

Hartbeat Inc



WHERE COMEDY MEETS CULTURE



INTRODUCTION

BUSINESS OVERVIEW

FOUNDATIONS FOR GROWTH

BUSINESS STRATEGIES

FINANCIAL HIGHLIGHTS

V

TO KEEP THE WORLD **LAUGHING**…TOGETHER.

INSPIRED BY THE **ENTREPRENEURIAL GENIUS** OF SUPERSTAR **KEVIN HART**, AND POWERED BY THE NEXT GENERATION OF LEADING COMEDIC TALENT, **HARTBEAT INC**. IS ON A MISSION TO CREATE THE **FUTURE OF COMED**Y – THE **BIGGEST**, **BOLDEST**, AND **MOST INFLUENTIAL** COMEDY BUSINESS IN THE WORLD. THE DEFINITIVE SOURCE FOR "**COMEDY IN COLOR**" – UNITING A DIVERSE, GLOBAL AUDIENCE AROUND AN ESSENTIAL CONNECTIVE TISSUE: **LAUGHTER.**

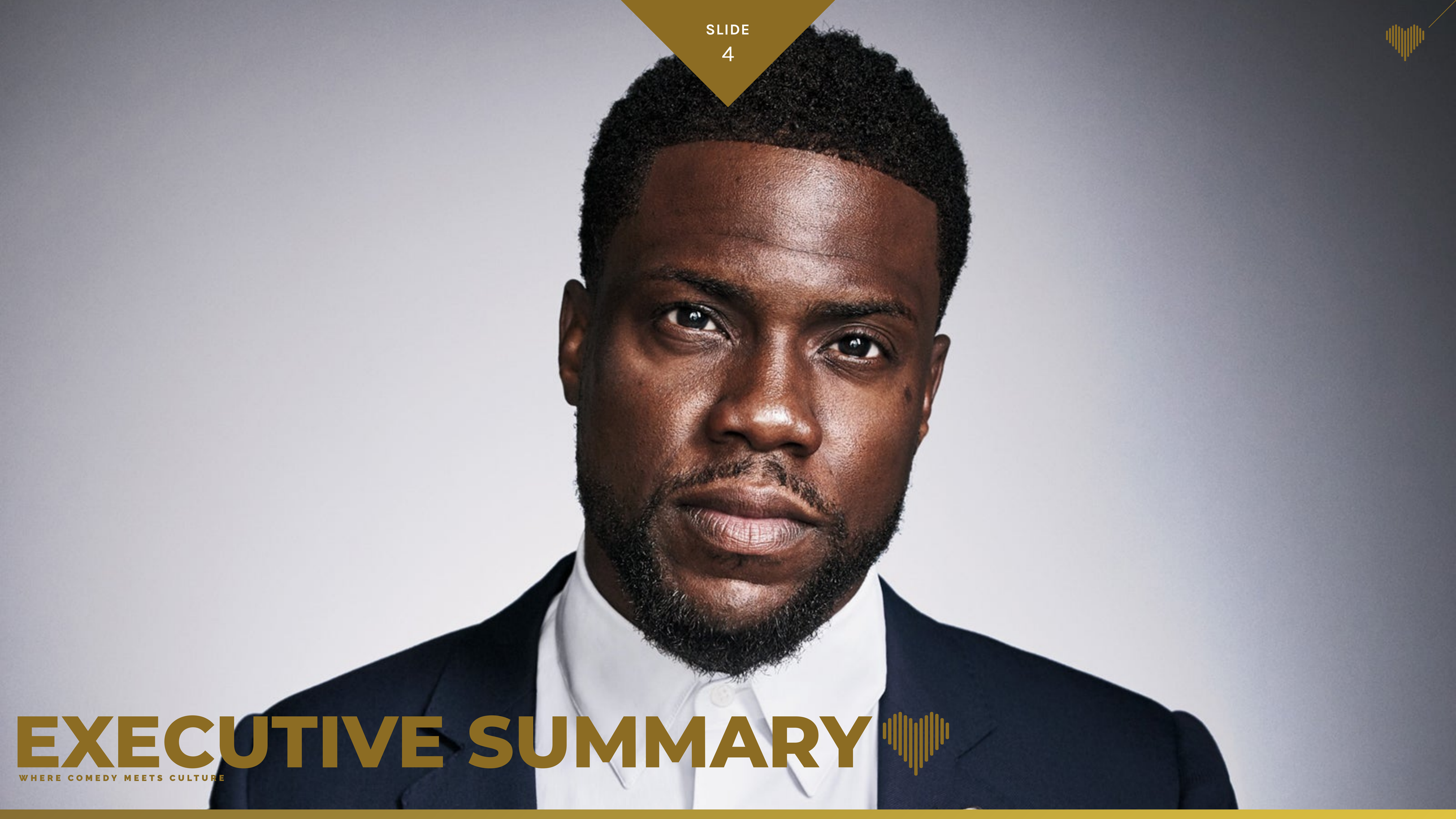
FOCUS

CREATE **DIVERSE**, **RELEVANT**, **INNOVATIVE** ENTERTAINMENT AT THE INTERSECTION OF **COMEDY** AND **CULTURE**.

VISION

BUILD MOST **INNOVATIVE**, **INSPIRING** AND **INCLUSIVE** ENTERTAINMENT PLATFORM IN THE WORLD





EXECUTIVE SUMMARY

WHERE COMEDY MEETS CULTURE

INVESTMENT HIGHLIGHTS

HARTBEAT INC. IS DEFINING THE **FUTURE** OF **COMEDY**

HELMED BY ONE OF THE MOST INFLUENTIAL & BANKABLE ENTERTAINERS OF ALL TIME



Over the course of his multi-decade career, Kevin Hart has established himself as a true comedic force to be reckoned with – boasting **multi-billion dollar box office** appeal, **proven entrepreneurial skills**, and a singular ability to attract and retain a **massive, diverse, and highly lucrative core audience** which he can drive to transact (to the tune of billions of dollars) around content, consumer products and live events.

CATERING TO ONE OF THE MOST VALUABLE AND FASTEST GROWING GLOBAL CONSUMER SEGMENTS

The Company's key demographic – a multicultural millennial and Gen Z consumers – consumes more content across the board than the average consumer, and is particularly digital-savvy. The multicultural population in the US is **growing twice as quickly** as the general population and its aggregate buying power is increasing rapidly in tandem. Black millennials are the most active viewing audience across all demographic groups, and are particularly dominant in the social content arena with 55% spending more than 1 hour per day on social sites (11% higher than the average millennial population). Kevin is the **most influential stars on social media**, with an aggregate following exceeding 200MM fans, and acts as a prefabricated marketing machine driving engagement with the Hartbeat Inc. platform and its many channels



ATTRACTING AND ACTIVATING A-LIST TALENT OF TODAY & TOMORROW

HARTBEAT is strategically identifying and incubating the next generation of comic rock stars – while creating content with today's figures in comedic entertainment. HARTBEAT's **robust network of talent** provides depth and diversity extending far beyond the already formidable reach of Kevin Hart. The company's two-pronged approached to talent activation:



- leveraging its flywheel of capabilities to architect and launch of **emerging comedic careers** – in exchange for long-term participation in their businesses WHILE
- creating buzzy formats that attract current A-Listers to maximize present-day virality and exploitation of the company's' content.

HARTBEAT has built a reputation loud speaker for talented diverse voices that speak directly to multicultural audiences **– the new global majority.**

CULTURALLY RELEVANT, RECORD-BREAKING, SUBSCRIBER-DRIVING CONTENT



HARTBEAT is one of the most sought after production companies in Hollywood – as its titles consistently create buzz, break records and drive subscribers today's to streaming platforms. The company has produced top-performing content for some of world's biggest contest distributors including: ***Netflix*** (Fatherhood), ***Roku*** (Die Hart) ***Peacock*** (Olympic Highlights) and ***YouTube*** (What The Fit).

DIVERSIFIED, HIGH-GROWTH BUSINESS MODEL THAT INDUSTRIALIZES THE BUSINESS OF COMEDY



HARTBEAT boasts a diversified business model that covers the spectrum of content creation and distribution across platforms, with a supplementary focus live events, merchandising, marketing services and publishing – the Company is positioned to become a **true media behemoth**. Multi-dimensional content creation and distribution strategy provides **360 degree exposure** to Hartbeat's core audience. The market opportunity extends beyond the Company's existing business segments – further expansion into other verticals such as **talent management** and **gaming** provides opportunity for incremental growth and even greater, domination of the comedic entertainment category & all-encompassing engagement with the Company's multicultural audience

MANAGEMENT TEAM

LED BY AN EXECUTIVE TEAM WITH **DEEP VERTICAL EXPERTISE**, STRONG ENTREPRENEURIAL **INSTINCTS** AND **PROVEN TRACK RECORD** FOR SCALING ENTERPRISES.



KEVIN **HART**

MOST COMMERCIALLY SUCCESSFUL COMEDIAN IN HISTORY

INVESTOR IN OVER 40 LEADING BRANDS

ONE OF HOLLYWOOD'S HIGHEST SOUGHT AFTER ACTORS



LELAND **WIGINGTON**

CO-FOUNDED HARTBEAT PRODUCTIONS WITH KEVIN HART

SERIAL ENTREPRENEUR AND COMEDY VETERAN

SERVED AS MULTI-HYPHENATE EXECUTIVE GUIDING HARTBEAT'S EARLY BUSINESS STRATEGY AND GROWTH



THAI **RANDOLPH**

AWARD WINNING BUSINESS LEADER, STORYTELLER AND INTRA/ENTREPRENEUR

FACEBOOK/SONY/WPP/PUBLICIS ALUM

AD AGE 40 (2018), WONDER WOMEN IN STREAMING (2019), VARIETY SILICON VALLEYWOOD IMPACT REPORT (2021), ENTREPRENEUR'S WOMEN OF IMPACT (2021)

CO-FOUNDER OF SUGABERRY, A MODERN MEDIA COMPANY FOCUSED ON BLACK WOMEN



BRIAN **SMILEY**

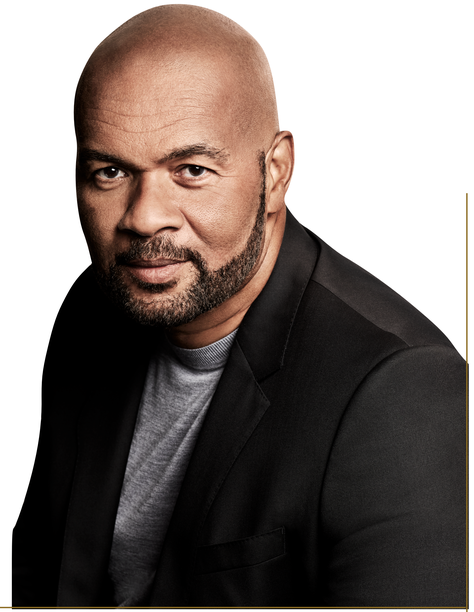
HOLLYWOOD REPORTER'S NEXT GEN 2018

AHOLLYWOOD REPORTER 35 UNDER 35

SONY, NEW REGENCY ALUM

SEASONED CREATIVE DEALMAKER ISSA RAE, STEPH CURRY AND BARON DAVIS

SERIAL INVESTOR/ENTREPNUER (PLAY VS)



JEFF **CLANAGAN**

FOUNDED CODE BLACK - GENERATED OVER $100 MILLION THEATRICAL REVENUE AS CEO OF CODE BLACK FILMS (IN PARTNERSHIP WITH LIONSGATE)

CO-FOUNDED LOL W/KEVIN HART

EBONY POWER 100, VARIETY DIGITAL IMPACT REPORT

THOUGHT LEADER IN CONTENT DISTRIBUTION & SYNDICATION

THE POWER OF KEVIN HART

NO COMEDIAN IN HISTORY HAS ACHIEVED THE LEVEL OF **CONSUMER REACH**, & **COMMERCIAL SUCCESS** & **CULTURAL IMPACT** OF **KEVIN HART**:



MOST SUCCESSFUL TOURING COMEDIAN WORLDWIDE OVER 20 MILLION TICKETS SOLD

3 NEW YORK TIMES BEST SELLERS

10 MOVIES THAT HAVE OPENED AT NUMBER 1

#1 COMEDIAN ON SOCIAL MEDIA

$4.23 BILLION AT THE GLOBAL BOX OFFICE



THE WALL STREET JOURNAL.

ARTS & ENTERTAINMENT

The Business of Being Kevin Hart: First Lesson, Always Build the Brand

The comedian is everywhere as he creates an entertainment empire that encompasses everything from a high-profile Netflix deal to a children's book to a summer Olympics show to a star turn on a car app

THE HOUSE THAT HART BUILT

KEVIN HAS SPENT THE **PAST DECADE** LEVERAGING HIS INDIVIDUAL SUCCESS TO BUILD **TWO HIGH-GROWTH COMPANIES**, WHICH HE HAS NOW COMBINED TO **CREATE ONE OF THE FASTEST-GROWING ENTERTAINMENT ENTERPRISES IN THE WORLD**.

