

CINEVERSE

IT'S ON.

INVESTOR PRESENTATION

A leading innovator in
entertainment technology since 2000

Cineverse
(Nasdaq: CNVS)
July 2024

FORWARD-LOOKING STATEMENTS



Investors are cautioned that certain statements contained in this document, as well as some statements in press releases and some oral statements of Cineverse officials during presentations about Cineverse, along with Cineverse's filings with the Securities and Exchange Commission, including Cineverse's current reports on Form 8-K, quarterly reports on Form 10-Q and annual reports on Form 10-K, are "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act").

Forward-looking statements include statements that are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "expects," "anticipates," "intends," "plans," "could," "might," "believes," "seeks," "estimates" or similar expressions. In addition, any statements concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future actions, which may be provided by Cineverse's management, are also forward-looking statements as defined by the Act.

Forward-looking statements are based on current expectations and projections about future events and are subject to various risks, uncertainties and assumptions about Cineverse, its technology, economic and market factors and the industries in which Cineverse does business, among other things. These statements are not guarantees of future performance and Cineverse undertakes no specific obligation or intention to update these statements after the date of this presentation.

Cineverse: Powering the Future of Entertainment

A streaming technology provider empowering some of the world's most recognizable brands to launch, grow and future-proof their streaming business in an ever-evolving entertainment ecosystem.

Super-serving our network or fan channels - from direct ad sales partnerships to premium global content - we offer more of the stories that move us, and technology that moves us forward.

CINEVERSE AT A GLANCE*

Ticker	NASDAQ:CNVS
Headquarters	Los Angeles
Common Shares Outstanding	15.699 million
Book Value Per Common Share	\$2.05
Share Price	\$1.39
TTM Revenues	\$49.131 million

* Information as of 12/31/2023

Key Investment Highlights



Our proprietary, next-gen streaming technology

- Technology development originally began as in-house solution for delivering at scale – now on market as SaaS product suite to unblock content backlog for major Media Companies and Platforms
- GenAI Search & Discovery tool cineSearch launched for consumers and as a B2B solution for platforms & Television OEMs
- Product development and emphasis on innovation continues with AI products, features products and business lines to be announced in the coming weeks

Organic growth with financial upside – focusing on high margin revenues

- 71,000+ titles to more than 82 million unique viewers monthly
- Extensive portfolio of fan channels with highly engaged audiences
- Focused on high-return, low-cost initiatives using existing assets
- 360-degree marketing approach across mediums - AVOD, FAST, SVOD, TVOD, podcasts, theatrical, and editorial - maximizing ROI on limited spend

Cost-streaming initiatives – driven by offshoring and decreased content spends

- Cost-cutting initiatives include the launch of Cineverse Services India, with goal of achieving sustainable profitability and improved margins by end of FY 2024
- Optimization efforts focus resources on high margin channels and low cost content
- Continual trading of lower margin revenue streams for higher margin and profit

The Opportunity: Today's Viewing Audience

Consumers are watching content at record-high volumes while making the switch to streaming and technology-driven viewing habits at unprecedented rates.

4+ hours

Average U.S.
household watches
TV per day
(Source: [Nielsen](#))

86%

Of U.S. households
have at least one
TV-connected device
(Source: [Nielsen](#))

59%

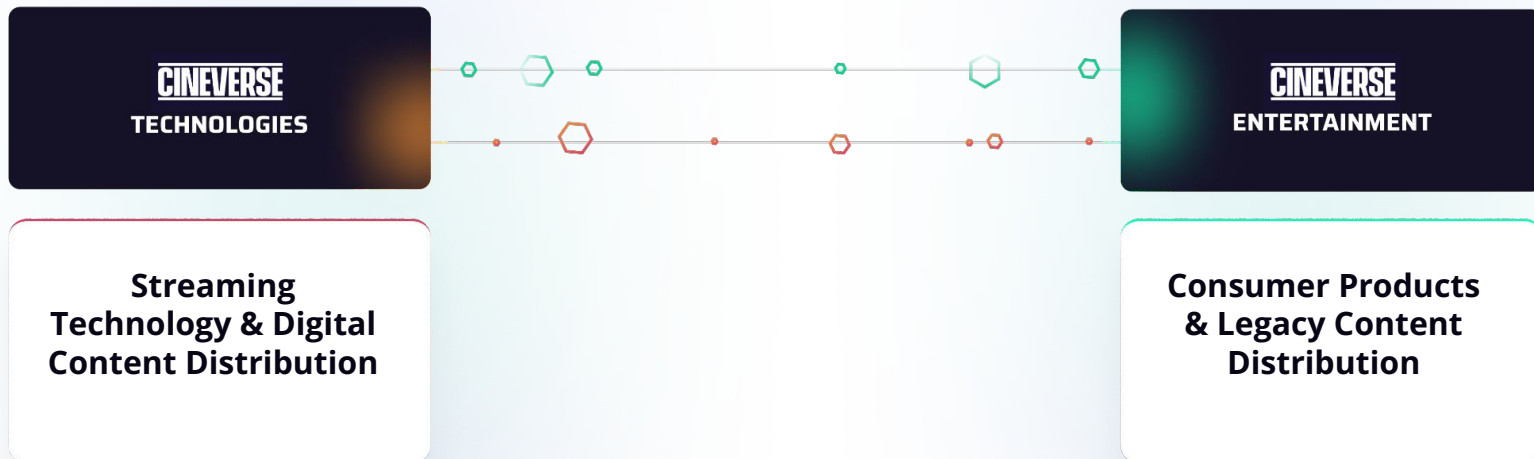
Of U.S. viewers
already use an AVOD
service
(Source: [Nielsen](#))

