



loop

Investor Presentation

November 2022

A media company that focuses on digital out-of-home (“DOOH”) video streaming by curating, optimizing and monetizing content across a network of screens in venues of all sizes



Legal Disclaimer

This presentation contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and Private Securities Litigation Reform Act, as amended, including those relating to the future of the Company's business, anticipated events and trends, market opportunity, competitive position, possible or assumed future results of operations, business strategies, potential growth opportunities and other statements that are predictive in nature. These forward-looking statements are based on current expectations, estimates, forecasts and projections about the industry and markets in which we operate and management's current beliefs and assumptions. These statements may be identified by the use of forward-looking expressions, including, but not limited to, "expect," "anticipate," "intend," "plan," "believe," "estimate," "potential," "predict," "project," "should," "would" and similar expressions and the negatives of those terms. These statements relate to future events or our financial performance and involve known and unknown risks, uncertainties, and other factors, which may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Such factors include those set forth in the Company's filings with the Securities and Exchange Commission. Prospective investors are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date of this press release. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.



Jon Niermann

Co-Founder, Chief Executive Officer

- Joined Loop Media in May 2016
- 30+ years of media technology leadership



Neil Watanabe

Chief Financial Officer

- Joined Loop Media in September 2021
- 30+ years of finance, accounting & operational experience for public and private companies



Bob Gruters

Chief Revenue Officer

- Joined Loop Media in May 2021
- Key leadership positions in television, digital, print and OOH media



Strong Supporting Team



Liam McCallum

*Co-Founder,
CPO/CTO*



Shawn Driscoll

*Co-Founder,
Investor Relations*



Andy Schuon

*Head of Loop
Media Studios*



Patrick Sheil

*General Counsel,
SVP Business Affairs*



Darcy Fulmer

Head of Music



Justis Kao

Chief of Staff



Greg Drebin

*Chief Content &
Marketing Officer*



Jim Cerna

*Head of Capital
Markets*

- Proprietary Loop Player allows businesses to stream and control content (i.e., signage or videos streamed) for free, increasing customer engagement and length of stay
- Technology-based business model: Loop Player measures the number of potential viewers present in an OOH venue using Bluetooth and Wi-Fi, serving as a multiplier for advertising revenue
- One of the largest libraries of licensed music and entertainment content, with music video and movie trailer content dating back to the 1950s and 1910s, respectively, a significant barrier to entry
- Licensed by all three major music labels to stream music video content



- Efficient yet top quality content curation with 168 music video channels and 44 non-music channels



Forbes

LEADERSHIP STRATEGY

Loop Media, Inc. Uplists To NYSE, Poised To Disrupt Largely Untapped Digital Out Of Home Streaming Market

Zenger News Contributor

The first digitally native newswire, restoring trust in the news.

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Oct 24, 2022, 09:00am EDT

Listen to article 11 minutes

By: Christos Makridis

The global digital out of home (DOOH) market could reach \$58.67 billion by 2031 at an 11.6% compound annual growth rate, driven by digital entertainment with the fastest growth rate of 14.9% from 2022 to 2031, according to a report by Allied Market in 2022. Particularly as businesses restructure and explore ways to bring consumers back in the door following the Covid-19 interventions, the demand for entertainment content and custom solutions and brick-and-mortar business venues has surged.

Loop Media, Inc., dubbed the “Roku for business” by Roth Capital for its multi-channel streaming platform that provides curated music video and

“Roku for business”

