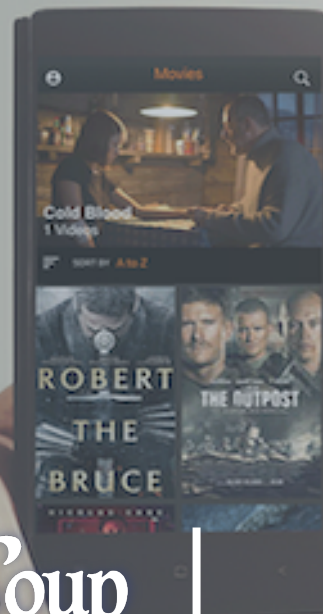
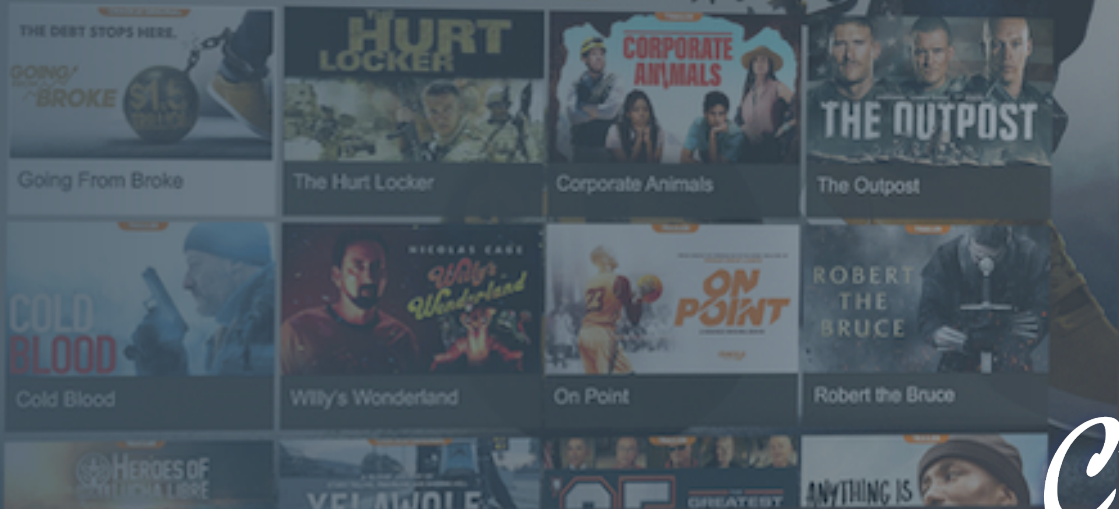


TV Shows & Movies
Crackle Originals & Exclusives

Sort by: A to Z Z to A Recently Added



Chicken Soup
for the Soul
Entertainment

redbox.

MAY 2022

Disclosures

Disclaimers and Other Important Information

This presentation (this "Presentation") is provided by Chicken Soup for the Soul Entertainment, Inc. ("CSSE") for informational purposes only and has been prepared to assist interested parties in making their own evaluation with respect to a proposed business combination ("Business Combination") between CSSE and Redbox Entertainment Inc. ("Redbox") and related transactions and for no other purpose. By reviewing or reading this Presentation, you will be deemed to have agreed to the obligations and restrictions set out below.

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Forward-Looking Information

This Presentation contains "forward-looking statements" within the meaning of the federal securities laws. Forward-looking statements address a variety of subjects, including, for example, projections as to the anticipated benefits of the proposed transaction, the anticipated impact of the proposed transaction on the combined organization's business and future financial and operating results, the expected amount and timing of synergies from the proposed transaction, and the anticipated closing date for the proposed transaction. Statements that are not historical facts, including statements about CSSE's beliefs, plans and expectations, are forward-looking statements. Such statements are based on CSSE's current expectations and are subject to a number of factors and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. Forward-looking statements often contain words such as "expect," "anticipate," "intend," "plan," "believe," "will," "estimate," "would," "target" and similar expressions, as well as variations or negatives of these words. The following important factors and uncertainties, among others, could cause actual results to differ materially from those described in these forward-looking statements: the uncertainty as to the extent of the duration, scope and impacts of the COVID-19 pandemic; political and economic uncertainty, including any faltering in global economic conditions or the stability of credit and financial markets, erosion of consumer confidence and declines in customer spending; unavailability of raw materials, services, supplies or manufacturing capacity; changes in geographic scope or product or customer mix; changes in export classifications, import and export regulations or duties and tariffs; changes in CSSE's or Redbox's estimates of their expected tax rate based on current tax law; CSSE's ability to successfully integrate Redbox's businesses and technologies; the risk that the expected benefits and synergies of the proposed transaction and growth prospects of the combined company