\$109B

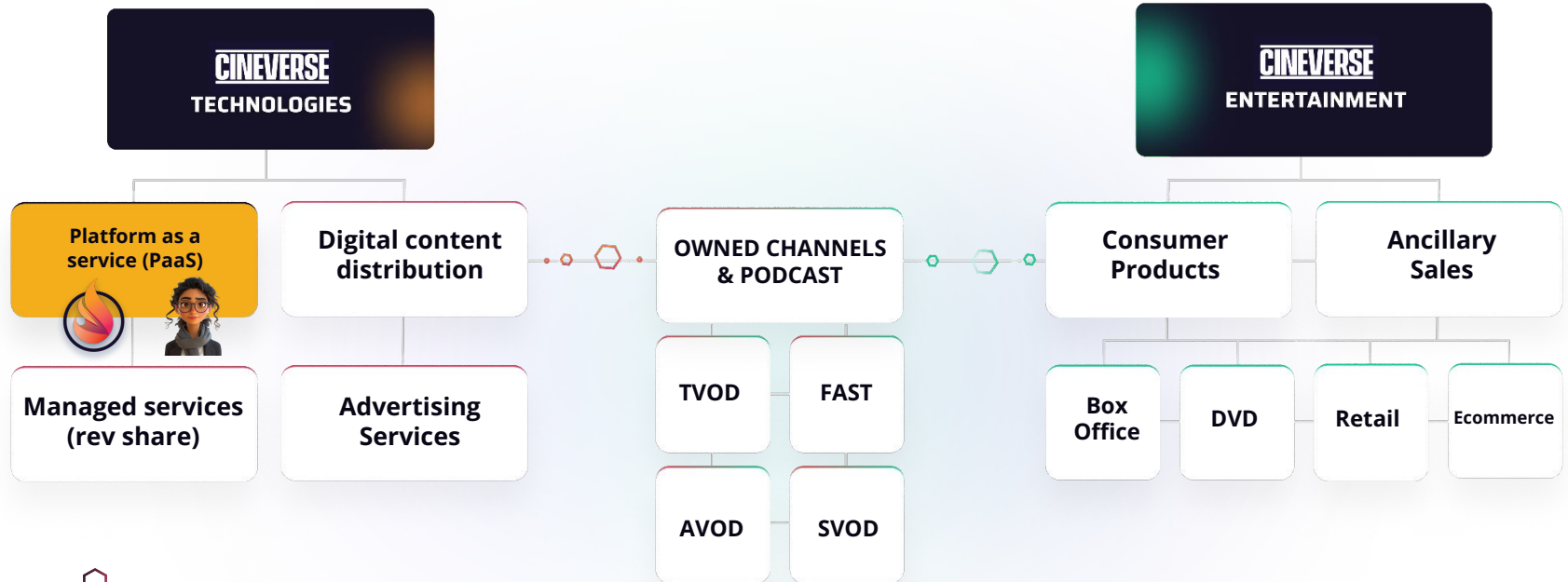
Ad revenue from
AVOD and FAST
expected by 2028
(Source: [Nielsen](#))

Entertainment & Innovation: Cineverse answers both consumer needs

Two Distinct but Synergistic Business Models – allowing us to exploit assets and leverage deep bench of experience in legacy media while future-proofing the organization with forward-looking innovation and advanced technology strategies.



Complementary Business Models: High margin content distribution powered by our proprietary technology



The Cineverse Business Model: Diversified Revenue Streams

Cineverse Technologies

Revenue Stream	Target Customer	Operating Margin	Business Model	Revenue Stream
Matchpoint Platform as a Service (PaaS)	Media Companies, Video Service Providers, Enterprise	High	PaaS	Monthly fee on packaged technology offerings
Matchpoint Managed Services	Content Owners, Creators	Medium	Selling Channels into 3rd party platform partners (Tubi, Samsung, etc) AVOD, SVOD, TVOD, FAST	Revenue share (Advertising Fees)
Digital Content Distribution	Streaming Platforms	Low	Selling Content In	License fees
Advertising Services	Agencies, Studios	High	Direct & Programmatic Advertising Fees	Revenue share (based on CPMs)

Cineverse Entertainment

Revenue Stream	Target Customer	Operating Margin	Business Model	Revenue Stream
Owned Channels & Podcasts	Enthusiast Audiences	Wide range – higher for subscriptions / lower for FAST/AVOD	SVOD, TVOD, AVOD, FAST	Subscription fees, Advertising revenue
Consumer Products	Collectors	Low	DTC E-Commerce, Retail, Theatrical Releasing	Consumer retail sales and B.O.
Ancillary Sales	Streaming Platforms	Low	Selling Content In	License fees

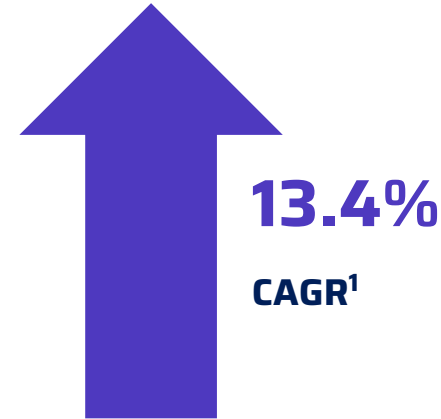
The Cineverse Opportunity: Content Market is Expansive and **FAST Growing** - with Ample Headroom

Consumers are watching content at record-high volumes while making the switch to streaming and technology-driven viewing habits at unprecedented rates.

