

DEAR PARTNERS,

It's certainly been a year unlike any other. 2020 forced us all to reconsider the way we approach work, school, socializing...OK, pretty much everything. Including LiveXLive.

Our team rose to meet this year's challenges, altering the DNA of our company to become what our audience desperately needed:

A (virtual) gathering place for people unable to gather.
The soundtrack to a new way of life.
Entertainment...reinvented.

We are all rolling into 2021 a little wary, a little bruised up, but undoubtedly more resilient. Looking back on all our team has accomplished, we are also incredibly grateful. Thank you for your part in helping us hit these highs in 2020:



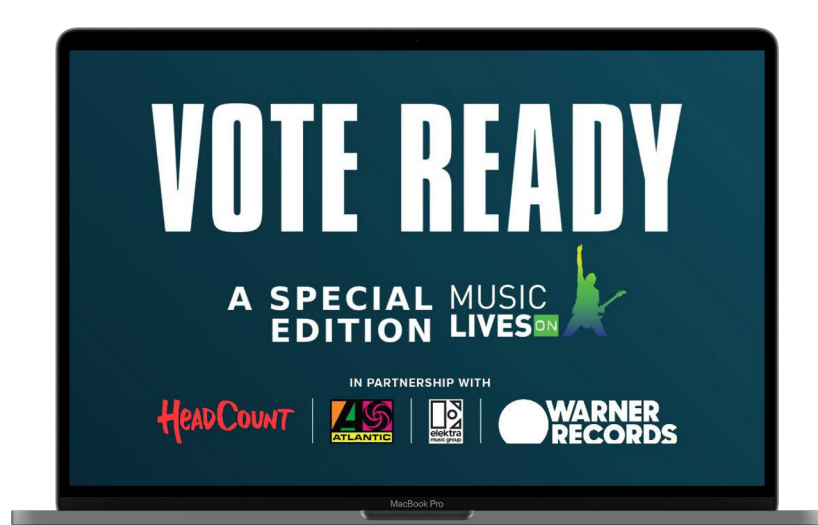
1. SIX NEW ANCHOR FRANCHISE SERIES LAUNCHED

including [The Lockdown Awards](#), [Music Lives On](#) and [LIVEZONE](#) featuring both emerging and established artists and attracting nearly 50M views on both LiveXLive's owned and operated platforms and OTT linear channel.



2. LIVEXLIVE BECAME THE GO-TO PLATFORM FOR LIVESTREAM EVENTS

from [Fast Times At Ridgmont High](#), Global Citizen Festival and Nurse Heroes to [Kygo's Golden Hour Festival](#), [The Sports Illustrated Awards](#), [Black Entrepreneur Day](#) and [Pull Up And Vote](#).



3. LIVEXLIVE IS PROUD TO HAVE SUPPORTED OVER 20 CHARITABLE CAUSES

since the onset of COVID-19 including St Jude, MusiCares, Robinhood, Steps Of Faith and Guitars For Vets.



4. STREAMING VIEWERSHIP HAS BOOMED IN 2020 WITH OVER 118M LIVESTREAM VIEWS.

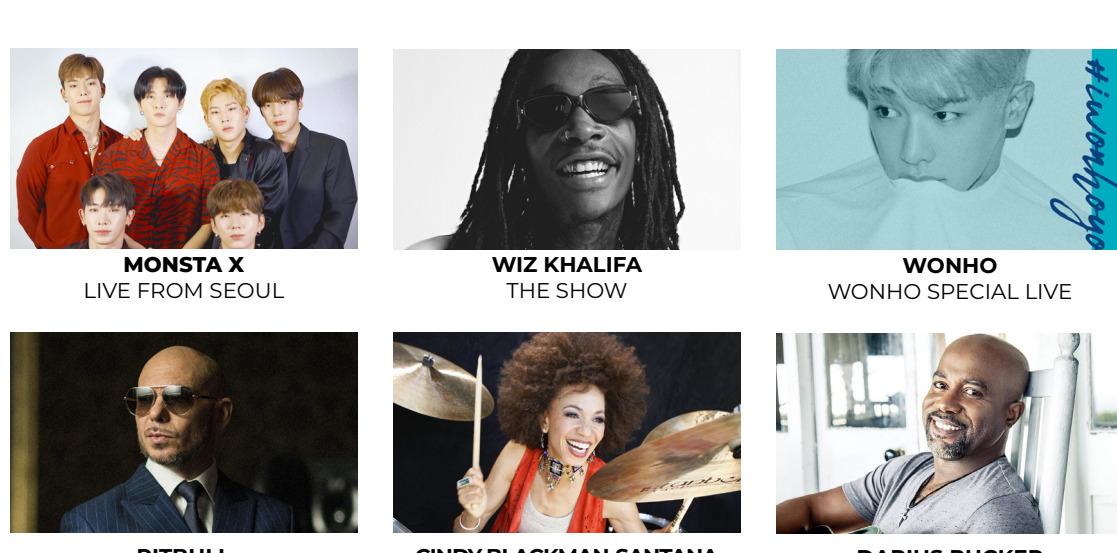
LiveXLive built a platform that brings artists, fans and brands together. Recent brand sponsors featured above.