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Additional Information and Where to Find It

In connection with the proposed transaction, CSSE intends to file with the SEC a registration statement on Form S-4 that will include a proxy statement of Redbox and that also constitutes a prospectus and Information Statement of CSSE. Each of CSSE and Redbox may also file other relevant documents with the SEC regarding the proposed transaction. This document is not a substitute for the proxy statement/Information Statement/prospectus or registration statement or any other document that

CSSE or Redbox may file with the SEC. The definitive proxy statement/Information Statement/prospectus (if and when available) will be mailed to stockholders of CSSE and Redbox. INVESTORS AND SECURITY HOLDERS ARE URGED TO READ THE REGISTRATION STATEMENT, PROXY STATEMENT/INFORMATION STATEMENT/PROSPECTUS AND ANY OTHER RELEVANT DOCUMENTS THAT MAY BE FILED WITH THE SEC, AS WELL AS ANY AMENDMENTS OR SUPPLEMENTS TO THESE DOCUMENTS, CAREFULLY AND IN THEIR ENTIRETY IF AND WHEN THEY BECOME AVAILABLE BECAUSE THEY CONTAIN OR WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Investors and security holders will be able to obtain free copies of the registration statement and proxy statement/Information Statement/prospectus (if and when available) and other documents containing important information about CSSE, Redbox and the proposed transaction, once such documents are filed with the SEC through the website maintained by the SEC at <http://www.sec.gov>. Copies of the documents filed with the SEC by CSSE will be available free of charge on CSSE's website at <https://ir.cssentertainment.com/> or by contacting CSSE's Investor Relations Department by email at csse@ellipsisir.com or by phone at 646-776-0886. Copies of the documents filed with the SEC by Redbox will be available free of charge on Redbox's website at <https://investors.Redbox.com/> or by contacting Zaia Lawandow at zaia.lawandow@Redbox.com.

Certain Information Regarding Participants in the Solicitation

CSSE, Redbox and certain of their respective directors and executive officers may be deemed to be participants in the solicitation of proxies in respect of the proposed transaction. Information about the directors and executive officers of CSSE, including a description of their direct or indirect interests, by security holdings or otherwise, is set forth in CSSE's proxy statement for its 2021 annual meeting of stockholders, which was filed with the SEC on April 30, 2021, and CSSE's Annual Report on Form 10-K for the fiscal year ended December 31, 2021, which was filed with the SEC on March 31, 2022 and amended on April 29, 2022, and on its website at <https://ir.cssentertainment.com/>. Information about executive officers of Redbox, including a description of their direct or indirect interests, by security holdings or otherwise, is set forth in Redbox's proxy statement for its 2021 annual meeting of stockholders, which was filed with the SEC on October 15, 2021, and Redbox's Annual Report on Form 10-K for the fiscal year ended December 31, 2021, which was filed with the SEC on April 15, 2022, and on its website at <https://investors.Redbox.com/>. Information about the directors of Redbox and other participants in the proxy solicitations, will be contained in the proxy statement/prospectus and other relevant materials to be filed with the SEC regarding the proposed transaction when such materials become available. Investors should read the proxy statement/prospectus carefully when it becomes available before making any voting or investment decisions. You may obtain free copies of these documents from CSSE or Redbox using the sources indicated above.

