

Investor Presentation AUGUST 2024

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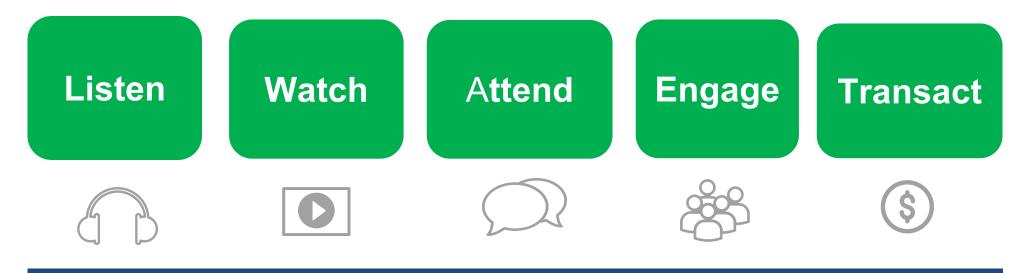
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An award-winning, creator-first, music, entertainment and technology platform focused on delivering premium experiences and content worldwide through memberships and live and virtual events.



We give fans, brands, and bands the best seat in the house



Financial Highlights

LIVEONE, INC. ANNUAL REVENUE

(Fiscal Year ends March 31st)

- 2018 \$7.2M
- 2019 \$33.7M
- 2020 \$38.7M
- 2021 \$65.2M
- 2022 \$117M
- 2023 \$99.6M
- 2024 \$118.4M
- 2025 \$140M \$155M*

At the recent LiveOne stock price of \$1.56 per share (~\$154.4M Market Capitalization)

* See About Non-GAAP Financial Measures in LiveOne's SEC filings and press releases

- Reported Q1 FY2025 (ended 06/30/2024) Consolidated Revenue of \$33.1M and Adjusted EBITDA* of \$2.9M
- Reported Full Year FY2024 (ended 03/31/2024) Consolidated Revenue of \$118.4M and Adjusted EBITDA* of \$11.0M
- Full FY2025 (ending 3/31/2025) Guidance for Consolidated Revenue of \$140M - \$155M and Adjusted EBITDA* of \$20M - \$25M
- Audio Division (Slacker and PodcastOne) Reported Full Year FY2024 Revenue of \$109.3M and Adjusted EBITDA* of \$20.6M
- Audio Division Full FY2025 Guidance for Revenue of \$130M -\$140M and Adjusted EBITDA* of \$20M - \$25M
- Repurchased 4.38 million shares of common stock under LiveOne's Share Stock Repurchase Program as of August 14, 2024, leaving capacity to repurchase an additional ~ \$6.3M worth of shares
- Shares of common stock outstanding as of August 14, 2024 was 95.1M
- Analyst Coverage: ROTH, Ladenburg, Alliance Global Partners, and Litchfield Hills



Peer Group Valuations

	Enterprise Value (EV)	Revenue (TTM)	EV/Revenue					
 LiveOne (LVO) 	\$170.63M	\$123.8M	1.38					
•Sirius Radio (SIRI)	\$20.84B	\$8.9B	2.34					
 Spotify (SPOT) 	\$63.28B	\$13.8B	4.59					
•iHeart Radio (IHRT)	\$5.86B	\$3.8B	1.54					
 Stingray (RAY-A.TO) 	\$927.61M	\$356M	<u>2.60</u>					
	Peer Group Average EV/Revenue: 2.76							

