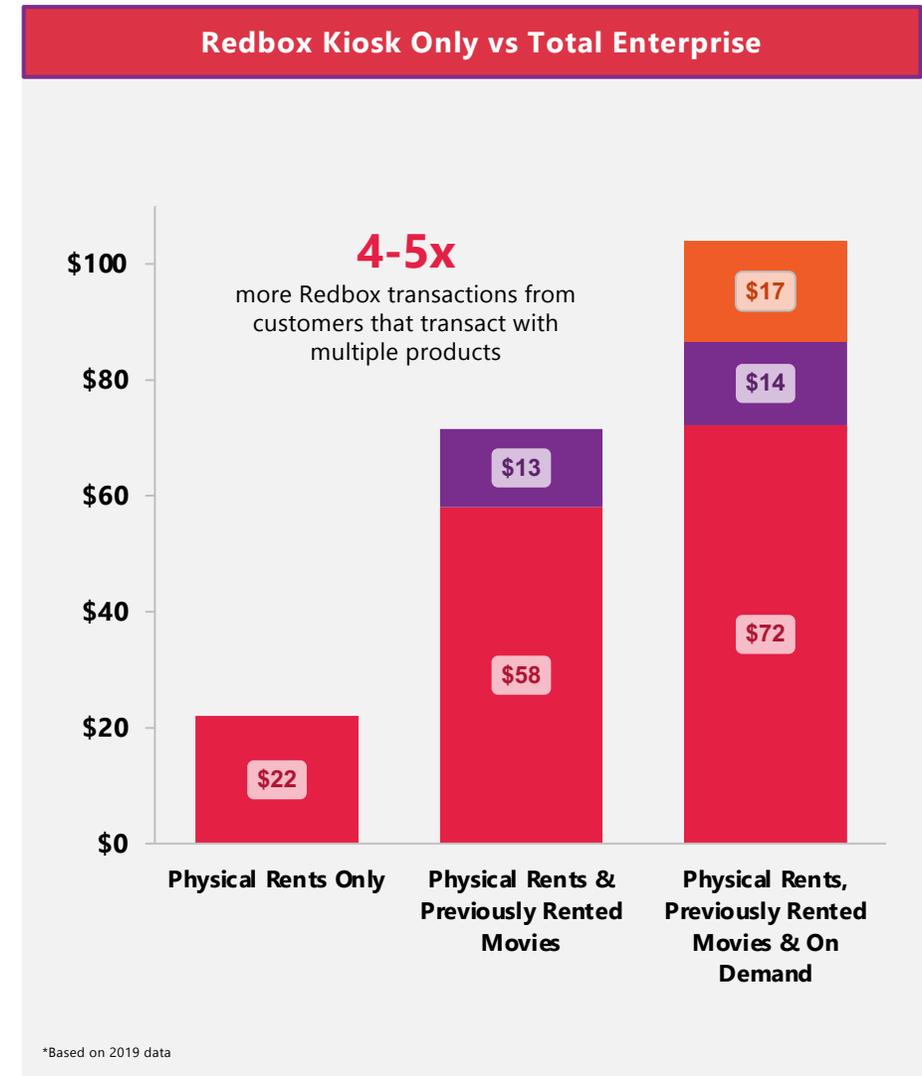
Multi-Product
Customers up to

5x Higher Average
Revenue Per User

Multi-Product
Customers see

> 11 percentage
point

Reduction in
Churn⁽¹⁾



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+

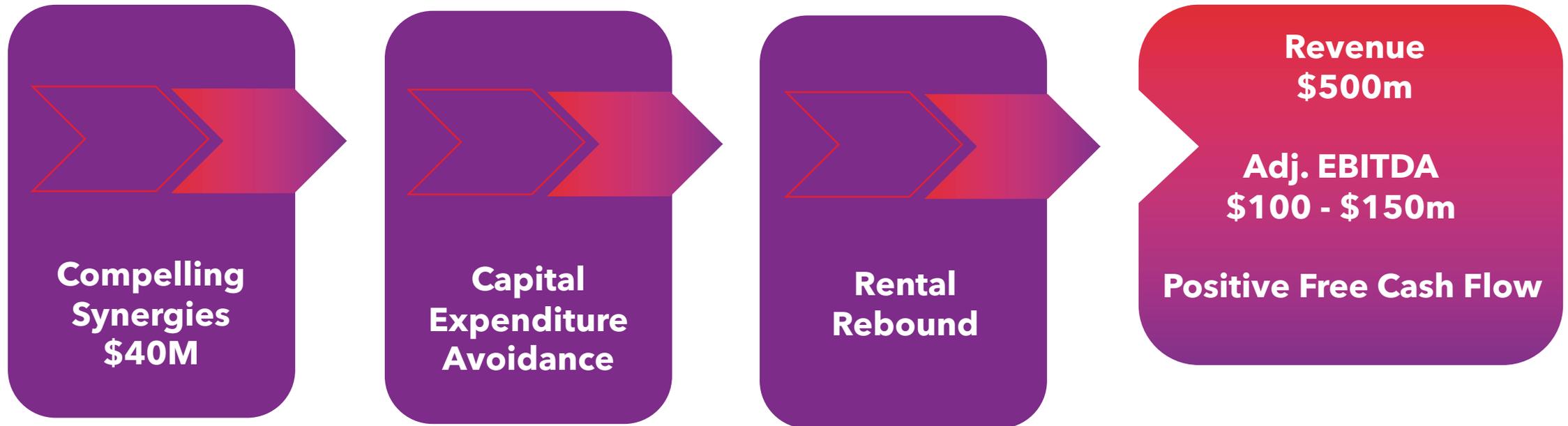
TV series drive customer retention

Episodes of Television



NEAR TERM & IMMEDIATE VICTORIES DRIVE FCF GROWTH

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

- 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



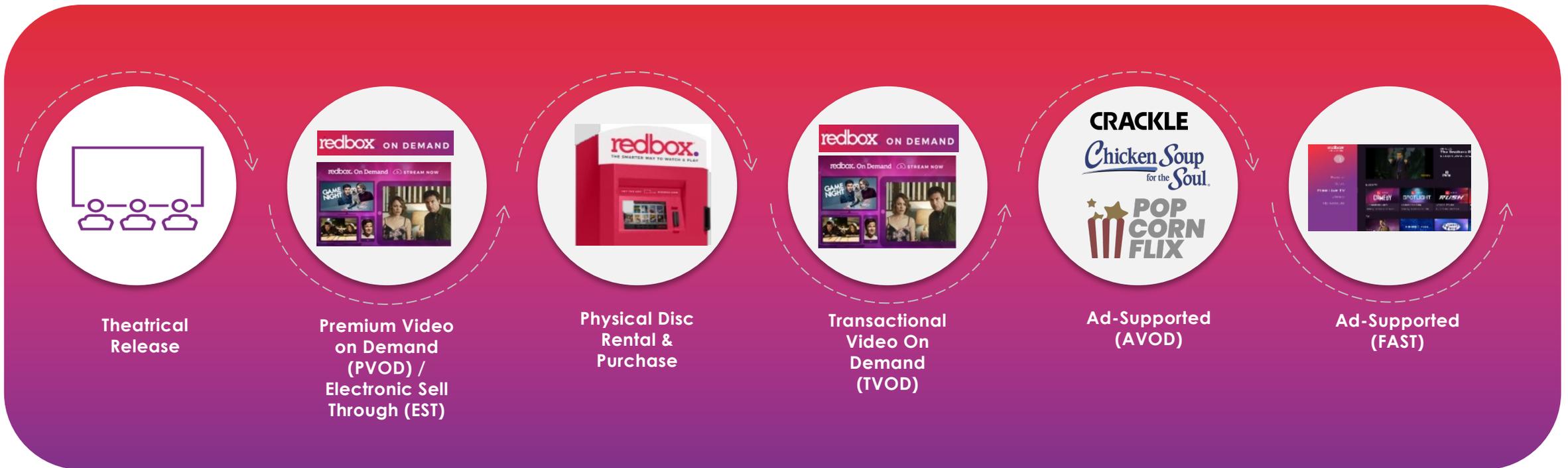
Legacy DVD business expected to grow next 12-24 months