Today's Speakers



William J. Rouhana, Jr.
Chief Executive Officer
Chicken Soup for the Soul
Entertainment

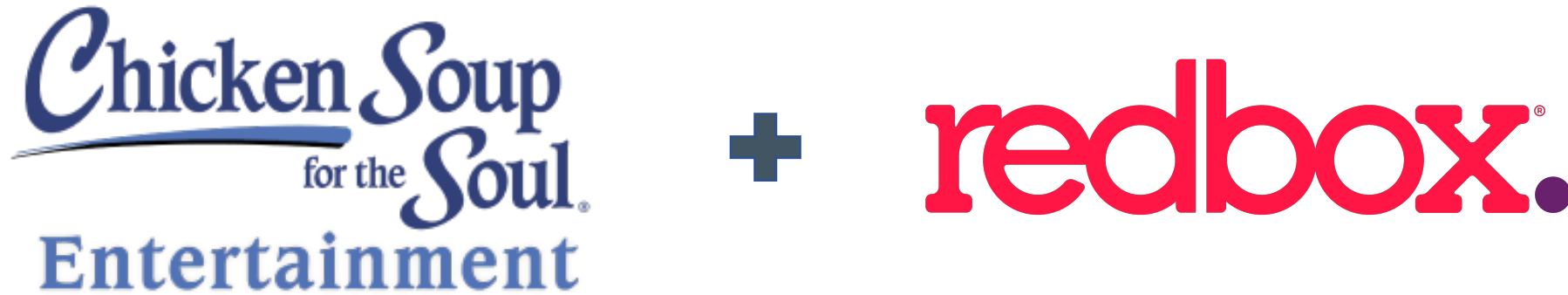


Galen Smith
Chief Executive Officer
Redbox Entertainment



Chris Mitchell
Chief Financial Officer
Chicken Soup for the Soul
Entertainment

Chicken Soup for the Soul Entertainment (“CSSE”) to Combine with Redbox Entertainment (“RDBX”)



Creates platform with scale, content, production and distribution

A leading independent, integrated direct-to-consumer media platform delivering premium entertainment for value conscious consumers

Combination Rationale - Creating streaming industry's premier independent AVOD

Complementary pairing of integrated AVOD streaming services and massive content library with a leading entertainment brand with historically strong cash flows and a large digital growth opportunity

Transformative deal at the inflection point for ad-supported streaming – with growing consumer and advertiser demand

Chicken Soup for the Soul Entertainment investments in platform, content, ad sales force to accelerate Redbox transformation from legacy to a digital driven business

Transaction structure that provides flexibility with significant synergies enabling shareholders to participate in compelling value creation

Transaction Terms Summary

Consideration

- Chicken Soup for the Soul Entertainment to acquire 100% of Redbox Entertainment ("RDBX")
- All stock transaction issuing 4.6M shares of Chicken Soup for the Soul Entertainment Class A common stock to Redbox
- Chicken Soup for the Soul Entertainment assuming ~\$321M of Redbox debt⁽¹⁾

Pro Forma Ownership

- Chicken Soup for the Soul Entertainment shareholders will own ~76.5%
- Redbox shareholders to own ~23.5%⁽²⁾ in aggregate
- Lender HPS to receive warrants equal to 4.5% of the pro forma company⁽³⁾

New Debt Facilities

- Redbox existing credit facility, except for the subordinated loan, to roll into a new term loan facility
 - Up to \$80M of additional working capital available via a new revolving credit facility
- New term loan and new revolving credit facility mature in 5 years and 2.5 years following closing, respectively
- PIK interest option for 18 months

Approval and Closing

- Both company's majority shareholders have approved terms
- Closing expected in 2H 2022 subject to regulatory approvals and customary closing conditions

(1) Represents RDBX debt outstanding as of March 31, 2022, comprised of ~\$314M of credit facility debt (excluding subordinated loan) and ~\$7M of other debt

(2) Apollo to receive Class A shares in exchange for its subordinated loan.

(3) Impact of HPS 4.50% to result in dilution to impact CSSE, RDBX, Apollo ownership on a pro rata basis.

Chicken Soup for the Soul Entertainment: An Integrated Media Company Focused on AVOD Opportunity



Top 3 AVOD streaming service with >40M monthly active viewers in Crackle Plus streaming service group



