

Your **Vote** Counts!

BALLANTYNE STRONG, INC.

2021 Annual Meeting
Vote by December 3, 2021
11:59 PM ET

BALLANTYNE STRONG, INC.
C/O BROADRIDGE CORPORATE ISSUER SOLUTIONS
P.O. BOX 1342
BRENTWOOD, NY 11717



D61681-P62548

You invested in **BALLANTYNE STRONG, INC.** and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on December 6, 2021.**

Get informed before you vote

View the Notice, Proxy Statement and Annual Report with 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to November 23, 2021. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and
vote without entering a
control number



Vote in Person at the Meeting*

December 6, 2021
5:00 PM EST

Ballantyne Strong, Inc.
4201 Congress Street, Suite 175
Charlotte, North Carolina 28209

*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of Directors Nominees: 01) D. Kyle Cerminara 05) Robert J. Roschman 02) William J. Gerber 06) Ndamukong Suh 03) Charles T. Lanktree 07) Larry G. Swets, Jr. 04) Michael C. Mitchell	✔ For
2. To approve, by advisory non-binding vote, executive compensation.	✔ For
3. To ratify the appointment of Haskell & White LLP as the Company's independent registered public accounting firm.	✔ For
4. To approve an amendment to our Certificate of Incorporation to increase the authorized number of shares of common stock that we may issue from 25 Million Shares to 50 Million Shares.	✔ For
5. To approve an amendment and restatement to our Certificate of Incorporation to change our corporate name from Ballantyne Strong, Inc. to FG Group Holdings Inc.	✔ For

NOTE: Such other business as may properly come before the meeting or any adjournment or postponement thereof.