

LIVEONE

LiveOne, Inc. (NASDAQ: LVO) is 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.

LIVEONE, INC. (NASDAQ: LVO)

- Recent Share Price (as of 3/8/24): \$1.87
- Shares Outstanding (as of 3/8/24): 88.33 million
- Market Capitalization (as of 3/8/24): \$169.6 million

FINANCIAL HIGHLIGHTS

- Reported Q3 FY 2024 (ended 12/31/2023) Consolidated Revenue of \$31.2M and Adjusted EBITDA* of \$3.3M
- Company guidance for Audio Division (Slacker Radio and PodcastOne) FY 2024: Revenue of \$105M - \$110M with Adjusted EBITDA* of \$18.5M - \$21M
- Completed spinout of PodcastOne (Nasdaq: PODC) as a separate public co. with Special Dividend of ~19% of PODC's common stock to LiveOne's shareholders

Slacker
RADIO

- LiveOne's wholly-owned membership music streaming service offering songs and access to expertly crafted stations, and podcasts from PodcastOne.
- For the past 10 years, nearly all new Tesla EVs sold in the U.S. come with a membership to Slacker Radio which is paid by Tesla.
- Tesla paid members have increased 15X since LiveOne's acquisition of Slacker in 2017.
- Slacker Radio Guidance of \$80M in Revenue and \$20M in Adjusted EBITDA for FY2025*.
- Membership Plans from \$0 to \$9.99 per Month

As of 12/31/2023:

- ~ **3.5M+** Total Members
- ~ **880K** Free Ad-supported Members
- ~ **6.6B+** Audio Listens since 1/1/2020

LIVEONE, INC. REVENUE & ADJUSTED EBITDA*

(Fiscal Year ends March 31st)

- 2019 - Revs \$33.7M - Adj. EBITDA - (\$12.6M)
- 2020 - Revs \$38.7M - Adj. EBITDA - (\$12.6M)
- 2021 - Revs \$65.2M - Adj. EBITDA - (\$5.8M)
- 2022 - Revs \$117M - Adj. EBITDA - (\$13.4M)
- 2023 - Revs \$99.6M - Adj. EBITDA - **\$10.9M**
- 2024 - Revs \$114M - \$120M
- Adj. EBITDA* - \$12M - \$16M (Company Guidance)
- **Record Consolidated Adjusted EBITDA* of \$10.9M for FY 2023 --- a \$24.4M Improvement vs. FY 22**

LIVEONE'S MODEL ADDRESSES 5 LARGE VERTICALS THROUGH ITS SUBSIDIARIES



FREEMIUM MEMBERSHIPS CONTENT PAIRED WITH DISTRIBUTION PLATFORM

- Revenue model includes multiple monetization paths, including memberships, advertising, sponsorship, PPV, celebrity-backed merchandise, licensing, and NFTs.
- LiveOne mgmt. is currently focused on establishing new B-to-B relationships – in discussions with up to 50 potential partners in five different verticals having memberships of between 10 million and 2.5 billion.
- LiveOne recently launched its first celebrity-backed product, "Birthday Sex" chardonnay, in collaboration with R&B star Jeremih and renowned wine maker Russell Bevan.
- Over 660 million paid music subscribers WW in 2023 estimated to grow to 1.1 billion by 2030
- Podcast ad spend expected to be \$2B+ in 2026
- WW video streaming mkt. expected to be \$252B by 2029
- WW licensed merch mkt. expected to be \$500B by 2030
- WW streaming PPV mkt. expected to be \$2.3B by 2027

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

LIVE X ONE



(NASDAQ: PODC)

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

- LiveOne owns approx. 73.3% of PODC's common stock and will continue to consolidate PODC's financial results.
- PODC reported Q3 FY 2024 ended 12/31/2023 revenue of \$10.4M and Adjusted EBITDA* of -\$356K -- first nine months revenue of \$31.6M and Adjusted EBITDA* of \$405K
- PODC was 10th in PODTRAC's Podcast Industry Top Publishers Rankings for February 2024.
- PODC is now featured in Over 1 Million Tesla EVs.
- As of 3/8/2024, PODC had ~23.2M common shares outstanding



Adam Carolla



Kaitlyn Bristowe



Jordan Harbinger



LadyGang

- PODC now generates more than 600M downloads per year, has over 180 podcast episodes per week and 200+ advertisers.
- PODC currently has over 100 new podcasts in the pipeline as well as over 10 potential acquisitions.

LINEAR AND OTT DISTRIBUTION



SPONSORSHIP / ADVERTISING

- Over 300 ad and sponsorship deals including Pepsi, McDonald's, KFC, Hyundai, Corona, Porsche, Chipotle, State Farm, J.M. Smucker, Kia, White Claw, Mike's Hard Lemonade, and Mentos Gum



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

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

PPVOne ("PPV")

Since launching its PPV platform in 2020, LiveOne has generated approx. \$26.1 million of sales in live and pay-per-view related events.



Nelly



Pitbull



Social Gloves



Trace Adkins

OTHER INFORMATION

LiveOne has repurchased approx. 3.7 million shares of common stock under its Buyback Program as of 2/23/2024 leaving ~ \$5.75M remaining for discretionary repurchases of LVO and/or PODC shares.

- LiveOne 23.3% institutional ownership at 3/4/24 with Fidelity owning 7.0M shares - Insider ownership at 20%.
- In August 2023, Slacker appointed Microsoft veteran Bill Wittress Head of Business Development & Partnerships.
- Slacker Radio is ranked as the best quality music app and "Editor's Choice" by PC Magazine, outpacing better known brands such as Spotify and SiriusXM.
- LiveOne previously announced it has engaged J.P. Morgan to run a process to explore strategic alternatives in order to enhance shareholder value.
- LVO Analyst Coverage by ROTH, Ladenburg, and Alliance Global Partners -- PODC Coverage by Joseph Gunnar and ROTH.
- To listen to a replay of the Q3 Fiscal 2024 Financial Results & Business Update Webcast, [Click Here](#)
- To view the most recent investor deck, [Click Here](#)

MANAGEMENT/BOARD

- Management and Board include executives from:

