



**A PREMIER
STREAMING
TECHNOLOGY
& ENTERTAINMENT
COMPANY**

INVESTOR PRESENTATION

AUGUST 2022

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 Cinedigm officials during presentations about Cinedigm, along with Cinedigm's filings with the Securities and Exchange Commission, including Cinedigm's current reports on Form 8-K, quarterly reports on Form 10-Q and annual report 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 Cinedigm'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 Cinedigm, its technology, economic and market factors and the industries in which Cinedigm does business, among other things. These statements are not guarantees of future performance and Cinedigm undertakes no specific obligation or intention to update these statements after the date of this presentation.

A PREMIER STREAMING TECHNOLOGY & ENTERTAINMENT COMPANY

SUPER-SERVING GLOBAL ENTHUSIAST FAN BASES



Delivering high-quality, curated content through free ad-supported television (FAST) and dedicated ad-supported (AVOD) and subscription video on demand (SVOD) channels



Leveraging proprietary tech and highly-scalable distribution platform, Matchpoint®, to launch, distribute and monetize content



Controlling a library of ~46,000+ film & TV assets



Continuing legacy as an innovator in the digital transformation of the entertainment industry for more than two decades

EXPERIENCED MANAGEMENT TEAM

WITH DEEP INDUSTRY KNOWLEDGE AND RELATIONSHIPS



CHRIS MCGURK

25+ YEARS OF EXPERIENCE

CHAIRMAN & CHIEF EXECUTIVE OFFICER

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



JOHN CANNING

25+ YEARS OF EXPERIENCE

CHIEF FINANCIAL OFFICER

- | CFO, Firefly Systems Inc.
- | Group VP of Finance for Discovery Channel
- | Finance leadership roles at Clear Channel Outdoor and The Walt Disney Company



TONY HUIDOR

25+ YEARS OF EXPERIENCE

CHIEF TECHNOLOGY & PRODUCT OFFICER

- | VP, Universal Music Group
- | Director, Walt Disney Internet Group



GARY LOFFREDO

20+ YEARS OF EXPERIENCE

CHIEF OPERATING OFFICER, GENERAL COUNSEL & PRESIDENT, CINEDIGM

- | Founding executive of Cinedigm
- | VP, General Counsel, Cablevision Cinemas



YOLANDA MACIAS

25+ YEARS OF EXPERIENCE

CHIEF CONTENT OFFICER

- | EVP, Vivendi Entertainment
- | VP, DIRECTV Spanish language and international services
- | Honoree & Board Member, C5LA