HARTBEAT

LAUGH OUT LOUD!

2009

HARTBEAT PRODUCTIONS WAS CO-FOUNDED BY KEVIN HART AND LELAND WIGINTON

2011

LAUGH AT MY PAIN- PRODUCED AND DISTRIBUTED BY THE COMPANY



2013

LET ME EXPLAIN

KEVIN HART LET ME EXPLAIN

2016

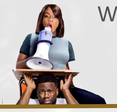
WHAT NOW

KEVIN HART WHAT NOW?

KEVIN HART AND JEFF CLANAGAN PARTNER WITH LIONSGATE TO LAUNCH LOL, A JOINT VENTURE



2017



PLATFORM **LAUNCHES** AND GARNERS **1MM DOWNLOADS** IN 1ST 100 DAYS



LOL RADIO LAUNCHES ON SIRIUSXM

2018

NIGHT SCHOOL (FIRST SCRIPTED FEATURE – WRITTEN & PRODUCED HB)



COLD AS BALLS PREMIERE W/BRAND PARTNER OLD SPICE

2019

DAVE

DAVE PREMIERES FX

PARTNERS WITH YOUTUBE ORIGINALS FOR **WHAT THE FIT** SERIES

peacock

LOL INKS NBCU/PEACOCK 1ST LOOK & EQUITY INVESTMENT DEAL

audible

KEVIN HART/ CHARLAMAGNE AUDIBLE PARTNERSHIP FORMED

KEVIN HART ASSUMES MAJORITY OWNERSHIP OF LOL

2020

DIE HART

DIE HART DEBUTS #1 ON QUIBI AND HAS 2ND #1 DEBUT ON ROKU



LOL LAUNCHES **LOL X!** EXPERIENTIAL DIVISION – PRODUCES WILD N' OUT TOUR W/NICK CANNON

LOL CHANNEL LAUNCHES ON **PLUTO, TUBI & REDBOX**

2021

NETFLIX DEAL

ZERO F&*! GIVEN

KH DOUBLES SIZE OF TEAM ATTRACTING TALENT FROM STX, NETFLIX, SONY, WPP

LOL CHANNEL LAUNCHES ON **PEACOCK**

HARTBEAT INC FORMED

SEPTEMBER 2021

WHERE COMEDY MEETS CULTURE

NOW
IS THE TIME

LOL AND **HARTBEAT** HAVE NOW COMBINED TO FORM **HARTBEAT INC**, A **MULTI-PLATFORM** ENTERTAINMENT COMPANY, UNITING A **DIVERSE**, **GLOBAL** AUDIENCE AROUND AN ESSENTIAL CONNECTIVE TISSUE: **LAUGHTER**



THERE HASN’T BEEN, IN RECENT HISTORY, A GREATER NEED FOR COMEDIC RELIEF. IN THE FACE OF DEVASTATING LOSSES AND SOCIAL UNREST, OUR MISSION TO **KEEP THE WORLD LAUGHING** HAS NEVER BEEN MORE CRITICAL.

THE **EXPLOSION OF COMEDIC CONTENT** IN ALL ITS ITERATIONS IS DEMONSTRATIVE OF THE IMPORTANCE OF THIS MISSION. COMEDY GIVES THE WORLD A REASON TO LAUGH.



BUSINESS OVERVIEW

WHERE COMEDY MEETS CULTURE

BUSINESS OVERVIEW

AN **INNOVATIVE**, **INDUSTRIALIZED** APPROACH TO **COMEDIC ENTERTAINMENT**

Hartbeat Inc

WHERE COMEDY MEETS CULTURE

Hartbeat Studio

CONTENT WITH **HEART** & **HUMOR**

FILM, TV, AUDIO, DIGITAL, PRODUCTION SERVICES & FACILITIES

Hartbeat Media

CONNECTING WITH A **DIVERSE** GLOBAL AUDIENCE

STREAMING, CONTENT SALES & LICENSING GAMING & APPS, LIVE EVENTS, PUBLISHING & RIGHTS MANAGEMENT

CULTURE & COMEDY

HARTBEAT PULSE

MARKETING THAT MOVES AT THE **SPEED** AND **BEAT** OF **CULTURE**

DATA & INSIGHTS, BRAND & RETAIL PARTNERSHIPS, MEDIA & MARKETING SERVICES, INFLUENCER ACTIVATION

WORKING WITH THE TOP TALENT IN THE WORLD


SNOOP DOGG
(OLYMPIC HIGHLIGHTS, SO DUMB IT'S CRIMINAL)

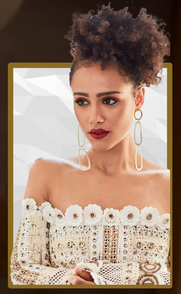

HALLE BERRY
(NO. 1 ON THE CALL SHEET, WHAT NOW)


NICK CANNON
(LOL X!, REAL HUSBANDS OF HOLLYWOOD)


TARAJI P. HENSON
(HART II HEART)


TIFFANY HADDISH
(NIGHT SCHOOL, MEDITATE W/ME, WHAT THE FIT


JIMMY KIMMEL
(WHAT THE FIT, HART II HEART)


NATHALIE MANUEL
(DIE HART)


DL HUGHLEY
(DL UNCUT)


EDDIE MURPHY
(COMEDY GOLD MINDS)


JASMIN BROWN
(LADIES ROOM)


SEINFIELD
(COMEDY GOLD MINDS)


JAMES CORDEN
(WHAT THE FIT)


LIL REL
(FATHERHOOD, COMEDY IN COLOR STAND-UP, COMEDY IN COLOR AUDIO BOOK)

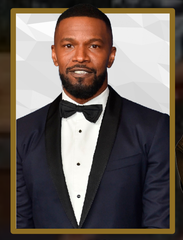

JO KOY
(INGLORIOUS PRANKSTERS, COMEDY GOLD MINDS)


EARTHQUAKE
(QUAKES HOUSE/SIRIUSXM)


HASAN MANAJ
(MEDITATE W/ME)


REGINA HALL
ME TIME


FLOYD MAYWEATHER
COLD AS BALLS

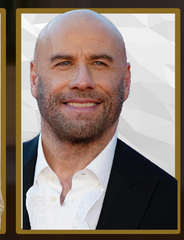

JAMIE FOXX
(NUMBER ONE ON THE CALL SHEET)


NICK JONAS
(WHAT THE FIT)


JAY LENO
(COMEDY GOLD MINDS)

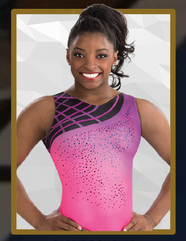

CONAN O'BRIEN
(COMEDY GOLDMINDS, WHAT THE FIT)


DON CHEADLE
(WHAT NOW, HART II HEART)


JOHN TRAVOLTA
(DIE HART)

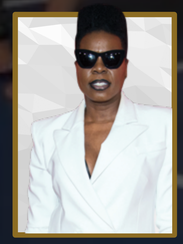

BRESHA WEB
(WOMEN WRITE NOW)


GABRIELLE DENNIS
(WOMEN WRITE NOW)


GABBIE DOUGLAS
COLD AS BALLS


CHRIS PAUL
COLD AS BALLS


MARK WAHLBERGH
ME TIME


LESLIE JONES
(WHAT THE FIT)


TRACIE ELLIS ROSS
(CELEBRITY GAME FACE)


DEON COLE
(COLD AS BALLS, MEDITATE WITH ME)


KHLOE KARDASHION
(WHAT THE FIT)


LENA WAITHE
(DICK GREGORY)


WESLEY SNIPES
(TRUE STORY)


CAMERON DIAZ
(HEART II HEART)


MEAGAN GOOD
(WOMEN WRITE NOW)

PARTNERING WITH THE BIGGEST ENTERTAINMENT COMPANIES

Old Spice · headspace · T-Mobile · AT&T · purple · Lyft · Tommy John

Hyundai · P&G · pepsi · sam's club · hydrow · Mtn Dew · Walmart

AND BEST-IN-CLASS BRANDS

NETFLIX · NBCUniversal · VH1 · LIONSGATE · CBS · SHOWTIME · UNIVERSAL · SiriusXM

Discovery Channel · STX Entertainment · amazon · FX · Paramount · audible · HBOmax

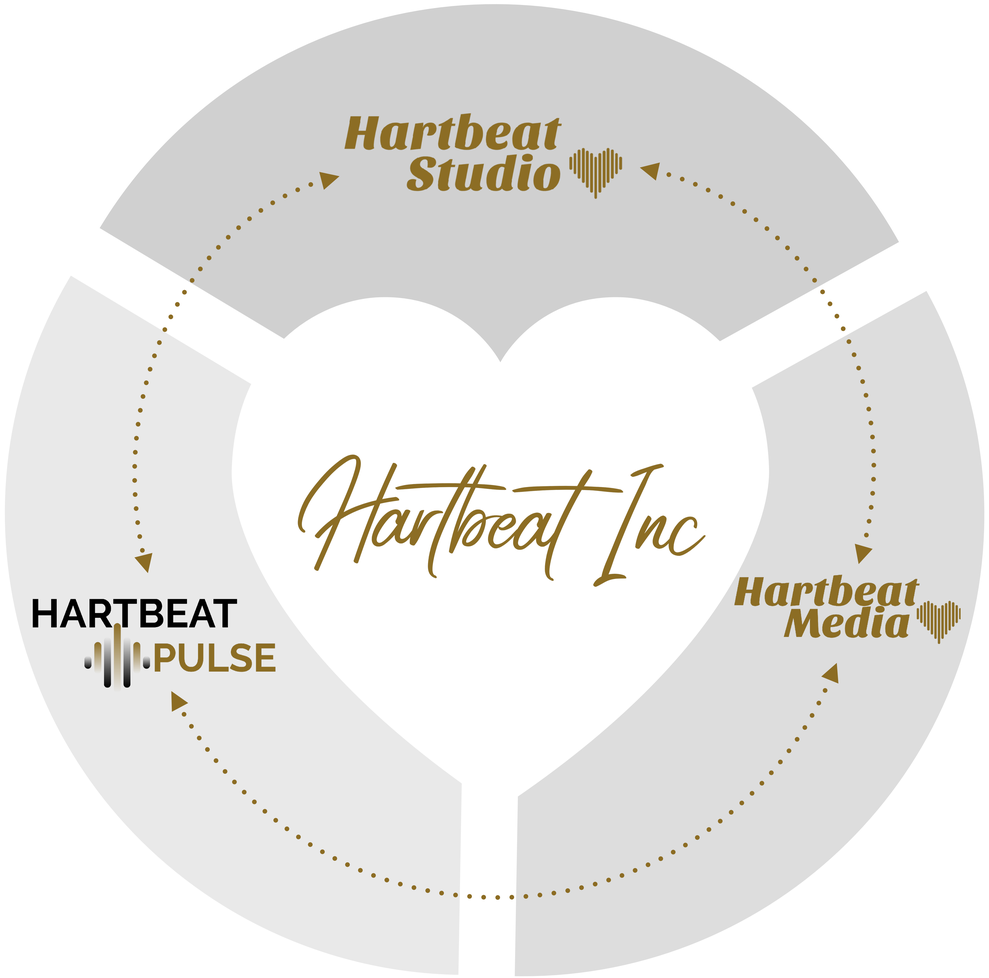
COMEDY CENTRAL · SONY · Roku · pandora · BET

OUR MODEL

A FLY-WHEEL OF INTEGRATED BUSINESSES THAT CREATE AN EFFICIENT AND SCALED ENTERTAINMENT ENTERPRISE

FINANCES, DEVELOPS AND PRODUCES **INNOVATIVE CONTENT** AT INTERSECTION OF **CULTURE** AND COMEDY

SERVES AS **CONTENT SUPPLIER**/CATALOGUE BUILDER FOR **HARTBEAT MEDIA** BUSINESS



CONNECTS THE DOTS BETWEEN OUR **CONTENT**, THE **CULTURE** AND **CONSUMERS**

BUILDS **INTEGRATED CREATIVE** AND **ADVERTISING CAMPAIGNS** THAT LEVERAGE THE BREADTH OF **HARTBEAT STUDIOS** ASSETS (CONTENT, DISTRIBUTION AND TALENT)

INCUBATE TALENT FOR **STUDIO BUSINESS**

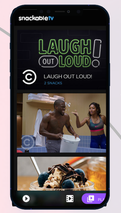
MAXIMIZE **MONETIZATION** AND **EXPLOITATION** OF THE COMPANY'S ASSETS (TALENT, IP, CONTENT)