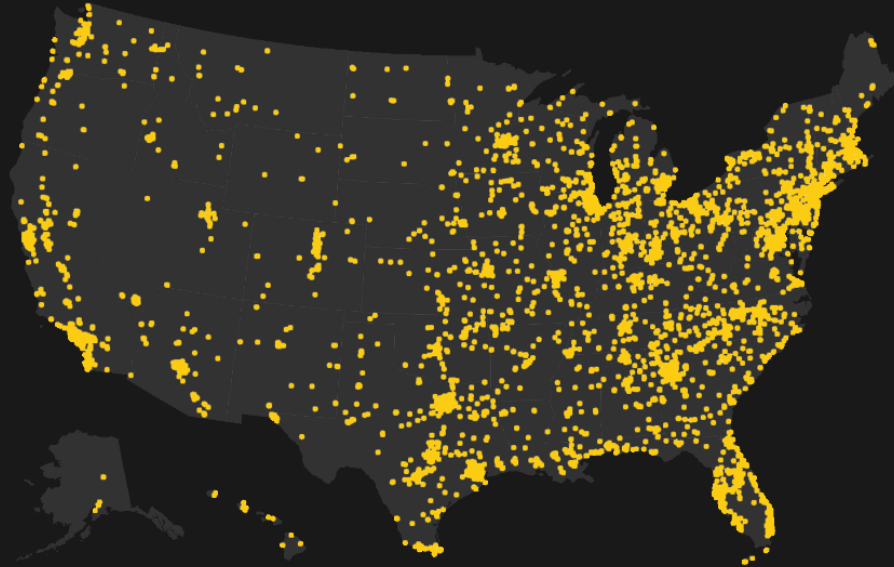
Loop Media, Inc., dubbed the “Roku for business” by Roth Capital for its multi-channel streaming platform that provides curated music video and branded entertainment channels for businesses, recently uplisted to the New York Stock Exchange (NYSE), positioning itself to lead the way on the out-of-home streaming market. The DOOH space has seen an emergence of players deploying new technologies and imaginative approaches, resulting in an improved experience for all stakeholders – business owners, venue patrons, content creators, and B2B partner entities of streaming networks – and the supply is slowly catching up to demand.





