UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

ASIMICI 011, D.C. 205

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): August 31, 2020

Chicken Soup for the Soul Entertainment Inc.

(Exact Name of Registrant as Specified in Charter)

	Delaware	001-38125	81- 2560811							
(State or Other Jurisdiction		(Commission	(IRS Employer							
	of Incorporation)	File Number)	Identification No.)							
	132 E. Putnam Avenue, Fl	06807								
	(Address of Principal I	(Zip Code)								
	Registran	t's telephone number, including area code: (855)	398-0443							
	N/A									
	(Former Name or Former Address, if Changed Since Last Report)									
Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of Holdco under any of the following provisions (see General Instruction A.2. below):										
	□ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)									
	Soliciting material pursuant to Rule 14a-12 u	nder the Exchange Act (17 CFR 240.14a-12)								
	Pre-commencement communications pursuan	t to Rule 14d-2(b) under the Exchange Act (17 C	FR 240.14d-2(b))							
	Pre-commencement communications pursuan	tt to Rule 13e-4(c) under the Exchange Act (17 Cl	FR 240.13e 4(c))							
chapte	Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).									
	Emerging growth company ⊠									

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. \Box

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Ticker symbol(s)	Name of each exchange on which registered
Class A Common Stock, \$0.0001 par value per share	CSSE	The Nasdaq Stock Market LLC
9.75% Series A Cumulative Redeemable Perpetual Preferred Stock, \$0.0001 par value per share	CSSEP	The Nasdaq Stock Market LLC
9.50% Notes due 2025	CSSEN	The Nasdaq Stock Market LLC
1	CSSEN	The Nasdaq Stock Market LLC

Item 7.01. Regulation FD Disclosure.

Attached as Exhibit 99.1 to this Current Report on Form 8-K is an investor presentation that Chicken Soup for the Soul Entertainment Inc. (the "<u>Company</u>") plans to use for public relations and other purposes.

The information furnished under this Item 7.01, including the exhibit related thereto, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any disclosure document of the Company, except as shall be expressly set forth by specific reference in such document.

Item 9.01. Financial Statements and Exhibits.

(d)	Exhibits:			
<u>Exhibit No.</u>		Description		
<u>99.1</u>		Investor Presentation.		

SIGNATURE

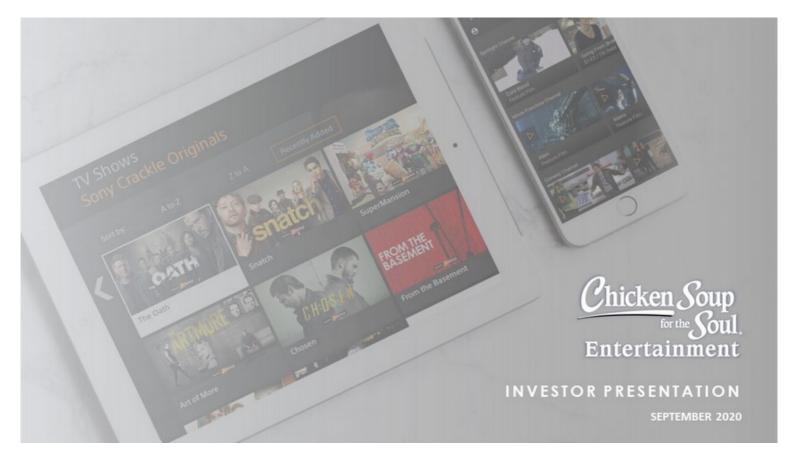
Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 31, 2020

CHICKEN SOUP FOR THE SOUL ENTERTAINMENT INC.

By: /s/ William J. Rouhana, Jr.

Name: William J. Rouhana, Jr. Title: Chief Executive Officer



Forward-looking Statements

This presentation (the "Presentation") relates to Chicken Soup for the Soul Entertainment, Inc. ("CSS Entertainment", "CSSE", or the "Company"). This presentation contains various information and projections regarding the Company's business including its operations through Cracke Plus, a company formed by CSSE and CPE Holdings, Inc. (an affiliate of Sony Pictures Television Inc.), and Landmark Studio Group a majority owned subsidiary of CSSE. 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, 2019, the Company's other filings that have been made and will be made with the SEC.

