GENIUS BRANDS INTERNATIONAL™

NASDAQ: GNUS

Investor Presentation

March 2020

IMPORTANT CAUTIONS REGARDING FORWARD LOOKING STATEMENTS

This presentation includes, and our officers and representatives may from time to time make, certain estimates and other forward-looking statements within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, including, among others, statements with respect to the Company's future revenues, earnings, strategies, prospects, consequences and all other statements that are not purely historical and that may constitute statements of future expectation. While we believe these statements are accurate, forward-looking statements are not historical facts and are inherently uncertain. We cannot assure you that these expectations will occur, and our actual results may be significantly different. Factors that may cause actual results to differ materially from those contemplated in any forward-looking statements made by us are sometimes presented within the forward- looking statements themselves or are otherwise discussed in filings we make with the United States Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K and subsequent reports on Form 10-Q and Form 8-K and available on our website: www.gnusbrands.com. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. The Company disclaims any obligation to update or revise any forward-looking statement, whether written or oral, that may be made from time to time, based on the occurrence of future events, the receipt of new information, or otherwise.

WHO WE ARE

Genius Brands International, Inc. (NASDAQ: GNUS) is a leading global media company developing, producing, marketing, and licensing branded children's entertainment properties and consumer products for worldwide media distribution and retail channels.

- The company is led by award-winning creators and producers
- Distributes content worldwide in all formats
- Licenses a broad range of consumer products based on its intellectual property
- Portfolio features "Content with a Purpose" (enrichment as well as entertainment) for toddlers to tweens

PROVEN MANAGEMENT

ANDY HEYWARD
CHAIRMAN & CEO

Andy Heyward is a multi-Emmy winning producer of children's entertainment. He is the former Chairman & CEO of DIC Entertainment, where he produced more than 5,000 episodes of children's entertainment, including *The Real Ghostbusters, Inspector Gadget, Alvin and the Chipmunks, G.I. Joe, Hello Kitty's Furry Tale Theatre, Sonic the Hedgehog, The Super Mario Bros Super Show, Sabrina the Animated Series, Strawberry Shortcake, Care Bears, Captain Planet, Teddy Ruxpin, The New Archies*, and dozens more. Heyward sold DIC Entertainment to Walt Disney, where he managed it for Disney for 7 more years.

He is an award-winning producer with multiple Emmys, CableAce, Humanitas and Environmental Media awards to his credit, as well as being appointed to the Kidscreen Hall of Fame and named an honoree at the prestigious International Cartoons on the Bay. Heyward is on the Board of Directors for Cedars Sinai Medical Center, a member of the Producers Guild of America, The Academy of Television Arts and Sciences, The International Academy of Television Arts and Sciences, the British Academy of Television and Film Arts, and is a graduate of UCLA, where he gave the commencement address in 2011.

DIC

Three Pillars of Value Creation

Growing Portfolio of Brands

GENIUS BRANDS INTERNATIONAL

Global Consumer Products and Distribution

Owned Distribution Platform

Watch Corporate Reel

GROWING PORTFOLIO OF BRANDS

50 x 11' Total Episodes

52 x 22' Total Episodes

26 x 30' HD / 26 x 4' HD Webisodes

1 x 30' Special HD / 11 x 30' SD

52 x 11' HD / 52 x 1.5' HD Music Videos

1 x 66' Movie

26 x 11' HD

26 x 3' HD

21 x 3' HD / 6 x 22' HD Holiday Specials

Secret Millionaires Club Trailer

Thomas Edison's Secret Lab Trailer

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Llama Llama

- Global brand recognition
- Based on award-winning #1 New York Times best-selling book series by Anna Dewdney. **Over 30MM books in print** in over 60 countries
- Now in its **second season**
- Licensed **merchandise sell-through performance has been strong with early reorders**. Toys, apparel, home entertainment and publishing SKUs are rolling out throughout 2020
- Top-tier creative team includes director Saul Blinkoff (*Doc McStuffins*, *Barbie's Dreamtopia*, *Winnie the Pooh*), Emmy award winning writer Joe Purdy (*Arthur*), and actress **Jennifer Garner** providing the voice of "Mama Llama"