All Data pulled from Yahoo Finance on August 14, 2024



Complementary Portfolio of Subsidiaries and Brands

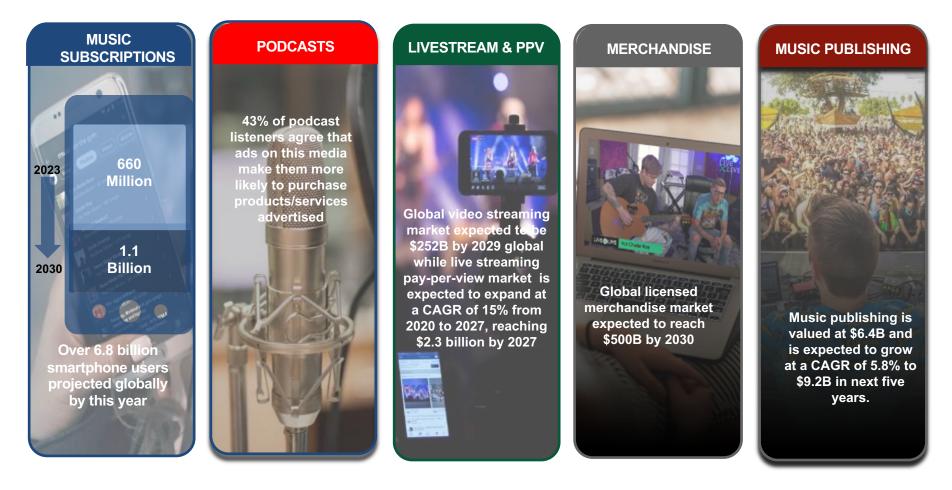


Splitmind



LiveOne's Model Addresses Five Large Market Verticals

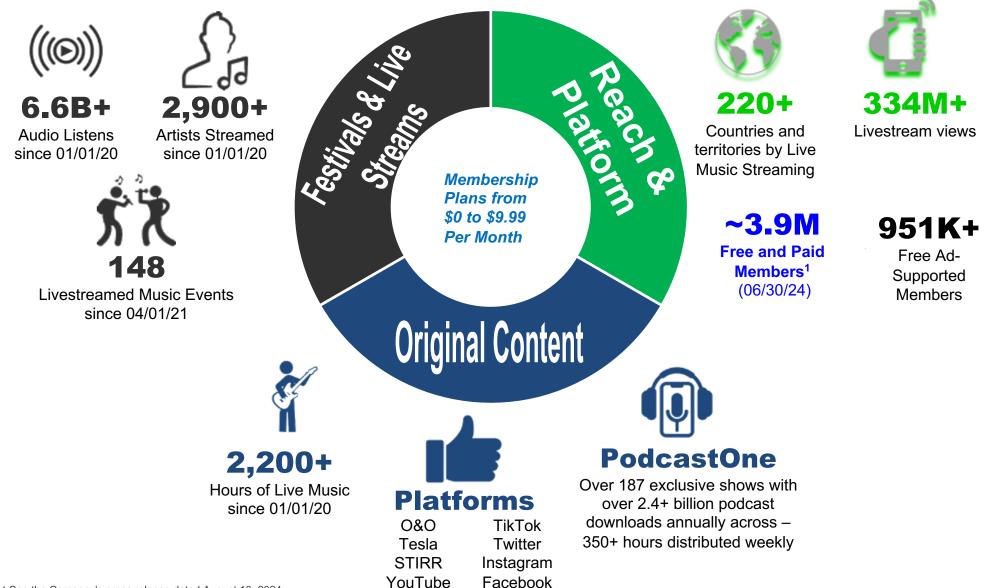
- Over 660 million paid music subscribers globally in 2023 estimated to grow to 1.1 billion by 2030
- 177 million listen to podcasts
- Podcast ad spend to exceed \$2B in 2026



Source: Houlihan Lokey Fall 2023 Report, MRI-Simmons, IFPI, BBC, Billboard, eMarketer, Facebook Live, Forbes, The Verge, Statista, Nielsen, Broker research, Grand View Resource, Morder Intelligence



Freemium Membership Content Paired with Distribution Platform







Growing Library of Franchises





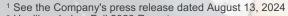
ContentOne studio to develop and distribute new originals and tentpole events across the platform





LiveOne's Slacker Radio is a membership music streaming service offering songs and access to expertly crafted stations, podcasts from PodcastOne, livestreamed video and on-demand programming, and livestreamed festivals, concerts and pay-per-view (PPV) events

- Full-Year Fiscal 2025 Guidance for Slacker's Revenue of \$80M, with \$20M of Adjusted EBITDA*
- As of 06/30/24, Total Members (paid and free ad-supported) have reached ~3.9M.¹
- Nearly all new Tesla EVs sold in the U.S. come with a paid membership to LiveOne's Slacker which is paid by Tesla. Tesla's annual agreement with Slacker was recently renewed for the 10th consecutive year.
- Tesla Paid Members Have Increased 15X Since LiveOne's Acquisition of Slacker in 2017.¹
- Mgmt. currently focused on establishing new B-to-B relationships in discussions with up to 63 potential partners in 5 different verticals having memberships of between 10 million and 2.5 billion.
- Ranked as the best quality music app and "Editor's Choice" by PC Magazine, outpacing better known brands such as Spotify and SiriusXM.
- Estimated music subscription global TAM currently at over 660 million music subscribers - estimated to grow to 1.1 billion by 2030.²



² Houlihan Lokey Fall 2023 Report

* See About Non-GAAP Financial Measures in LiveOne's SEC filings and press releases





Songs in catalogue Ex

Expertly crafted stations, podcasts, concerts, PPV events



6.6B+ Audio Listens since 01/01/20



~3.9M+1 Total Members (06/30/2024)



Audio listens since inception



85+

Automobiles partnerships for in-built music streaming





OVERVIEW

PodcastOne (Nasdaq: PODC) is a leading advertiser-supported podcast company offering a 360-degree solution for both content creators and advertisers.

350+ Episodes Produced

Weekly

600M+

Annual Downloads



Rank on Podtrac's Top Podcast Publishers 18M+

(IAB) Monthly Downloads

200+

Advertisers

5.5M+

Monthly Unique Listeners

obdcastone

¹ See PodcastOne's press release dated August 13, 2024 ** See About Non-GAAP Financial Measures in PodcastOne's SEC filings and press releases

KEY PodcastOne UPDATES

- LiveOne owns ~71.9% of PODC's common stock and will continue to consolidate PODC's financial results.
- PODC reported Q1 FY 2025 (Ended 06/30/2024) Revenue of \$13.2M and Adjusted EBITDA** of -\$316K¹
- Full Year FY2024 Revenue of \$43.3M and Adjusted EBITDA** of \$663K¹
- PODC was 11th in PODTRAC's Podcast Industry Top Publishers Rankings for July 2024.
- Currently have over 100 new podcasts in the pipeline and over 10 potential acquisitions.
- PODC is now featured in over 1 million Tesla cars.
- As of 8/14/2024, PODC had ~23.99M common shares outstanding.

INDUSTRY STATS

- 177M people listen to podcasts
- Analysts predict podcast ad spending to exceed \$2 Billion in 2026
- 67% of podcast audience feel close to the hosts of podcasts
- 61% consider podcasts as part of their daily routine





TOP SHOWS & ADVERTISERS





pocicastone



PPVOne Business Model

- PPVOne's Business Model Leverages LiveOne's **existing proprietary tech stack and expertise** with more than seven years of livestreaming experience and scalable product.
- Direct to consumer billing relationship enhances both PPVOne and LiveOne's flywheels for increased monetization opportunities. Expands far beyond just PPV ticket transactions to include music subscriptions, virtual meet and greets/VIP access, merchandise and NFT ecommerce offerings and virtual tipping.
- Leveraging's LiveOne's marketing engine with in-app messaging, social media, paid marketing program, email blasts to our fan database of 38M+ music fans; promoted across our LiveOne platform and partner network.
- Leveraging relationships with thousands of possible PPV entertainers and personalities through ongoing business activities of LiveOne.
- Strong connection between PPV participants and social followers enables for a stronger business model through lower marketing spend as artists and talent actively promote PPV events directly to their social media resulting in lower customer acquisition costs.
- PPVOne's execution capabilities are turnkey ranging from artist/talent signings, event marketing, sponsorship/advertising monetization, event production, digital and linear distribution through to settlement.