CONNECTS WITH **CONSUMERS** AROUND THE WORLD THROUGH **MASSIVE DISTRIBUTION** NETWORK

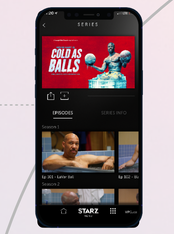
THE MODEL IN ACTION

WHOLLY OWNED, FINANCED, DEVELOPED AND PRODUCED IP – WITH A DIVERSIFIED MONETIZATION MODEL THAT'S YIELDED OVER $15MM IN REVENUE AT A 40% PROFIT MARGIN



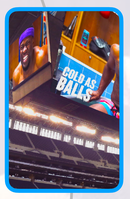


WW LICENSING
COLD AS BALLS TO BELL MEDIA & SNAPCHAT INC



SVOD
UNCENSORED BEHIND PAYWALL AT STARZ

COLD AS BALLS



"COLD AS BALLS" LIVE FROM SUPER BOWL WITH SIRIUSXM ON RADIO ROW*



DIRECT AD SALES & SPONSORSHIPS
$15MM+



SIRIUS AUDIO ACTIVAITON
BEST OF COLD AS BALLS – AS LIMITED EDITION PODCAST ON SIRIUSXM, STITCHER AND PANDORA*



*FUTURE EXPLOTATIONS

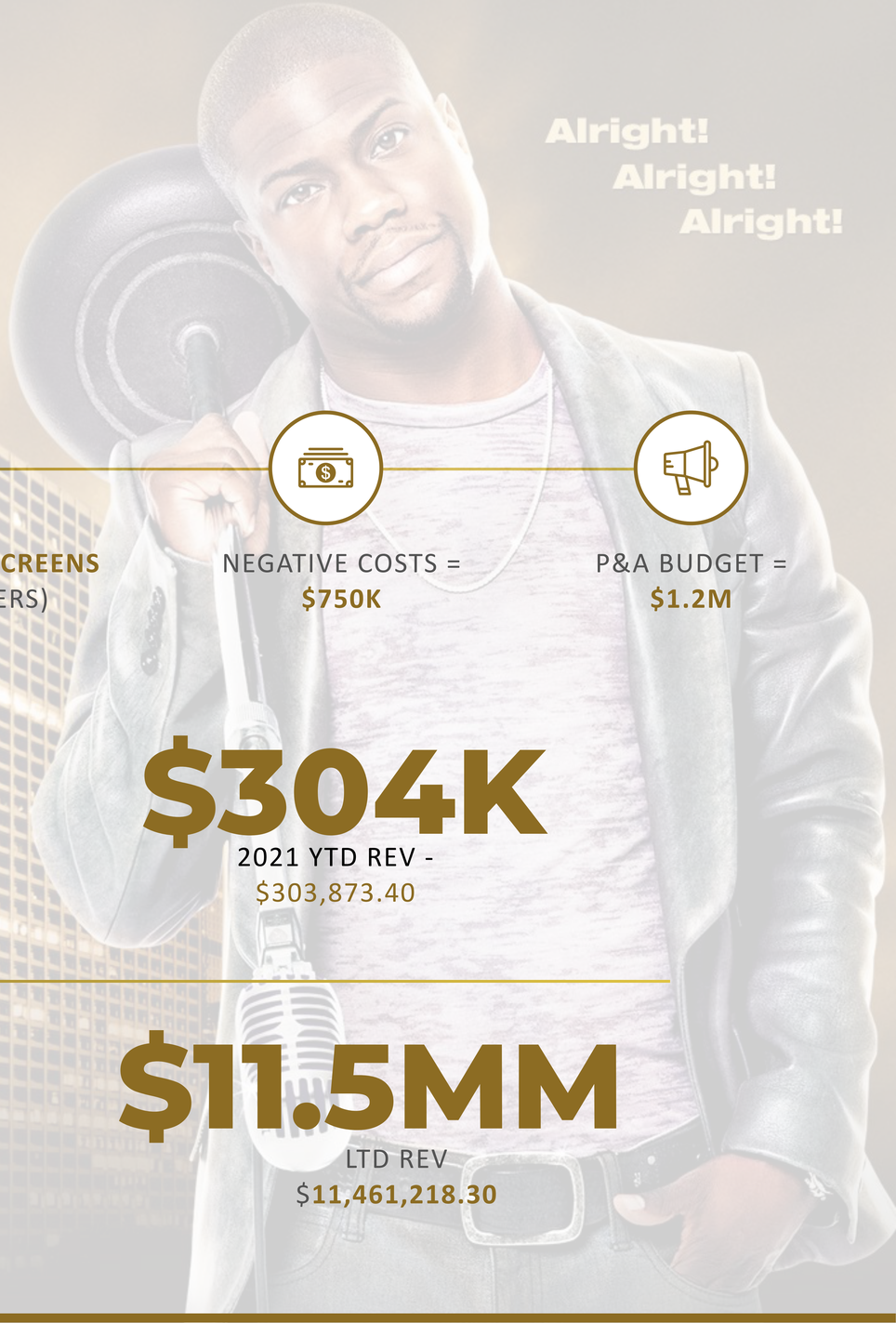
COLD AS BALLS IS AN EXAMPLE OF LOL IP THAT FUELS MULTIPLE REVENUE STREAMS AND TRAVELS ACROSS MULTIPLE CHANNELS:

BRAND PARTNERS	DIVERSIFIED DISTRIBUTION MODEL	ANCILLARY REVENUE OPPORTUNITIES
$15M+ DIRECT AD SALES & SPONSORSHIP REVENUE Old Spice, pepsi	peacock, STARZ, YouTube	ECOMMERCE / MERCHANDISING LIVE EVENTS – *"COLD AS BALLS LIVE"* INTERNATIONAL FORMAT SALES

THE MODEL IN ACTION

WHOLLY OWNED, FINANCED, DEVELOPED AND PRODUCED IP, LAUGH AT MY PAIN IS THE ARCHETYPE FOR COMEDY SPECIALS FEATURING KEVIN HART, AND CONTINUES TO GENERATE SIGNIFICANT REVENUE A DECADE AFTER ITS LAUNCH.

KEVIN HART
Laugh at my PAIN



FINANCED INDEPENDENTLY BY **HARTBEAT**

DISTRIBUTED INDEPENDENTLY (NO STUDIO OR DISTRIBUTOR INVOLVEMENT) VIA A DIRECT DEAL WITH **AMC** THEATERS:

RELEASE DATE: **2011**

OPENED ON **97 SCREENS** (AMC THEATERS)

NEGATIVE COSTS = **$750K**

P&A BUDGET = **$1.2M**



THE RESULTS

$2MM

OPENING WEEKEND = **$2 MILLION DOLLARS** (PER LOCATION AVERAGE OF $20,619)

$304K

2021 YTD REV - $303,873.40

$7.7MM

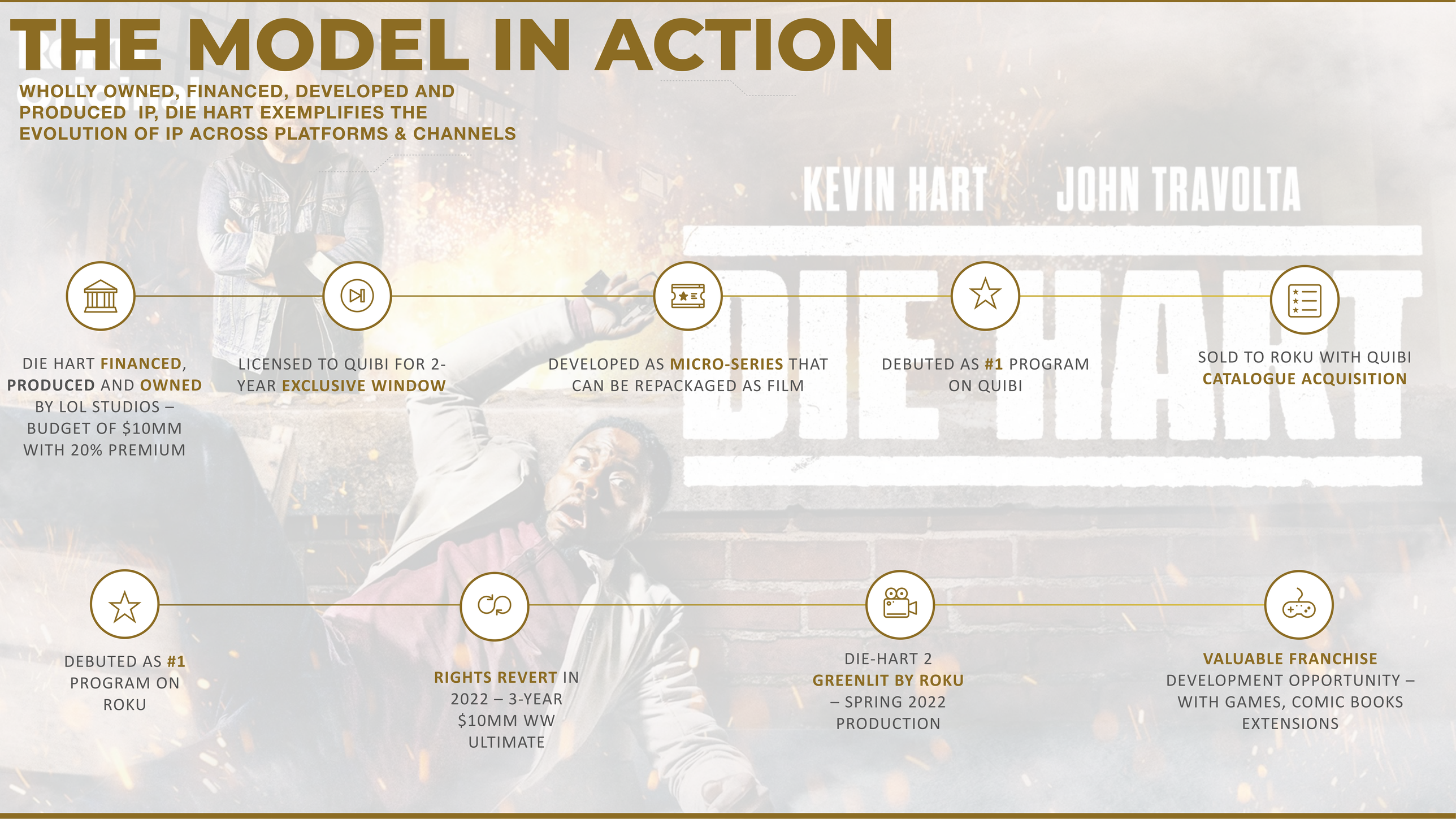
FINAL BOX OFFICE GROSS OF **$7,705, 965**

$11.5MM

LTD REV $**11,461,218.30**

THE MODEL IN ACTION

WHOLLY OWNED, FINANCED, DEVELOPED AND PRODUCED IP, DIE HART EXEMPLIFIES THE EVOLUTION OF IP ACROSS PLATFORMS & CHANNELS



DIE HART **FINANCED**, **PRODUCED** AND **OWNED** BY LOL STUDIOS – BUDGET OF $10MM WITH 20% PREMIUM

LICENSED TO QUIBI FOR 2-YEAR **EXCLUSIVE WINDOW**

DEVELOPED AS **MICRO-SERIES** THAT CAN BE REPACKAGED AS FILM

DEBUTED AS **#1** PROGRAM ON QUIBI

SOLD TO ROKU WITH QUIBI **CATALOGUE ACQUISITION**

DEBUTED AS **#1** PROGRAM ON ROKU

RIGHTS REVERT IN 2022 – 3-YEAR $10MM WW ULTIMATE

DIE-HART 2 **GREENLIT BY ROKU** – SPRING 2022 PRODUCTION

VALUABLE FRANCHISE DEVELOPMENT OPPORTUNITY – WITH GAMES, COMIC BOOKS EXTENSIONS

PROVEN TO SCALE



$4.23 BILLION
GLOBAL BOX OFFICE

100 MILLION
HOUSEHOLDS REACHED VIA LOL NETWORK

100 MILLION
ACCESS TO 100 MILLION LISTENERS

10 #1 FILMS
10 NUMBER 1 FILMS AT THE BOX OFFICE

DOZENS OF FORTUNE 500 BRAND PARTNERS

300 ORIGINAL STAND-UP SPECIALS
FEATURING COMEDIANS FROM OVER 30 COUNTRIES

POISED FOR EXPLOSIVE GROWTH

OUR GROWTH STRATEGY IS BUILT ON PILLARS AND PRINCIPLES THAT ENABLE US TO MAXIMIZE **REACH**, **REVENUE**, **EITBDA** AND **ENTERPRISE VALUE**.