Financial information for the year ended December 31, 2019 is derived from our Annual Report on Form 10-K as filed with the SEC on March 30, 2020, and for the three and six months ended June 30, 2020 is derived from our Quarterly Report as filed with the SEC on August 13, 2020.

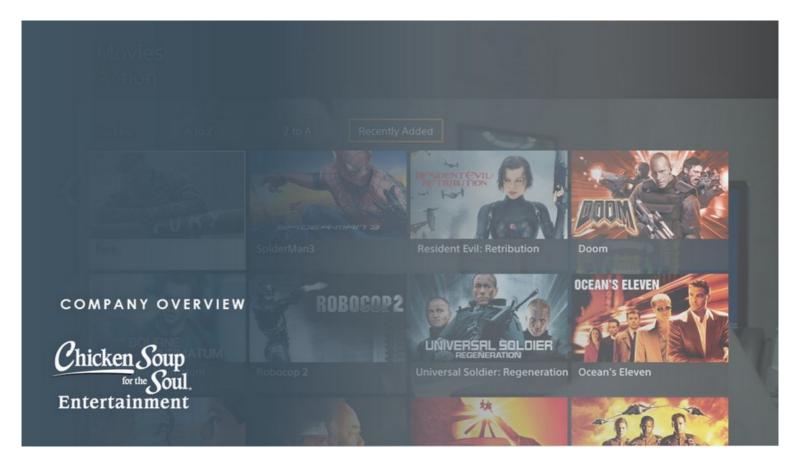
This Presentation includes "forward-looking statements" and projections. CSS Entertainment's actual results may differ from its expectations, estimates and projections and, consequently, you should not rely on these forward looking statements or projections as predictions of future events. Words such as "expect," "estimate", "project, "budget," "forecat," "anticipate," "intend, "plan," "may," "will," "could," "beleves," "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, industy 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:

Chicken Soup Ir Soul Entertainment

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 protect intellectual property. the ability to 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 uncertainlies, please refer to the Company's 10-K field with the SEC on March 30, 2020, as updated by the risks included in the Company's 10-4 field with SEC on August 13, 2020, should one or more of these material risks occur or should the underlying assumptions thange or prove incorrect, the actual results of operations are likely to vary from the projections and the variations may be material and adverse. The forwardlooking statements and projections here in should not be regarded as a representation or prediction that CSS Entertainment will achieve or is fixely to achieve any particular results. CSS Entertainment 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.

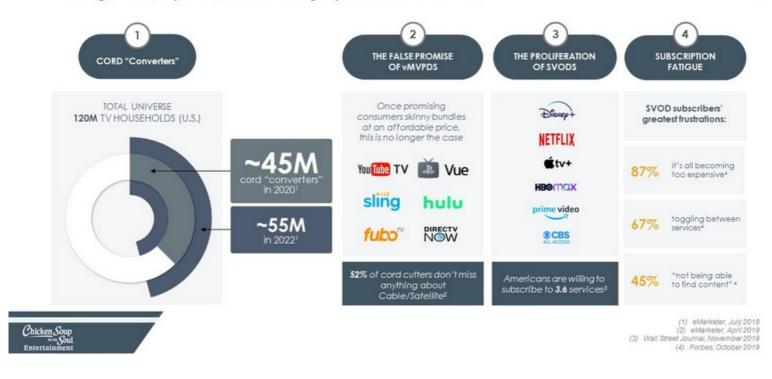
All registered or unregistered service marks, trademarks and trade names referred to in this Presentation are the property of their respective owners, and CSS Entertainment's use herein does not imply an affitiation with, or endorsement by, the owners of these service marks, trademarks or trade names.





What is TV Today?

A Fragmented, Expensive, and Confusing Experience for the Consumer



The Free TV Solution

Cord-cutters are ready for an alternative to SVODs.

Streamers are realizing that "free" does not limit choice or sacrifice quality.