ERICK OPEKA

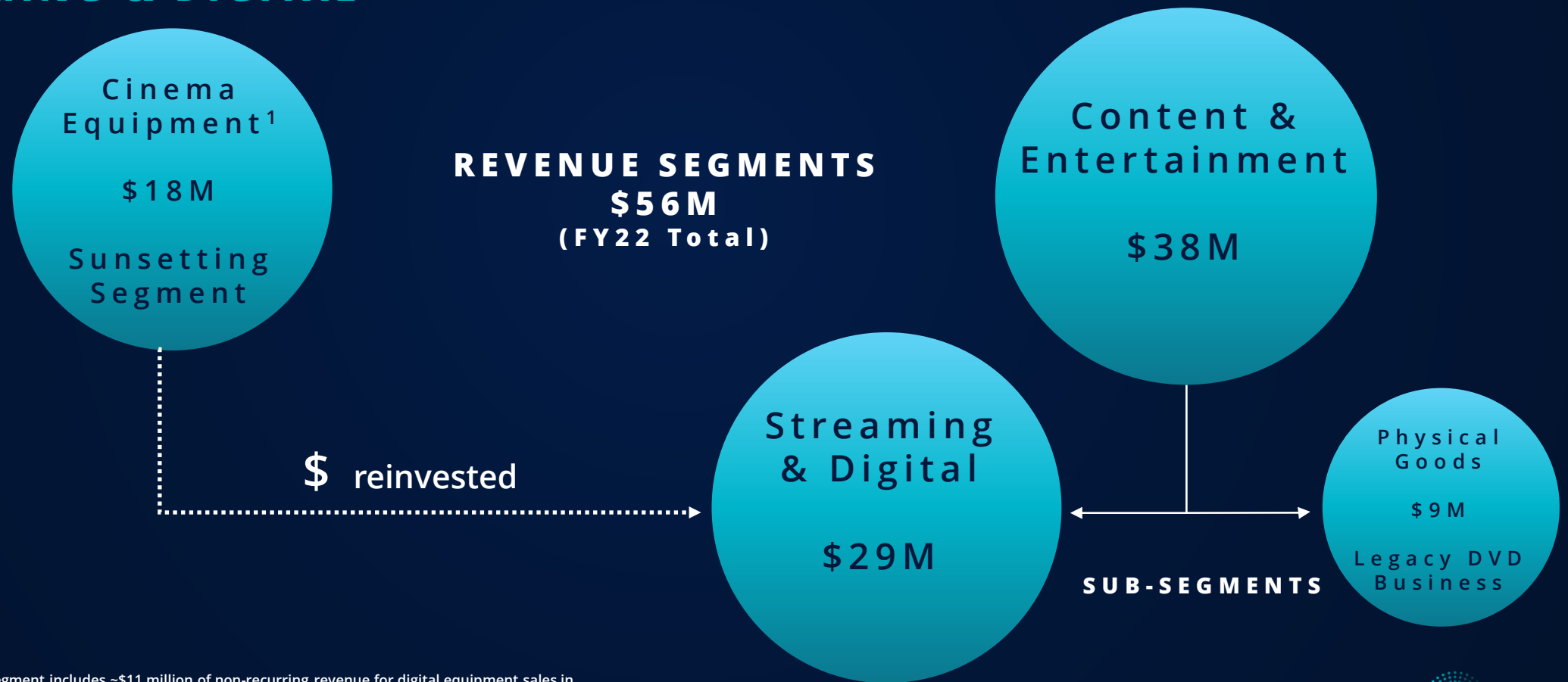
25+ YEARS OF EXPERIENCE

CHIEF STRATEGY OFFICER & PRESIDENT, CINEDIGM NETWORKS

- | SVP & Co-Founder, New Video Digital
- | NCO, US Army
- | Vice Chair Entertainment Merchant's Association
- | Member, Producers Guild and TV Academy

POWERFUL BUSINESS MODEL DRIVING SUSTAINED GROWTH

SUNSETTING CINEMA EQUIPMENT BUSINESS FUNDING HIGH-GROWTH STREAMING & DIGITAL



1. Cinema Equipment business segment includes ~\$11 million of non-recurring revenue for digital equipment sales in FY22, which was used as investment in Streaming and Digital segment to accelerate growth.

REVENUE MIX SHIFTING TOWARD HIGH-GROWTH STREAMING & DIGITAL

GROWTH DRIVEN BY CORE BUSINESS INCLUDING FAST, AVOD & SVOD

KEY METRICS

(2022 Fiscal Year Ended as of March 31, 2022)

FY 2022 vs FY 2021	YOY \$ CHANGE	YOY % CHANGE	COMMENTS
Streaming & Digital	+\$10.6M	+59%	organic and acquired growth streaming growth of FAST, AVOD and SVOD increased 108% YOY
Physical Goods	-\$0.9M	-9%	legacy/DVD business
Total Content & Entertainment ¹	+\$9.7M	+34%	
Cinema Equipment ²	+\$14.9M	+464%	sunsetting legacy segment reporting one-time, non-recurring revenue of cinema equipment sales
CONSOLIDATED REVENUE	+\$24.6M	+78%	

1. Content & Entertainment Segment includes Physical Goods and Streaming and Digital (FAST, AVOD & SVOD)
 2. Dollar figure includes non-recurring cinema equipment system sales of ~\$15M for the period

WHAT SETS US APART

Diverse
portfolio of
fan-centric
content



Content offering
complements
general
entertainment
subscription
services; does *not*
compete directly
with Netflix,
Disney+



Proprietary
tech – only
independent
that has this
capability



Proven and
experienced
management team

INVESTMENT HIGHLIGHTS

POSITIONED FOR HIGH GROWTH DRIVEN BY ENTHUSIAST
CONTENT AND TECHNOLOGICAL INNOVATION



Content

Delivering high-quality, curated content through free ad-supported television (FAST) and dedicated ad-supported (AVOD) and subscription video on demand (SVOD) channels



Technology

Driving growth through proprietary Matchpoint content distribution platform that enables scalability and supply-chain automation to partners while reducing operating costs



Organic Growth

Focusing on high return internal growth initiatives that leverage existing scale capabilities with minimal new working capital requirements