IP CREATION & OWNERSHIP

BUILDING ONE OF THE MOST VALUABLE CATALOGUE OF ENTERTAINMENT IP



GLOBAL EXPANSION

ESTABLISHING RELATIONSHIPS WITH A DIVERSE MULTICULTURAL CONSUMER BASE AROUND THE WORLD.



TALENT PARTNERSHIPS

DEVELOPING WIN-WIN RELATIONSHIPS WITH TALENT PARTNERS THAT DRIVE MUTUAL VALUE



LEVERAGE INFRASTRUCTURE FOR SCALE

DRIVES ENTERPRISE VALUES FOR OUR PORTFOLIO OF BUSINESS, BRANDS TAND ATLENT PARTNERS VIA OPERATIONAL RESOURCES, FINANCIAL SUPPORT



MAXIMIZE EXPLOITATION OF IP

VERTICALLY INTEGRATING OUR BUSINESS TO CREATE A 360-MONETIZATION APPROACH FOR ALL OF IP



BUSINESS STRATEGY

WHERE COMEDY MEETS CULTURE

INDUSTRY OUTLOOK FOR CURRENT BUSINESS

ALIGNED WITH TRENDS, PROPELLED BY TAILWINDS

AVOD



HIGH COST OF MULTIPLE SUBSCRIPTIONS, COMBINED WITH DISRUPTION OF AD-SUPPORTED NETWORK MODEL, WILL DRIVE MORE CONSUMERS AND ADVERTISERS TO AVOD PLATFORMS

GROWING THE GLOBAL AVOD MARKET TO **$56 BILLION** BY YEAR 2024

COST-EFFECTIVE CONTENT PRODUCTION, DISTRIBUTION ENGINE

AUDIO



PODCAST-BASED ADVERTISING SPENDING WAS ESTIMATED TO RISE FROM **$678.7 MILLION** IN 2019 TO **$863.4 MILLION** IN 2020.16 BY HELPING TO SATISFY CONSUMERS' DEMAND FOR ORIGINAL CONTENT, PODCASTS NOW REACH MORE THAN **100 MILLION AMERICANS** EVERY MONTH—AN AUDIENCE THAT IS BECOMING INCREASINGLY DIVERSE.

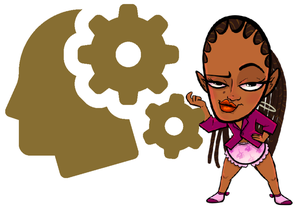
BASED ON THE $708.1 MILLION INDUSTRY TALLY FOR LAST YEAR, THE NEWS CATEGORY HAD TOTAL REVENUE OF ROUGHLY $156 MILLION. **COMEDY WAS SECOND**, WITH **17% OF PODCAST INDUSTRY REVENUE** FROM SHOWS THAT MAKE YOU LAUGH.

EXPERIENTIAL



THE EVENTS INDUSTRY SIZE WAS VALUED AT **$1,135.4 BILLION** IN 2019 AND IS EXPECTED TO REACH **$1,552.9 BILLION** BY 2028

IP DEVELOPMENT & PRODUCTION



THE MARKET SIZE FOR MOVIE AND VIDEO PREPRODUCTION MEASURED BY REVENUE, OF THE MOVIE & VIDEO PRODUCTION INDUSTRY IS **$33.8BN IN 2021**

THE GLOBAL DIGITAL VIDEO CONTENT MARKET REACHED A VALUE OF US **$172 BILLION IN 2020**. DIGITAL VIDEO CONTENT COMPRISES TV SHOWS, MOVIES, MUSIC VIDEOS AND ADVERTISEMENTS THAT ARE VIEWED ONLINE ON VARIOUS DIGITAL PLATFORMS

Hartbeat Studio

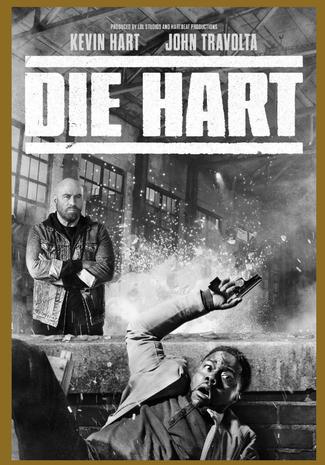
CONTENT FINANCING, DEVELOPMENT, PRODUCTION

















FILM

CREATING PREMIUM MOTION PICTURE ENTERTAINMENT RANGING FROM GLOBAL COMEDIC VEHICLES TO CULTURALLY SPECIFIC HITS. RECENTLY INKED 4-PICTURE GUARANTEED NETFLIX DEAL.

PRODUCTION FACILITIES

HARTBEAT STAGES IS A STATE OF THE ART 40,000-SQUARE FOOT FACILITY BOASTING MULTIPLE SOUND STAGE, STANDING SETS, SCREENING ROOMS AND STATE-OF-THE ART PRODUCTION AUDIO AND VISUAL PRODUCTION EQUIPMENT.

DIGITAL & BRANDED CONTENT

CREATING DIGITAL/SOCIAL -FIRST CONTENT WITH SOME OF THE TOP BRANDS AND ADVERTISERS IN THE WORLD (P&G, AMAZON, AT&T)

AUDIO

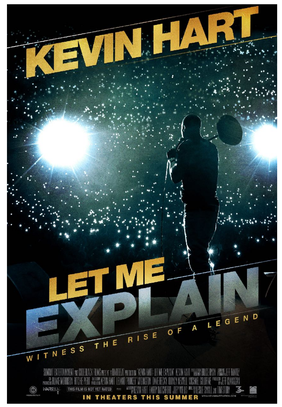
CREATING AWARD-WINNING PODCASTS, RADIO SHOWS AND AUDIOBOOKS FOR THE WORLD'S LARGEST AUDIO ENTERTAINMENT PLATFORMS (AUDIBLE, SIRIUSXM, PANDORA)

TV

INDEPENDENT TV STUDIO WITH NBCU/PEACOCK-FIRST LOOK DEAL – CREATING SOME OF THE MOST WATCHED SHOWS ACROSS THE TV AND STREAMING UNIVERSE (PEACOCK, ROKU, LOL NETWORK, FX, E! DISCOVER, NETFLIXY)

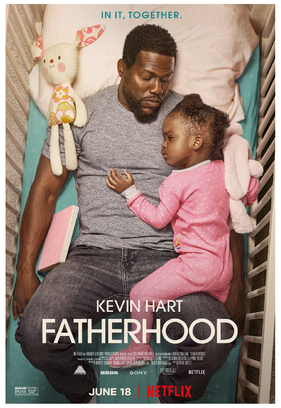
CATALOGUE & CREDS

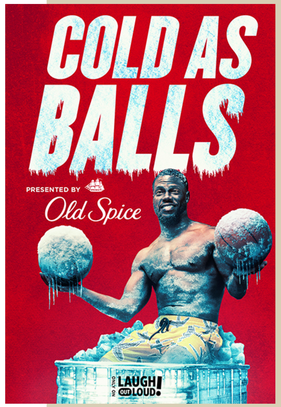










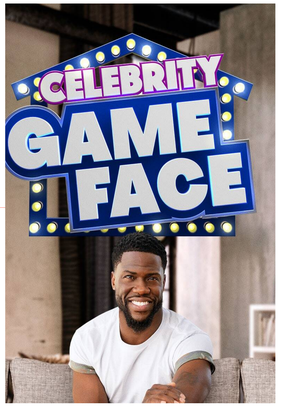






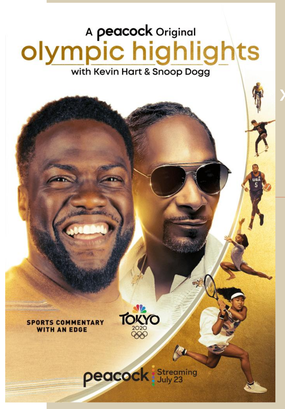


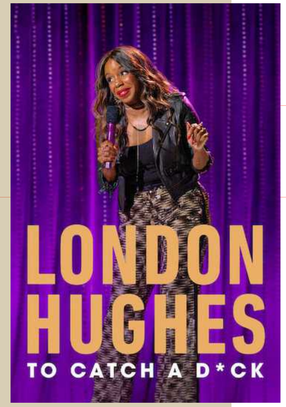




























PRODUCTION/ PRE-PRODUCTION



NETFLIX



STX







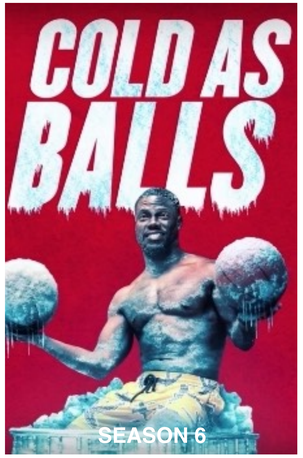
NETFLIX



NETFLIX

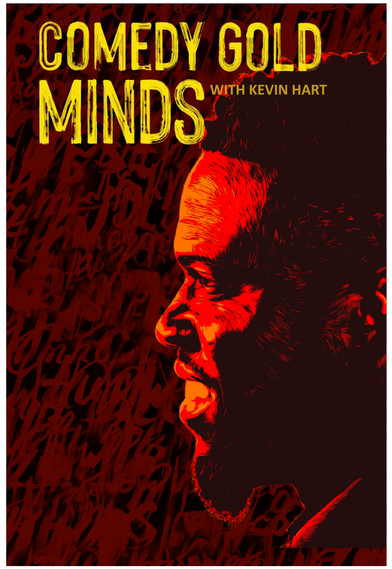


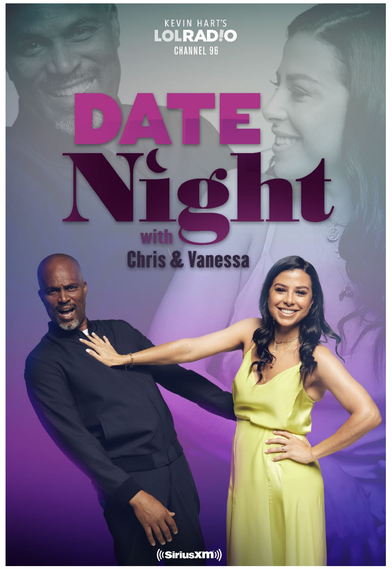
peacock



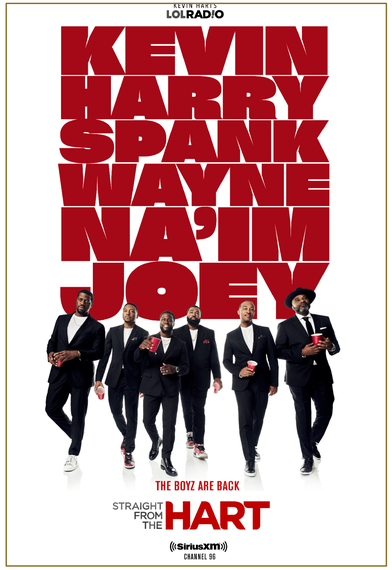
LOL!