5. ARTIST AMBASSADOR PROGRAMS & VODCASTS/PODCASTS

put creative and promotional power back into artists' hands, giving them the ability to leverage LiveXLive's expanding platform to create more ways to entertain.

Fanbases. This year, GRAMMY award-winning talent Nelly and [Pitbull](#), among others, teamed up with LiveXLive to deliver unique original content. Milestones were reached as the LadyGang podcast surpassed 100M downloads.



6. LIVEXLIVE'S NEW PAY-PER-VIEW (PPV) PLATFORM PROVIDES DIGITAL TICKETING,

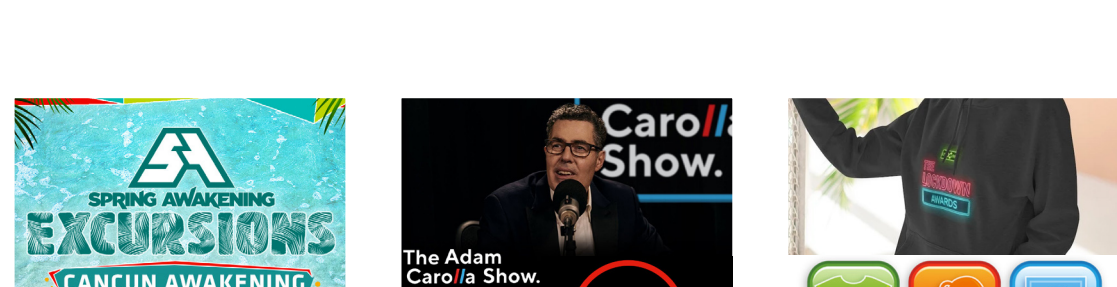
fan tipping, virtual meet-and-greets, merchandise sales, and sponsorships, enabling artists to go direct-to-consumer using our proprietary platform. To date, LiveXLive has sold over 58,000 tickets and earned over \$2.5M in revenue from PPV. This year's PPV events include Pitbull, Monsta X, Darius Rucker, Modern Drummer, WonHo & Wiz Khalifa.



7. 2020 SAW THE LAUNCH OF A 24/7 LINEAR CHANNEL ON ITS OWN PLATFORM, LIVEXLIVE TV,

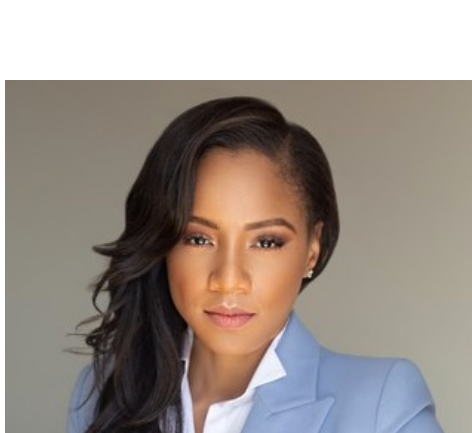
where it shorts artist interviews, concerts, festivals, ancillary event-related content and short-form video content from around the world. Partners include OTT linear channels: [SAMSUNG](#), [SLING](#), [STIRR](#), [XUMO](#), [ICARO](#)

In addition, a new business vertical, [LIVEXLIVE MUSIC PUBLISHING](#), was launched to expand revenue stream.



8. THIS YEAR, LIVEXLIVE ACQUIRED REACTPRESENTS, PODCASTONE & CPS,

expanding our business to include merchandise sales, live event production and a massive library of original podcast content.



ROE WILLIAMS
GLOBAL HEAD OF TALENT & ARTIST PARTNERSHIPS



MIKE QUARTIERI
CHIEF FINANCIAL OFFICER

9. 2020 BROUGHT A RECORD NUMBER OF HIRES

to the LiveXLive team, including industry vets.



10. YEAR IN REVIEW

**CHEERS TO 2021.
LIVEXLIVE WISHES YOU A HEALTHY,
HAPPY NEW YEAR.**