81%

of A14-35 are willing to accept more advertising in exchange for free content¹

73%

of A18+ Streamers watch adsupported OTT video to round out their entertainment bundle²

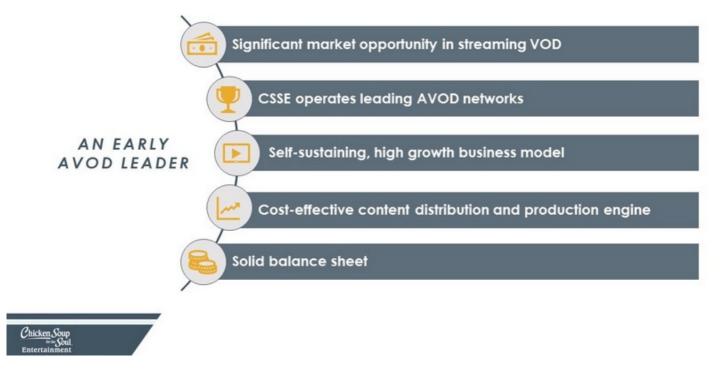
45%

of streamers watch AVOD the most out of all streaming video³

(1) The Drum (2019); (2) Vorhaus (2018); (3) Roku (2019)

Chicken Soup for the Soul Entertainment Investment Highlights

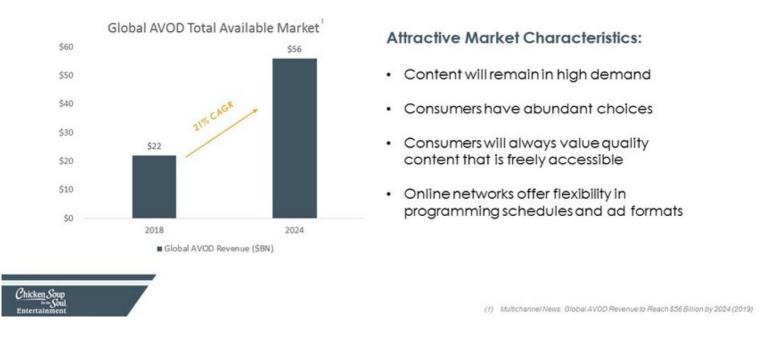




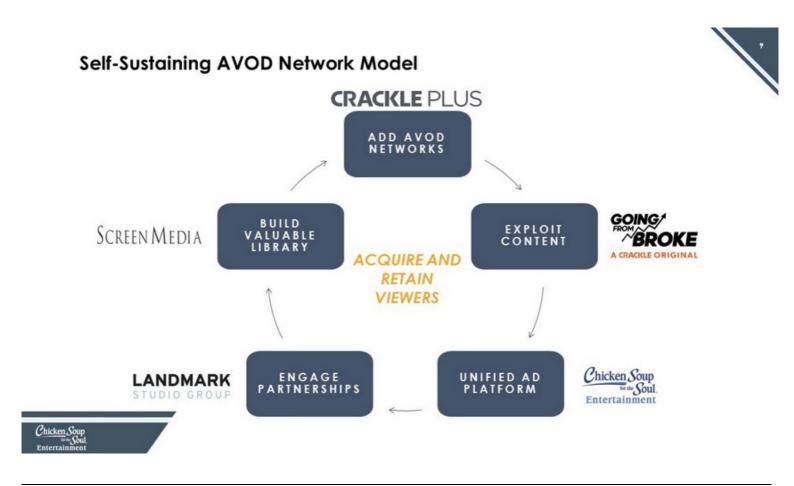
Huge AVOD Market Opportunity



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

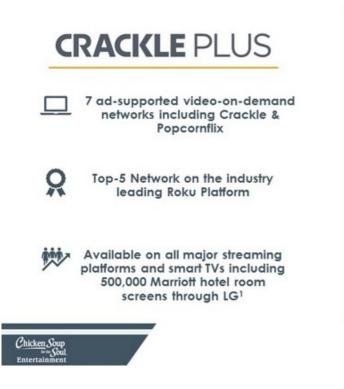






Crackle Plus: Leading Family of AVOD Networks





Top Ad-Supported Channels^{2,3}

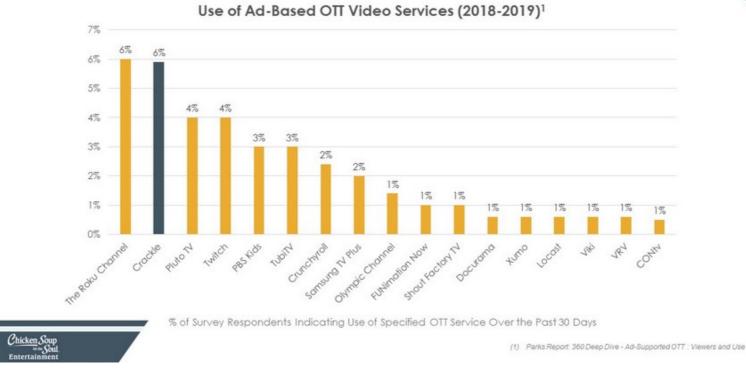
- 1. OCBS NEWS
- 2. CRACKLE
- 3. Roku



5. TTEE

Internal company data
Needham (Laura Martin) 12/3/19: Raising Roku PT to \$200. Buy on Dips.
Rankings based on Roku TV app platform

