

Executive Summary

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, GNUS'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 development and pre-production
- Over **65** merchandising licensees in the global market with over **500 SKUs**
- Over **20** licensees for animated content in over **90** countries
- To be monetized through the following channels: Broadcast, Online, Mobile, VOD, Subscription, Games/Activities, and Consumer Products

POWER OF AN OWNED DISTRIBUTION PLATFORM

- Kid Genius Cartoon Channel is currently in over **60 MM** US Households via a combination of VOD carriage on Comcast Xfinity, Cox, Amazon Prime, Xumo, Tubi as well as OTT Platforms including Amazon Fire, Apple TV, and Roku
- 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, 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

Key Financial Highlights

	As of December 31, 2017	As of September 30, 2018
Cash	\$ 7,498,072	\$ 5,074,026
Film & Television Assets, Net	2,777,088	6,101,376
Total Assets	26,815,277	27,712,592
Total Deferred Revenue	4,590,623	5,018,558
Senior Secured Notes	-	1,552,955
Total Liabilities less Deferred Revenue	5,948,642	6,101,233
Total Shareholder's Equity	16,275,962	15,039,846

	Three Months Ended		Nine Months Ended	
	Sept 30, 2017	Sept 30, 2018	Sept 30, 2017	Sept 30, 2018
Revenue	\$ 256,501	\$ 523,175	\$ 650,723	\$ 692,799
Operating Expenses	1,423,088	1,777,039	4,388,647	5,399,099
Loss from Operations	(1,164,406)	(1,821,582)	(3,732,183)	(5,275,101)
Net Loss	(1,164,406)	(2,175,185)	(3,732,183)	(5,275,434)
Loss per Share	\$ (0.20)	\$ (0.24)	\$ (0.67)	\$ (0.66)

Investment Drivers

- Two Pillars of Value Creation - Growing Portfolio of Brands and Owned Distribution Platform
- Powerful roster of clients and partners including: Amazon, Comcast, Sony Music, Sony Pictures Home Entertainment, Netflix, YouTube, AppleTV, Mattel Toys, Nickelodeon, Target, BMG Music, General Mills, Penguin Publishing, Macmillan Publishing
- Proven management team hailing from Walt Disney, Hasbro Toys, and MGM with over 100 years of combined experience
- Pedigreed Board of Directors

Management Team**ANDY HEYWARD, CHAIRMAN & CEO**

Andy is a multi-Emmy winning producer of children's entertainment. Andy 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. Andy 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, Humanities' 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. Andy 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.

Bob 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.

Michael Jaffa, General Counsel and 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, he 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. Michael has also represented various clients, including Sony Pictures Animation and MGM Studios. Michael received a J.D. from New York University School of Law.

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

Debra 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. Debra 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. Debra also oversaw the creation and launch of the Kabillion GIRLS RULE Channel. Prior to Kabillion, Debra was VP of Specialty Merchandise for Neopets, where she 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 Pierson 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.

Lloyd Mintz, Senior Vice President, Head of Worldwide Consumer Products

Lloyd 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. Lloyd 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, Lloyd 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. Lloyd graduated from Wesleyan University and earned his MBA from UCLA's Anderson School of Management.

Board of Directors

- **Andy Heyward:** Chairman & CEO of Genius Brands and the co-founder of A Squared Entertainment, the predecessor entity of Genius
- **Bernard Cahill:** CEO of Activists Artists Management, a talent management company for actors and performing artists
- **Joseph 'Gray' Davis:** Former Governor of The State of California and Partner at Loeb and Loeb
- **Clark Hallren:** Former Managing Director of JP Morgan Entertainment Group
- **Amy Moynihan Heyward:** Former executive of Universal Theme Parks, Hasbro Toys, McDonald's, Disney, and the Los Angeles Times and co-founder of A Squared Entertainment
- **Margaret Loesch:** Former CEO and President of the Hub Network, former CEO of the Hallmark Channel, former CEO of Fox Kids Network, and former President of Marvel Productions, and 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

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