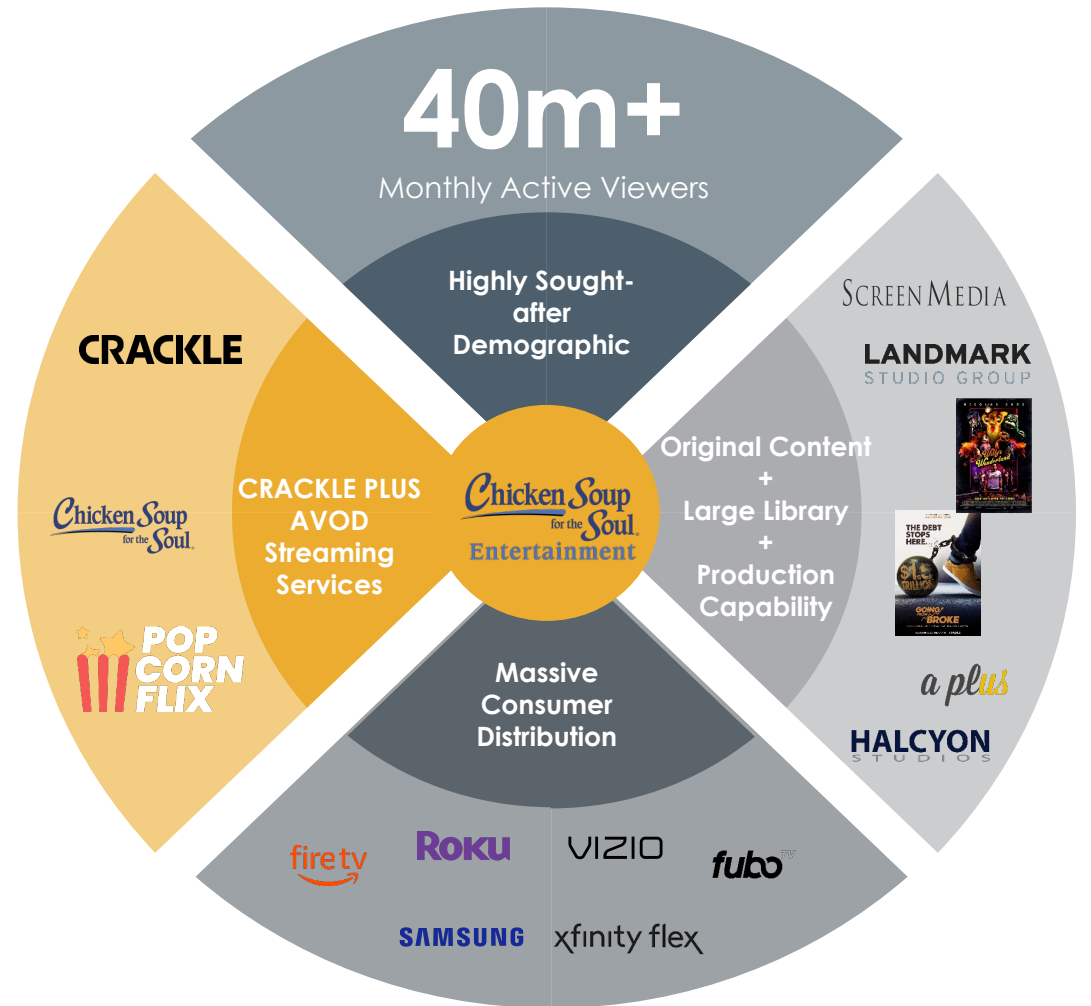
70+ consumer touchpoints across devices, platforms & smart TVs