Strong Competitive Position



,

We Reach TV's Lost Generation¹



A Higher Concentration of Younger Viewers

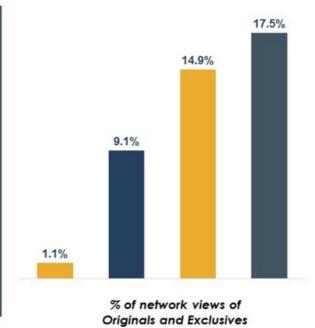


Cost-Effective Distribution & Production Engine With Critical Mass of Content













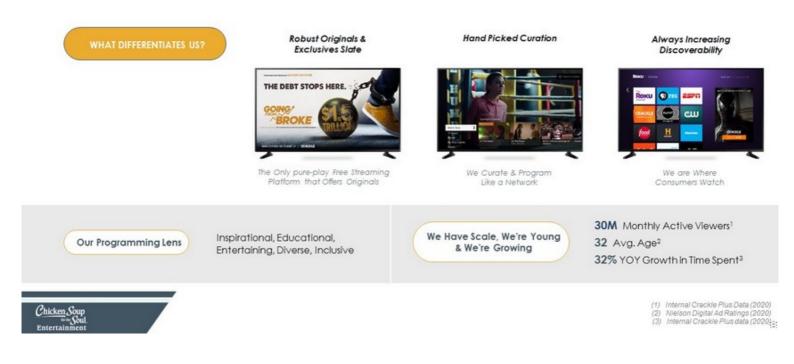
Case Study: Going From Broke

- #1 title on the Crackle Network
- 237M+ minutes streamed as of 7/30/20
- 3.4M+ unique viewers as of 7/30/20
- 16M+ streams to date
- De-risked and cost-effective production model
- Production cost 100% paid for by sponsors in advance of production
- Ad revenue is 5x+ marketing costs
- Greenlit for a second season

Crackle is Only Pure-Play AVOD Network with an Originals & Exclusives Strategy

15

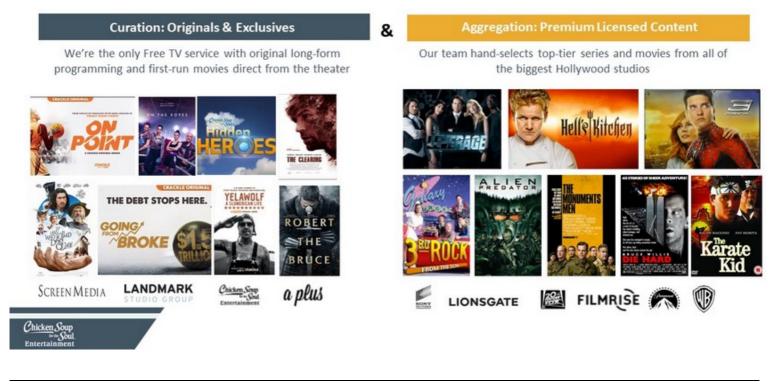
A Curated Entertainment Network for Today's Streamer



Our Programming Strategy: Aggregation with Curation



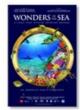
Originals, Exclusives, and Top-Tier Licensed Content



Crackle Originals & Exclusives: Programming Calendar*

Clea

August



CROWN VIC

June

Crown Vic Wonders of the Sea Drama Feature Kids & Family Feature

May

Today's Home

DIY Series

July

THE CLEARING



n' Up the Te

Documentary Feature (Original Movie)



The Sonata Thriller Feature

September



REINDEER'S

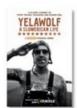
Robert the Bruce Drama Feature

October

TOM

A Reindeer's Journey Family Feature

November



<u>Chicken</u> Soup ™~Soul Entertainment

April

Slumerican Music Docuseries (Original)