Llama Llama Trailer

Rainbow Rangers™

- **26+ airings per week** due to extremely strong performance
- Over **375 SKUs** will be launching in the next 12 months in over 90 countries, with top-tier manufacturing partners such as Mattel, Macmillan and Bentex
- The show has garnered such support and recognition from Viacom that **Season 2 premiered Q4 2019**

Rainbow Rangers Trailer

STAN LEE'S SUPERHERO KINDERGARTEN

- Final property from the mind of the late, **Stan Lee** starring real-life superhero, **Arnold Schwarzenegger**
- Both **Arnold and Stan Lee will appear in EVERY episode** of the content
- Produced in partnership with **Alibaba**
- 400+ SKUs expected to launch globally beginning 2021

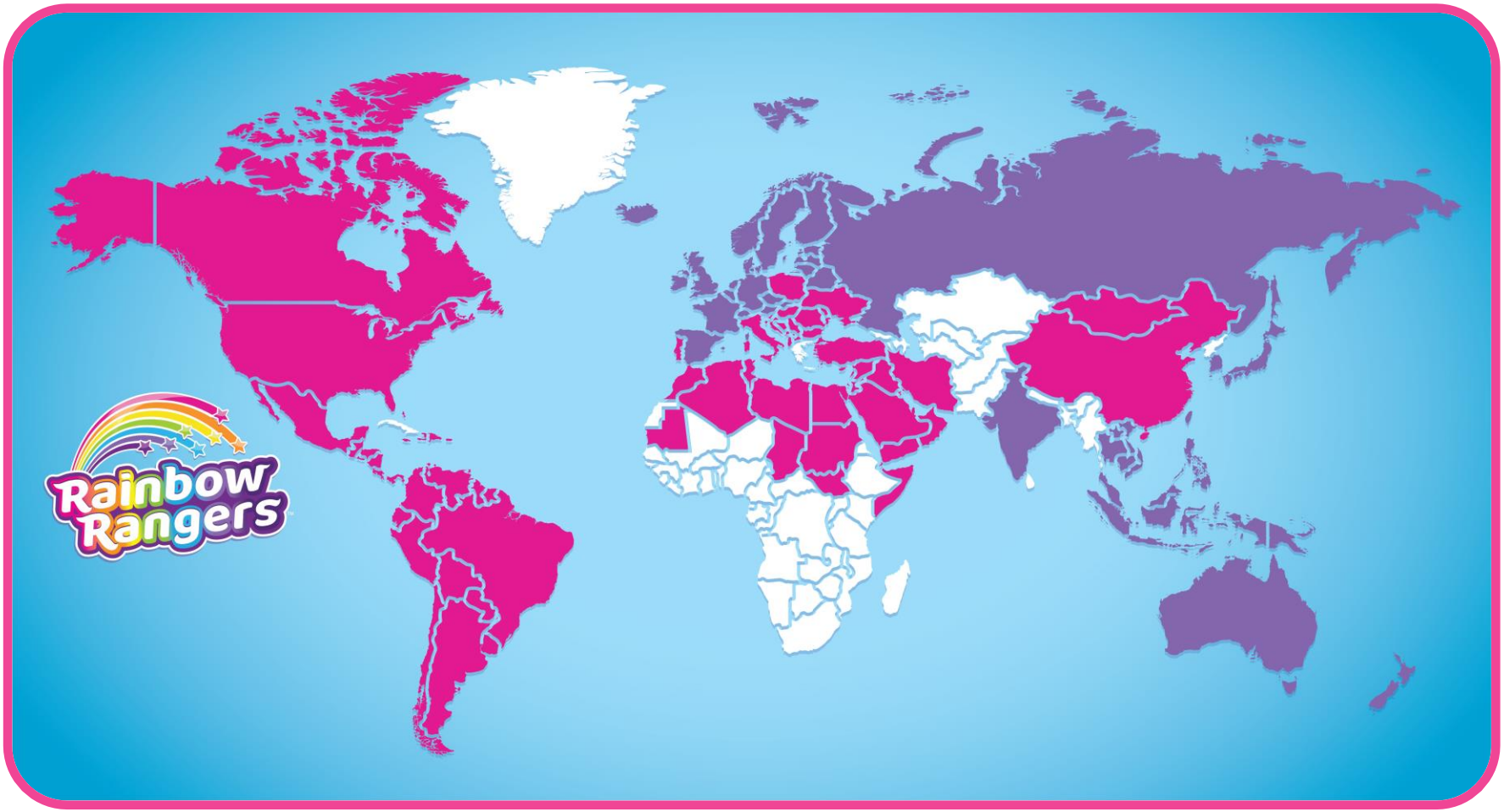
Stan Lee's Superhero Kindergarten Trailer