Market Size



Projected Market Growth



1. Source: PwC, Mirae Asset Securities; includes management estimates of enthusiast market of 5%.

2. Cineverse's content-related revenue for the fiscal year ended, March 31, 2024, which excludes other non-recurring revenue.

The Cineverse AI Opportunity

THE AI MARKET

\$250B

Total AI Market

\$2-2.5T

Total AI Market in next 8 years

\$165B

Generative AI in five years

\$55B

Video Gen AI segment

30K

Fortune 500 mentions have risen from under 500 in '22 to 30,000+ in '23

The Cineverse AI Roadmap

- Successfully launched Gen AI content search & discovery tool, cineSearch as a co-investment with Google Cloud
 - Initial announcement led to our highest trading day ever at 32M shares - nearly 3x our 2nd best in '20
- Matchpoint already employs advanced machine learning and computer vision to analyze video content for streaming
- We have already developed **5 AI modules** to automate tasks, and another **6 partnerships** to extend the platform's AI capabilities - fully integrated into our product

Cineverse & AI: Where We Are Today

Our already developed next-gen technologies and infrastructure position us uniquely to serve emerging markets - offering unparalleled insights and data orchestration.

- Continuing to take AI-powered products and business lines to market that address the needs of the entertainment and technology sectors - to address the growing pain points of content monetization and processing a vast backlog of video-centric data at scale
- Driving innovation for the entertainment industry through GenAI including licensing for LLM training data
- AI will act as disruptor for localization, QC, encoding, encryption, etc - We are primed to jump on this market opportunity



CINEVERSE

matchpoint™

STREAM BIG.

Matchpoint is Cineverse's best-in-class streaming technology trusted by the biggest names in the business, powering beloved fan channels.

POWERED BY matchpoint

In-house technology battle tested for over a decade, Matchpoint empowers Media Companies to stream at scale.

matchpoint

116K

Titles Streamed since Jan. 2023

121K

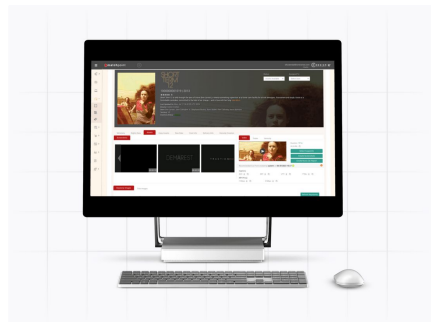
Assets Ingested since Jan. 2023

1B

Ad impressions since Jan. 2023



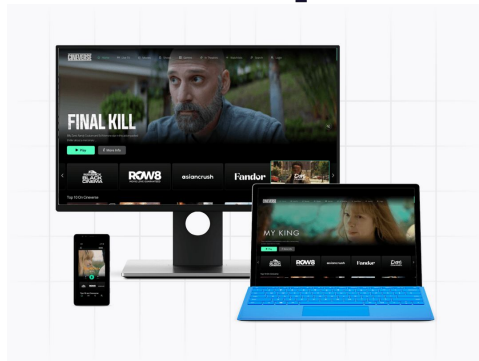
 matchpoint
Dispatch



Deliver.

Ingest, normalize, and deliver to all platforms

 matchpoint
Blueprint



Deploy.

Build compelling, intuitive user journeys quickly and easily, while ensuring premium quality of service

 matchpoint
Insights



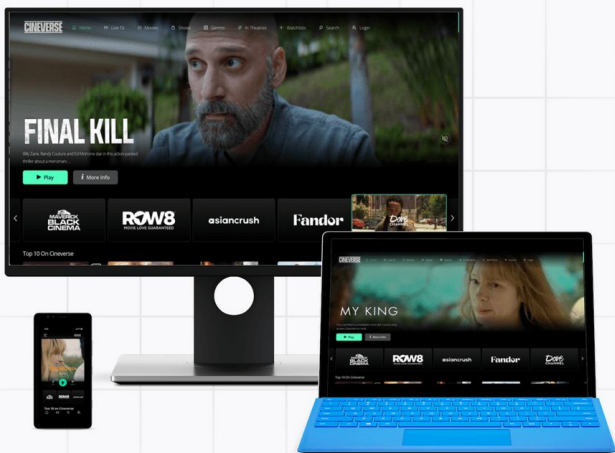
Track.

Transform and load in-app and 3rd-party performance analytics in a single pane of glass



matchpoint Dispatch

ACHIEVE SCALE FASTER



With our fully automated, AI-powered content management system, **everyone is a delivery house** with Dispatch.



