



GENIUS BRANDS

INTERNATIONAL™

Winter 2018
NASDAQ: GNUS



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.

Led by award-winning creators and producers, the company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, Genius Brand's portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment.



TWO PILLARS OF VALUE CREATION

➤ 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

➤ POWER OF AN OWNED DISTRIBUTION PLATFORM

- ❖ Genius Brands Network is currently in over 80 MM US Households via a combination of VOD carriage on Comcast Xfinity and Cox as well as OTT Platforms including AmazonFire, Apple TV, Roku, XUMO, Tubi, XUMO and WatchMojo
- ❖ On August 9, 2018, Genius Brands Network launched Kid Genius Cartoons Plus! and Baby Genius TV on Cox AVOD and SVOD.
 - Kid Genius Cartoons Plus! and Baby Genius launched at a monthly fee of \$4.99 which is shared.
- ❖ On September 28, 2017, Kid Genius Cartoon Channel launched Kid Genius Cartoons Plus! on Amazon Channels.
 - Accessing Amazon's 80+ MM domestic Prime subscriber, Kid Genius Cartoons Plus! represents the Company's expansion of its channel operations into a subscription-based revenue model.
 - Kid Genius Cartoons Plus! launched at a monthly fee of \$3.99 which is shared.

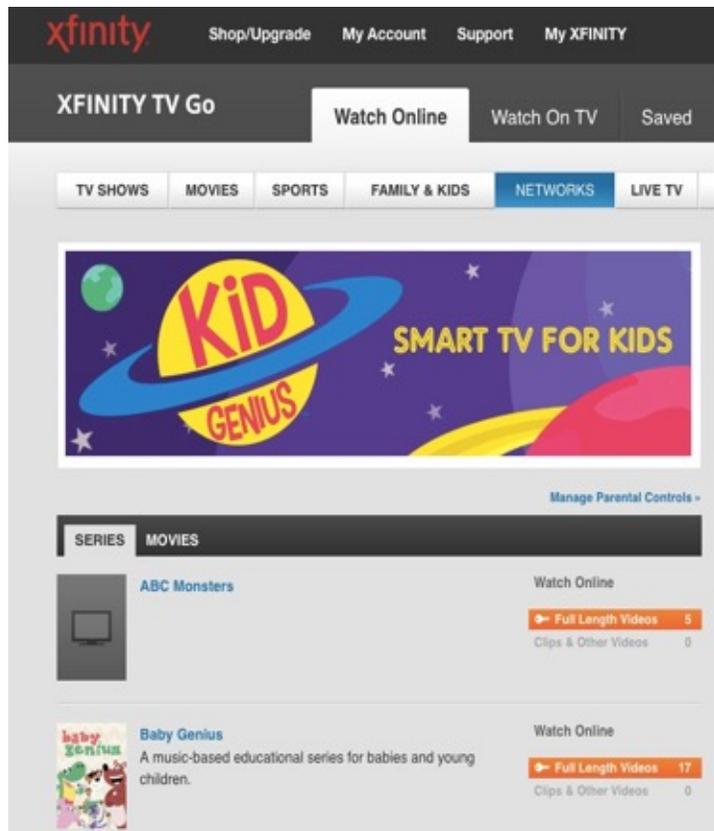


GROWING PORTFOLIO OF BRANDS

- Over **65** merchandising licensees in the global market with over **500** product SKUs
- Over **20** licensees for animated content in over **90** countries



POWER OF AN OWNED DISTRIBUTION PLATFORM



- Programmed in alignment with our corporate mission of “content with a purpose,” our owned distribution platform is yet another path to the end user for our brands
 - ❖ Third-party content that represents our corporate mission is also licensed for the channel on a cost-effective basis
- Channel can be monetized through monthly user subscriptions (such as on Amazon Channels), channel-branded sponsorships, billboard ad placements, video ad-rolls, and banners
- Digital channels are higher margin than traditional analog channels, and children’s entertainment channels benefit from lower content acquisition costs than general entertainment channels

POWERFUL ROSTER OF CLIENTS AND PARTNERS

Genius Brands' management has been entrenched in the kids entertainment business for nearly 30 years and have established relationships across the food chain.

 Walmart Comcast nick jr. Roku TARGET YouTube macmillan
Publishers NETFLIX amazon channels amazon fireTV SONY
PICTURES
HOME
ENTERTAINMENT apple tv COX SONY MUSIC BMG
BERTELSMANN GENERAL MILLS

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.

ROBERT DENTON, CFO

Robert Denton has spent the past six years 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.

PROVEN MANAGEMENT

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.

Deb Pierson, SVP, Global Content Distribution & Marketing and President of Kid Genius

Debra Pierson is a former Kabillion executive and well-respected distribution, production, licensing and merchandising and marketing expert who has over 25 years of children's entertainment experience. She is charged with spearheading the continued growth of the Company's Kid Genius channel on Comcast's Xfinity On Demand service. Pierson served as VP Sales and Marketing for six years at Kabillion and helped launch the Kabillion Kids VOD channel. She was responsible for content acquisition, traffic, viewership and monetization of the broadband and cable Kabillion content offerings and attracted top advertising partners such as General Mills, Lego, Activision and Hasbro. Pierson also oversaw the creation and launch of the Kabillion GIRLS RULE Channel. Prior to Kabillion, she was VP of Specialty Merchandise for Neopets, where Pierson created the independent retailer merchandise and licensing strategy for the brand, bringing Neopets to market for their 25 million registered users and leading the product development, manufacturing, licensing and sales for the Neopets' Specialty Merchandise division. Most recently she served as CEO of Cosmic Toast Studios, since January 2013, working with an incredible talent pool of artists, directors and producers to create live action and animation content for toy companies, networks and major brands.

PROVEN MANAGEMENT

Lloyd Mintz, Senior Vice President, Head of 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.

WORLD-CLASS BOARD OF DIRECTORS

Andy Heyward, Chairman & CEO

Bernard Cahill - CEO of Activist Artists Management, talent management company for actors and performing artists.

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.

Amy Moynihan Heyward -Executive positions at Universal Theme Parks, Hasbro Toys, McDonald's, Disney, and the Los Angeles Times. Co-founder of A2 Entertainment.

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.

Tony Thomopoulos - Former president of ABC Entertainment, former Chairman of United Artists Pictures, and former President of Steven Spielberg's Amblin Television.



JPMORGAN CHASE & CO.



THE WORLD OF GENIUS BRANDS



KID GENIUS CARTOON CHANNEL ADDITIONAL PLATFORM PARTNERS



Monthly TOTAL Views

2+

Million

80+ MM HH Reach

Comcast Subscribers ~ 22MM HH

OTT Subscribers ~ 40MM HH

KID GENIUS CARTOON CHANNEL



GENIUS BRANDS NETWORK VOD Partners

- Free Video on Demand and Xfinity streaming
- COX AVOD & SVOD streaming \$4.99/month (shared)

Baby Genius Preschool Programming



Kid Genius Ages 6-11 Programming



KID GENIUS CARTOON CHANNEL OTT DISTRIBUTION

amazon fireTV

apple tv

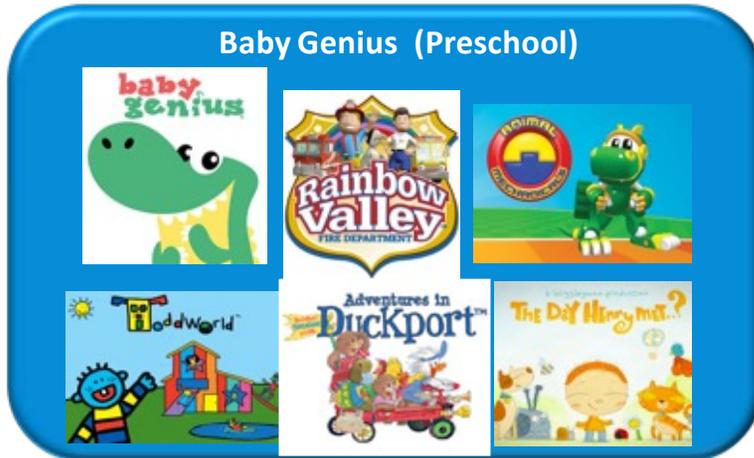
Roku

xumo

tubi

watchmojo

Baby Genius (Preschool)



Kid Genius (Ages 6 – 11)

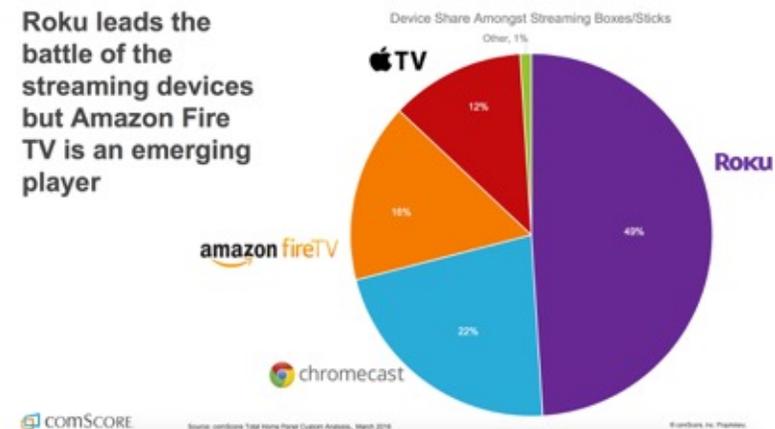


KID GENIUS CARTOON CHANNEL OTT APP METRICS

- Roku, Apple TV and Fire TV make up about 77% of the Total OTT market
- 49% of households use a streaming device
- Kid Genius/Baby Genius reach is approximately 41 MM households



Roku leads the battle of the streaming devices but Amazon Fire TV is an emerging player



*According to ComScore's Home Sweet Digital Home Report, streaming devices have a penetration of 49%



- Pre-school girls' adventure series follows seven unique, magical girls from the other side of the rainbow who serve as Earth's guardians to protect it from a wicked villain through teamwork, bravery, creativity and compassion.
- Creative team is in production on 52 eleven-minute episodes presented in 3D CGI animation, the first such series for the Company, and debuted on #1 Kids Rated network Nick Jr. in November 2018.
- The top-tier creative team includes Academy Award®-winning director Rob Minkoff (*The Lion King*), Shane Morris (Co-writer of *Frozen*), legendary Disney art director Ruben Aquino (*Frozen*, *The Lion King*, *Aladdin*, *Mulan*), and Elise Allen (*Dinosaur Train*, *Sid the Science Kid*, *Lion Guard*).
- Genius Brands is actively developing its worldwide merchandise licensing program which includes Mattel Inc as our master toy partner. The Company has secured additional licensing arrangements in other key categories such as accessories, bedding, apparel, bags/luggage, underwear, and bath products.



Llama Llama

- The animated series is based on the award-winning, NY Times #1 Bestselling children's classic book series composed of 25 titles (with over 20 million units in print) that have been published in 8 languages.
- The series was released on Netflix (as a Netflix Original) on January 26, 2018.
- Netflix has renewed the series. Season 2 will be released in 2019.
- *Llama Llama* tells the stories of young Llama Llama's first steps in growing up and facing childhood milestones. Each episode will be structured around a childhood milestone coupled with a life lesson learned by Llama Llama and his friends, told with a sense of humor, vitality, and understanding.
- Creators of the series include director Saul Blinkoff (*Doc McStuffins*, *Barbie's Dreamtopia*, *Winnie the Pooh*), Emmy®-award winning writer Joe Purdy (*Arthur*), Rob Minkoff, Ruben Aquino, and Emmy®-award winning producers Jane Startz and Andy Heyward along with actress Jennifer Garner providing the voice of Mama Llama.

Thomas Edison's Secret Lab

- STEM-based comedy adventure series by Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*), multi-Emmy Award-winning writer Jeffrey Scott (*Dragon Tales*), and Emmy Award-winning producer Mark Young (*All Dogs Go To Heaven 2*).
- The animated series follows the adventures of Angie, a 12-year-old prodigy who, along with her young science club, discovers Thomas Edison's secret lab!
- The series includes 52 episodes and 52 original music videos produced by Grammy Award-winning producer Ron Fair have been licensed for broadcast in Latin America to Nat Geo Kids.
- Thomas Edison's Secret Lab activities, slimes/ compounds and games to debuted nationally at Go! for Christmas '17 in 1,000 stores domestically. They have reordered for Christmas '18.
- Betty Brinn Children's Museum launches the Thomas Edison's Secret Lab Science Exhibit in September '18. The exhibit will travel across North America through 2023.



Warren Buffett's Secret Millionaires Club.

- The brand's mission is to empower kids by teaching them about the business of life and the impact their decisions have on their lives and their community.
- In this animated series, Warren Buffett acts as a mentor to a group of kids who have international adventures in business and meet some very interesting guest stars along the way including Jay Z, Shaquille O'Neal, Nick Cannon, Kelly Rowland, Bill Gates, and more.
- The series has spawned books, DVDs, and has been adapted for classrooms.





- 80% Brand Recognition among Moms with 500 songs and 125 music videos
- #1 Children's On-Demand Property on Baby Boost Channel on Comcast
- As kids transition from infant to toddler, every waking moment is a time for discovery and development. Baby Genius® products with a purpose engage with kids at these critical stages in relevant ways to guide and encourage their development. They also provide parents with the guidance they need to make every experience an enjoyable learning experience.
- BabyGenius.com has been redesigned to incorporate Baby Genius TV.



Stan Lee's COSMIC CRUSADERS

- A co-production with Stan Lee's POW! Entertainment, the animated adult series that launched coinciding with "Stan Lee's 75 Years in Business" salute in The Hollywood Reporter's Comic-Con issue.
- The first four episodes premiered exclusively on THR.com and debuted in June 2016 with each webisode featuring a cliffhanger.
- Targeting the 18-35 year old audience and written by Deadpool co-creator Fabian Nicieza, the series is based on a concept by Stan Lee, who also voices himself in a starring role.





Headquartered in Beverly Hills, 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 media and retail distribution. The Company's "content with a purpose" brand portfolio, which is led by award-winning creators and producers, includes preschool properties Rainbow Rangers for Nick Jr. and Llama Llama for Netflix; award-winning toddler brand, Baby Genius; adventure comedy STEM series, Thomas Edison's Secret Lab; and financial literacy series, Warren Buffett's Secret Millionaires Club. Seeing the need to provide kids and parents with a safe viewing environment that offers premium enriching and engaging programming, Genius Brands launched the Genius Brands Network - comprised of Kid Genius Cartoon Channel and Baby Genius TV, as well as an exclusive Kid Genius Cartoons Plus subscription channel on Amazon Prime. The Network channels are available in approximately 80 million U.S. households via a variety of distribution methods, such as OTT, set top box, internet and mobile. Through licensing agreements with category leading partners, the Company's properties also appear on a wide range of consumer products for retail. For additional information please visit www.gnusbrands.com.

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