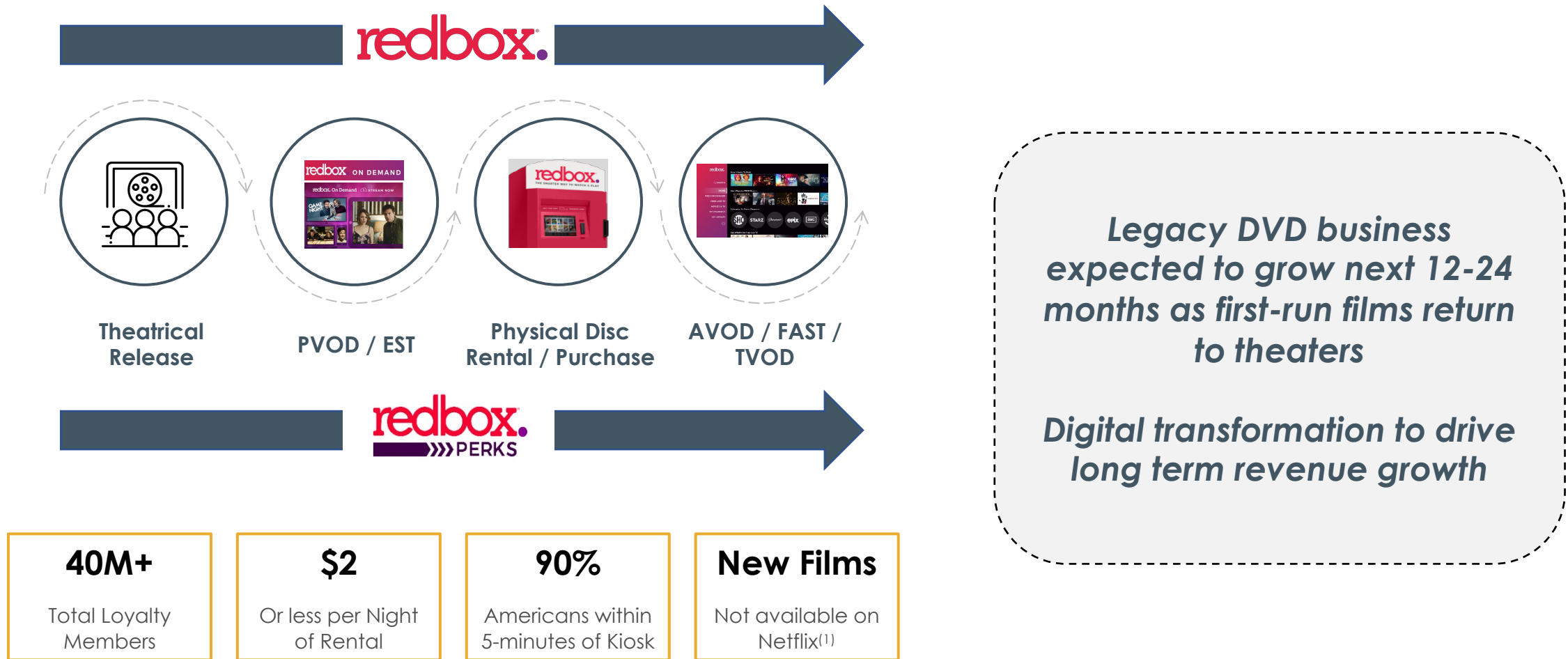
A leading film and television AVOD library with **14.5k movies** and **24k episodes** of television



Differentiated content and production capabilities



Redbox: Established Leader & Brand in the Entertainment Ecosystem



(1) Movies released at Redbox are typically available 80 to 120 days prior to Netflix release. Most titles are released on other streaming services instead of Netflix.

Industry Backdrop

TV Today - A Fragmented, Expensive, and Confusing Experience for the Consumer

1

CORD "CONVERTERS"

TOTAL UNIVERSE
120M TV HOUSEHOLDS (U.S.)



2

THE FALSE PROMISE
OF vMVPDS

Once promising
consumers skinny bundles
at an affordable price,
this is no longer the case

You **Tube** TV  Vue

sling **hulu**

fubo TV **DIRECTV**
NOW

52% of cord cutters don't miss
anything about cable /
satellite⁽¹⁾

3

THE PROLIFERATION
OF SVODS

Disney+

NETFLIX

Apple tv+

HBOmax

prime video

4

SUBSCRIPTION
FATIGUE

SVOD subscribers'
greatest frustrations⁽²⁾:

"It's all becoming
too expensive"