National Distribution & Reach

12,500+ QAUs¹ across North America & 17,500+ Partner Network Screens²



jiffy lube



SUBWAY



MARINES



CENTURY 21

FITWORKS

NORWEGIAN
CRUISE LINE



CAESARS
ATLANTIC CITY

FOX & HOUND
BAR & GRILL

Tropicana
LIQUOR



Yard House

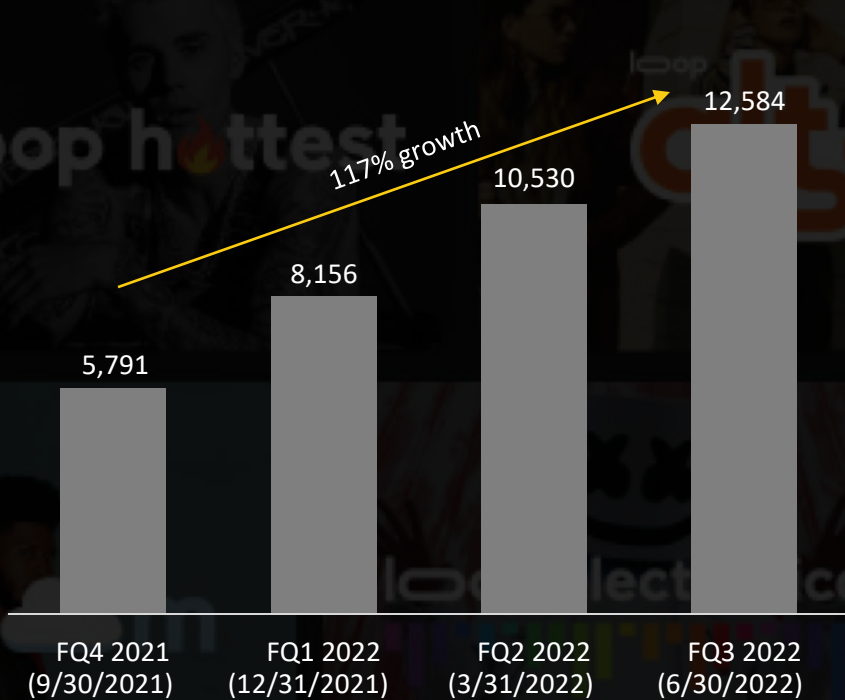


+ many more

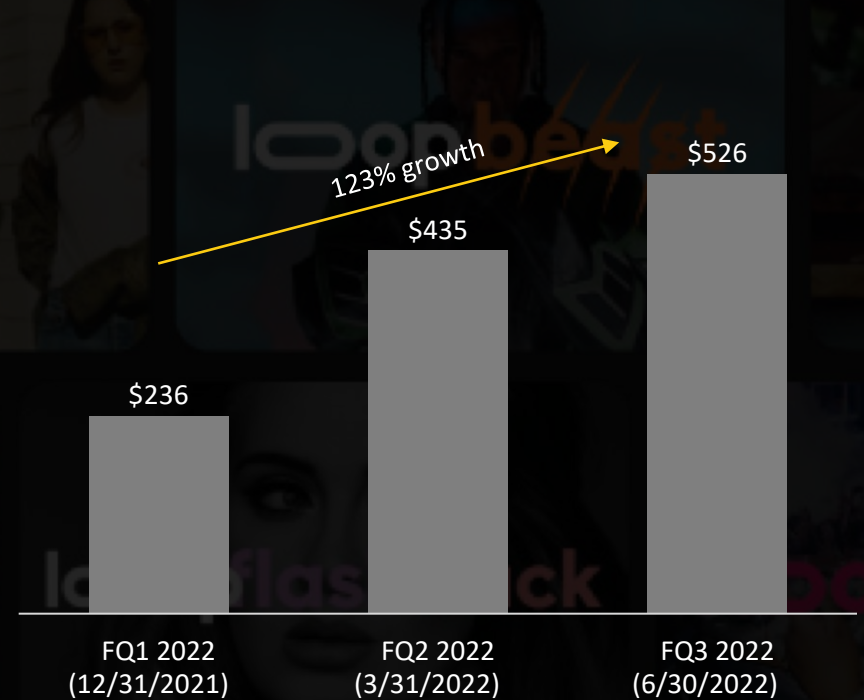
¹ As of 6/30/2022. For the quarter ended 3/31/2022, QAU was 10,530.

² As of September 2022.

Quarterly Active Units¹



Average Advertising Revenue Per Unit²






¹ Represents advertising and subscription supported players and excludes partner network screens.

² Does not include revenue from subscription supported players. See page 35 for more detail regarding average advertising revenue per unit.



Our Media Distribution Platform

Connecting the Content Ecosystem Out-of-Home and In-Home

Customer	Delivery Method	Preferred Revenue Model	Content
Businesses (DOOH)	 Loop Network / Player  Partner Network / POS	Ad-Supported Service	Varied Content Offerings
Businesses and Consumers	Mobile Loop App 	Subscription Service	Music Videos and Kid-Friendly Content

○ Geopath technology measures:

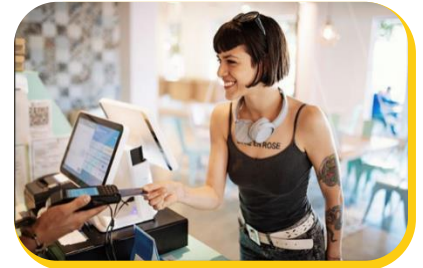
- Number of people in venues
- Geographics
- Venue Types