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

Rents	+37%	+29%	+20%
Total Physical Customers	+41%	+30%	+18%

STRATEGICALLY POSITIONED

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



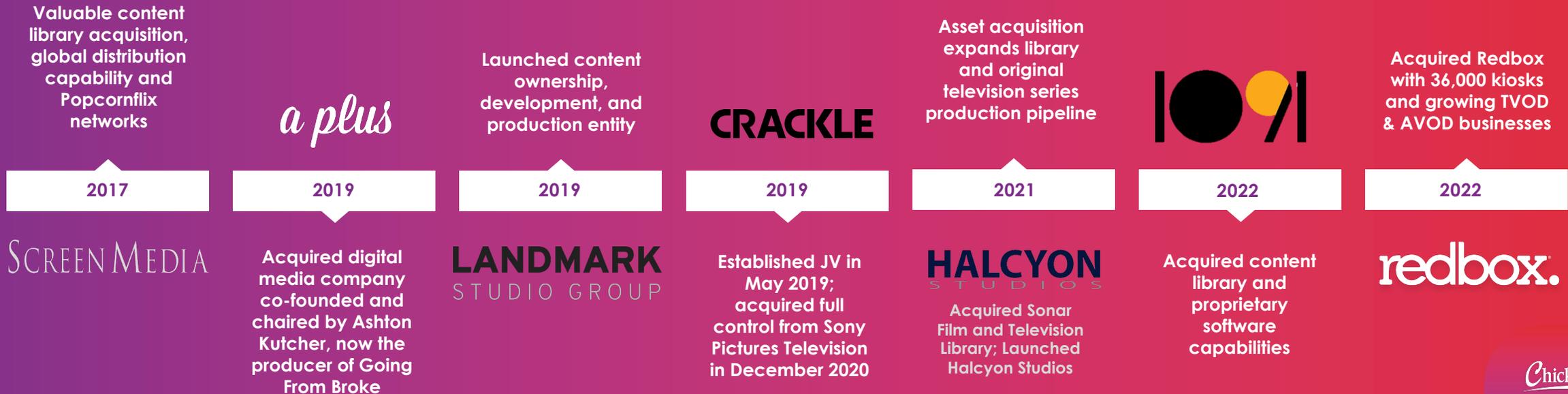
Positioned for revenue growth,
margin expansion, and positive
FCF

