



LiveXLive Media, Inc. (NASDAQ: LIVX) is a global platform for livestream and on-demand audio, video, podcast and vodcast content in music, comedy and pop culture, and owner of Slacker Radio, PodcastOne, Custom Personalization Solutions, and React Persents.

LIVEXLIVE MEDIA, INC. (NASDAQ: LIVX)

- Recent Share Price: \$4.21
- 52-Week Range: \$1.78 - \$6.95
- Shares Outstanding: 75.6 million
- Market Capitalization: \$318 million
- Cash: Approx. \$25 million (as of 6/25/2021)

FINANCIAL HIGHLIGHTS

- LiveXLive recently reported its 12th consecutive quarter of record revenue, a 113% YOY increase to a record \$21 million in Q4 Fiscal 2021 ended 3/31/21.
- For Fiscal 2021, revenue increased 69%YOY to \$65.2 million while Contribution Margin* increased 177% to \$16.2 million.
- Company raised Fiscal 2022 revenue guidance to \$110 - \$120 million with Adjusted Operating Income* of \$6 - \$12 million (not including corporate overhead).



LIVEXLIVE MEDIA REVENUE (FY ends March 31st)

2018 - \$7.2M
 2019 - \$33.7M
 2020 - \$38.7M
 2021 - \$65.2M
 2022 - \$110 - \$120M (Company guidance)

LISTEN, WATCH, ATTEND, ENGAGE AND TRANSACT

- LiveXLive is the first talent-centric platform focused on superfans and building long-term franchises in audio music, podcasting, OTT linear channels, PPV, and livestreaming.
- Revenue model includes multiple monetization paths, including subscription, advertising, sponsorship, PPV, merchandise sales, licensing, NFTs, and ticketing.
- LiveXLive's integrated business model allows for the same content to be monetized many different times and in many different ways.
- In FY 2021, LiveXLive livestreamed 146 events featuring 1,781 artists generating content which has been viewed over 149 million times.



- LiveXLive's wholly-owned subsidiary, PodcastOne now generates more than 2.27 billion downloads per year, has over 235 exclusive podcast shows and produces 300+ podcast episodes/week.
- Star podcasters include Adam Carolla, Pitbull, Brett Favre, Steve Austin, Michael Irvin, and Mike Tyson.
- LadyGang podcast over 100 million downloads.
- Total social media reach across the exclusive talent roster of PodcastOne now exceeds 282 million.

SUBSCRIBERS / DISTRIBUTION / REACH

1,100,000* Paid subscribers as of 6/15/21

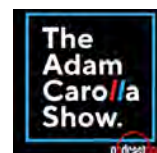
243,000, or 28% YOY increase

Over **3.9 billion** audio listens since 1/1/20

146 events and **1,781** artists livestreamed across the LiveXLive platform from during Fiscal 2021

24-hour **OTT** streaming channel now reaches over 294M people

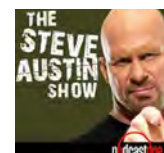
*See the Company's earnings release for 4th quarter and Fiscal 2021 filed on Form 8-K dated June 28, 2021



Adam Carolla



Pitbull



Steve Austin



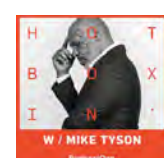
LadyGang



Brett Favre



Michael Cohen



Mike Tyson



Michael Irvin



LINEAR AND OTT DISTRIBUTION

- Distribution via the LiveXLive app, available on iOS, Android, Roku, AppleTV, and Amazon Fire, among other platforms.
- Leverage existing distribution for music content on television and radio as well as new media distribution (music content is in great demand for global distribution networks) across over 220 countries.
- Additional distribution relationships in place with promotional partners such as O&O, STIRR, Twitch, Twitter, Facebook Live, Instagram, YouTube, Complex, and Dailymotion.
- LiveXLive can produce premium live events for approx. \$20K/hr., compared to current industry comps at approx. \$500K/hr.
- LiveXLive's 24-hour linear OTT streaming channel now reaches over 294 million people on Amazon Fire, Roku, Apple TV, SLING, Xumo, and ReachTV, streaming original content, artist interviews, concerts, festivals, ancillary event-related content and short-form video content from around the world.



SPONSORSHIP / ADVERTISING

- Expanded sponsorship deals now include Pepsi, McDonald's, KFC, Hyundai, Corona, Porsche, Chipotle, State Farm, Kia, White Claw, Mike's Hard Lemonade, and Mentos Pure Fresh Gum, and through LiveXLive's multi-year livestream partnership with iHeartRadio, Progressive Insurance, Capital One, Ally Financial, Goya, Country Crock, St. Jude and OGX.



PAY-PER-VIEW

- Since launching its PPV platform in 2020, LiveXLive has generated approx. \$16 million in PPV packages, sponsorships and merchandise sales.



Pitbull



Monsta X



Wonho



Social Gloves



Nelly



Jeremih



Darius Rucker



Trace Adkins

MANAGEMENT / BOARD

- In Nov. 2020, LiveXLive named former Scientific Games (Nasdaq: SGMS) and Las Vegas Sands (NYSE: LVS) executive, Michael Quartieri, as its new CFO - recognized in 2020 by Institutional Investor as the #1 CFO in Gaming and Lodging.
- PodcastOne's founder and Chairman, Norman Pattiz, founded and built Westwood One into the largest radio network in America.
- Management and Board include executives from:



OTHER INFO

- In March 2021, Tesla advised LiveXLive that it has extended our partnership to provide our music services to Tesla's North America car user base for the ninth consecutive year.
- In June 2021, LiveXLive entered into a new 2-year \$7 million secured credit facility with EastWest Bank with interest at the Prime Rate plus 0.5%.
- Analyst Coverage: JMP, DA Davidson, Ladenburg, H.C. Wainwright, Spartan and Alliance Global.
- To listen to a replay of the LiveXLive Q4 2021 earnings webcast held on June 28th: [CLICK HERE](#)
- To view the most recent investor deck, [CLICK HERE](#)

Email us for more information at ir@LiveXLive.com • 269 South Beverly Drive, Suite 1450, Beverly Hills, CA 90212

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