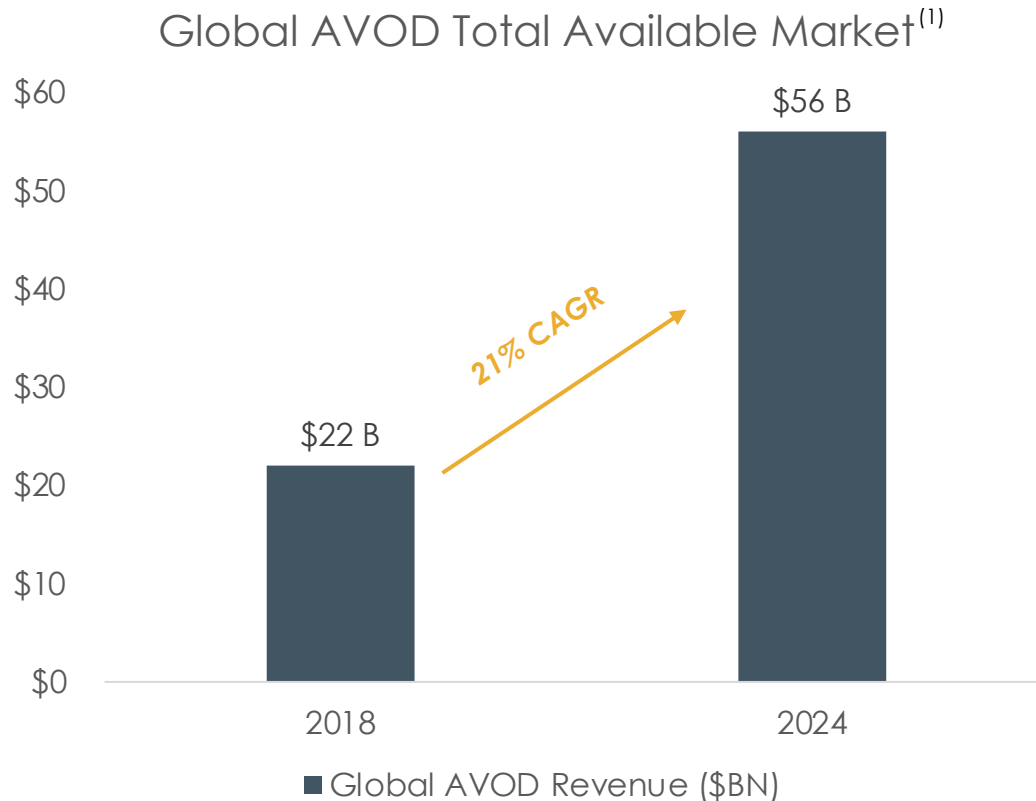
"Toggling between
services"

"Not being able
to find content"

(1) eMarketer, April 2019 (2) Forbes, October 2019

Large AVOD Market Opportunity

High cost of multiple subscriptions, combined with disruption of ad-supported broadcast and cable network model, will drive more consumers and advertisers to AVOD platforms



Attractive Market Characteristics:

- US connected TV advertising increased 57% from 2020 to 2021 and expected to increase another 39% in 2022⁽²⁾
- Consumers will always value quality content that is freely accessible
- Streaming services offer flexibility in programming schedules and ad formats including integrations, presentations and technology enhanced ads

(1) Multichannel News: Global AVOD Revenue to Reach \$56 Billion by 2024 (2019); (2) IAB Study, 2021

Accelerating Our Scale with Redbox



Combination

Top AVOD streaming group
with >40M MAUs

Large and differentiated
content library, production
assets, original and exclusive
content

Fully developed ad sales
capability & strong ad rep
partnerships

Developed and proven tech
platform with extensive digital
capabilities



Well-known brand, 40M+
loyalty member program with
scaled marketing & reach

Strong / growing consumer-
friendly TVOD and PVOD
platforms

Multiple distribution channels
including physical and digital

Deep entertainment
relationships and originals
experience

- ✓ Accelerates scale-up, combined reach with attractive audience
- ✓ Physical (38k kiosks) and on-demand access to value conscious consumer
- ✓ Integrated platform – better positioned for large AVOD growth opportunity
- ✓ More high quality O&E content that is evergreen and captures diverse demos
- ✓ Significant synergies and long-term profitability

Compelling Synergies

Opportunity to cross sell, utilize content libraries and rationalize costs

Revenue Synergies

- Cross-selling and marketing across combined company customer bases
- Increased revenue opportunity from incremental Screen Media Ventures titles in Redbox Kiosks
- Greater TVOD transactions, increased AVOD engagement and watch time from combined customer base

Cost Synergies

- Significant cost savings from combined content libraries & new content acquisition
- License and product cost savings from use of CSSE catalog at Redbox kiosks
- G&A savings in marketing, kiosk optimization, combined technology platform, public company costs

Significant 5-Year
Annual Run-Rate
Revenue Potential



Immediately
actionable Cost
synergies



\$41M

In 2023E net
Synergies

Exiting 2022E Pro Forma Run Rate Including Synergies⁽¹⁾

Revenue

\$500M+

Adj. EBITDA⁽²⁾

\$100 - \$150M

- (1) The projections disclosed relating to the Pro Forma Run Rate Synergies are based on Chicken Soup for the Soul Entertainment's calculations. These do not reflect Redbox's calculations.
(2) EBITDA not burdened by content amortization. Inclusive of net synergies.