Fully Automated Rights Management



Machine Learning Cue Point Detection



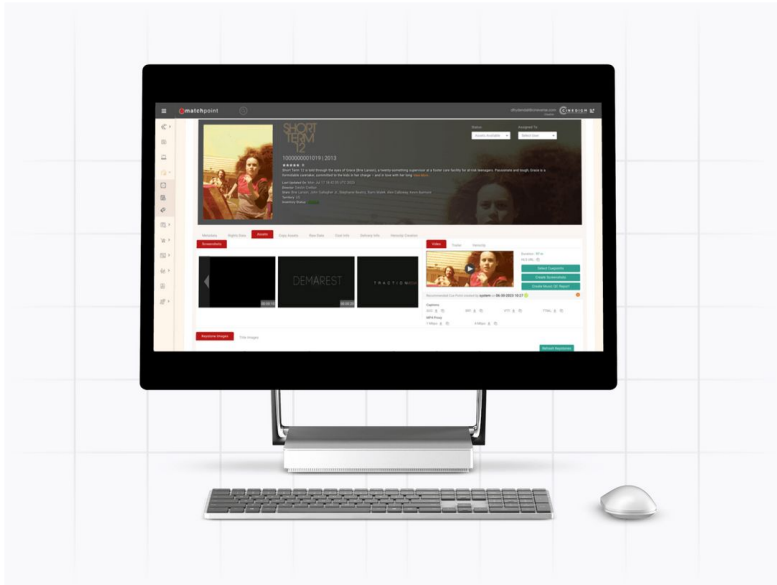
Metadata Enrichment & Optimization



Automated Quality Control Across 75 Parameters

matchpoint Blueprint

Your very own product, engineering,
and solution architect teams



With our highly scalable streaming video app builder, **everyone is a product team** with Blueprint.



Build custom apps, simply and quickly



Create custom content shelves



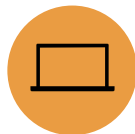
Engage and delight viewers with easy to use UX

matchpoint Insights

ONE LOCATION. ALL THE INSIGHTS.



With our expansive analytics unified in one platform, **everyone is a data analyst** with Insights.



Measure performance across repositories in one dashboard



Download and share crystal clear visualizations



Keep partners updated with our API





cineSearch



PROBLEM

Search & Discovery

1 IN 5 PEOPLE



Nielsen

Give up their search before finding something to stream – [Nielsen](#)

1 in 3 VIEWERS

CINEVERSE

SURVEY

Have canceled a streaming service because the search functionality was hard to use

10.5 Minutes



Nielsen

Average search time to discover streaming title – [Nielsen](#)



A HEADACHE FOR VIEWERS

Current search process is manual, time-consuming, fragmented and overwhelming – **audiences have a bundle full of streaming content, but nothing to watch**



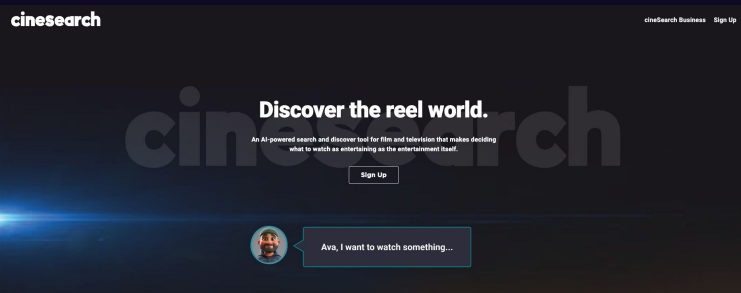
EXPENSIVE FOR BUSINESSES

Ineffective search increases churn, and lowers a **platform or OEMs** ability to monetize their library



SOLUTION

cineSearch

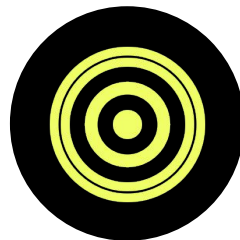


An **AI-powered** search and discovery tool designed to make deciding what to watch as entertaining as the movie itself.



SINGLE SOURCE

Unified search for all film titles – provides exact location of where to watch recommended titles **across all services** (AVOD, SVOD, TVOD, FAST)



SPOT-ON RECOMMENDATIONS

Advanced AI recommender system **suggests titles that perfectly suit the users'** mood, taste or circumstance – scene-level recommendations



SEARCH MADE FUN

Keeps subscribers and viewers **retained and delighted** – using an engaging voice to direct them to the right titles.



BENEFITS

cineSearch



SEARCH BETTER



CHURN LESS



MONETIZE MORE

90%

LOWER AVG
SEARCH TIME*

15.6%

LOWER ANNUAL
CHURN**

24%

AVG MONTHLY
SAVINGS***

*Based on average search time ([Nielsen](#)) and average cineSearch search time

**47% annual churn rate (from Parks & Assoc.) x 1/3rd of viewers who have canceled a streaming service due to poor search (Cineverse [study](#)).

***Based on Cineverse projected effect on churn and monthly revenue among leading SVOD services.



MEET AVA

Hey there! Welcome to Cinesearch. I'm your artificial intelligence-based video advisor, but you can call me Ava.

What do you want to watch today?

The ultimate movie nerd: Part critic. Part drinking buddy. All cinephile. She navigates the myriad streaming services to recommend the perfect movie, while casually tossing out witty commentary or surprising film trivia.