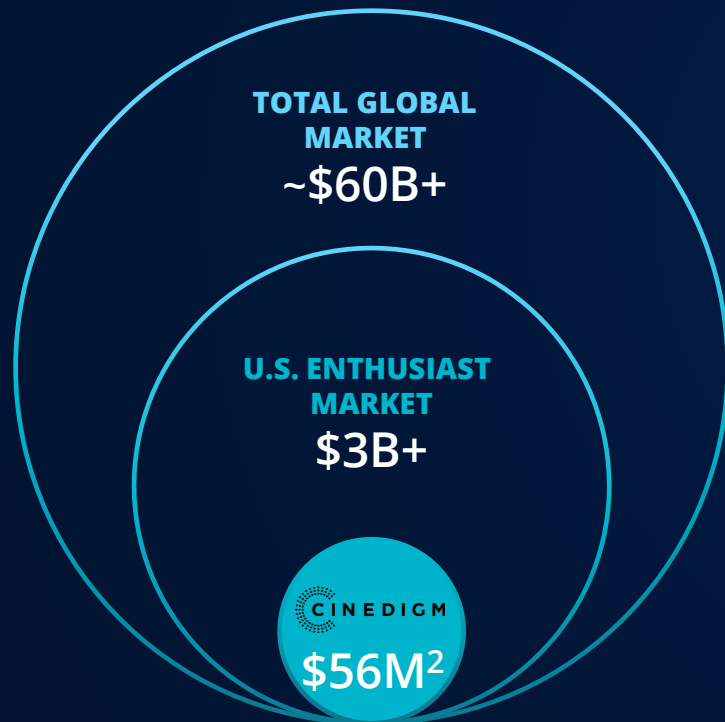


Financial Performance & Metrics

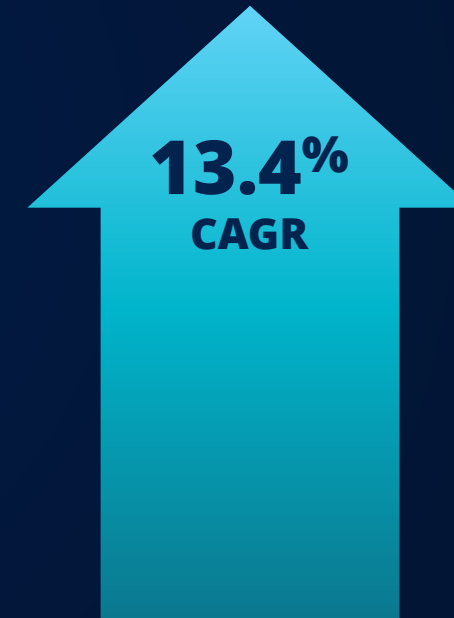
Positioned to drive EBITDA and KPIs through achievable growth targets