○ In-House Bluetooth Technology

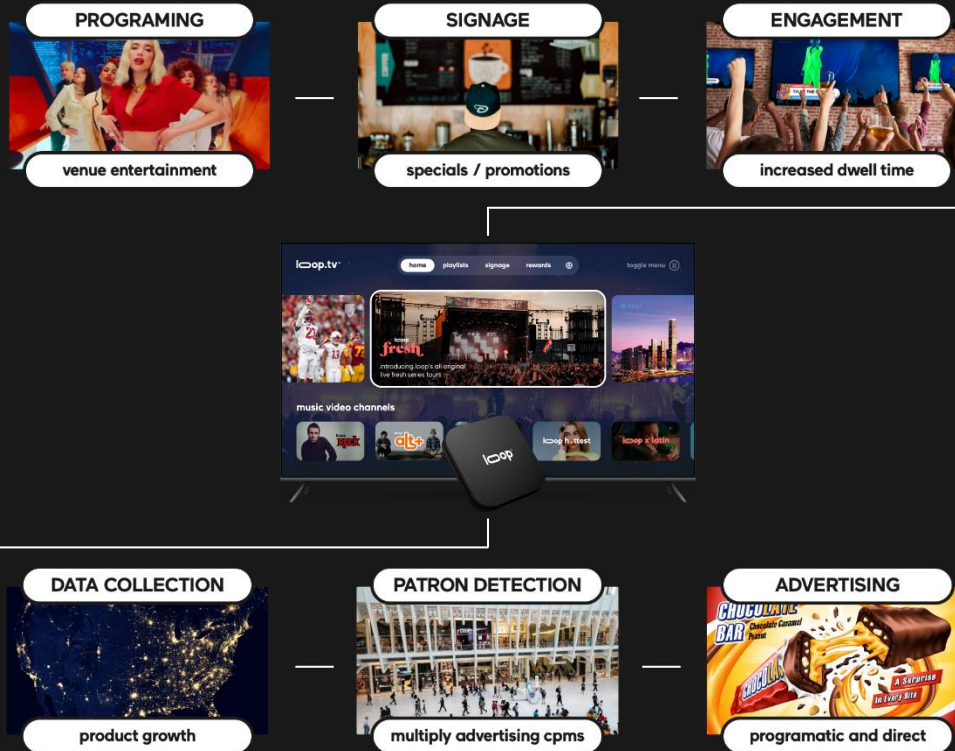
- Calculates estimated ad impressions by day, week, daypart and overall flight, via the average number of people in venues



- Curated content for consumers and programmatic advertising technology for advertisers right at the point-of-sale
- Launched Partner Network business in May 2022 with one partner on ~17,500 of the partner's screens
- Distribution to convenience, grocery and other specialty retailers
- Advertising based revenue model with revenue share to network partners
- High traffic at point-of-sale allows for higher frequency ad placement



Owned and Operated Network



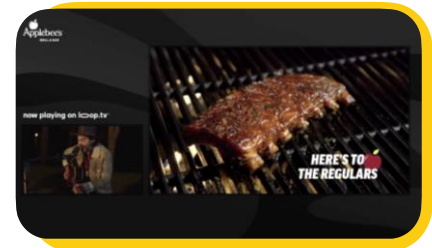
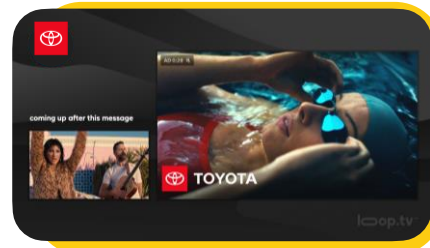
Our proprietary technology allows advertisers to target their desired:

- Daypart
- Content type
- Venue category
- Audience demographic
- Adjacent advertisers



Our creative product team helps advertisers bring their ads to life with:

- Squeeze back, two box ads within content
- Animated ads
- Custom skins for ads
- Integrated, interactive ads, created for your brand
- Standard video creative with length flexibility



Programmatic Partners



Brand Partners



- Business owners today commonly use outdated cable, satellite or an antenna technology for free-to-air TV
- Digital out-of-home (“DOOH”) streaming is expected to revolutionize out-of-home (“OOH”) media consumption in a similar manner to “cord cutting” in consumer homes over the last 5+ years
- Large consumer streaming platforms are not suited for DOOH consumption due to their mostly long-form content and talking heads
- Loop curates short-form content that is well suited for DOOH locations, including content that can play without audio or with synced audio

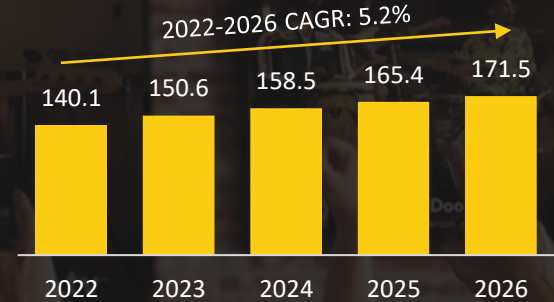


Linear TV

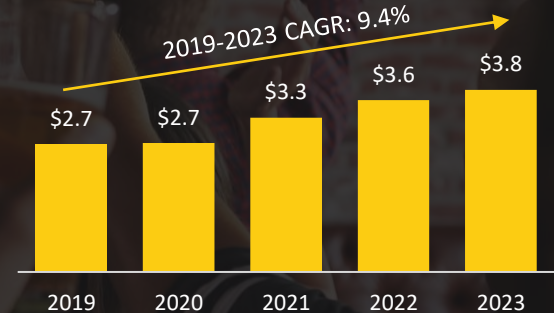


Customizable Content & Programming

AVOD Viewers in the US
(millions)



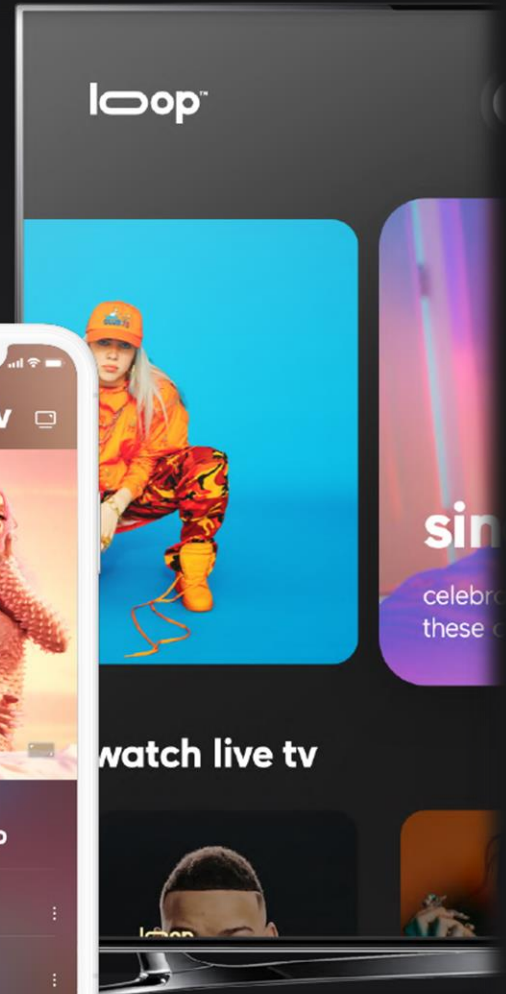
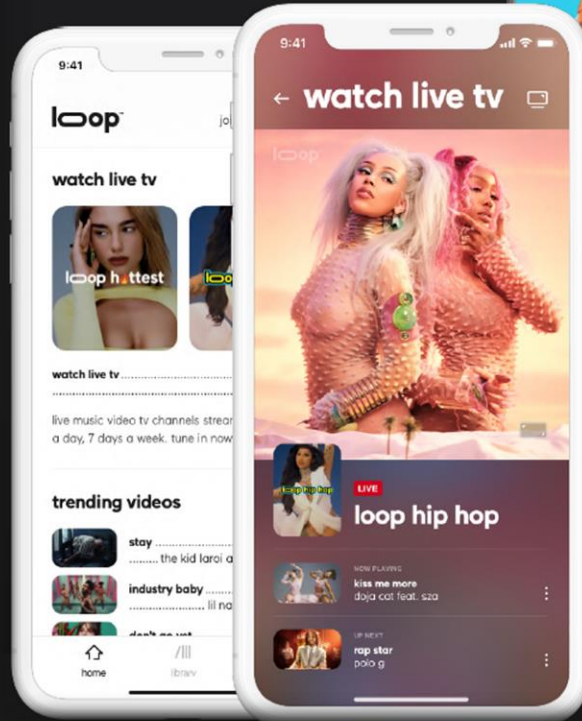
DOOH Advertising Spend in the US
(\$ in Billions)



