



# GENIUS BRANDS

INTERNATIONAL™



## INVESTOR PRESENTATION

September 2020



**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





## ANDY HEYWARD

### CHAIRMAN & CEO

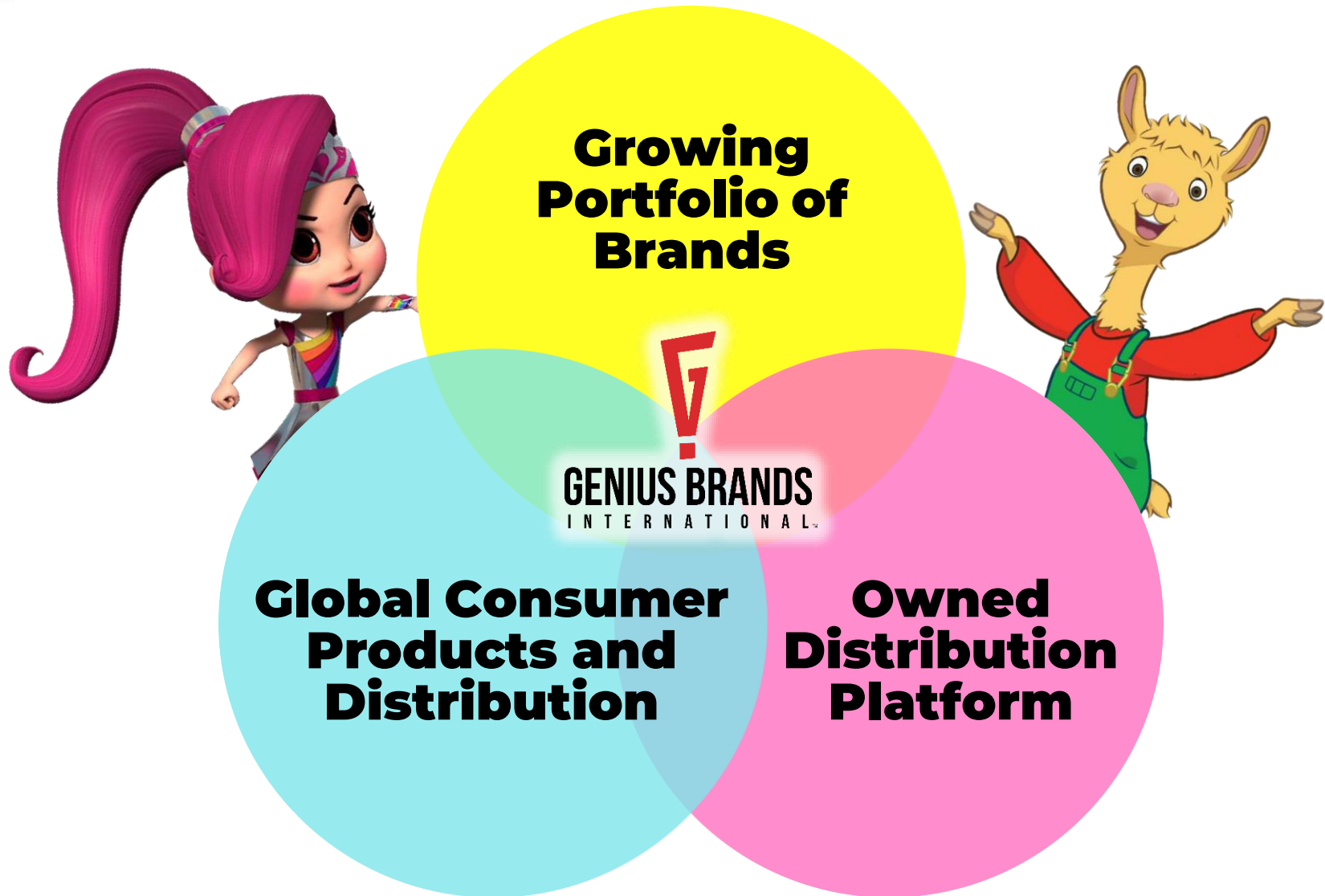


**Andy Heyward** is a multi-Emmy winning producer of children's entertainment. He is the former Chairman & CEO of DIC Entertainment, where he produced more than 5,000 episodes of children's entertainment, including *The Real Ghostbusters*, *Inspector Gadget*, *Alvin and the Chipmunks*, *G.I. Joe*, *Hello 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.