WELL-POSITIONED IN LARGE, GROWING STREAMING MARKET¹

MARKET SIZE 2022



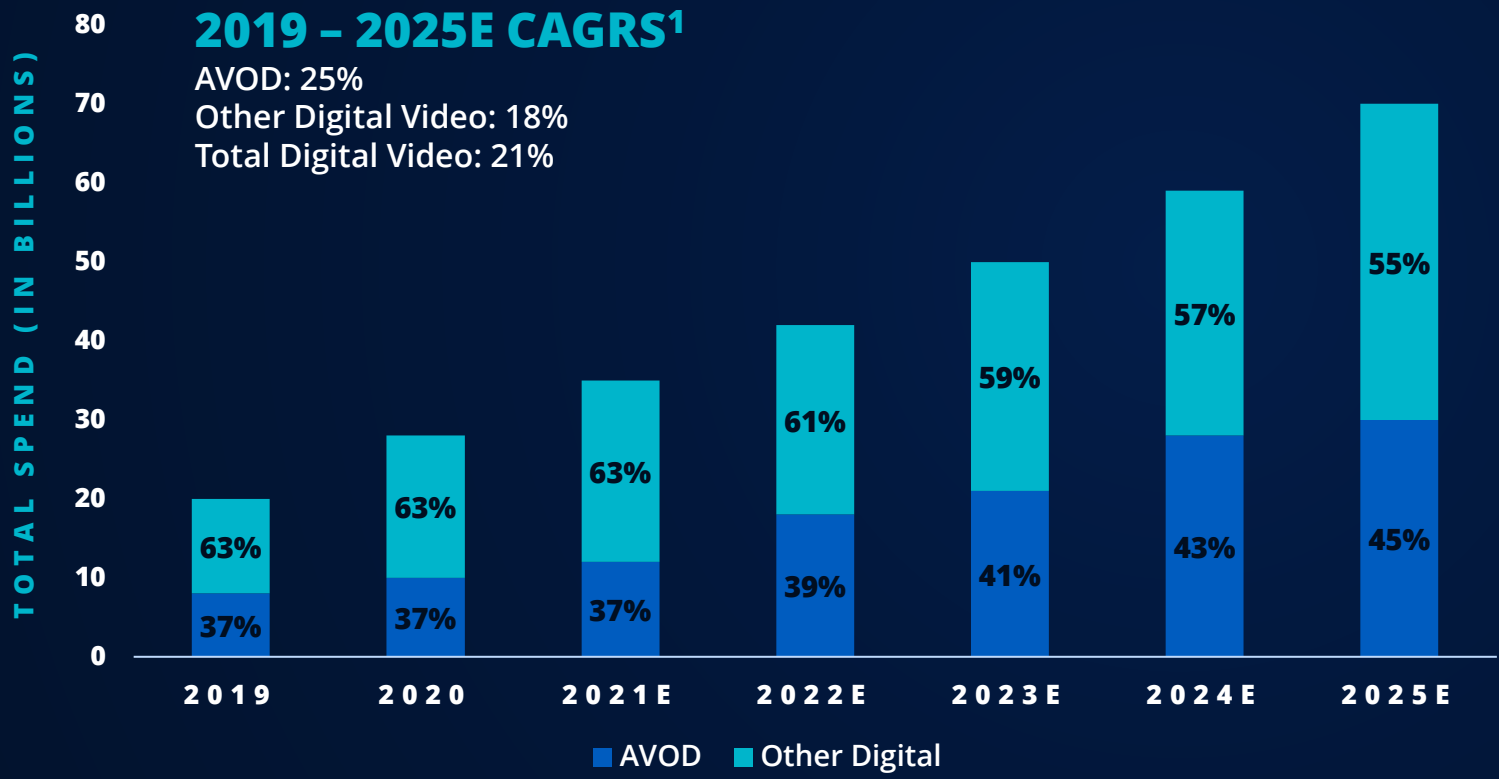
PROJECTED MARKET GROWTH 2020 - 2025



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

2. Cinedigm's Revenues for Fiscal Year 2022 period ended March 31, 2022.

U.S. DIGITAL ADVERTISING SPEND INCREASING TO ~\$70B



Ad-supported is the fastest growing segment within U.S. digital advertising spend

Industry seeing pivotal shift in ad budgets from broadcast TV to streaming

KEY ADD SUPPORTED GROWTH DRIVERS

Cord cutting trend 

Mega trend of streaming content 

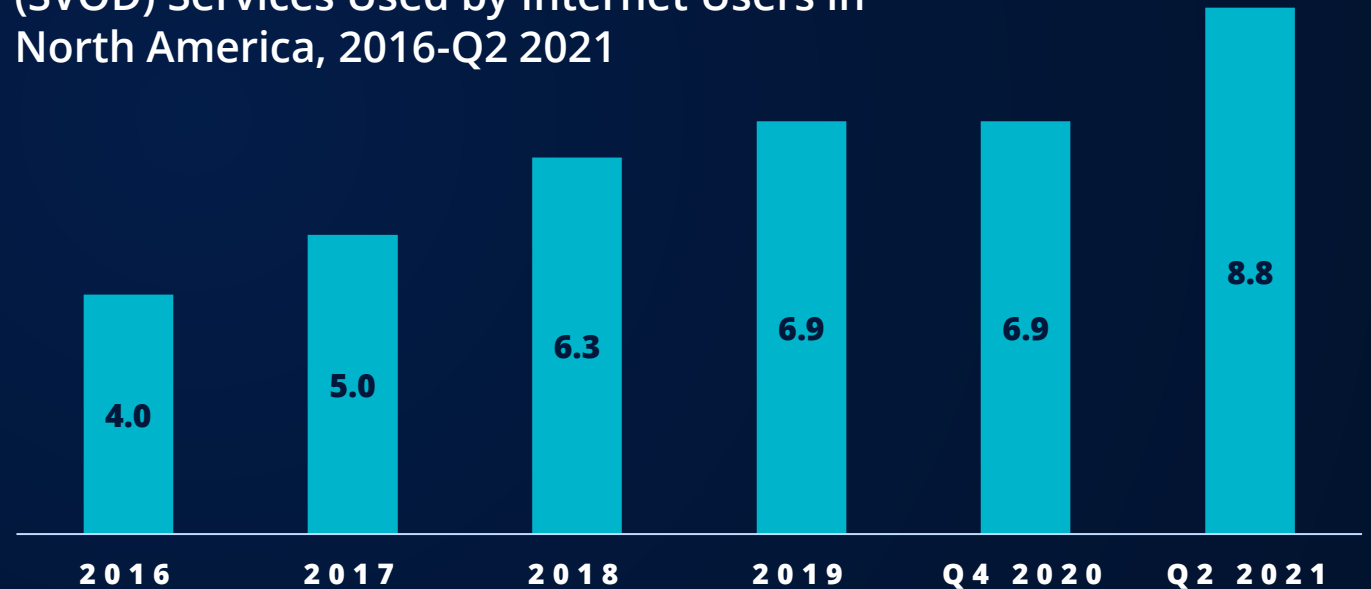
1. Source: IAB, Canaccord Genuity Estimates