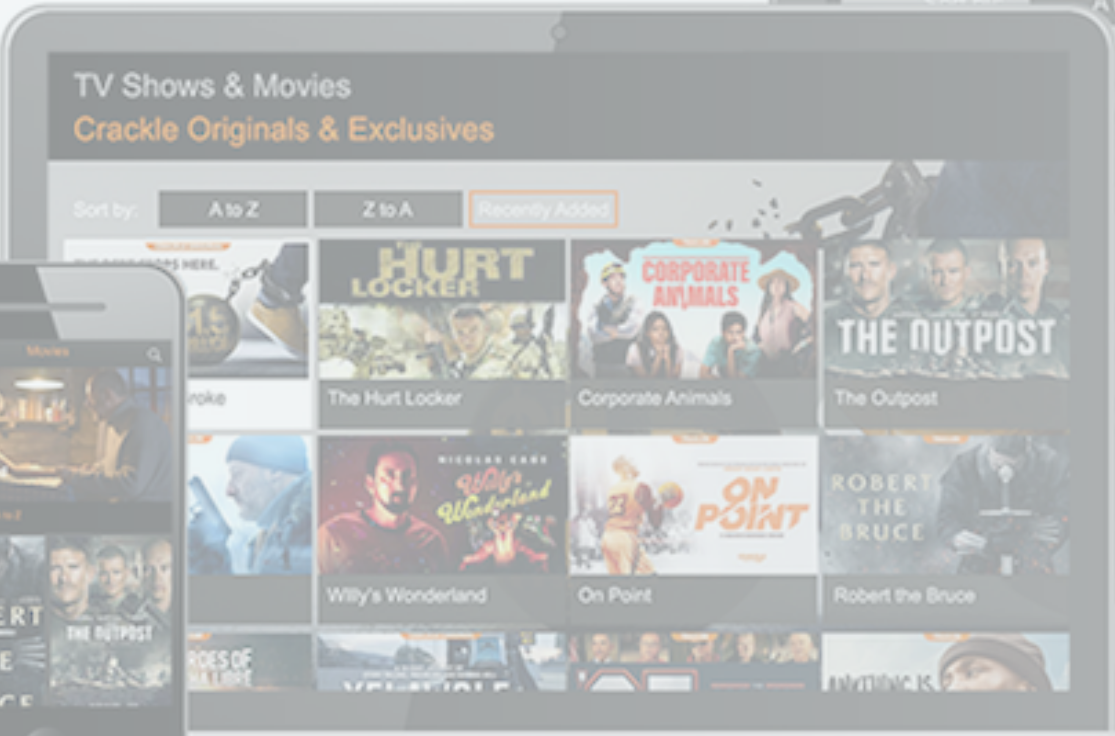
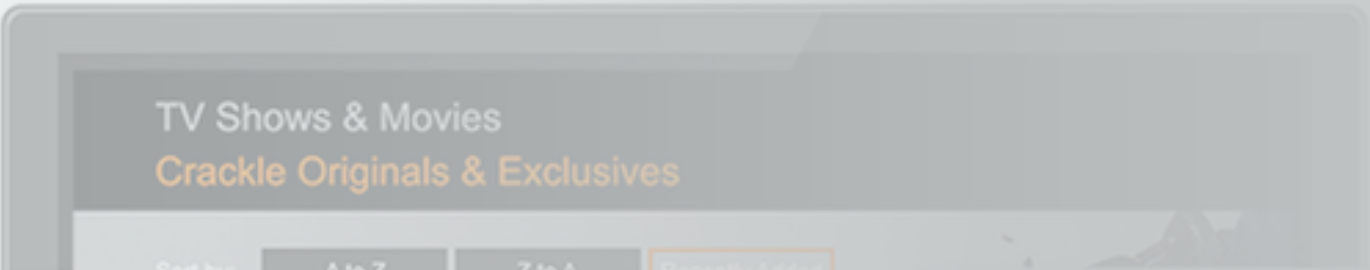
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THANK YOU