

SONAR ASSET ACQUISITION PRESENTATION

APRIL 2021

Forward-looking Statements

This presentation (the "Presentation") relates to Chicken Soup for the Soul Entertainment, Inc. ("CSS Entertainment", "CSSE", or the "Company") and its acquisition of the assets of Sonar Entertainment Inc. and certain of its subsidiaries (collectively "Sonar"). This presentation contains various information and projections regarding the Company's business, including its operations through Crackle Plus, a company wholly owned by CSSE, and Landmark Studio Group a majority owned subsidiary of CSSE. It also contains information and projections on the effect of the acquisition of the Sonar assets on the Company's future operations. There are risks involved in the joint ventures and the Company's business generally, including those discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2020, and the Company's other filings that have been made and will be made with the SEC including a Current Report on Form 8-k relating to the Company's acquisition of Sonar assets, which will be timely filed with the SEC.

Financial information for the year ended December 31, 2020 is derived from our Annual Report on Form 10-K as filed with the SEC on March 31, 2021. The Company will file, in the future, the audited financial and pro forma financial statements relating to Sonar and its assets, as and when required by SEC rules.

This Presentation includes "forward-looking statements" and projections. CSS Entertainment's actual results may differ from its expectations, estimates and projections and, consequently, you should not rely on these forward looking statements or projections as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements. These forward-looking statements and projections include, without limitation, estimates and projections of future performance, which are based on numerous assumptions about sales, margins, competitive factors, industry performance and other factors which cannot be predicted. Such assumptions involve a number of known and unknown risks, uncertainties, and other factors, many of which are outside of the Company's control, including, among other things: our core strategy; operating income and margin; seasonality; liquidity, including cash flows

from operations, available funds and access to financing sources; free cash flows; revenues; net income; profitability; stock price volatility; future regulatory changes; pricing changes; the ability of the company's content offerings to achieve market acceptance, the company's success in retaining or recruiting officers, key employees, or directors; the ability to protect intellectual property, the ability to complete strategic acquisitions, the ability to manage growth and integrate acquired operations; the ability to pay dividends, regulatory or operational risks, and general market conditions impacting demand for the Company's services. For a more complete description of these and other risks and uncertainties, please refer to the Company's 10-K filed with the SEC on March 31, 2021. Should one or more of these material risks occur or should the underlying assumptions change or prove incorrect, the actual results of operations are likely to vary from the projections and the variations may be material and adverse. The forward-looking statements and projections herein should not be regarded as a representation or prediction that CSS Entertainment will achieve or is likely to achieve any particular results. CSS Entertainment cautions readers not to place undue reliance upon any forward-looking statements and projections, which speak only as of the date made. CSS Entertainment does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

All registered or unregistered service marks, trademarks and trade names referred to in this Presentation are the property of their respective owners, and CSS Entertainment's use herein does not imply an affiliation with, or endorsement by, the owners of these service marks, trademarks or trade names.

Transaction Highlights

Addition of entertainment assets accelerates AVOD strategy

Creates one of largest independent TV and film libraries

Positions company to launch additional AVOD networks

Expands online networks and international businesses



Capital-efficient deal structure is meaningfully accretive immediately and long-term

Sonar Overview

- Award-winning entertainment studio with significant pipeline of content in production
- Expansive content library with proven franchise series that are distributed globally
- Proven television management talent

26

Total Seasons
Released Since
2016

300+

Global
Distribution
Partners



446

Emmy Award
nominations

105

Emmy
Awards

15

Golden
Globe Awards

1,000+

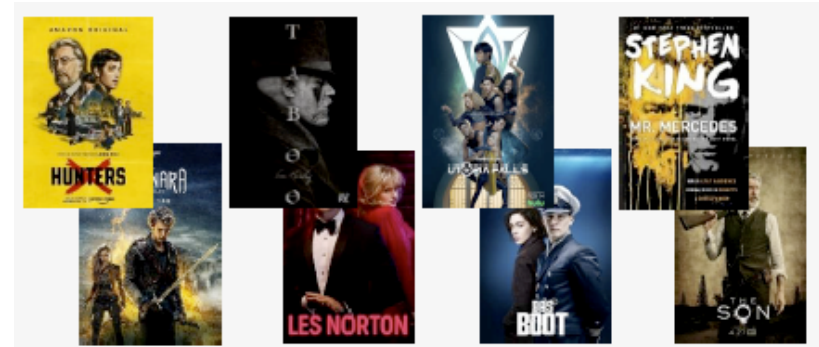
Total Titles
Across Extensive
Library

4,000+

Hours of
Programming in
Library

SONAR
ENTERTAINMENT

SELECTED PRODUCTION ASSETS



SELECT NETWORK PARTNERS



Acquisition Meaningfully Accelerates Strategy



Expanding original & exclusive content with **26 new series & projects** in development



Dramatically growing library content **now totaling more than 2k movies and 2k TV episodes**



Growing distribution & production opportunity and **international presence**



Consistently branded content positions company to launch **additional AVOD networks**

*Building the **most engaging and personalized AVOD** streaming service*

Transaction Terms

- Advance payment at closing recouped through licensing or sale of certain Sonar programming.
- Sellers receive 5% ownership of new AVOD network to be launched in 2021.
- Immediately accretive with substantial long-term upside:
 - Expect the Sonar assets to contribute meaningful incremental revenue and EBITDA in 2021
 - Additional revenue and EBITDA expansion from Sonar's currently airing and planned scripted series as well as future library sales
 - Longer term upside driven by new distribution of library content, new AVOD streaming services, future series production and increased international exposure
- The acquisition is expected to close in ~30 days.

**Focused on
building the best
AVOD
experience**

Rapidly growing and fragmented VOD market with consolidation opportunity

Leading independent pure-play AVOD streaming service

Enhanced large and growing library with increasing rights ownership

Differentiated and more robust content production engine

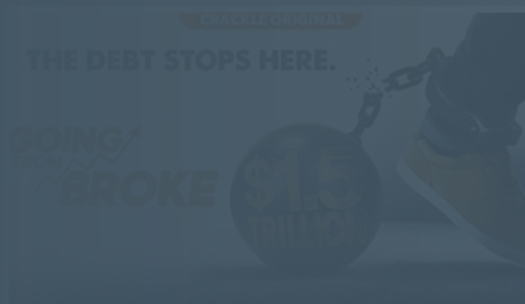
Investing in innovative user and advertising experiences

Healthy balance sheet

TV Shows & Movies

Crackle Originals & Exclusives

Sort by: A to Z Z to A Recently Added



Going From Broke



The Hurt Locker



Corporate Animals



The Outpost



Willy's Wonderland



On Point



Robert the Bruce



Q & A

Chicken Soup
for the Soul
Entertainment