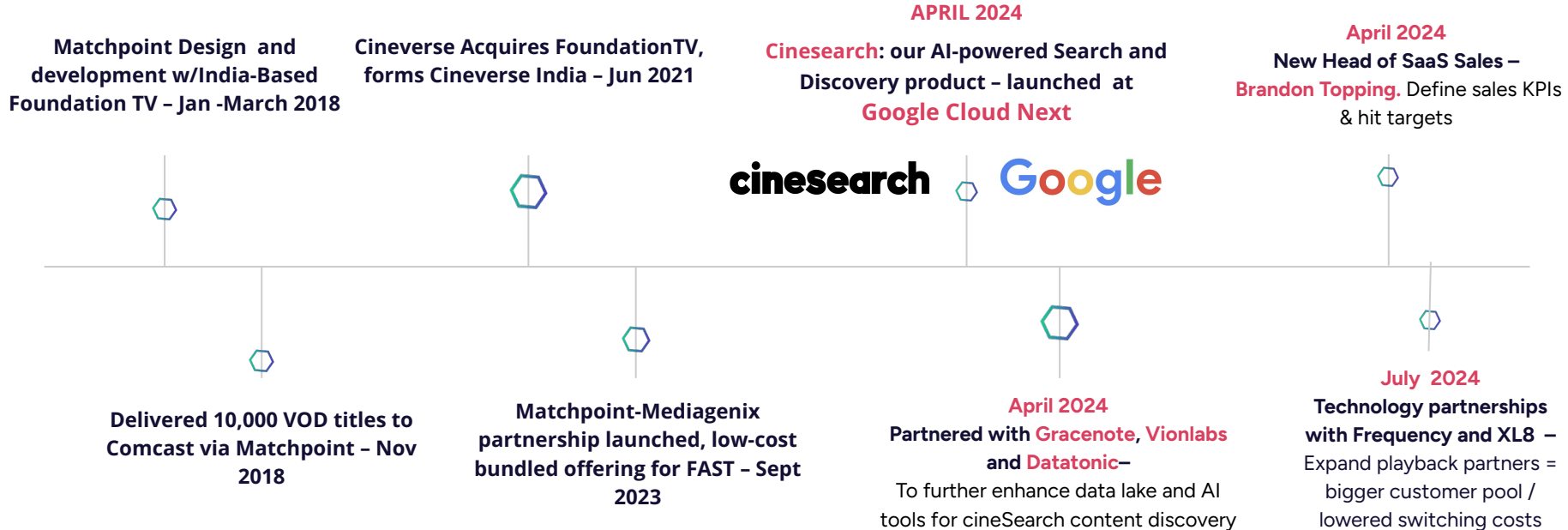
Ava was designed to speak to our target customer – **Millennials:**

- Earliest adopters of AI¹
- The most passionate audience for long-form content²
- The majority of the streaming platform & CTV audience³
- The most likely to churn³



Technology Roadmap

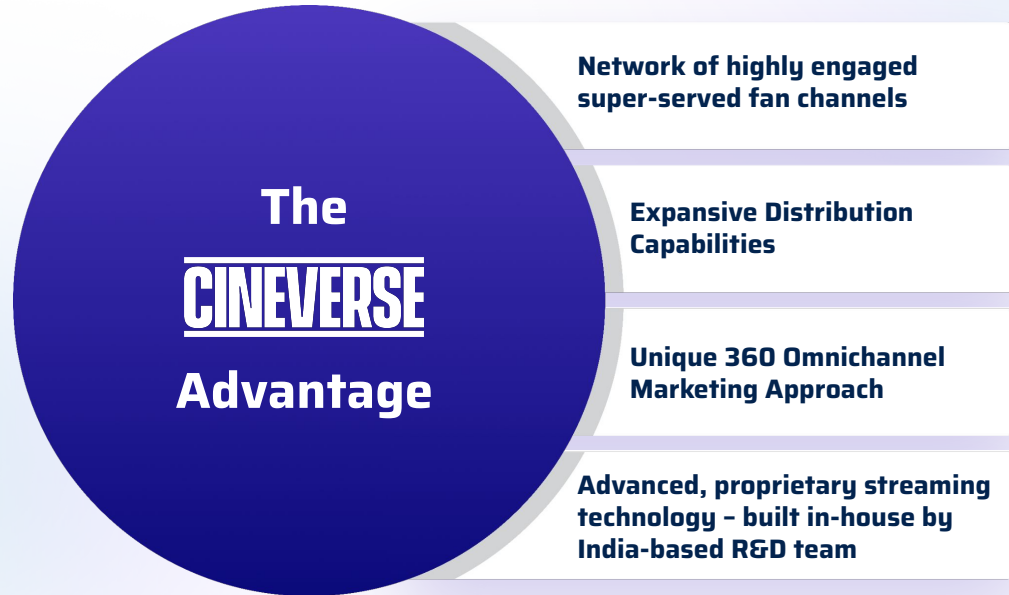
Building on our strong product. Gaining traction. Developing advanced, proprietary native AI.



Next-Gen Features in Development: Loyalty Rewards Program, AI-powered Analytics, Synthetic Speech, eCommerce, Personalized FAST Channels

Cineverse is Matchpoint in Action. **Built by Content Owners. Trusted by Content Owners.**

We're on a mission to uplift storytellers and entertain fans with the power of technology.