CAPITALIZING ON EVOLVING CONSUMER HABITS

GLOBAL CONSUMER HABITS CONTINUE TO TREND AWAY FROM TRADITIONAL MEDIA CHANNELS

- Continued “cord-cutting” resulting in rise in SVOD & AVOD migration
- Preference towards third-party channels and content platforms
- Rapid rise in consumption of free ad-supported content
- Increasing demand for underserved content
- Rise in consumption of smart TV out of the box functionality

Average Number of Subscription Video-on-Demand (SVOD) Services Used by Internet Users in North America, 2016-Q2 2021



DIVERSE PORTFOLIO OF FAN-CENTRIC CONTENT

Narrowcast Streaming Channels that generate recurring revenue streams

Cinedigm's streaming advantage broadens consumer reach and drives revenue

COMEDY DYNAMICS
A NACELLE COMPANY

CON TV

THE ONLY WAY IS
ESSEX

FANTAWILD

So...Real

GAME TOON G HD

SCREAMBOX

LONE STAR

COUNTRY Network

CON TV ANIME

the Bob Ross channel

EL REY NETWORK

fashion BOX

BLOODY DISGUSTING TV

So...Dramatic

DOCURAMA

MyTime movie network

THE FILM DETECTIVE

FANDOR

Dove CHANNEL

Realmadrid.tv

asiancrush

COCORO
FREE TV FOR KIDS

KMTV