Powerful Distribution Channels

Genius Brands' management has been entrenched in the kids' entertainment business for nearly 30 years and have established relationships with the leading content providers

RAINBOW RANGERS GLOBAL ROLLOUT

International Distribution of ***Rainbow Rangers***



GENIUS BRANDS NETWORK

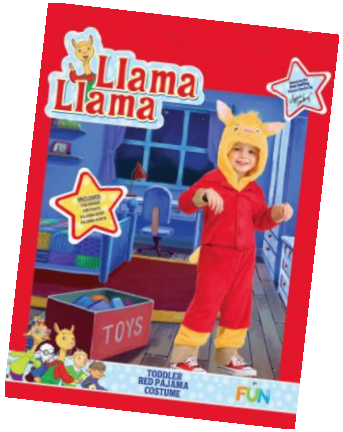
- GBN reaches over **100M U.S. TV households**, featuring high-quality original content licensed content on a revenue share basis

- **Strong and growing YouTube presence**, with over 3MM views each month across our three dedicated channels for *Baby Genius, Kid Genius*, *Rainbow Rangers* and *Llama Llama*

- **Partnerships** include leading content providers Comcast, Cox, Dish, Roku, AppleTV, Amazon FireTV, YouTube & more

CONSUMER PRODUCTS

150+ SKUs and counting!



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CONSUMER PRODUCTS

375+ SKUs and counting!

CONSUMER PRODUCT LICENSING

- Over **65** merchandising licensees in the global market with over **500 product SKUs**
- Over **20** licensees for animated content in over **90** countries
- Impressive **85% sell-through rate** on early in-store test SKUs has led to larger reorders

Launching 450+ SKUs over the next 12 months with top-tier manufacturers such as **Mattel (Fisher-Price)**; **Bentex Group** for apparel; **Macmillan** for publishing, etc.

PIPELINE

Genius Brands has a robust pipeline and disciplined green-lighting procedure where we ensure that we pre-sell to offset at least 75% of production costs in order to effectively manage risk.

Pipeline properties must meet the following 5 criteria:

- International
- Evergreen
- Pre-existing brand equity
- Toyetic, merchandisable, and potential to drive a large Consumer Products business
- Parent friendly programming with positive messaging kids can learn from

SUMMARY

THREE PILLARS OF VALUE CREATION

I. **GROWING PORTFOLIO OF BRANDS**
- Seven properties in various stages of development, production, and distribution
- 464 distinct program episodes delivered or in production plus an additional 72 episodes in various stages of production and pre-production

II. **POWER OF AN OWNED DISTRIBUTION PLATFORM**
- Genius Brands Network is currently in over 100 MM US Households via a combination of VOD carriage on Comcast Xfinity and Cox as well as OTT Platforms including AmazonFire, AppleTV, Roku, XUMO, Tubi, XUMO and WatchMojo

III. **LICENSING AND DISTRIBUTION**
- Over 65 merchandising licensees in the global marketplace with over 500 product SKUs
- Over 20 licensees for animated content in over 90 countries

GENIUS BRANDS INTERNATIONAL

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APPENDIX

TIMELINE

2009
Following two successful exits with DIC Entertainment, **Andy Heyward** forms A2 Entertainment focused on kids' Content with a Purpose.

Feb 2016
GBI signs deal to develop and license ***Llama Llama*** based on popular book series. Show premieres on Netflix January 2018

Nov 2018
Rainbow Rangers premieres on Nickelodeon

May 2019
Stan Lee's Superhero Kindergarten announced to standing room only crowd at SD Comic-Con and massive international press

Jul 2019
Genius Brands Network announces **Dish** partnership, bringing network reach to 80mm+ homes in America

Nov 2014
Andy Heyward becomes Chairman & CEO of newly created **Genius Brands International**, a merger of A2 Entertainment and Genius Brands, which included the well-known ***Baby Genius*** assets

Sep 2018
Netflix renews ***Llama Llama*** for second season, delivered August 2019

Mar 2019
Rainbow Rangers renewed for second season

Aug 2019
500 SKUs coming to market in the next 12 months

Jun 2019
Robust **YouTube** strategy for ***Llama Llama*** and ***Rainbow Rangers*** announced

Oct 2019
Genius Brands announces strategic partnership with **Alibaba Group** to produce ***Stan Lee's Superhero Kindergarten***

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PRESS

WHAT OTHERS ARE SAYING…

VARIETY

"It is an honor and privilege to work with Genius Brands and POW! Entertainment on this new series and help carry on Stan's creative legacy by introducing this new group of superheros to preschool children around the world."

- Arnold Schwarzenegger

Article Link

The Hollywood Reporter

"*Rainbow Rangers* comes largely from Disney alumni, including Rob Minkoff, who directed *The Lion King* in 1994 and Shane Morris, a co-writer of *Frozen*. *Rainbow Rangers* targets preschoolers and tells of seven magical girls who live in a land of unicorns and trolls and defend people, animals and the planet."

- Hollywood Reporter

Article Link

DEADLINE.com

"I love Anna Dewdney's award-winning, joyful Llama Llama books and am proud to voice Mama Llama on this very special series for Netflix. And now — great news! — Mama Llama and Llama Llama will be back for a second season! Thank you, Netflix. I can't wait to get to work!"

-Jennifer Garner

Article Link

Forbes

"I helped create the Secret Millionaires Club with Genius Brands because I think it is important for kids to have an understanding about how business works."

- Warren Buffett

Article Link

World Class Board of Directors

ANDY HEYWARD
Chairman & CEO

JOSEPH 'GRAY' DAVIS
Former Governor of The State of California. Partner at Loeb and Loeb

CLARK HALLREN
Former Managing Director of JP Morgan Entertainment Group

MICHAEL KLEIN
Founder of Camden Capital Management, former Managing Director of Bear Stearns & Co. Media and Entertainment Group

MARGARET LOESCH
Former CEO and President of the Hub Network, former CEO of the Hallmark Channel, former CEO of Fox Kids Network, former CEO of Marvel Productions, former President & CEO of Discovery Kids Network. Multiple Emmy® Award winner.

LYNNE SEGALL
Publisher of The Hollywood Reporter and Billboard

TONY THOMOPOULOS
Former President of ABC Entertainment, former Chairman of United Artists Pictures, and former President of Steven Spielberg's Amblin Television.

PROVEN MANAGEMENT

ROBERT DENTON

CFO

Robert Denton spent the six years prior to joining Genius Brands, in the role of CFO/Controller for Atlys Inc., a next-gen media technology company. His entertainment experience includes assisting with the restructuring of corporate financing for Gold Circle Films, a theatrical motion picture production and distribution company, as its interim chief financial officer; five years as CFO of DIC Entertainment Corp., the global brand management, production and distribution company specializing in family entertainment with annual sales of $85 million.

Other previously held executive positions include Chief Operating Officer at Artisan Home Entertainment; Vice President of Finance for LIVE Home Video and VP, Chief Accounting Officer of LIVE Entertainment. He got his professional start with Ernst & Young's Century City office most recently as a Senior Manager. Denton, a graduate of California State University, Northridge, with a BS degree in Business Administration-Accounting, Denton is a Certified Public Accountant in the State of California as well as a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.

MICHAEL JAFFA

GENERAL COUNSEL & SVP, BUSINESS AFFAIRS

Michael Jaffa served as Head of Business Affairs at DreamWorks Animation Television and was responsible for all studio business and legal affairs matters, including the negotiation and drafting of hundreds of development, production, acquisition, talent, digital and music agreements. Previously, Jaffa was the Vice President of Legal & Business Affairs for Hasbro Studios, working directly with Hasbro Studios' President, CFO, and General Manager to help create programs and launch strategy for a new studio and related network. He has also represented various clients, including Sony Pictures Animation and MGM Studios. Jaffa received a J.D. from New York University School of Law.