*Since inception

PPV EVENTS TO DATE

126+ 217K+ PPV EVENTS* TICKETS SOLD*

REVENUE SOURCES

- PPV Ticket Sales with Revenue Share
- Sponsorship and Advertising/Product Placement
- VIP Exclusive Upgrade Options
- Digital Meet and Greet Opportunities
- NFTs and E-Commerce
- Artist Merchandise Sales
- In-App Purchases





Custom Personalization Solutions

- Direct-to-consumer eCommerce merchandise platform
- Provides additional monetization opportunities for both LiveOne & PodcastOne
- Partners with artists and stars from the music, podcast and entertainment industry with massive social media and marketing reach to develop and distribute celebrity-backed and branded products
- LiveOne recently launched its first celebrity-back product, "Birthday Sex" chardonnay, in collaboration with R&B star Jeremih and renowned wine maker Russell Bevan.



Expected global licensed merchandise market in 2023



CPS Fiscal Year 2024 Revenue



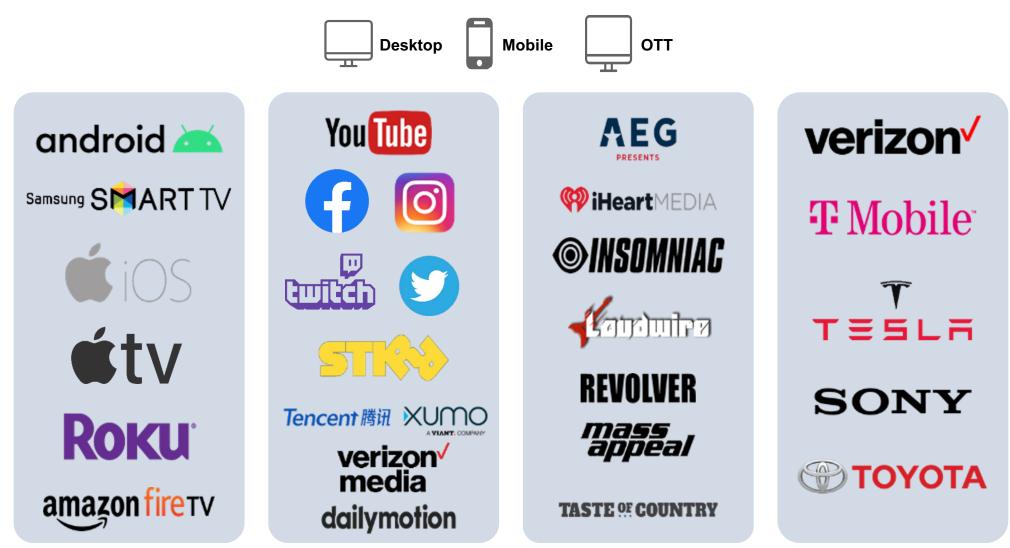
Unrivaled Capabilities Across Audio, Video, and Live Events

			Audio streaming							Live music streaming				Music events	
_			Spotify	((SiriusXM i)) pa∩dora'	DEEZER	amazonmusic	€Music	💌 Music	WEDIA	M melody∞ ⊖napster	ROUR	🔒 nugs.net	STAGEIT.	LIVE NATION	* <u>AEG</u> eventim
Audio streaming	Ad- supported										×	×	×	×	×
	Subscription										×		×	×	×
	Podcasts									×	×	×	×	×	×
Video streaming	Originals		×	×	×	×	×	×	×		×	×	×	×	×
	Live video streaming		×	×	×	×	×	×	×				×	×	×
Video st	Ticketed show		×	×	×	×	×	×	×			×			×
	Linear / OTT channels		×	×	×	×	×	×	×	×	×	×	×	×	×
	Live events		×	×	×	×	×	×		×		×	×		
	Merchandise	 	×	×	×	×	×	×	×	×		×	×		