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

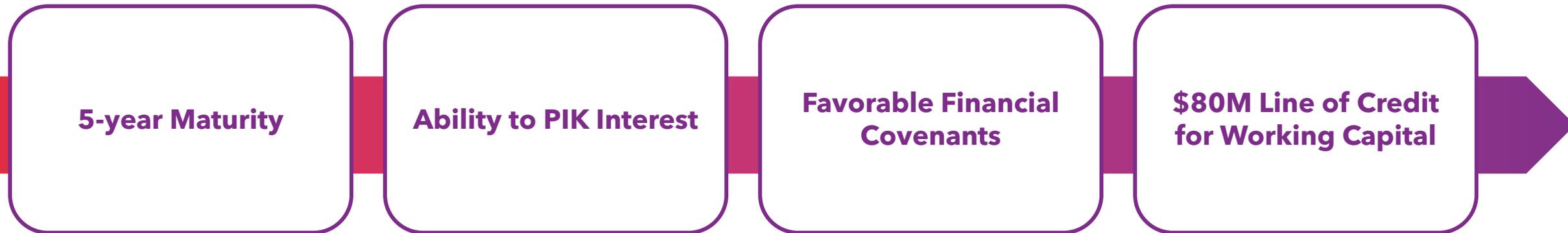
HISTORY OF ACCRETIVE TRANSACTIONS

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



IMPROVED CAPITAL STRUCTURE

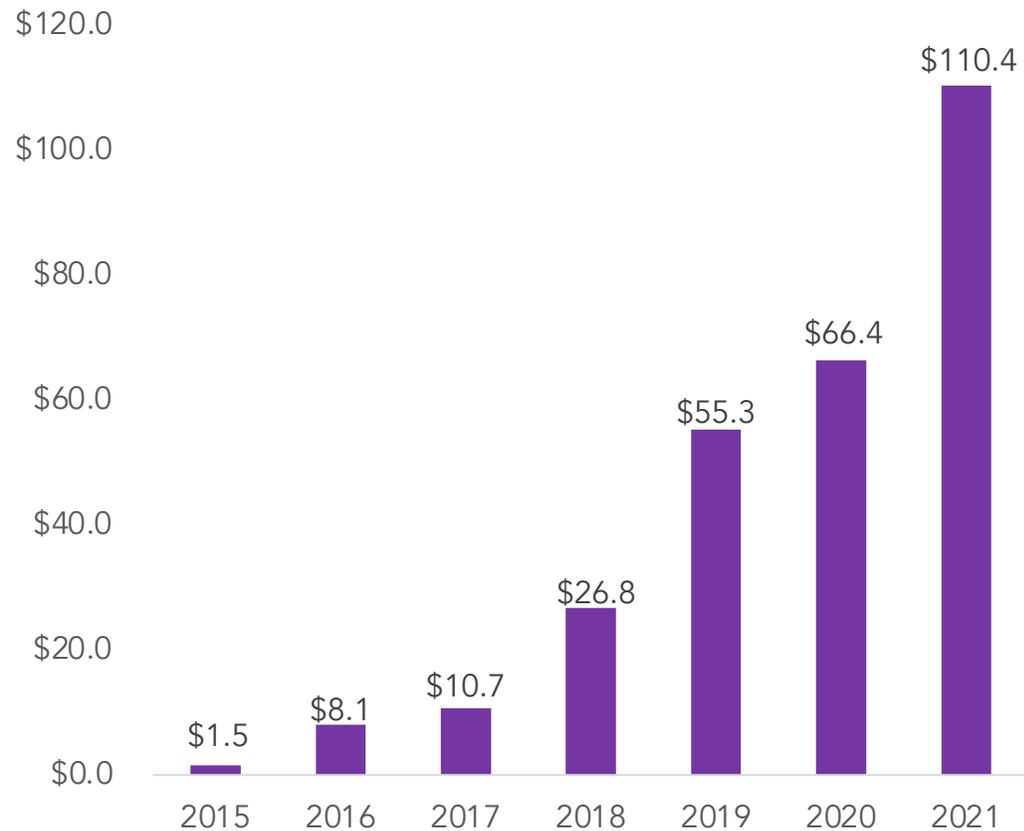
- **Redbox debt restructured on favorable terms**
- Future positive FCF to pay down debt and manage leverage and increase financial optionality



