

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
- 434 distinct program episodes delivered or in production plus an additional 104 episodes in various stages of development and pre-production
- Over 50 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 as well as OTT Platforms including AmazonFire, Apple TV, and Roku
- On September 28, 2017, Kid Genius Cartoon Channel launches Kid Genius Cartoons Plus! on Amazon Channels.
 - Accessing Amazon's 80+ MM domestic Prime subscribers, Kid Genius Cartoons Plus! represents the Company's expansion of its channel operations into a subscription-based revenue model.
 - Kid Genius Cartoons Plus! launches at a **monthly fee of \$3.99**.
- 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

Key Financial Highlights

	As of December 31, 2016	As of June 30, 2017
Cash	\$ 2,887,921	\$ 3,986,528
Film & Television Assets, Net	2,260,964	3,806,578
Total Assets	17,939,668	20,762,458
Total Deferred Revenue	3,106,608	5,020,507
Total Liabilities	7,884,142	9,369,516
Total Liabilities less Deferred Revenue	4,777,534	4,349,009
Total Shareholders' Equity	\$ 10,055,526	\$ 11,392,942

	Three Months Ended		Six Months Ended	
	June 30, 2016	June 30, 2017	June 30, 2016	June 30, 2017
Revenue	\$ 176,332	\$ 196,132	\$ 528,225	\$ 394,221
Operating Expenses	1,607,153	1,452,062	3,610,763	2,965,560
Loss from Operations	(1,430,821)	(1,255,930)	(3,082,538)	(2,571,339)
Net Loss	(1,182,952)	(1,251,543)	(2,832,669)	(2,567,779)
Loss per Share	\$ (0.30)	\$ (0.22)	\$ (0.74)	\$ (0.47)

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, Toys R Us, 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.

GREGORY B. PAYNE, COO & CORPORATE SECRETARY

Greg spent 10 years in corporate law on Wall Street with the New York law firm of Donovan Leisure Newton & Irvine and in Washington D.C. with McKenna Conner & Cuneo. Greg then took a position with producer DIC Entertainment where he rose to Executive Vice President of Legal and Business Affairs. After leaving DIC in 1999 to set up his own private legal practice, Greg specialized in entertainment and corporate law with clients such as DIC; Cartoon Network; The Gotham Group; Nippon TV; Production I.G. Ltd; ReelFX Inc.; Technicolor Digital Productions; Aniplex, Ltd; Dimensional Branding Group, among others. Greg graduated from Dartmouth College and Stanford Law School.

REBECCA D. HERSHINGER, CFO

Rebecca is a longtime financial executive and former VP of Finance for Metro-Goldwyn-Mayer, who initially began working with Genius Brands in early 2014 through CFO Advisory Services, Inc., a corporation she founded that provided accounting and business advisory services to private and public companies. Prior to joining GNUS, she held finance and corporate development positions at Metro-Goldwyn-Mayer, Inc. in which she was responsible for various finance functions related to M&A analysis, cross-collateralized slate film financing vehicles, and motion picture deal analysis. Rebecca also served as an Investment Banking Analyst for JP Morgan Chase & Co., covering clients in the entertainment, real estate and hotels & gaming industries. Rebecca received her undergraduate degree from Georgetown University and MBA from Wharton.

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 ROAR, 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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