Portals Sci-Fi Feature

PORTA

The Clearing Zombie Feature (Original) Grand Isle Thriller Feature



Corporate Animals Comedy Feature

Blood and Money Drama Feature

81000

MONEY

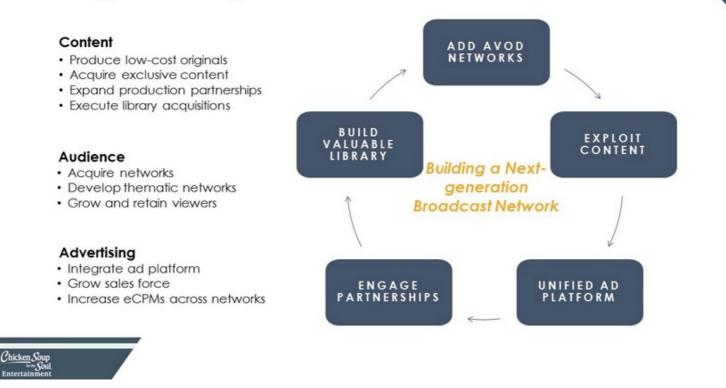
Exit Plan Thriller Feature

EXIT

Elliot the Littlest Reindeer Holiday Feature

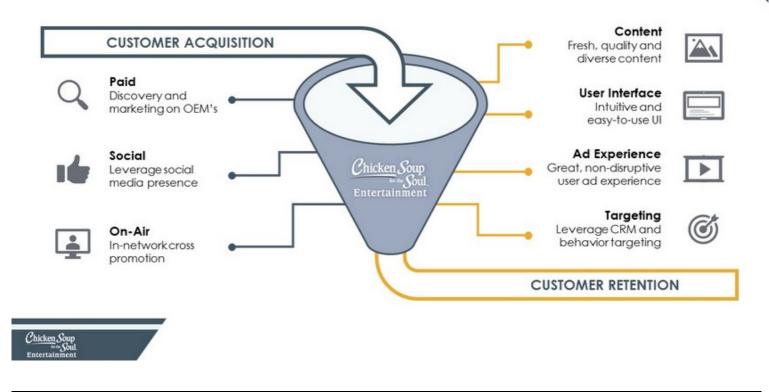
* Current schedule as of 7/30/20, subject to change

Strategy to Drive Long-Term Free Cash Flow Growth



18

Effective, Efficient Customer Acquisition and Retention



\""

Diverse and Targeted Ad Sales Strategy

We're data driven, with results



New Ad Experiences: The "Jumbotron" and "FreeView"



Innovative ways to improve viewers' ad experience and increase engagement at the same time



 As soon as a viewer enters the Crackle app, the content auto plays (with sound) on the welcome screen

THE ADVERTISER EXPERIENCE

- Client will be featured in the most premium placement (tile #1) on Crackle in the "Spotlight Channel"
- Additional content can be featured in a custom channel





THE "FREEVIEW" VIEWER EXPERIENCE

 When a viewer starts a title, they'll see a co-branded slate prompting them to watch ONE :30s ad in order to receive NO ADS the rest of the title. If they choose to not engage, they will receive a regular ad load