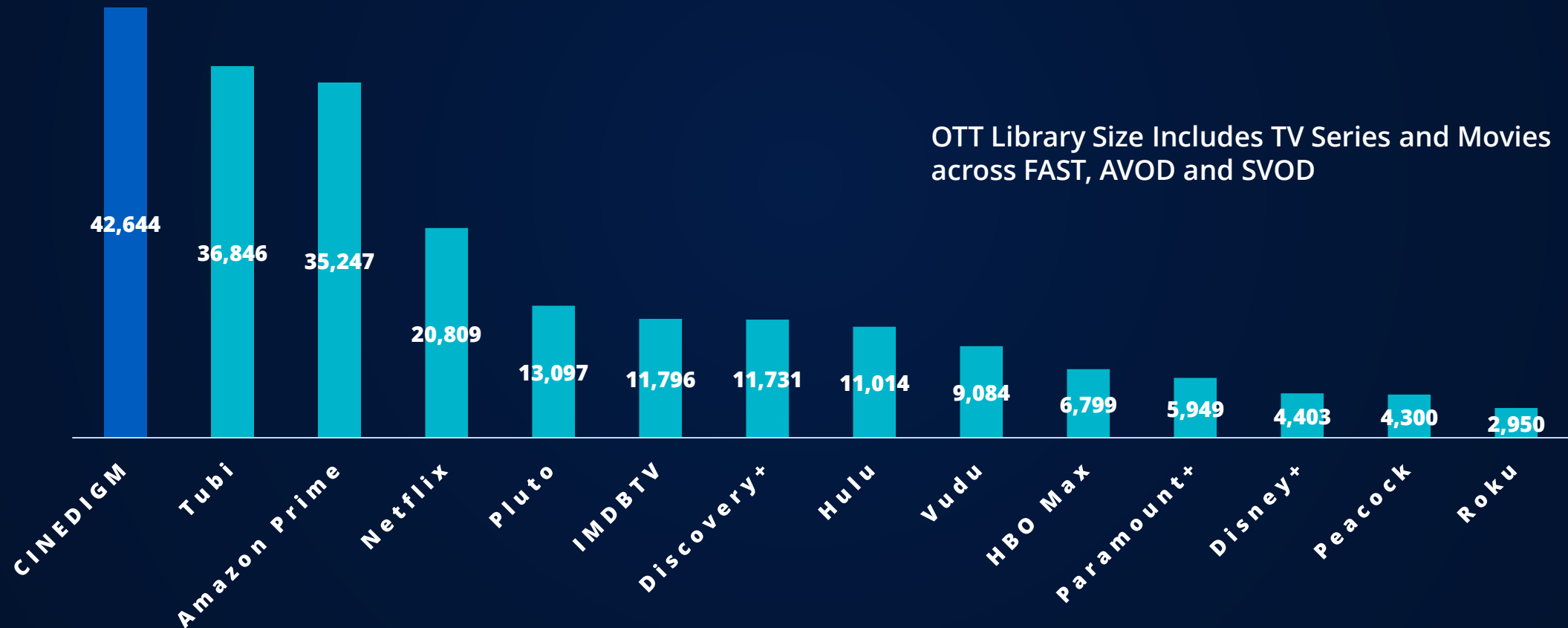
cinehouse
-SELECTS-

RETRO CRUSH

MIDNIGHT PULP

ONE OF THE LARGEST STREAMING LIBRARIES IN THE MARKET

CINEDIGM'S CURRENT STREAMING CONTENT LIBRARY AT ~43K TITLES



FOCUSED ON ENTHUSIAST AUDIENCES GLOBALLY

TARGETING SOUGHT-AFTER
VERTICALS WITH LOYAL
FAN-BASE

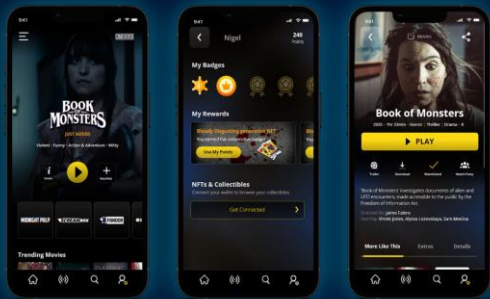
- | Prestige film and TV (Fandor)
- | Horror (Screambox and Bloody Disgusting)
- | Family entertainment (Dove Channel)
- | Iconic entertainers (The Bob Ross Channel)



PROPRIETARY DISTRIBUTION PLATFORM: MATCHPOINT®

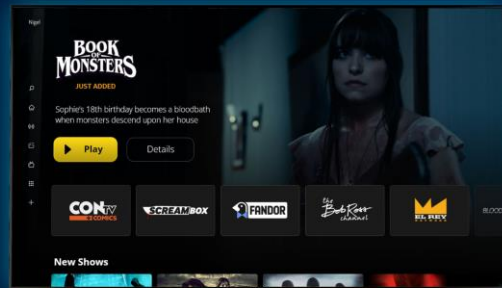


Tech-stack automates film and TV distribution at massive scale



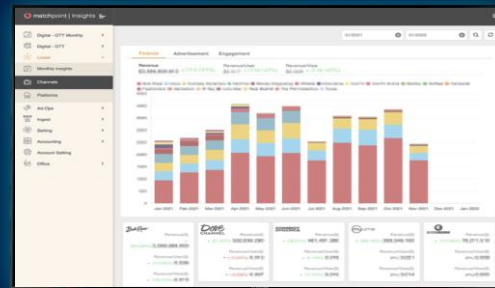
 **matchpoint blueprint™**

| Application framework



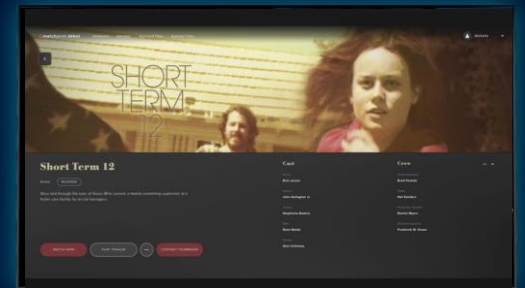
 **matchpoint dispatch™**

| Content delivery



 **matchpoint insights™**

| Analytics



 **matchpoint debut™**

| Content Aggregation

CONTENT OFFERING COMPLEMENTS GENERAL ENTERTAINMENT SUBSCRIPTION SERVICES

**DOES NOT COMPETE DIRECTLY WITH
NETFLIX, DISNEY+**

Establishing key strategic advantages by structuring deals with:

- | Connected streaming TV including Samsung, LG, Roku and Vizio
- | Large original equipment managers (OEMs), cable companies and technology platforms including Sinclair Broadcast Group, Samsung, Comcast Xfinity, Roku, Amazon, Tubi, Vewd and Vizio
- | Licensed film and TV content to key players in streaming ecosystem with Amazon, Apple, Netflix, YouTube TV and Google

fire tv

Google

Apple tv

NETFLIX

SAMSUNG

tubi

ROKU

Comcast
xfinity

YouTubeTV

VIZIO

INTRODUCING CINEVERSE

WITH GLOBAL REACH TO DRIVE ENGAGEMENT

- | New enthusiast streaming service that will showcase the best of Cinedigm's films, series, channel brands, technology and social reach
- | Super-serving audiences across multiple points of monetization (FAST, AVOD and SVOD)
- | Focusing on passionate curation, leveraging Matchpoint technology to provide next generation content recommendations based on real-time feedback from the viewer
- | Global reach – Cinedigm's newly formed engineering and R&D hub in India to develop new streaming technologies and services for booming Indian and South Asian markets



BUILT COMPETITIVE ADVANTAGE

COMPLETED SEVEN ACCRETIVE ACQUISITIONS SINCE END OF 2020

- | Executed on roll-up strategy by completing several content-related acquisitions enabling monetization
- | Set the stage for significant annual revenue growth – Targeting at least 50% annual revenue growth in streaming and digital



DIGITAL
MEDIA
RIGHTS



LATEST ACCRETIVE ACQUISITION OF DIGITAL MEDIA RIGHTS (DMR)¹

IMMEDIATELY PROVIDES INCREASED SCALE AND GROWTH

Highly accretive acquisition significantly increases Cinedigm's library, channel portfolio, ad business and social footprint

- | Adds 10 new channels, 7,500 titles and an estimated 7.5 million monthly viewers
- | New positioning in ad business with more than 100 million connected TV impressions a month
- | Increases social footprint with addition of ~18.5 million social subscribers

ENTHUSIAST ROLL-UP STRATEGY



+ DIGITAL MEDIA RIGHTS

asiancrush

Asian Films & TV

CocoRo
FREE TV FOR KIDS

Kids/Family

RETRO CRUSH

Classic Anime

cinehouse
-SELECTS-

Films & TV Shows

MIDNIGHT PULP

Thriller/Cult Hits

KMTV

K-Pop

1. DMR acquisition closed on March 28, 2022

PLAN ON TRACK

BUILDING MOMENTUM ACROSS KEY METRICS¹

Growing viewership and subscription numbers increased significantly to ~90 million monthly viewers² reaching 6.2 billion cumulative minutes streamed across ~1.1 billion unique consumer devices

~90M
Total streaming
viewers²

298%
YOY

984K
Total SVOD
subscribers

45%
YOY

**AD-SUPPORTED
REVENUE**

131%
YOY

1. YOY comparisons are between FY22 Q1 and FY23 Q1
2. Metric includes web, mobile and social media as of Q1 FY23

FOUR KEY HIGH ROI INITIATIVES

PROJECTED TO GENERATE OVER \$50 MILLION¹ IN AGGREGATE ANNUAL REVENUES AT A STEADY STATE WITH MINIMAL ADDITIONAL INVESTMENT



CINEVERSE – A new streaming service that will showcase the best of Cinedigm’s films, series, channel brands, technology and social reach



CINEDIGM AD SOLUTIONS (CAS) – An ad network that enables advertisers to reach highly engaged, diverse enthusiast fan bases in cohesive, multi-platform campaigns



CINEDIGM PODCAST NETWORK – Building on our current seven-figure revenue base, our goal is to triple our in-house produced shows over the next three years, as well as dramatically expand ad sales and distribution for third-party shows that fit our content verticals