AUDIO CATALOGUE

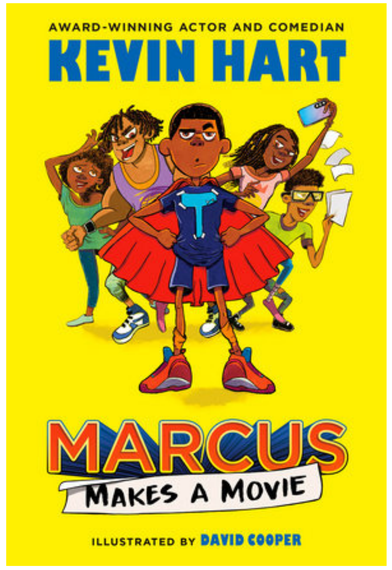


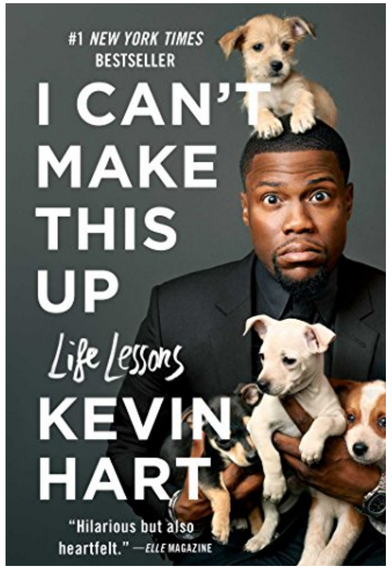


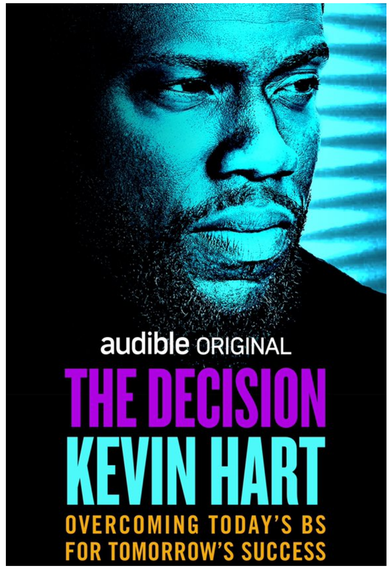












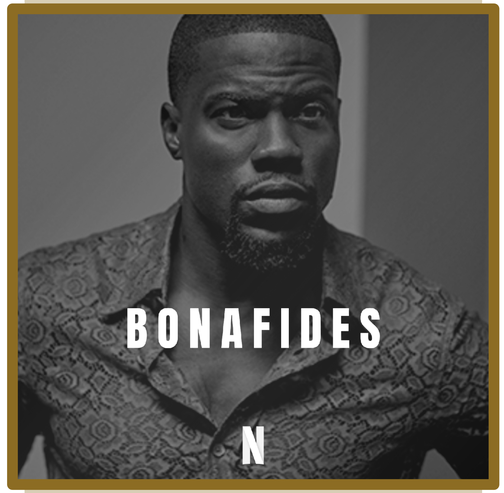


DEVELOPMENT (NETFLIX)







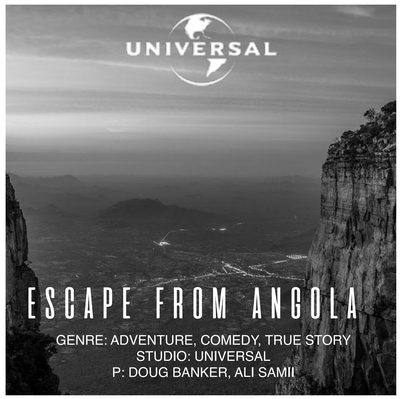




DEVELOPMENT PIPELINE













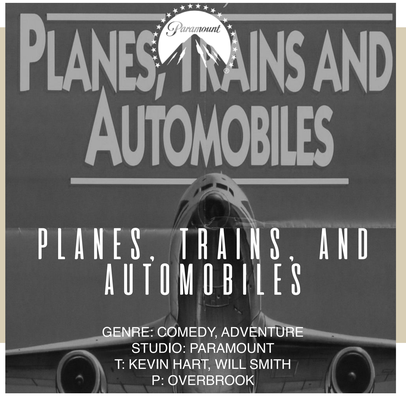


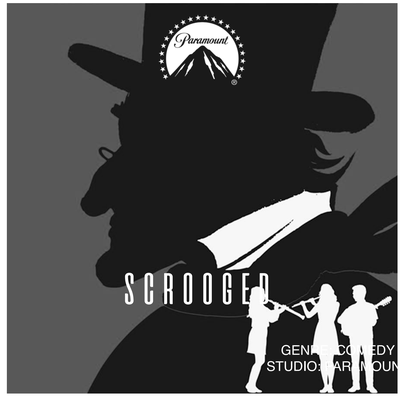






















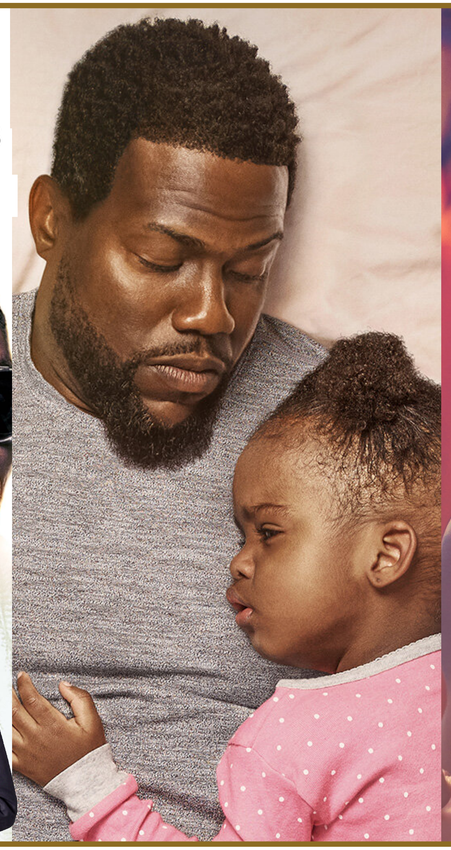
CASE STUDIES



MOST VIEWED SERIES TO DEBUT ON ROKU. RENEWED FOR SEASON 2



PEACOCK'S **FIRST VIRAL HIT.** TOP 5 PROGRAM TO PREMIERE ON PLATFORM



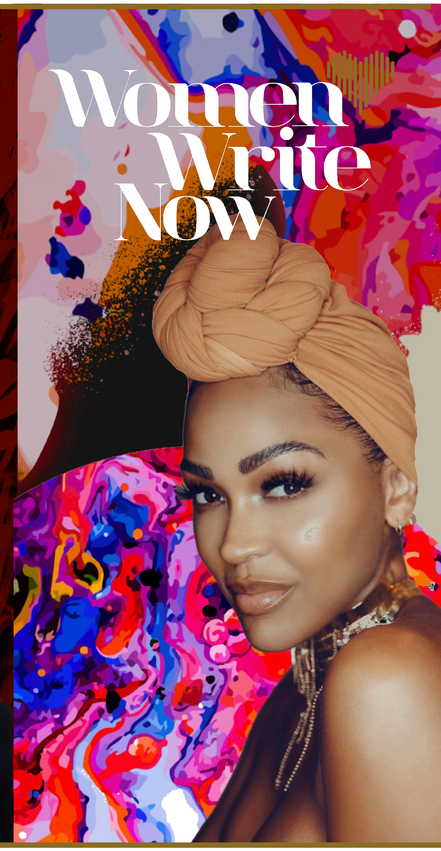
DEBUTED AS THE **NUMBER ONE** MOVIE ON NETFLIX VIEWED BY OVER **90MM PEOPLE** WORLDWIDE



OVER 2 **BILLION CROSS-PLATFORM VIEWS**
#1 ONLINE SPORTS SHOW (SPONSORS: OLD SPICE, HYDROW, PEPSICO)



 # 1 PODCAST ON PANDORA AND SIRIUSXM



SUNDANCE INSTITUTE PARTNERSHIP
A-LIST BLACK WOMEN DIRECTORS
OVER **600 ENTRIES**

Hartbeat Studio

GROWTH STRATEGIES



IP PIPELINE VIA STRATEGIC INVESTMENTS AND PARTNERS (MARCUS MAKES A MOVIE - BOOK TO SERIES)



EXPAND CAPABILITIES AND INCREASE MARGINS VIA AQUI-HIRES
(PRODUCTION PODS, PHYSICAL PRODUCTION COMPANIES, PRODUCTION ACCOUNTING SERVICES)



FRANCHISE DEVELOPMENT (DIE HART)



LEVERAGE SUCCESS TO **CAPTURE STUDIO ECONOMICS** AND – CARVE OUT **WW RIGHTS**



FURTHER INVEST IN STATE OF THE **ART PRODUCTION CAPABILITIES** AND EQUIPMENT

Hartbeat Media

CONTENT ACTIVATION & EXPLOITATION

DEVELOP THE BIGGEST MULTICULTURAL DISTRIBUTION NETWORK AND CONTENT ACTIVATION BUSINESS IN THE WORLD











NETWORKS

A COLLECTION OF OWNED AND OPERATED CHANNELS REACHING OVER 100 MILLIONS VIEWERS VIA LEADING AVOD PLATFORMS

MOTION PICTURE DISTRIBUTION

FULL-SERVICE THEATRICAL DISTRIBUTION AND FILM SALES ARM SPECIALIZING IN LIMITED AND WIDE RELEASES

MUSIC PUBLISHING

PARTNERSHIP WITH WARNER CHAPPELL FOR THE LICENSING AND ADMINISTRATION OF THE COMMISSIONED MUSIC FOR TV, FILM, DIGITAL & AUDIO

LIVE EVENTS

SPECIALIZING IN ALL ASPECTS OF LIVE COMEDIC PROGRAMMING GLOBAL AND REGIONAL TOURS, COMEDY SPECIALS, INTERACTIVE EXPERIENCES AND DESTINATION FESTIVALS.

INTERACTIVE

TRANSLATING THE COMPANY'S IP INTO IMMERSIVE ENTERTAINMENT EXPERIENCES IN THE FORM OF APPS AND GAMING.

CHANNELS

LOL! NETWORK DISTRIBUTION UNIVERSE

Harbeat Inc. is a **global, comedy-focused** distributed, **diversified** network reaching over **100MM** across multiple platforms, channels and formats.

Distribution across the channels listed expands LOL's footprint and reach **comparable in size** to most **major on-air networks**.

"Hartbeat is developing into a **global comedy powerhouse** with our multi-platform distribution and monetization strategy.