THE ADVERTISER EXPERIENCE

- Guaranteed User Engagement
- Proven Brand Recall via custom brand study¹

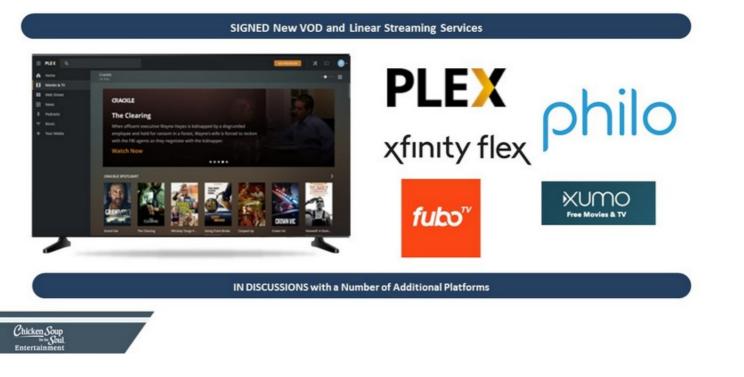
(1) TrueX Proprietary Research, 2020

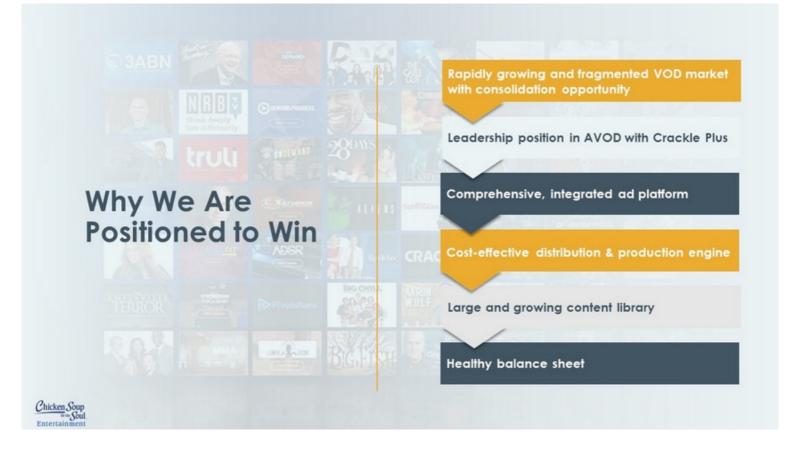


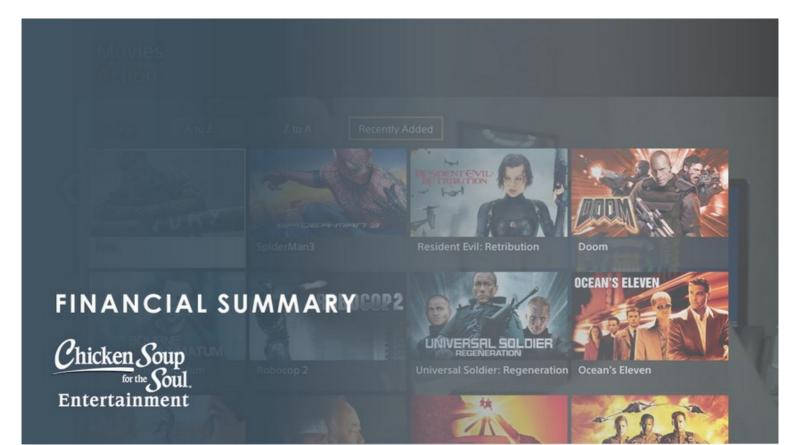
Growth Path in 2020 – New Distribution



Expanding the Crackle & Popcornflix experience on VOD and linear platforms

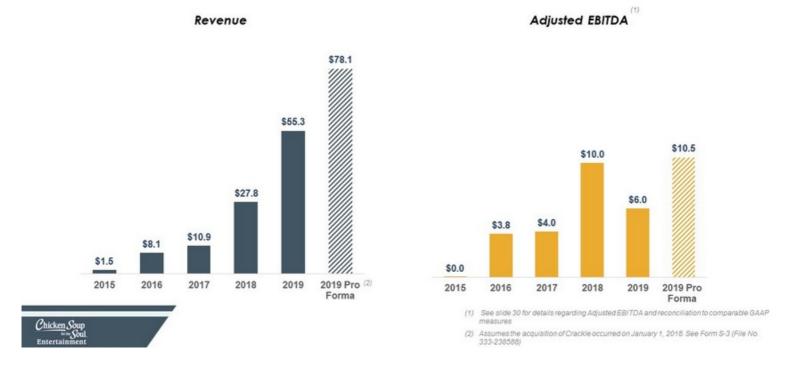






Operating Results

\$ in millions

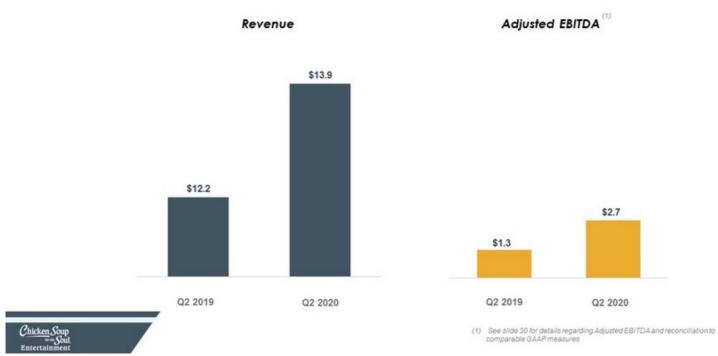




Q2 2020 Results



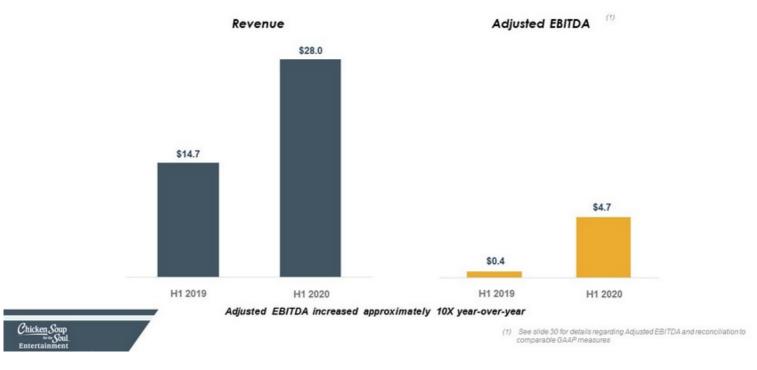


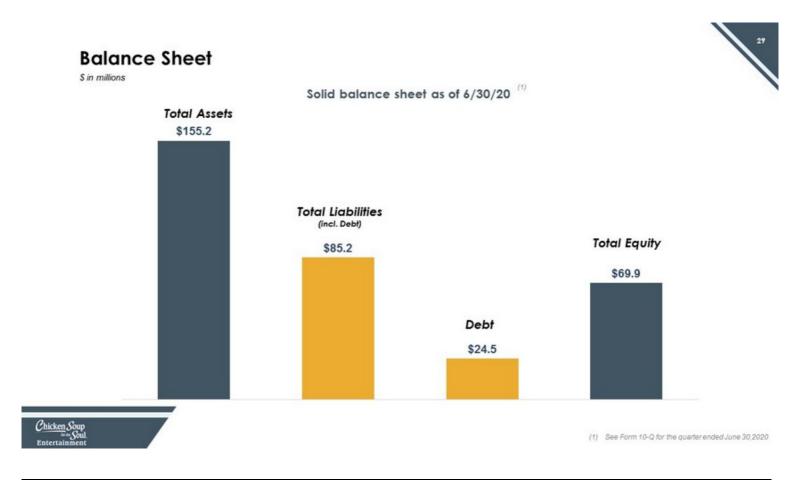


H1 2020 Results

\$ in millions







Non-GAAP Financial Measures



Our consolidated financial statements are prepared in accordance with generally accepted accounting principles in the United States ("U.S. GAAP"). We use a non-GAAP financial measure to evaluate our results of operations and as a supplemental indicator of our operating performance. The non-GAAP financial measure that we use is Adjusted EBITDA. Adjusted EBITDA (as defined below) is considered a non-GAAP financial measure as defined by Regulation of promulgated by the SEC under the Securities Act of 1933, as mended. Due to the significance of non-cash, and acquisition related expenses to occur in future periods, we believe that this non-GAAP financial measure enhances the understanding of our historical and current financial results and of metation periods with measures used by management for the planning and forecasting of future periods, as well as for measuring performance for compensation of executives and other members of management. Further, we believe that Adjusted EBITDA is our board of directors and management to analyze and evaluate financial and stretcy affect operating decisions and investments. We believe that measure is an important indicator of our operational strength and performance of our business because it provides link between operational performance and operating income. It is also a primary measure used by management to anony a between operational adjustion to trade acquisition trades the believe the presentation of this measure is relevant and useful for investors because it allows investors to view performance in a manner similar to the method used by management. Be allowed the lisa because it allows investors to view performance in a manner similar to the method used by management. We believe the because it allows investors to view performance in a manner similar to the method used by management. We believe the because it allows investors to view performance in a manner similar to the method used by management. We believe the presentation of this measure is relevant and useful for invest

The presentation of Adjusted EBITDA should not be construed as an inference that our future results will be unaffected by unusual, infrequent or non-recurring items or by non-cash items. This non-GAAP financial measure should be considered in addition to, rather than as a substitute for, our actual operating results included in our condensed consolidated financial statements.