# 3 Pillars of Value Creation



[Watch Corporate Reel](#)

NASDAQ: **GNUS**



# Growing Portfolio of Brands



50 x 11' Total Episodes



26 x 22' Total Episodes



52 x 22' Total Episodes



100 Properties



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](#)



- Globally Recognized Brand
- 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 **2<sup>nd</sup> season** on **NETFLIX**
- Licensed merchandise including toys, apparel, home entertainment and publishing
- Top-tier creative team includes Emmy award-winning writer Joe Purdy and actress **Jennifer Garner**, who voices “Mama Llama”



► [Play Trailer](#)







- Now in it's **2<sup>nd</sup> season** on **nick Jr.**
- Top-tier licensees such as Mattel (toys), Macmillan (publishing), Bentex (apparel), Handcraft (underwear), and AME (sleepwear)
- Licensed product now for sale at Walmart, Target and Amazon
- World-Class creative team led by Rob Minkoff (Director, *The Lion King*) and Shane Morris (writer, *Frozen*)



► [Play Trailer](#)







- One of the final properties from the mind of the late, **Stan Lee** starring real-life superhero, **Arnold Schwarzenegger**
- Produced in partnership with **Alibaba**, launching on **Kartoon Channel!** in the US and Alibaba's **Youku Kids** in China in 2021



**YOUKU**

- Global consumer products program expected to launch in 2021
- Stan Lee will appear as an animated cameo in each episode, as he did during his life in Marvel Feature Films which were based on his characters



▶ [Play Trailer](#)







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**STAN LEE**  
**UNIVERSE™**