– Jeff Clanagan



CONNECTED OTT AND VIDEO APPS

TIVO VIZIO LG MetroPlay Roku
fire tv

COMING SOON: SAMSUNG TV Plus, philo

LOL INTERNATIONAL

Bell Media

COMING SOON: Rakuten TV, AFRICA XP

LOL SOCIAL

F.A.S.T. CHANNELS

peacock, local now, XUMO, redbox., CRACKLE, tubi, pluto tv, PLEX

COMING SOON: STIRR, sling

LOL AUDIO

SiriusXM SATELLITE RADIO, pandora, SIMON & SCHUSTER, STITCHER

CHANNELS | LOL! NETWORK

TOP 10 STREAMING PUBLISHERS BY TOTAL AUDIENCE

1 NETFLIX 234M

2 tv 33.4M

3 prime video 23.1M

4 WWE NETWORK

5 Disney+

6

7 funimation

8 LOL! NETWORK

9 hulu

10 asiancrush

61%

Growth in Audience

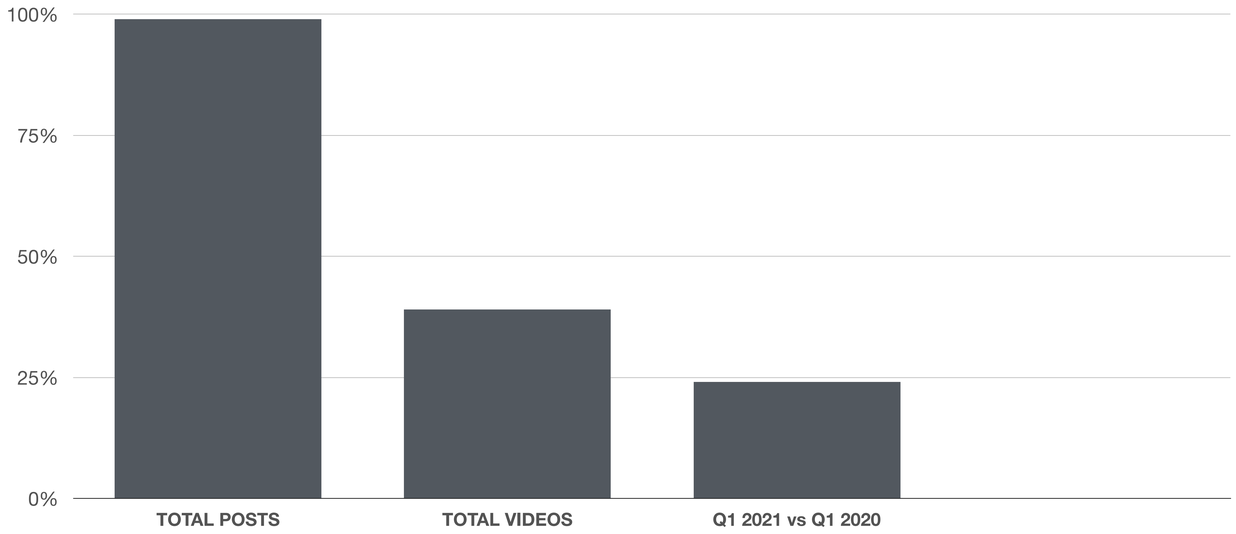
Q1 2021 vs Q1 2020

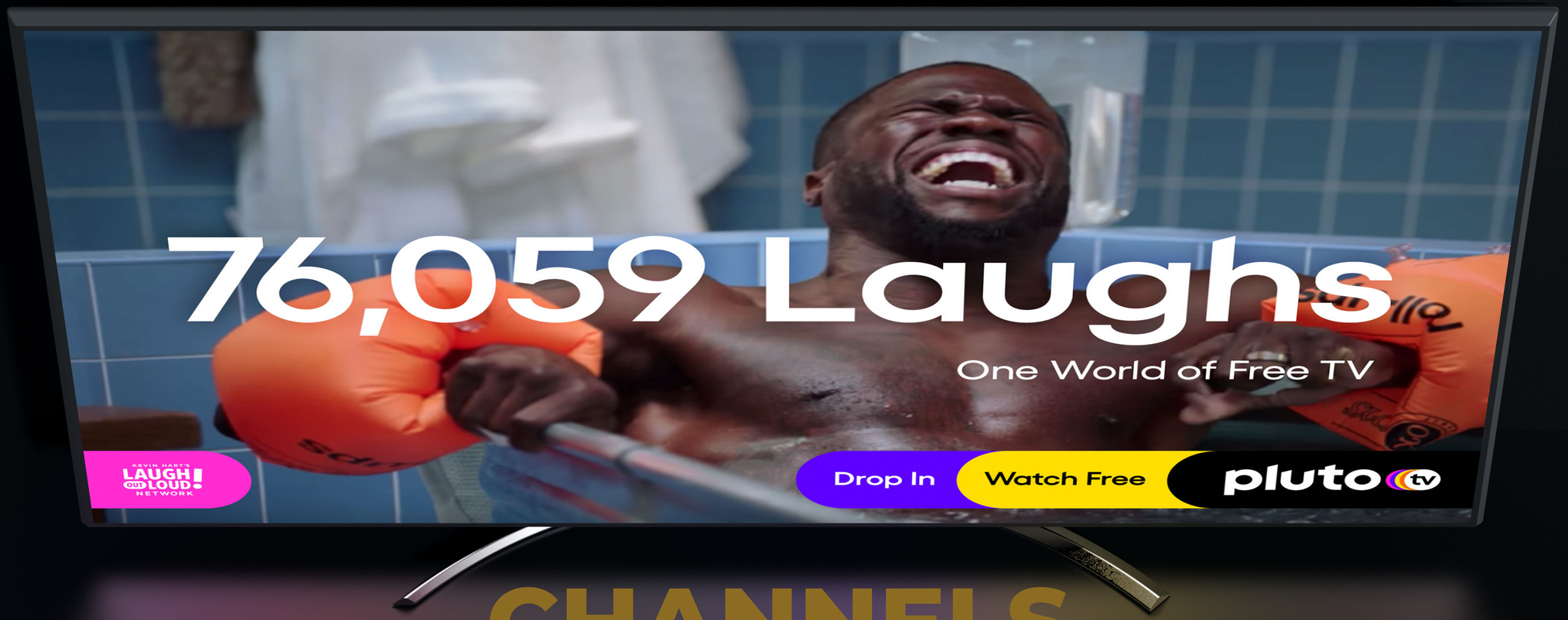
4	WWE Network	17.1M
5	Disney+	10.3M
6	Crunchyroll	9.95M
7	Funimation	9.90M
8	LOL Network	9.87M
9	Hulu	7.49M
10	AsianCrush	6.18M

Streaming publishers reap big rewards on social media

Video is prime social content, so it's no surprise that streaming publishers have gone all in on social in new and exciting ways to kick off 2021. Total posts from streaming publishers on Facebook, Instagram, Twitter, and YouTube nearly doubled from Q1 of last year, up 99%, and publishers posted 39% more video content. While engagements dropped in many categories towards the end of Q4, streaming publishers saw success of their content-heavy strategy with total engagements up 24%.

The additional content didn't only increase engagement, it also boosted audience growth by 61% across Facebook, Instagram, TikTok, Twitter, and YouTube, with TikTok driving much of the growth for streaming publishers. Unsurprisingly, Netflix handily dominated the list of streaming publishers in terms of cross-platform total audience with 234 million followers across Facebook, Instagram, TikTok, Twitter, and YouTube as of Q1 2021. Apple TV, Amazon Prime Video, WWE Network, and Disney+ made the top five, as each captured more than 10 million cross-platform followers. A number of lesser-known streaming publishers join Hulu to round out the top 10, including Crunchyroll, Funimation, LOL Network, and AsianCrush.





CHANNELS

LOL! NETWORK

ALL DEF

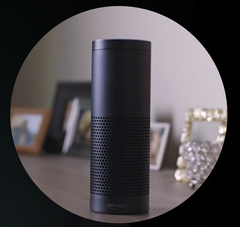
LOL! STAND-UP

CHANNELS

LOL! NETWORK



6AM



Wake up to your morning joke - courtesy of LOL on Alexa
(In Development)

7AM



While checking your FB you discover

8AM



Listen to LOL on Sirius XM during the morning commute

12PM



It's basketball season, so while checking the score at work, you find the latest episode of Cold As Balls

4PM



You come home early to pack for your flight and see a Out Loud stand-up special on Starz

8PM



Quick flight to Vegas - and on the way you log into the LOL app for some bite-sized laughs

10PM



You land just in time to make it to LOL Live! from the Bellagio



COMEDY IN COLOR WHENEVER, WHEREVER

OUR COMEDY LIVES WHEREVER OUR AUDIENCE IS AND WE TAILOR OUR SYNDICATION TO OPTIMIZE ACROSS EACH PLATFORM. WE SEEK TO ENTERTAIN THEM **WHEREVER, WHENEVER**.

FROM **SCRIPTED** AND UN-SCRIPTED PROGRAMMING, TO LIVE EVENTS, PERFORMANCES AND BROADCAST RADIO OUR CONTENT IS AS **DIVERSE** AS THE TALENT. LAUGH OUT LOUD AMPLIFIES EMERGING, **RELEVANT** AND **AUTHENTIC** VOICES OF COLOR AND DRIVES THE **CULTURE** THROUGH OUR BOLD AND **LOUD** COMEDIC PROGRAMMING.

CHANNELS

LOL! STAND-UP

OVER 400+ COMEDIANS

































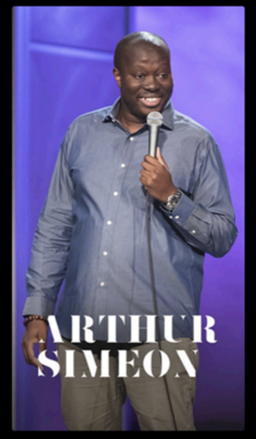












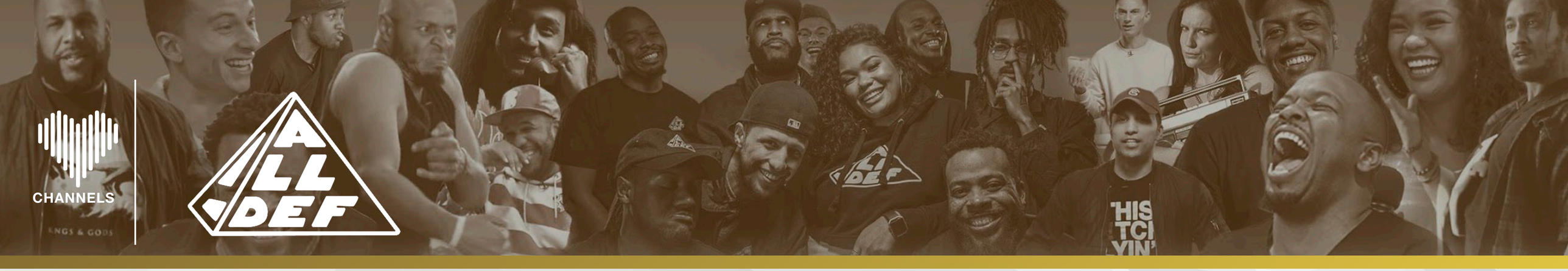











CHANNELS
ALL DEF


DAD JOKES


4 WORD GAMES


ROAST
LL DEF COMEDY


THE DROP


MEG SCOOP VS. RONNIE JORDAN
Where's The Lie?


SQUADD CAST


THE DROP
SCARY HOURS


TRIVIA MOB
SPONSORED BY
boostmobile
PAT CLOUD VS MEGSCOOP


BAD NEWS


HALF WOKE


ARTS & RAPS
WITH
LIL YACHTY


DR. REASONS


DAD JOKES


BLACK BLASPHEMY


SQUADD NEW YEARS EVE live

2022 EXPERIENTIAL ROADMAP

SHAQUILLE O'NEAL PRESENTS ALLSTAR COMEDY JAM

WILD 'N OUT TOUR

KEVIN HART'S LOL LAUGH OUT LOUD! FEST

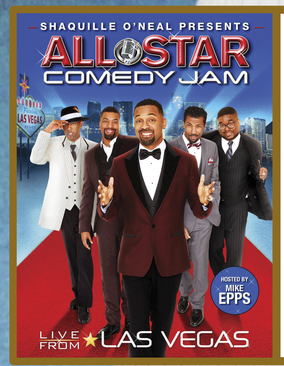
HARTBEAT WEEKEND
LABOR DAY WEEKEND
LAS VEGAS

TAJARI P. HENSON
1 WOMAN SHOW

LOL!
ON NYE

- SUPER BOWL/ALL STAR WEEKEND
- SPRING (NATIONAL TOUR)
- SUMMER IN (AMSTERDAM)
- LABOR DAY 2022 IN LAS VEGAS
- FALL (6-CITY LIMITED TOUR)
- DECEMBER 30 & 31 (MULTIPLE US CITIES)

Hartbeat Media



SHAQ'S ALL STAR COMEDY JAM DEMONSTRATES THE **MULTI-FACETED, MULTI-PLATFORM ACTIVATION** OF A SINGLE PROPERTY, WITH AGGRESSIVE RIGHTS ACQUISITION TO SIMULTANEOUSLY MAXIMIZING **REACH** AND **REVENUE**.

LIVE EVENT ACTIVATION

DISTRIBUTED ACROSS VIDEO NETWORK

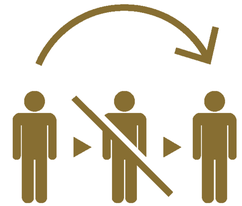
MUSIC PUBLISHING SYNDICATION

Hartbeat Media

GROWTH STRATEGIES



INVEST IN **O&O AVOD** PLATFORM



BUILD OUT **D2C** CHANNELS



TENTPOLE O&O **ANNUAL DESTINATION** EVENT



LAUNCH NEW **TOURING FRANCHISE**



GLOBAL EXPANSION – FOCUS ON **AFRICA**

HARTBEAT PULSE

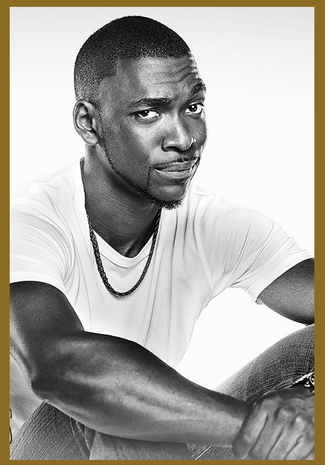
CONNECTING THE DOTS BETWEEN CONTENT, CULTURE AND CONSUMERS – VIA BRANDED ENTERTAINMENT & EXPERIENCES















CREATIVE & CULTURAL CONSULTANCY

HELPING BRAND PARTNERS TELL THEIR STORIES VIA COMEDIC CONTENT AND CAMPAIGNS IN-TUNED WITH THE CULTURE.

MEDIA & MARKETING SERVICES

FULL-FUNNEL MARKETING CAPABILITIES THAT HELP BRANDS DRIVE REACH, RESONANCE AND RETURNS THROUGH OUR CONTENT AND OUR CONNECTIONS ACROSS THE ENTERPRISE.