We define Adjusted EBITDA as consolidated operating income (loss) adjusted to exclude interest, taxes, depreciation, amortization, acquisition-related costs, consulting fees related to acquisitions, dividend payments, non-cash share-based compensation expense, and adjustments for other unusual and infrequent in nature identified charges. Adjusted EBITDA is not an earnings measure recognized by US GAAP and does not have a standardized meaning prescribed by GAAP; accordingly, Adjusted EBITDA may not be comparable to similar measures presented by other companies. We believe Adjusted EBITDA to be a meaningful indicator of our performance that provides useful information to investor regarding our financial condition and results of operations. The most comparable GAAP measure is operating income.

Adjusted EBITDA has important limitations as an analytical tool, and you should not consider it in isolation or as a substitute for analysis of our results as reported under GAAP. Some of these limitations are: nitations are

- Adjusted EBITDA does not reflect our cash expenditures or future requirements for capital expenditures or contractual commitments;
- Adjusted EBITDA does not reflect changes in, or cash requirements for common working capital needs: Adjusted EBITDA does not reflect that effects of preferred dividend payments, or the cash requirements necessary to fund: Although amortization and depreciation are non-cash charges, the assets being depreciated will often have to be replaced in the future, and Adjusted EBITDA does not reflect any future each sequences have been expendences. cash requirements for such replacements; Adjusted EBITDA does not reflect the impact of stock-based compensation upon our results of operations; Adjusted EBITDA does not reflect the significant interest expense, or the cash requirements necessary to service interest or principal payments on our debt;

- Adjusted EBITDA does not reflect our income tax (benefit) expense or the cash requirements to pay our income taxes; Adjusted EBITDA does not reflect the impact of acquisition related expense; and the cash requirements necessary; Adjusted EBITDA does not reflect the impact of other non-recurring, infrequent in nature and unusual expense; and Other companies in our industry may calculate Adjusted EBITDA differently than we do, limiting its usefulness as a comparative measure.

Chicken Soup **~Soul

Non-GAAP Financial Measures Continued

	Quarter June		Year Ended December 31,	Pro Forma Year Ended December 31,
	2020	2019	2019	2019
General:				
Net loss available to common stockholders, as reported	\$ (10,010,127)	\$ (5,916,077)	\$ (34,976,816)	\$ (32.006.924
Preferred dividends	974,272	797,981	3,304,947	3,304.94
Provision for income taxes & other taxes	69,240	(202,535)	1,045,205	1,045,20
Interest expense, net of interest income (1)	333,903	146,359	770,826	770,82
Share-based compensation expense (3)	229,273	275.097	1,061,926	1,061,92
All other nonrecurring costs	469,392	162.901	276,400	276,40
Film Library:				
Film library and program rights amortization, included in cost of revenue (non-cash) ⁽²⁾	6,407,283	1,563,268	10,683,227	10,683.22
Reserve for bad debt & video returns	812,741	218,111	2,669,699	1,241,24
Crackle Plus-Related:				
Acquisition-related costs and other one-time consulting fees (4)	1	2,258,801	3,968,227	3,968,28
Amortization	5,496,972	729,991	13,293,279	14,866,38
Transitional Expenses ⁽⁵⁾	2,239,876	1,241,353	3,505,855	3,505,85
Adjusted EBITDA	\$ 2,691,416	\$ 1,263,226	\$ 5,953,528	\$ 10,496,528



Includes non-cash amortization of deferred financing costs of \$10, 152 and \$25,823 for the three months ended June 30, 2020 and 2019, respectively.
Represents amortization of our film library, which include cash and non-cash amortization of our initial film library investments, participation costs and theatrical release costs as well as amortization of our acquired program rights.
Represents expense related to common stock equivalents issued to certain employees and officers under the Long-Term incentive Plan, as well as common stock grants issued to employees and nor employees and officers under the Long-Term incentive Plan, as well as common stock grants issued to employees and nor employee directors.
Represents transitional transition-related costs, including legal free, accounting fees, investment advisory fees and various consulting fees.
Represents transitional related to compone costed with the Creckle Plus business combination and our Company strategic shift related to our production business. Costs include primarily non-recurring payroll and related expenses and redundant non-recurring technology costs.