PROVEN MANAGEMENT

JON OLLWERTHER

EVP, Global Brand & Business Development

Jon Ollwerther brings a decade of experience in the media technology startup world with him. Marrying entertainment and technology, he has focused on creating businesses and developing revenues and partnerships for emerging and growth stage companies. Ollwerther was a pioneer in bringing drones to the creative sphere with drone light shows and drones for film production, sports production and news. Working with clients across the country and around the world, Ollwerther has built an extensive credit list of collaborations with brands and agencies including all major networks, Intel, Apple, Oreo, Coach, Red Bull, and Deutsch LA/NY among many others. Prior to joining Genius, Ollwerther built and ran the entertainment division of Measure, the largest Drone as a Service® company in the world. He began his career in retail marketing and programmatic advertising.

CAROLINE TYRE

SVP, Global Distribution

Caroline Tyre, is a 20-year industry veteran, and has been involved with a wide range of positions within the entertainment industry from production and development to commissioning and licensing. Her work with networks and studios has included pivotal positions in sales and acquisitions at top-tier companies such as Entertainment One, DHX Media, the CBC and TELETOON, where she spent five years as the Director of Programming. Her extensive 360 degree expertise in the content industry has given Tyre a keen insight into the dynamics of the evolving television landscape which is instrumental in sourcing and distributing impactful content that appeals to a wide audience internationally no matter the platform.

PROVEN MANAGEMENT

LLOYD MINTZ

SVP, Worldwide Consumer Products

Lloyd Mintz is a seasoned industry executive with more than 20 years of experience in licensing, merchandising and new business development and is widely respected for his expertise in leveraging brand equity through licensing and working with retailers and licensees to build comprehensive global consumer products' programs for each of the company's brands. Mintz worked at Hasbro, Inc. as the Vice President of Domestic Corporate Licensing where he pioneered the effort to license Hasbro's classic game brands, such as ***Monopoly***, to slot machine manufacturers.

He began his licensing industry career at Disney Consumer Products where he oversaw Disney's largest licensee, Mattel, Inc. and its development of toy programs for classic properties such as ***Lion King***, ***Winnie the Pooh***, and ***Aladdin***. In addition, prior to Genius Brands, Mintz worked as EVP of Licensing for NYC-based Galaxy Brands that owned the AND1 and AVIA athletic brands, and he has managed his own consultancy through which he negotiated more than 150 licensing agreements and generated over $700MM in cumulative retail sales on behalf of clients across a range of brand owners and manufacturers. Mintz graduated from Wesleyan University and earned his MBA from UCLA's Anderson School of Management.

JAMIE BUONO-SIKORSKI

VP, Marketing

Jamie Buono-Sikorski brings extensive marketing expertise in the children's brand business to her new role at Genius Brands. Jamie has held management positions at leading toy companies, including Spin Master, where she served as Brand Manager overseeing the initial launch of the billion dollar property, *Paw Patrol*. She was responsible for developing and implementing a full-scale marketing and brand strategy for the series and its consumer products program, and playing an integral role in growing *Paw Patrol* from concept to the globally recognized powerhouse brand it is today. Following her success on *Paw Patrol*, Jamie was appointed Director of Marketing at Bandai America, where she had the opportunity to help grow another global phenomenon, classic *Power Rangers* toy product portfolio. She honed her skills in entertainment and toy marketing during her tenure at Toys"R"Us, where she was instrumental in growing the Babies"R"Us private label portfolio globally into all major juvenile categories.

PROVEN MANAGEMENT

MIKE MALIANI

Head of Production

Mike Maliani has spent over 40 years, writing, directing and producing animated children's content. He is best known for his work on classic programs such as *Strawberry Shortcake*, *Inspector Gadget*, *Madeline* and *Where In the World is Carmen San Diego*—a series where his work was recognized with an Emmy for Outstanding Animated Children's Program. He has also won an Emmy for his work on *The Outstanding Adventures of Madeline* and scores of Emmy nominations for the talent and incredible ability he brought to the show's production.

Mike has worked with top animated talent and top talent ranging from Jennifer Garner, to Tom Cruise, to Warren Buffett. In addition to his Emmys, Mike has received a CableACE award, A Humanitas Prize and two Environmental Media Awards. Maliani has previously held roles within DiC Entertainment, acting as Chief Creative Officer, supervising all creative activities within the company.