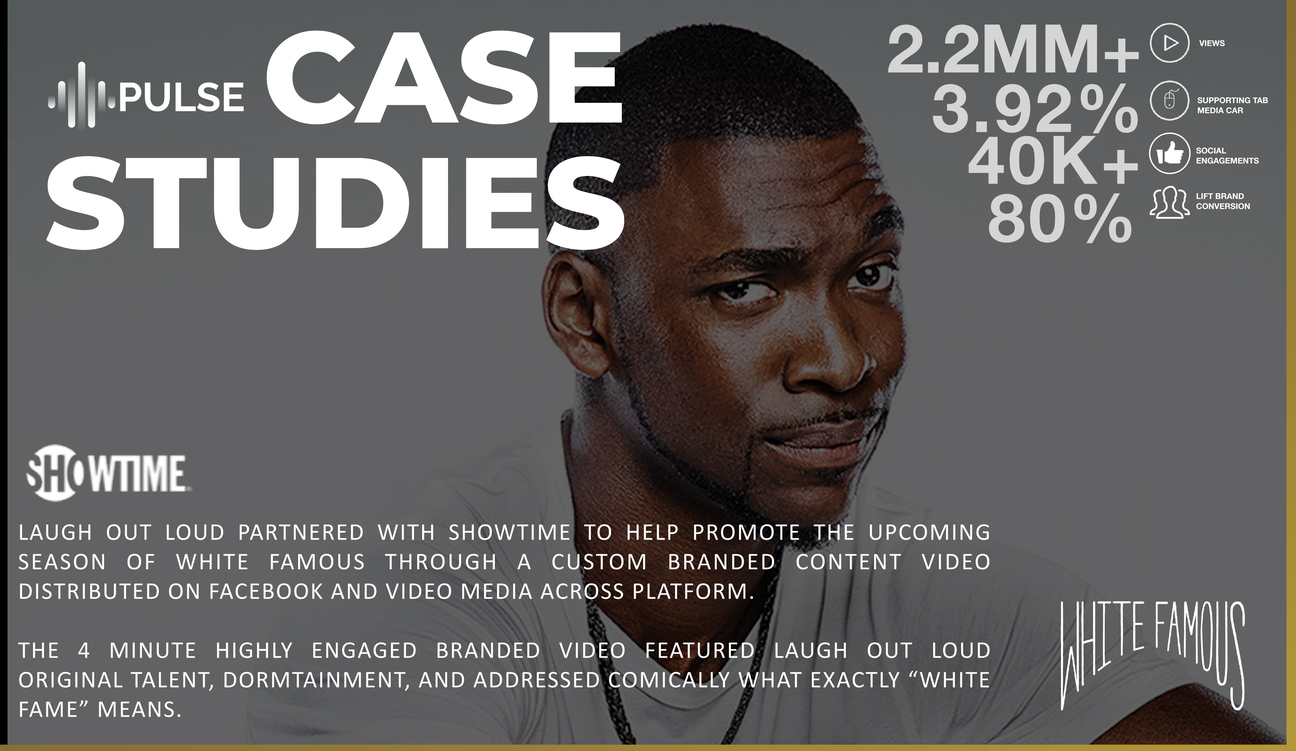
INSIGHTS & ANALYTICS

MEASUREMENT PRACTICE THAT TRACKS AND ANALYZES THE PULSE OF OUR CONTENT, CONSUMERS AND CULTURE MOVEMENT. WE LEVERAGE THOSE INSIGHTS TO OPTIMIZE OUR BRANDS AND OUR PARTNERS' BUSINESSES.

NDA GROUP

HARTBEAT **NDA** TEAM SPECIALIZES IN INFLUENCER, **D**IGITAL AND **A**UDIO ACTIVATION. WE IDENTIFY EMERGING COMEDIC TALENT, CREATE CONTENT ECOSYSTEMS AROUND THEM (IN THE FORM OF DIGITAL AND AUDIO CONTENT AND INTEGRATE THEM INTO INFLUENCER MARKETING CAMPAIGNS THAT DRIVE ROI FOR US AND OUR PARTNERS

PULSE CASE STUDIES



2.2MM+ VIEWS
3.92% SUPPORTING TAB MEDIA CAR
40K+ SOCIAL ENGAGEMENTS
80% LIFT BRAND CONVERSION

SHOWTIME

LAUGH OUT LOUD PARTNERED WITH SHOWTIME TO HELP PROMOTE THE UPCOMING SEASON OF WHITE FAMOUS THROUGH A CUSTOM BRANDED CONTENT VIDEO DISTRIBUTED ON FACEBOOK AND VIDEO MEDIA ACROSS PLATFORM.

THE 4 MINUTE HIGHLY ENGAGED BRANDED VIDEO FEATURED LAUGH OUT LOUD ORIGINAL TALENT, DORMTAINMENT, AND ADDRESSED COMICALLY WHAT EXACTLY "WHITE FAME" MEANS.

WHITE FAMOUS

Old Spice

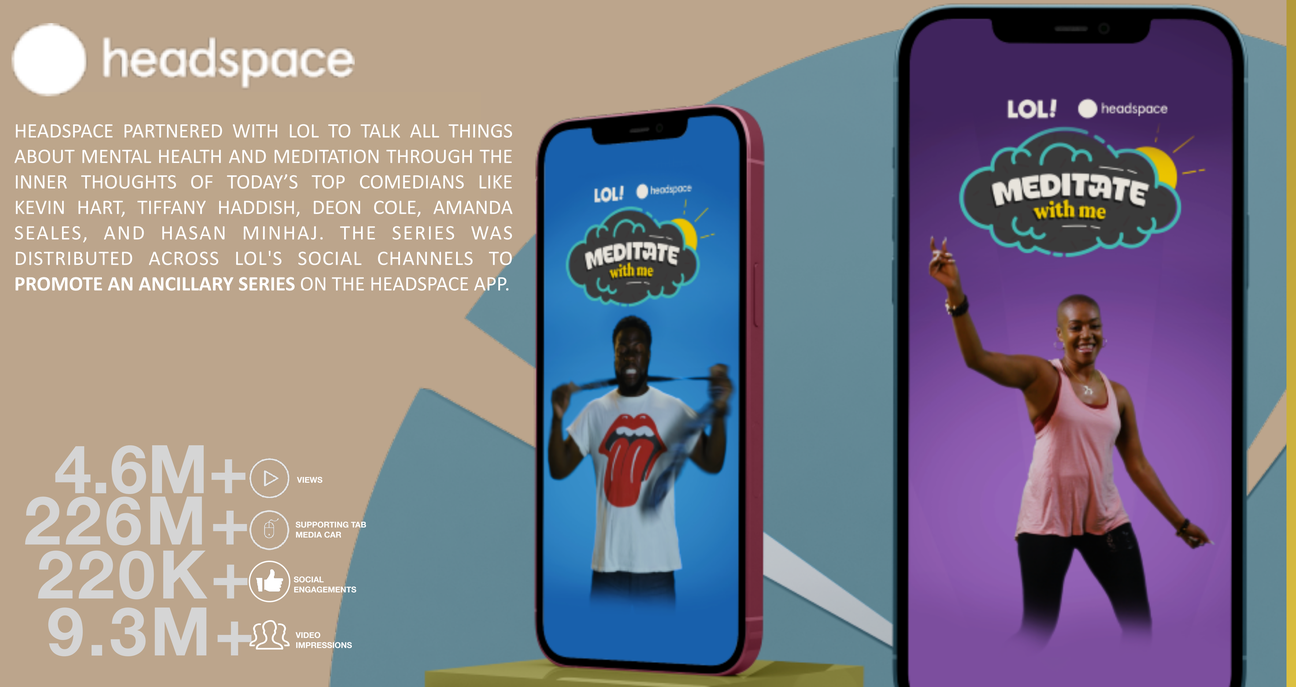
ACROSS THE SIX SEASONS OF COLD AS BALLS , OLD SPICE HAS JUMPED INTO THE LOCKER ROOM TO BE THE SERIES PRESENTING SPONSOR. FROM BRANDED SHOULDER VIDEO CONTENT TO ORGANIC PRODUCT PLACEMENT IN EACH EPISODE, THIRD PARTY METRICS HAVE PROVEN INCREASES IN BRAND LIFT, PURCHASE INTENT AND RECALL FOR THE BRAND.



1.3B+ VIEWS
2.7B+ PRESS IMPRESSIONS
32MM+ SOCIAL ENGAGEMENTS
70% LIFT BRAND CONVERSION

headspace

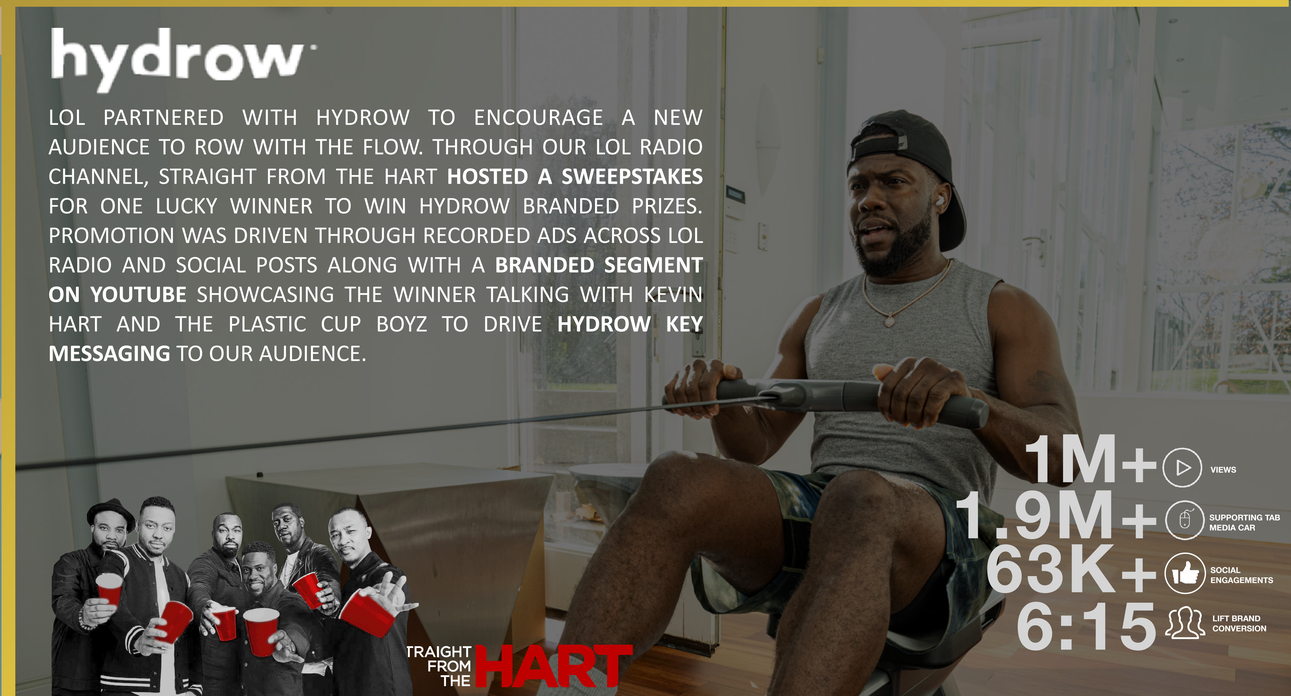
HEADSPACE PARTNERED WITH LOL TO TALK ALL THINGS ABOUT MENTAL HEALTH AND MEDITATION THROUGH THE INNER THOUGHTS OF TODAY'S TOP COMEDIANS LIKE KEVIN HART, TIFFANY HADDISH, DEON COLE, AMANDA SEALES, AND HASAN MINHAJ. THE SERIES WAS DISTRIBUTED ACROSS LOL'S SOCIAL CHANNELS TO **PROMOTE AN ANCILLARY SERIES** ON THE HEADSPACE APP.



4.6M+ VIEWS
226M+ SUPPORTING TAB MEDIA CAR
220K+ SOCIAL ENGAGEMENTS
9.3M+ VIDEO IMPRESSIONS

hydrow

LOL PARTNERED WITH HYDROW TO ENCOURAGE A NEW AUDIENCE TO ROW WITH THE FLOW. THROUGH OUR LOL RADIO CHANNEL, STRAIGHT FROM THE HART **HOSTED A SWEEPSTAKES** FOR ONE LUCKY WINNER TO WIN HYDROW BRANDED PRIZES. PROMOTION WAS DRIVEN THROUGH RECORDED ADS ACROSS LOL RADIO AND SOCIAL POSTS ALONG WITH A **BRANDED SEGMENT ON YOUTUBE** SHOWCASING THE WINNER TALKING WITH KEVIN HART AND THE PLASTIC CUP BOYZ TO DRIVE **HYDROW KEY MESSAGING** TO OUR AUDIENCE.



1M+ VIEWS
1.9M+ SUPPORTING TAB MEDIA CAR
63K+ SOCIAL ENGAGEMENTS
6:15 LIFT BRAND CONVERSION

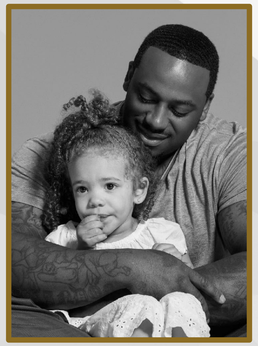
iNDA TALENT

PULSE'S **INDA** (**INFLUENCER DIGITAL AND AUDIO**) GROUP IS A FULL-SERVICE **INFLUENCER MARKETING** AND **ACTIVATION** ARM – WORKING WITH THE HOTTEST **COMEDIC INFLUENCERS** AND ENTERTAINERS TO DELIVER DIGITAL, AUDIO AND SOCIAL BRAND CONTENT PROGRAMS – INFORMED BY OUR **CULTURAL** AND **CONSUMER INSIGHTS** TEAM AND WE AMPLIFIED ACROSS HARTBEAT MEDIA'S MASSIVE DISTRIBUTION ECOSYSTEM.