MATCHPOINT BLUEPRINT 2.0 – Expanding capabilities for direct-to-consumer apps and services, leveraging Artificial Intelligence and Machine Learning as much as possible to bring a next-generation user experience to our channels and a robust product differentiation

1. Projected revenue includes nascent international expansion, particularly in Latin America and South Asia.

POSITIONED TO DRIVE EBITDA

THROUGH ACHIEVABLE GROWTH TARGETS

- | Driving gross margin and EBITDA by leveraging proprietary Matchpoint platform
- | Expected to be sustainably cash flow positive by the end of fiscal year 2023
- | Anticipate generating ~\$7.5 million in annual cost savings to achieve objective of long-term sustainable profitability
- | Cash plus capacity under equity line agreement provides liquidity to pursue accretive content related acquisitions

\$12 Million¹
CASH

\$0 Million¹
DEBT

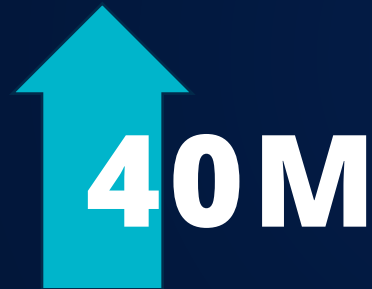
LONG RANGE GROWTH TARGETS

2 TO 4 YEARS BOTH ORGANIC AND M&A GROWTH

Revenue¹



Monthly Viewers²



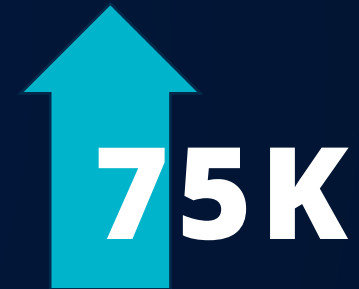
ACHIEVED
FY 2022

Engagement
Connected TV minutes³



ACHIEVED
FY 2022

Content
Library⁴



1. Represents digital, streaming and production revenue

2. Monthly viewers who have engaged with a Cinedigm property

3. Aggregate monthly minutes consumed by Cinedigm streaming service users

4. Film and TV series episodes under management

IN SUMMARY - INVESTMENT HIGHLIGHTS

POSITIONED FOR HIGH GROWTH DRIVEN BY ENTHUSIAST CONTENT AND TECHNOLOGICAL INNOVATION

CONTENT

Focusing on Enthusiast audience – Fan-centric content that is complementary to general entertainment subscription services

Well-positioned in evolving consumer streaming landscape

Growing viewership and subscriber number significantly: ~90 million monthly viewers¹ and ~1.1 billion unique streaming consumer devices globally

ORGANIC GROWTH

Focusing on high return, low-cost internal initiatives leveraging existing scale capabilities

Capturing synergies to eliminate redundancies and take advantage of scale and technology

Absorb, integrate and scale acquisitions

TECHNOLOGY

Dramatically expanded streaming content business across *Matchpoint* platform

Launching and scaling *Cineverse* streaming service

Establishing key strategic advantages through partnership deals

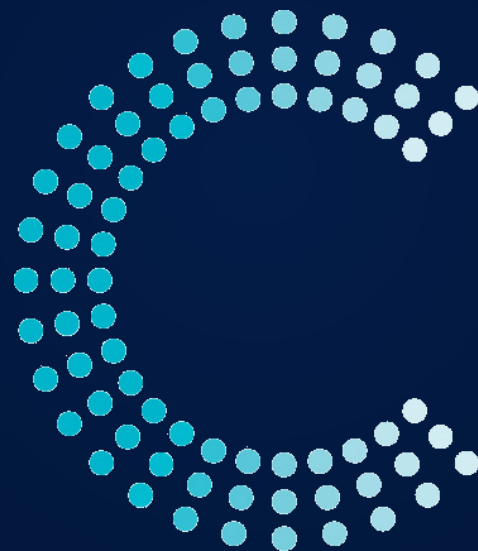
Licensing film and TV content to key players in the streaming ecosystem

FINANCIAL PERFORMANCE/METRICS

Driving gross margin and EBITDA by leveraging proprietary *Matchpoint* platform

Growing KPIs – monthly viewers, subscribers, connected TV minutes, content library, cumulative minutes streamed, driving significant revenue growth

Strong balance sheet



1. Metric includes web, mobile and social media as of Q1 FY23



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