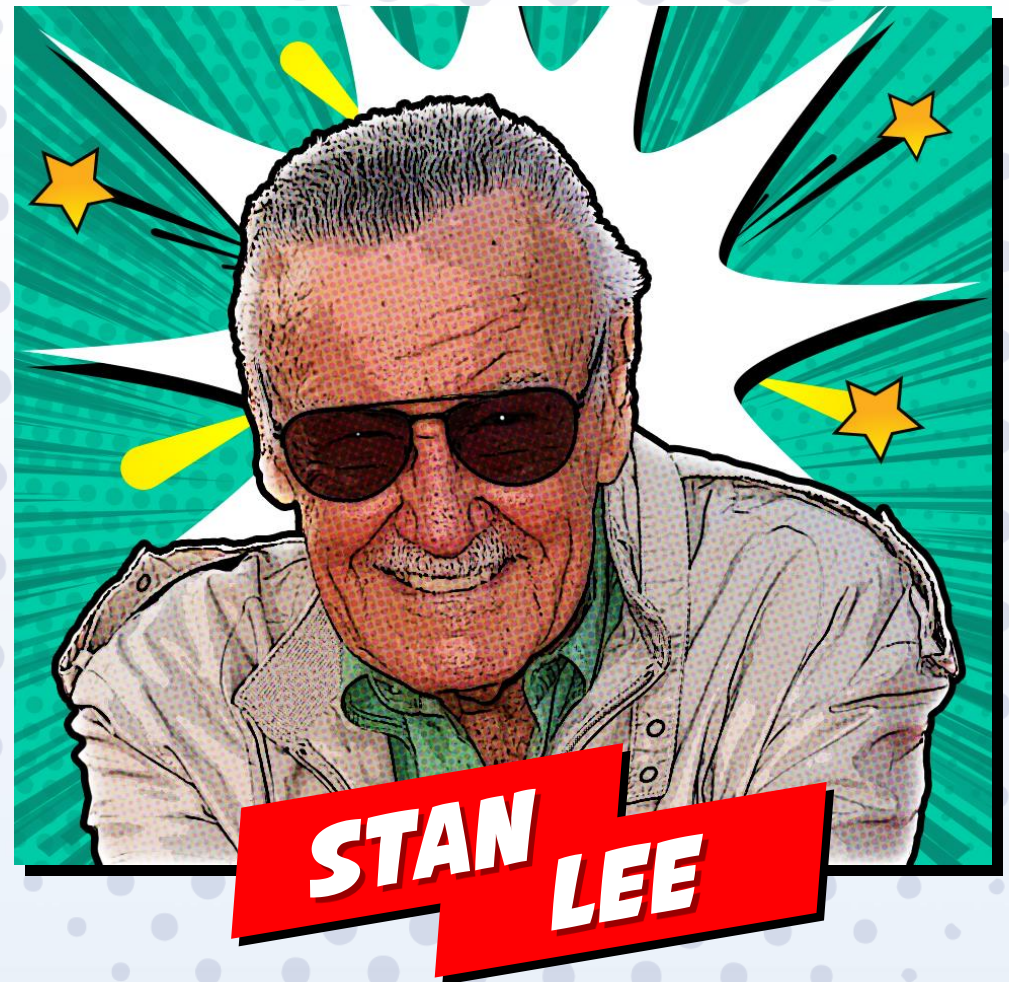
*Stan Lee*



## A Legendary Creator of World-Wide Popular Entertainment

With over **100 ORIGINAL, UNEXPLOITED PROPERTIES**, created by the legendary, **Stan Lee**, whose Marvel Universe has driven over \$41B in box office alone at Marvel.

These new IPs, launched via our very own **Kartoon Channel!** will carry on the legacy of the late Stan Lee - with seven properties introduced annually, accompanied by a full-scale licensing program ranging from toys to apparel, video games, theme parks, and of course, comic books.





## Iconic Leadership

Industry icon and entertainment veteran, **Michael Uslan**, has joined Genius Brands to oversee *Stan Lee Universe*.

- Brand builder and Producer behind each *Batman* movie since 1989
- Collaborator with and protege of **Stan Lee** himself
- Comic Book Royalty, world's first professor of accredited course on Comic Books, world's first doctorate of Comic Books







# Consumer Products



150+ SKUs and counting!



NETFLIX



NASDAQ: GNUS





# Consumer Products



**375+ SKUs and counting!**

**nickjr™**



NASDAQ: **GNUS**









**GENIUS BRANDS**  
INTERNATIONAL  
Nasdaq: GNUS



TM





# Why Kartoon Channel!?



## FUN



## Family Friendly



## FREE

Children today consume most of their entertainment digitally, with YouTube topping the list, but parents can't always trust YouTube as a safe option.

With **Kartoon Channel!**, parents can be sure that the shows their children are watching are **Fun, Family Friendly, and FREE!!!**

### OUR VALUES

Fun · Safe  
Enriching · Family Co-Viewing

### TARGET AUDIENCE

Kids 2 – 11  
Gender Neutral





# Distribution



With thousands of episodes of premium content, and more added every Friday, **Kartoon Channel!** is available in over 100M homes as both an AVOD and SVOD offering via all delivery points (OTT, set top box, internet, mobile), over 220M mobile devices (100M Apple, 120M Android) and garners 3M+ monthly impressions.







# Content



**Kartoon Channel!** acquires the best family and educational content.  
We are a safe destination for kids of all ages to enjoy

## Big Kids

Ages 6+



## Little Kids

Ages 2+



## Kartoon Classroom!

Ages 2+







# Our Brand



**Kartoon Channel!** is the home of the very best in kids and family entertainment across major cable/satellite providers and OTT platforms. Our shows have no violence, no negative stereotypes, and no inappropriate language.





Genius Brands has a robust pipeline and disciplined green-lighting procedure. To effectively manage risk we look to pre-sell 75% or more of production costs.

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**





## THREE PILLARS OF VALUE CREATION

### GROWING PORTFOLIO OF BRANDS

- Eleven properties in various stages of development, production, or distribution
- Over 450 distinct program episodes delivered or in production, plus additional episodes in various stages of production and pre-production

### GLOBAL CONSUMER PRODUCTS AND DISTRIBUTION

- Over 65 consumer product licensees globally
- Over 500 licensed product SKUs
- Over 20 licensees for animated content
- Licensed content available in over 90 countries

### OWNED DISTRIBUTION PLATFORM

- Kartoon Channel! is currently in over 100 MM US Households on Comcast, Cox, Dish, Sling and numerous OTT Platforms including AmazonFire, AppleTV, Roku, XUMO & Tubi





**INQUIRIES:**  
[ir@gnusbrands.com](mailto:ir@gnusbrands.com)



# APPENDIX

## 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](#)



# 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® Awardwinner.

JPMORGAN CHASE & Co.

## **LYNNE SEGALL**

Chief Revenue Officer 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.