JASMINE BROWN


HAHA DAVIS


AFFION CROCKETT

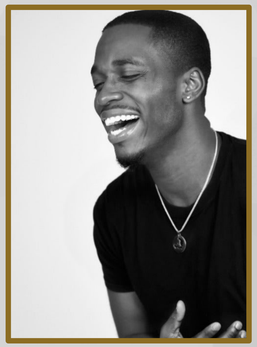

POP VASQUEZ


SPRICE ADAMS


TACARRA WILLIAMS


ZAINAB JOHNSON


LONDON HUGHES


RENNYE

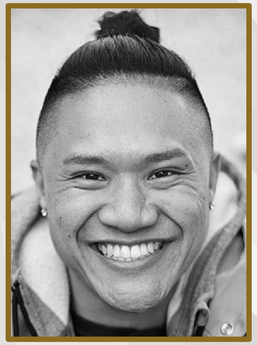

GATA



DRUSKI\


T. MURPH


SHERRY COLA


TIMOTHY DELAGHETTO

HARTBEAT PULSE

GROWTH STRATEGIES



STRATEGIC PARTNERSHIPS TO **EXTEND REACH** (*ADVERTISING WEEK, NBCU AD SALES TEAM*)



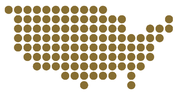
ACQUISITIONS & JVS TO TO **EXTEND CAPABILITIES** (*CAUSAL IQ*)



BUILDING AND ACTIVATION OF **COMEDIC INFLUENCER** NETWORK



INVESTMENTS IN **MEASUREMENT** & **ANALYTICS** TO PROVE THE EFFICACY OF OUR MODEL



SCALING **NATIONAL SALES** TEAM

HARTBEAT FUTURES

INVESTING IN THE FUTURE OF COMEDY

A VENTURE CREATION GROUP WITHIN HARTBEAT INC. THAT IDENTIFIES, INVESTS IN AND INCUBATES **IP**, **COMEDIC TALENT**, **BRANDS** AND **BUSINESSES** OF THE FUTURE. WE LEVERAGE OUR CAPABILITIES OF CONTENT CREATION (HB STUDIOS) MARKETING (HB PULSE) AND COMMERCIALIZATION (HB MEDIA) TO MAXIMIXE THE YIELD FOR THESE INVESTMENTS

STRATEGIC TALENT PARTNERSHIPS

INVESTING OUR CAPITAL AND LEVERAGING OUR CAPABILITIES TO BUILD COMPLIMENTARY BUSINESSES VENTURES WITH A-LIST TALENT PARTNERS.

INVESTMENTS & INCUBATOR

INVESTING IN AND ACQUIRING BRANDS & BUSINESSES THAT FUEL THE FUTURE OF COMEDY

TALENT PARTNERSHIPS



CHRIS PAUL
SPORTS X COMEDY BRANDED CONTENT STUDIO



CHARLAMAGNE
MULTICULTURAL AUDIOBOOK PARTNERSHIP



TARAJI
EXPERIENTIAL IP

JOINT VENTURES

CasualIQ + HARTBEAT PULSE

BUSINESS INVESTMENTS

INVISIBLE

INVISIBLE COLLECTIVE
CREATIVE AGENCY (*ACQUISITION TARGET*)

BIG BREAKFAST

BIG BREAKFAST
(PRODUCTION COMPANY)

GLUE TV

GLUE TV
(ACQUISITION TARGET)

HARTBEAT FUTURES

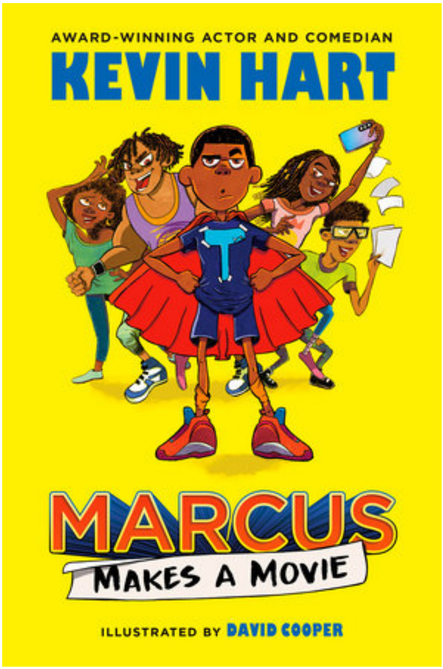
CASE STUDIES





audible
an amazon company

KEVIN'S HARTBEAT INC. AND **CHARLAMAGNE'S C- THA GOD** PRODUCTIONS FORGED A **MULTI-YEAR PARTNERSHIP WITH AUDIBLE** FOR THE PURPOSE OF BRINGING BLACK VOICES TO THE FOREFRONT OF THE **CULTURAL CONVERSATION**



THE PARTNERSHIP'S FIRST PROJECT, **MARCUS MAKES A MOVIE**, MIDDLE-GRADE NOVEL ABOUT A BOY WHO HAS BIG DREAMS OF MAKING A BLOCKBUSTER SUPERHERO FILM, BECAME AN IN **INSTANT NYT BEST SELLER**
MARCUS MAKES A MOVIE IS NOW BEING CONVERTED TO A SERIES

HARTBEAT FUTURES

M&A ROADMAP

OUR AREAS OF **INVESTMENT** INCLUDE:



IP
BOOKS



PRODUCTION SERVICES
PRODUCTION COMPANIES
ANIMATION HOUSES
VIRTUAL PRODUCTION PLATFORMS



DISTRIBUTION
CONTENT CATALOGUES &
DISTRIBUTION RIGHTS
AVOD PLATFORM



PULSE
GLOBAL DATA & INSIGHTS PLATFORMS
MERCH DESIGN &
E-COMMERCE APABILITIES

PARTNERSHIPS | INVESTMENTS | JOINT VENTURES

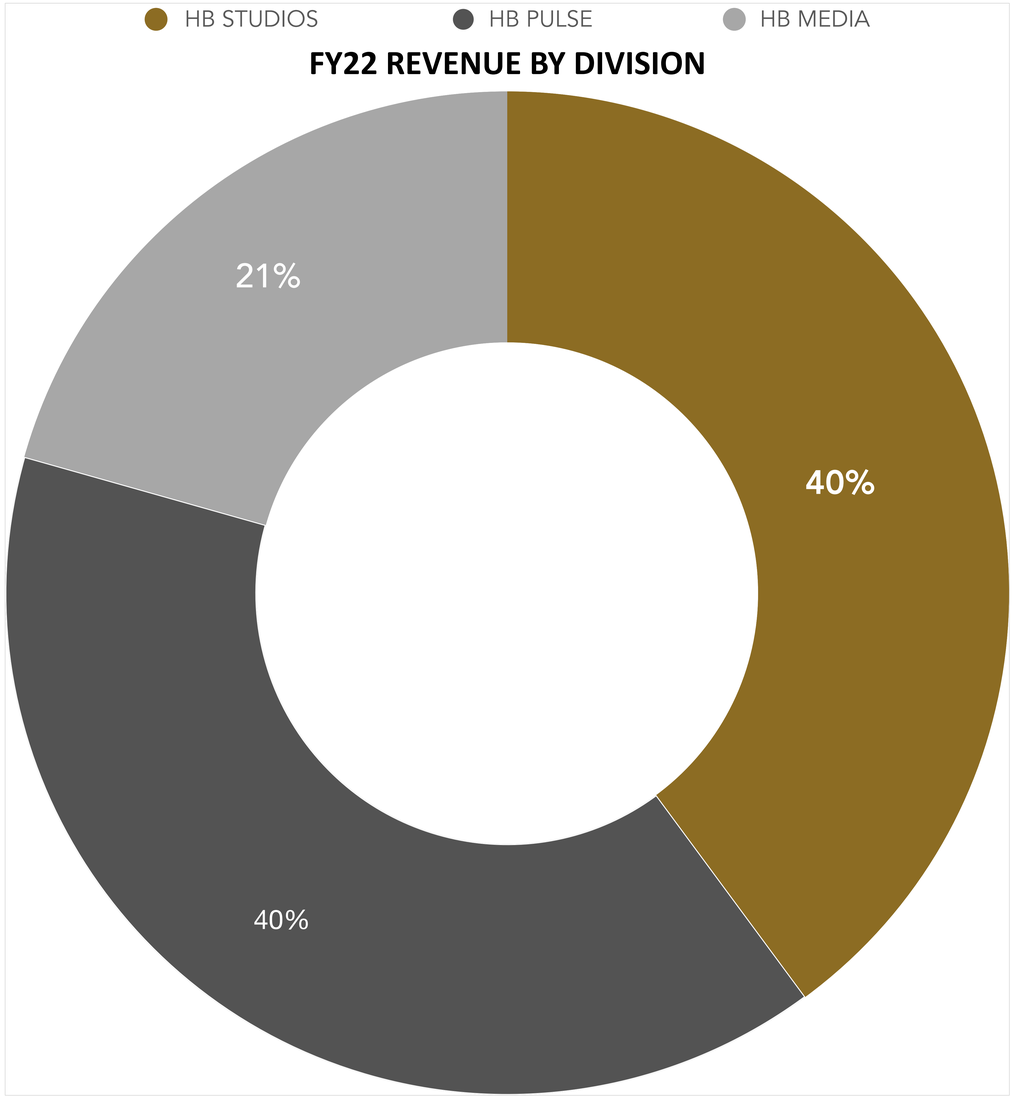


FINANCIAL HIGHLIGHTS

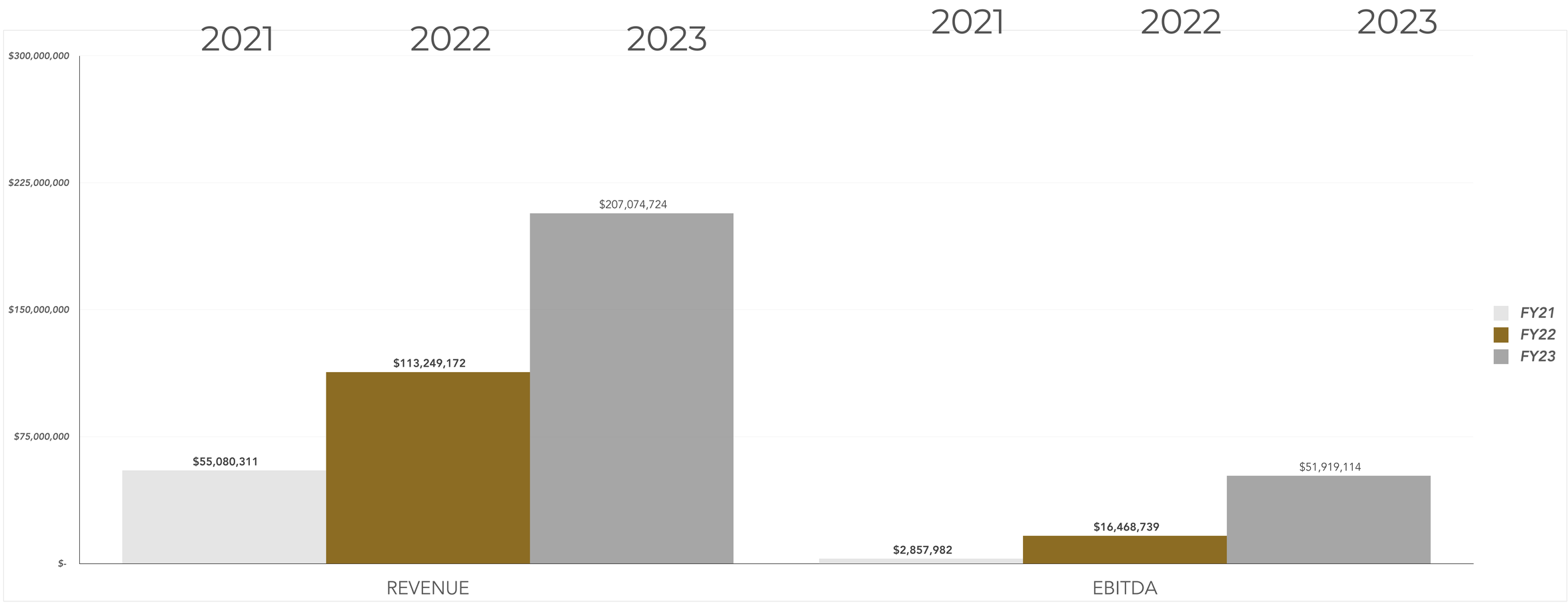
WHERE COMEDY MEETS CULTURE

DIVERSIFIED REVENUE MODEL

BALANCED REVENUE PORTFOLIO THAT DRIVES FINANCIAL STABILITY WHILE MITIGATING RISKS



3 YEAR FORECAST





THANK YOU!