Cineverse's diverse network of Fan channels enables reach across highly engaged audiences of all genres.

the
Bob Ross
channel

Dove
CHANNEL

MIDNIGHT PULP

SCREAMBOX

**RETRO
CRUSH**

CINEVERSE

**CRIME
HUNTERS**

**LONE
STAR**

Fandor

DOGURAMA

asiancrush

**COMEDY
DYNAMICS**

**SCREAMBOX
TV**

SHOUT
FACTORY TV

Realmadrid.tv

**CHRISTIAN
CINEMA**

TOKUSHOTSU

So...Real

THE FILM DETECTIVE

**MYSTERY SCIENCE
THEATER 3000**

**JOHNNY
CARSON
TV**

the
Bob Ross
channel
EN ESPAÑOL

POP
CHANNEL

**THE
CAROL BURNETT
SHOW**

Entrepreneur. TV

FUBU TV

**SID &
MARY
KROFFT
PICTURES**

**GARFIELD
and Friends**

MEATEATER
TV

Barney

Dog Whisperer
with CESAR MILLAN

Cineverse Owned & Operated Channels Have Achieved Scale

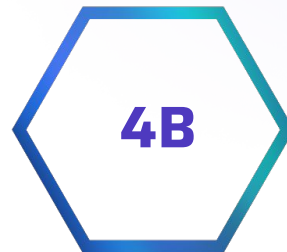
Our diverse portfolio of Fan channels continues to grow – with considerable momentum across key metrics. A low-cost content acquisition strategy drives higher margins across business models (SVOD, TVOD, AVOD, FAST).



**Unique Viewers
Monthly**



**Total SVOD
Subscribers²**



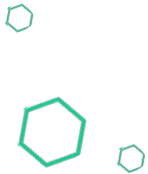
**Minutes Streamed
Monthly**



**Social Media
Followers²**

1. Includes web, mobile, and social as of Q4FY23
2. As of Q1FY25

You can find Cineverse Channels on most major platforms



Super-Serving Fan Audiences in the Longtail

DISTRIBUTION

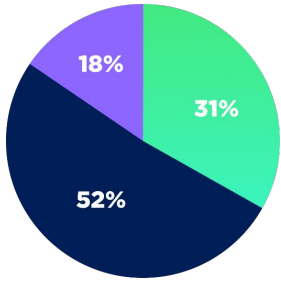
Exploit premium content assets through all “windows” – theatrical, digital, and home entertainment.

CONSUMER GOODS

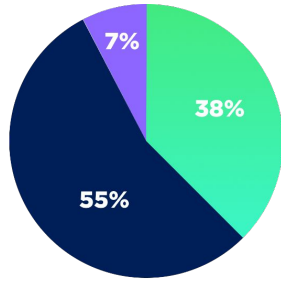
Engage fast-growing collectibles market with limited edition DVD/Blu Ray sets and merchandise.

Revenue Mix

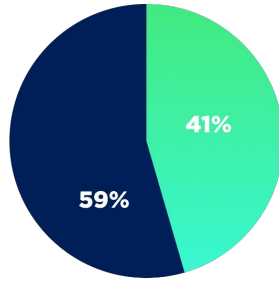
As the industry continues to evolve, our advanced, proprietary technology will grow as a larger driver of our business, while our focus on higher margin channels will yield greater streaming revenue.



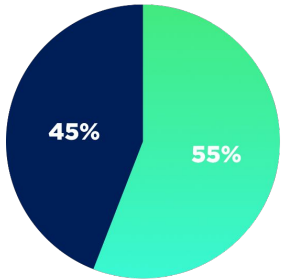
2023 (A)



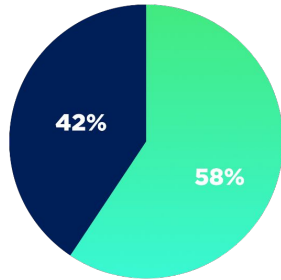
2024 (F)



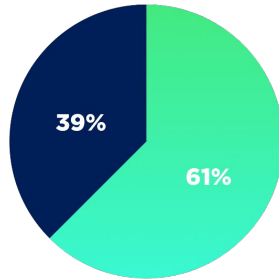
2025 (P)



2026 (P)