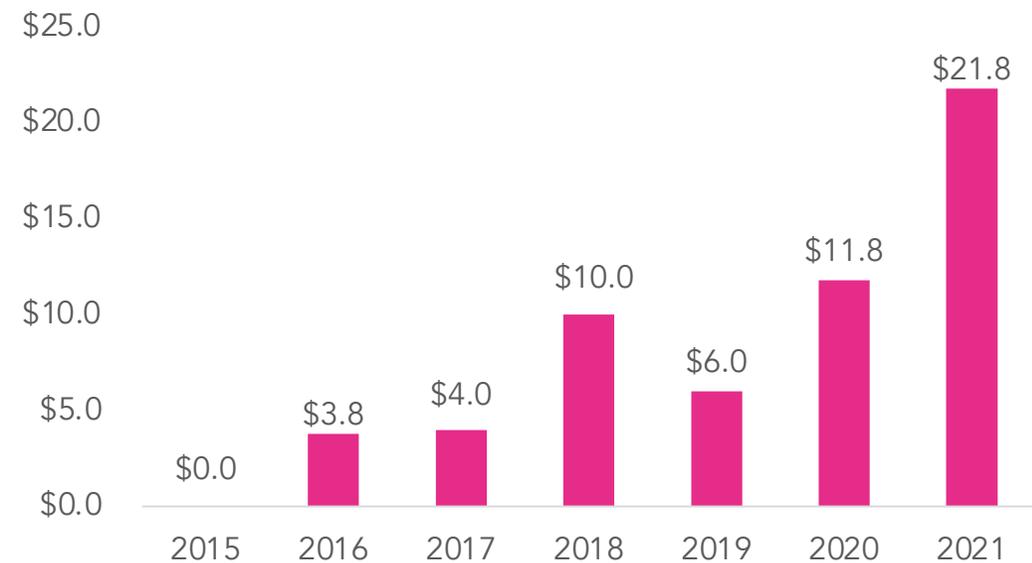
CHICKEN SOUP FOR THE SOUL ENTERTAINMENT FULL YEAR 2021 RESULTS

\$ in millions

Revenue



Adj. EBITDA

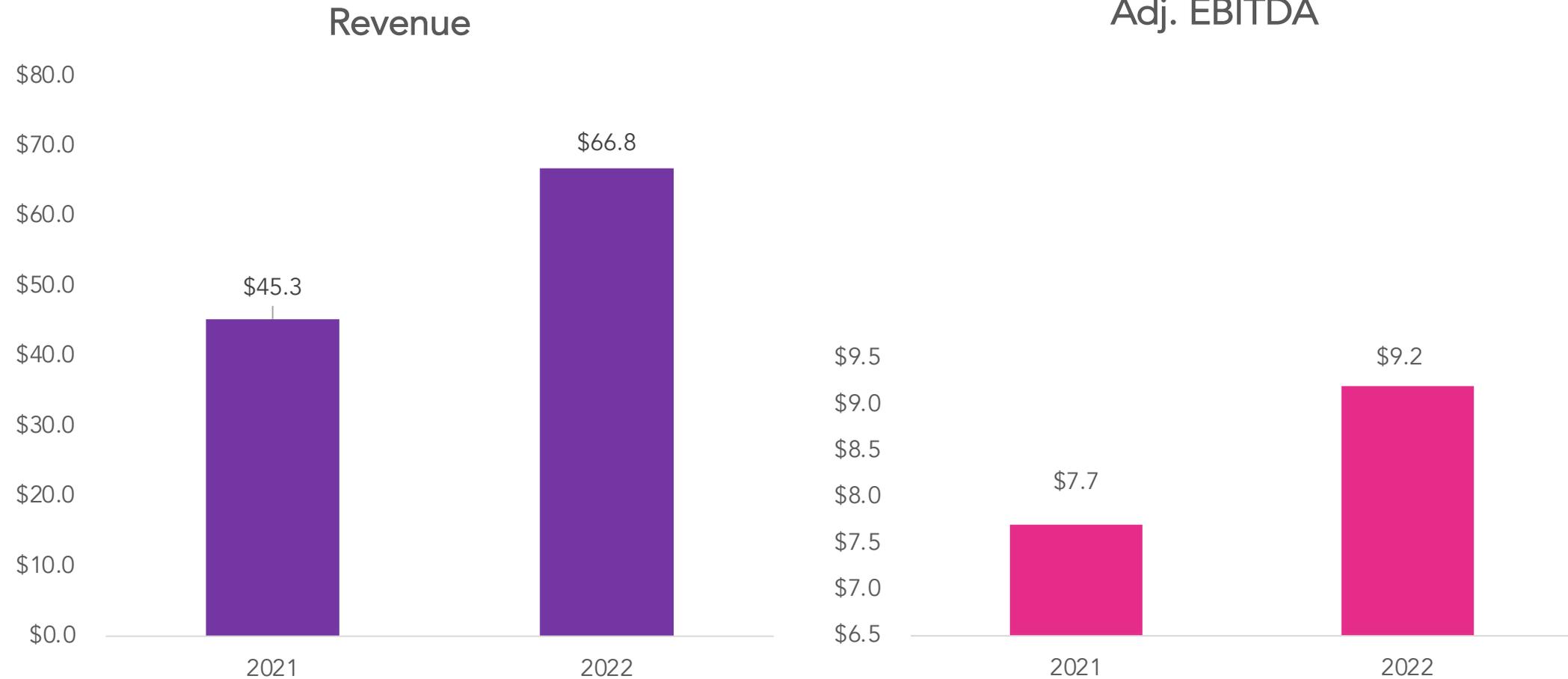


(1) See our Annual Report on Form 10-K for the year ended December 31, 2021 filed March 31, 2022

CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

FIRST HALF 2022 RESULTS ⁽¹⁾

\$ in millions



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