Sources: Company filings, Company websites



Global Network of Distribution and Channel Partners



Over 220 countries reached by Live Music Streaming

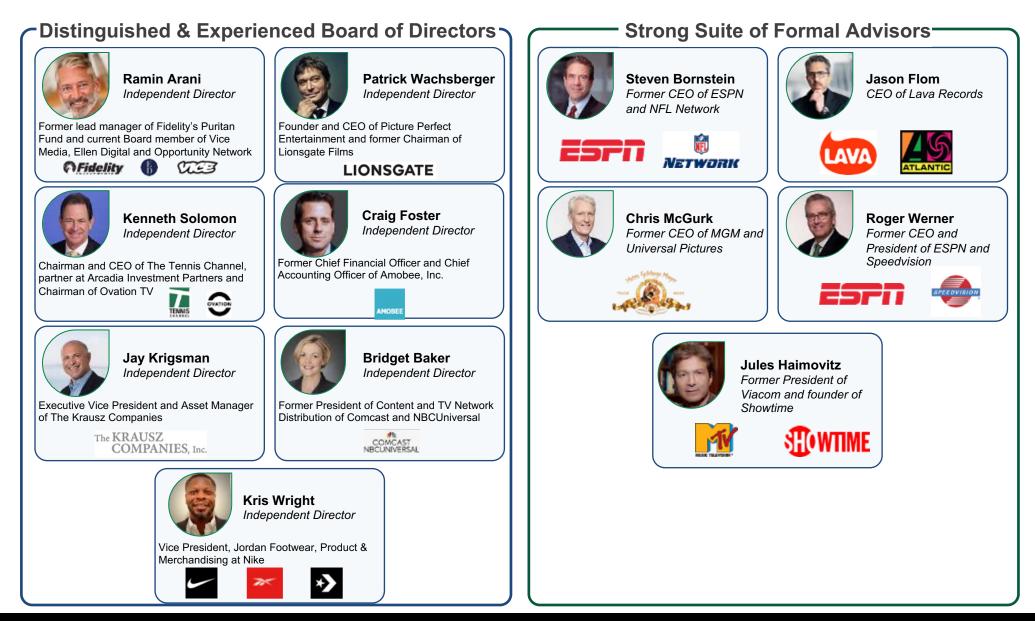


Management Team





Distinguished Board of Directors and Advisors with Industry Experience





Reported Q1 Fiscal Year 2025 (ended 06/30/2024) Consolidated Revenue of \$33.1M and Adjusted EBITDA* of \$2.9M



Full-Year Fiscal 2025 (ending 3/21/2025) Guidance for Consolidated Revenue of \$130 - \$140M and Adjusted EBITDA* of \$20M - \$25M



4

LiveOne Posted Record Consolidated Adjusted EBITDA* of \$11.0M for Full-Year Fiscal 2024 (ended 3/31/2024)





8

Completed Spinout of PodcastOne (Nasdaq: PODC) as a Separate Public Company with Special Dividend of PodcastOne Shares to LiveOne Shareholders

Tesla is Largest Customer as Nearly Every New Tesla Sold in U.S. Comes with a LiveOne Membership Paid by Tesla



Multiple membership records as total members grew to ~3.9M at 06/30/24

Repurchased 4.38 million shares of common stock under LiveOne's Share Stock Repurchase Program as of August 14, 2024, leaving capacity to repurchase an additional ~ \$6.3M worth of shares

25.7% Institutional Ownership at 8/14/2024, with Fidelity owning ~7.0 million shares. -- In addition, insiders beneficially own ~20% of LiveOne's common shares

* See About Non-GAAP Financial Measures in LiveOne's SEC filings and press releases



LIVE CONE

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