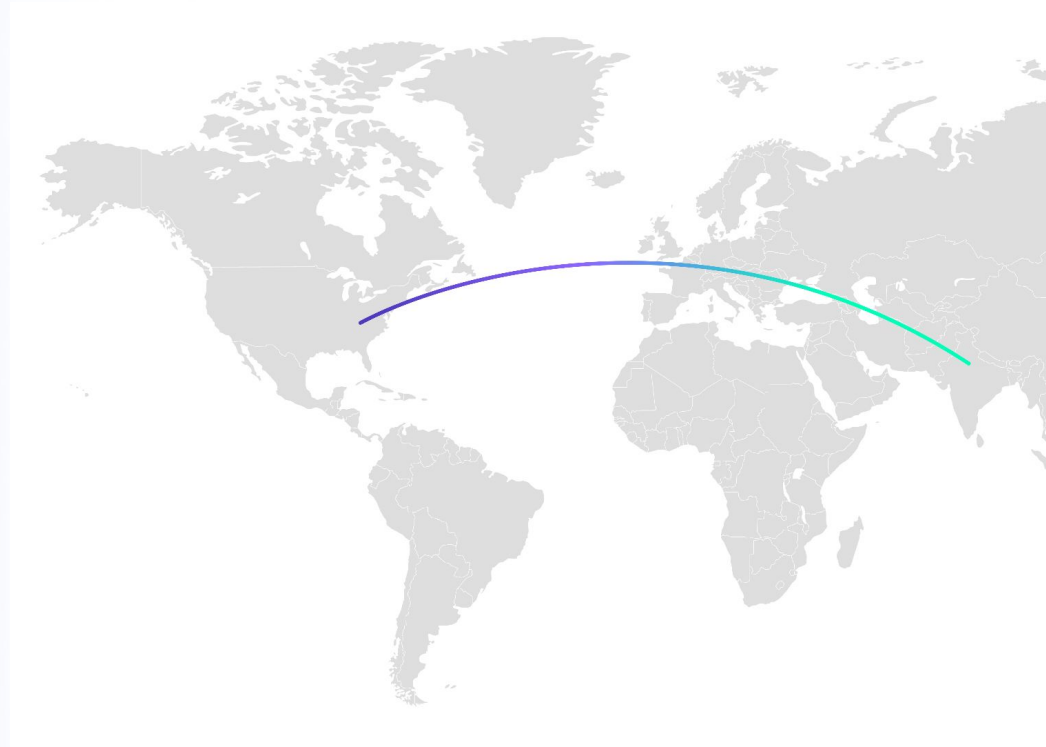
2027 (P)



2028 (P)

Who we are today - a global team

- ⬡ Cineverse Services India: Offshore division brings major cost-savings and work-efficiency upside - fully owned by the Company.
- ⬡ Robust R & D team based in India - developing advanced, AI powered technology.
- ⬡ Evolution into revenue-generating services from our India team.



Living our Values: The Cineverse Team Reflects Diversity of Voice

As fierce champions of storytellers and fans, we believe that trusting and empowering creators to tell their unique story is good for business – keeping fans engaged with access to entertainment they can't find anywhere else.

“

Our commitment to hire and develop diverse and dynamic professionals furthers this mission – bringing more stories to more people.



Our Leadership: 22% Female
40% POC at the VP level or above



Our Global team:
40% Female 68% POC

Industry Leaders with a History of Innovation

Leadership changes support new goals – agile and operating like a tech company



Chris McGurk

25+ Years of Experience
Chairman & CEO

- Founder & Ceo, Overture films
- CEO, Anchor Bay Entertainment
- Vice Chair & COO, MGM
- President & COO, Universal
- President, Disney Motion Pictures



Tony Huidor

25+ Years of Experience
Chief Operating Officer &
Chief Technology Officer



Gary Loffredo

20+ Years of Experience
Chief Legal Officer &
General Counsel



Erick Opeka

25+ Years of Experience
Chief Strategy Officer
& President



Mark Lindsey

25+ Years of Experience
Chief Financial Officer



Yolanda Macias

25+ Years of Experience
Chief Content Officer



Mark Torres

25+ Years of Experience
Chief People Officer

Key Takeaways



Our proprietary Matchpoint technology and Gen AI products & initiatives are poised to drive an increasing portion of our revenue mix.



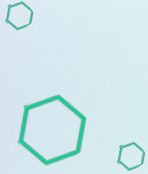
Leveraging our library assets across our extensive portfolio of fan channel assets, combined with a 360-degree marketing approach to our family of Fan brands provides high margin, organic growth.



Cost-streaming and initiatives, driven by offshoring and decreased content spends, bring major work-efficiency upsides and organizational agility.

Financial Results

YTD Q4 FY 2024 (12 months ended March 31, 2024)



Condensed Consolidated Balance Sheets (In thousands)

	March 31,	
	2024	2023
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 5,167	\$ 7,152
Accounts receivable, net of allowance for credit losses of \$269 and \$0, respectively	8,667	20,846
Unbilled revenue	6,439	2,036
Employee retention tax credit	1,671	2,085
Content advances	9,345	3,724
Other current assets	1,432	1,734
Total current assets	32,721	37,577
Equity investment in Metaverse, a related party, at fair value	362	5,200
Property and equipment, net	2,276	1,833
Intangible assets, net	18,328	19,868
Goodwill	6,799	20,824
Content advances, net of current portion	2,551	1,421
Other long-term assets	1,341	1,265
Total Assets	\$ 64,378	\$ 87,988
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Accounts payable and accrued expenses	\$ 20,817	\$ 34,531
Line of credit, including unamortized debt issuance costs of \$81 and \$76, respectively	6,301	4,924
Current portion of deferred consideration on purchase of business	3,114	3,788
Earnout consideration on purchase of business	180	1,444
Current portion of operating lease liabilities	401	418
Deferred revenue	436	226
Total current liabilities	31,249	45,331
Deferred consideration on purchase of business, net of current portion	457	2,647
Operating lease liabilities, net of current portion	462	863
Other long-term liabilities	59	74
Total Liabilities	32,227	48,915
Commitments and contingencies (see Note 6)		
Stockholders' Equity		
Preferred stock, 15,000,000 shares authorized; Series A 10% - \$0.001 par value per share; 20 shares authorized; 7 shares issued and 7 shares outstanding at March 31, 2024 and March 31, 2023. Liquidation preference of \$3,648.	3,559	3,559
Common Stock, \$0.001 par value; Class A Stock: 275,000,000 shares authorized as of March 31, 2024, and March 31, 2023; 15,985,620 and 9,413,597 shares issued, with 15,699,135 and 9,347,805 shares outstanding as of March 31, 2024, and March 31, 2023, respectively.	194	185
Additional paid-in capital	545,996	530,998
Treasury stock, at cost; 288,554 and 65,792 shares at March 31, 2024 and March 31, 2023, respectively.	(11,978)	(11,608)
Accumulated deficit	(504,153)	(482,395)
Accumulated other comprehensive loss	(345)	(402)
Total stockholders' equity of Cineverse Corp.	33,273	40,337
Deficit attributable to noncontrolling interest	(1,122)	(1,264)
Total equity	32,151	39,073
Total Liabilities and Equity	\$ 64,378	\$ 87,988