## **KAREN McTIER**

Former Executive Vice President of Worldwide Consumer Products at Warner Bros. Entertainment Group

## Important Cautions Regarding **FORWARD LOOKING STATEMENTS**

*Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; our ability to repay our outstanding debt; the potential issuance of a significant number of shares to our convertible note holders which will dilute our equity holders; fluctuations in the results of our operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's most recent Annual Report on Form 10-K and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.*







## **MARGARET LOESCH**

### **Executive Chairman of *Kartoon Channel!***

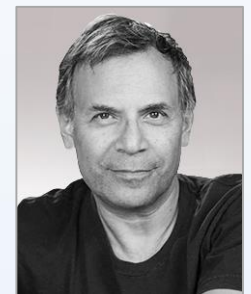
Throughout her formidable career, Margaret Loesch has held senior roles with numerous leading companies as both a creative and business executive. In 1990, she became the founding President and CEO of Fox Kids Networks Worldwide, growing the channels across all metrics, where it was eventually sold to the Walt Disney Company for \$5.5 billion. During this time, she launched a multitude of hit series, including the billion-dollar brand *Power Rangers*, growing Fox Kids into the top children's program service on television.

Prior to Fox Kids, Loesch served as President & CEO of Marvel Productions. Previously, she was President of The Jim Henson Company, and the Founding President & CEO of the U.S. Hallmark Channel and Crown Media U.S. Most recently, Loesch served as President of the HUB, which was a joint venture between Hasbro Toys and Discovery Communications, where she had oversight of all business and creative areas of the network. In addition to *Power Rangers*, Her resume includes launching some of the most successful animated children's properties in the world, such as *Batman*, *Spiderman*, Steven Spielberg's *Animaniacs*, *Transformers*, *My Little Pony*, *X-Men*, *Muppet Babies*, and *Fraggle Rock*.

## **DAVID NEUMAN**

### **Chief Creative Officer of *Kartoon Channel!***

David Neuman's 30-year career spans television, film, and digital media, where among other executive roles, he was President of Walt Disney Television and Touchstone Television where he oversaw hits such as *The Wonderful World of Disney*, *Boy Meets World*, *Ellen*, and the then #1 sitcom on television, *Home Improvement*. As VP of Comedy at NBC, Neuman oversaw iconic series, such as *Cheers*, *Family Ties*, *Golden Girls*, and *Alf*, where during his tenure, NBC series received over 100 Emmy Awards.



He has also served as Chief Programming Officer for CNN, a TV and film producer at 20th Century Fox, and founding exec/head of content at three landmark startups: Channel One, Digital Entertainment Network, and Current TV. Along the way, Neuman was instrumental in launching the careers of Anderson Cooper, Lisa Ling, and Jason Silva, among many others.



## **ROBERT DENTON**

### **CFO**

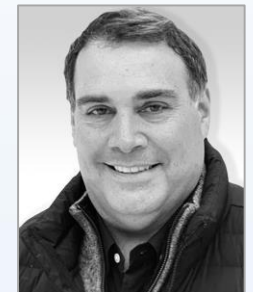
Robert Denton spent the six years prior to joining Genius Brands, in the role of CFO/Controller for Atlys Inc., a next-gen media technology company. His entertainment experience includes assisting with the restructuring of corporate financing for Gold Circle Films, a theatrical motion picture production 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 \$85million.

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.

## **MARC ROSENBERG**

### **President of Global Brands and Chief Marketing Officer**

Former Head of Marketing at Hasbro Toys and Tiger Electronics, Rosenberg is best known for his role in leading global marketing teams for brands such as *Furby*, *GigaPets*, and *Hit Clips*. More recently, Marc Rosenberg was the Chief Marketing Officer at Zizzle, where he helped lead product launches for several extremely successful licensed toy lines, including Disney's *Pirates of the Caribbean*, Disney's *High School Musical*, and a number of extremely successful licensed toy lines.







## **MICHAEL JAFFA**

### **General Counsel & Corporate Secretary**

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.

## **JON OLLWERTHER**

### **EVP, Business Development & GM of Kartoon Channel!**

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.



## JESSICA BRINDER

### VP, International Distribution

Jessica Brinder is a proven sales executive with roots in kids and family content. Jessica currently serves as the newly created role of VP, International Distribution overseeing all global content sales and strategy for Genius Brands, including *Rainbow Rangers*, *Llama Llama* and upcoming series *Stan Lee's Superhero Kindergarten*.

Jessica previously worked as VP, Business Development at California producer and animation studio, Kickstart Entertainment (*Ready Jet Go*, *StarBeam*). She also served as Senior Manager, Global Distribution at Corus-owned kids-prodco Nelvana (*Esme & Roy*, *Max & Ruby*), where she managed distribution to the US, LATAM and Canada and oversaw its global VOD sales business.

## 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.



## **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.