Condensed Consolidated Statements of Operations (In thousands)

	For the Fiscal Year Ended	
	March 31,	
	2024	2023
Revenues	\$ 49,131	\$ 68,026
Costs and expenses		
Direct operating	19,131	36,364
Selling, general and administrative	27,904	36,819
Depreciation and amortization	3,771	3,763
Goodwill impairment	14,025	—
Total operating expenses	<u>64,831</u>	<u>76,946</u>
Operating loss	(15,700)	(8,920)
Interest expense	(1,066)	(1,290)
Loss from equity investment in Metaverse, a related party	(4,299)	(1,828)
Employee retention tax credit	—	2,475
Other expenses, net	(190)	(13)
Net loss before income taxes	<u>(21,255)</u>	<u>(9,575)</u>
Income tax expense	(10)	(119)
Net loss	<u>(21,265)</u>	<u>(9,694)</u>
Net income attributable to noncontrolling interest	(142)	(39)
Net loss attributable to controlling interests	<u>(21,407)</u>	<u>(9,734)</u>
Preferred stock dividends	(350)	(351)
Net loss attributable to common stockholders	<u>\$ (21,757)</u>	<u>\$ (10,085)</u>
Net loss per share attributable to common stockholders:		
Basic	\$ (1.78)	\$ (1.13)
Diluted	\$ (1.78)	\$ (1.13)
Weighted average shares of Common Stock outstanding:		
Basic	12,253	8,889
Diluted	12,253	8,889

Condensed Consolidated Statement of Cash Flows (In thousands)

	For the Fiscal Year Ended	
	March 31,	
	2024	2023
Cash flows from operating activities:		
Net loss	\$ (21,265)	\$ (9,694)
Adjustments to reconcile net loss to cash used in operating activities:		
Depreciation and amortization	3,771	3,829
Impairment of goodwill	14,025	—
Changes in fair value of equity investment in Metaverse	4,299	1,828
Amortization of debt issuance costs	188	101
Stock-based compensation	1,439	4,470
Change in estimated earnout consideration	(612)	80
Interest expense for deferred consideration and earnouts	503	986
Capitalized content expenditures	(1,822)	—
Stock-based bonus to acquired company	100	—
Revenue recognized under nonmonetary purchase and exchange of content	—	(1,022)
Barter-related non-cash expenses	341	—
Other	(16)	130
Changes in operating assets and liabilities:		
Accounts receivable	11,969	9,943
Content advances	(5,621)	1,075
Unbilled revenue	(4,403)	313
Other current and long-term assets	(942)	(2,816)
Accounts payable and accrued expenses	(12,756)	(18,049)
Deferred revenue	210	30
Net cash used in operating activities	\$ (10,593)	\$ (8,796)
Cash flows from investing activities:		
Purchases of property and equipment	(1,069)	(1,271)
Sale of investment securities	538	—
Net cash used in investing activities	\$ (531)	\$ (1,271)
Cash flows from financing activities:		
Proceeds from line of credit	43,955	31,046
Payments on line of credit	(42,572)	(26,046)
Payment of business acquisition related liabilities	(576)	(665)
Financing fees for line of credit	(193)	(177)
Issuance of Class A common stock, net of issuance costs	8,524	—
Net cash provided by financing activities	\$ 9,138	\$ 4,158
Net change in cash and cash equivalents	(1,985)	(5,910)
Cash and cash equivalents at beginning of year	7,152	13,062
Cash and cash equivalents at end of year	\$ 5,167	\$ 7,152

CINEVERSE

IT'S ON.



CONTACT

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cineverse.com

APPENDIX

Cineverse Networks Fan Channel Case Study:



The #1 Horror Destination in the Internet – serving nearly 40 million pages to 20 million unique viewers every month.

How Cineverse Expanded the Brand:

- Launched Screambox and ScreamboxTV – 20M+ Monthly Unique Viewers
- Launched podcast network – Bloody FM 5.5 MM Monthly Downloads
- Released break-out hit Terrifier 2 – \$15.4 MM Global BO on XX budget
- Limited edition partnership with Spencer's Gifts: sold out original 40K units – submitted replenishment order of 30K

Continued Growth

- Expanding Bloody FM into the Cineverse Podcast Network
- Expanding DTC e-commerce and retail collectibles business
- Releasing Terrifier 3 wide – October 2024