- 
- A man with a beard and long hair, wearing a white t-shirt with a yellow smiley face logo, stands in front of a colorful mural. The mural features a large smiley face and the text "IT'S HAPPY HOUR!". The background is a textured wall with various colors and patterns. The man is holding a plate of food. The overall scene is dimly lit, with the mural providing the main light source.
- 1 Increase Marketing & Distribution of Loop Player
 - 2 Diversify Content & Customer Base
 - 3 Optimize Advertising Sales & Sponsorships
 - 4 International Expansion

loop™

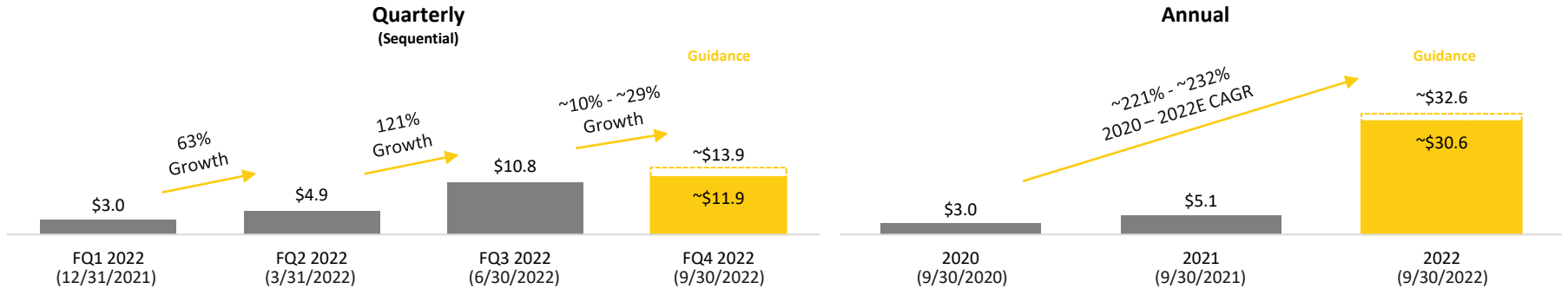
Financial Overview



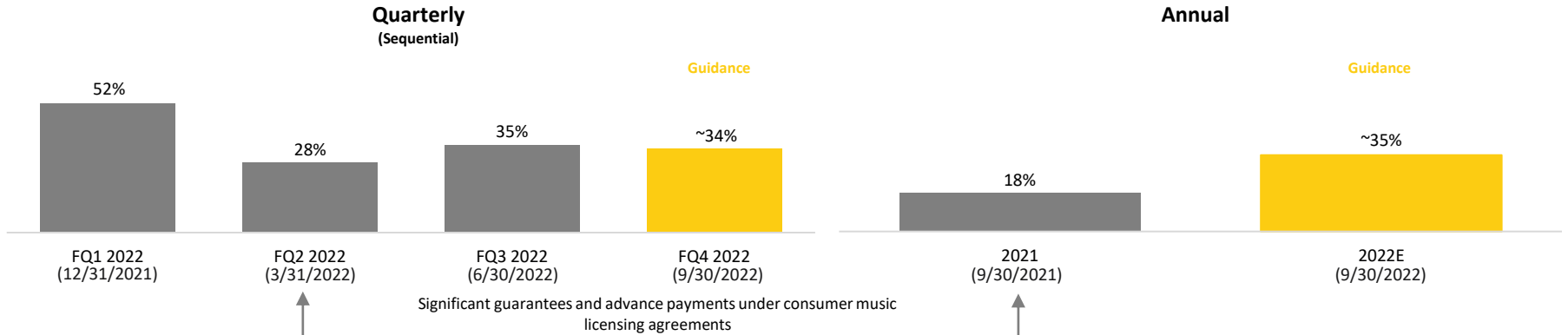


Historical Results and Guidance¹

Revenue



Gross Margin



Source: Company's public SEC filings.

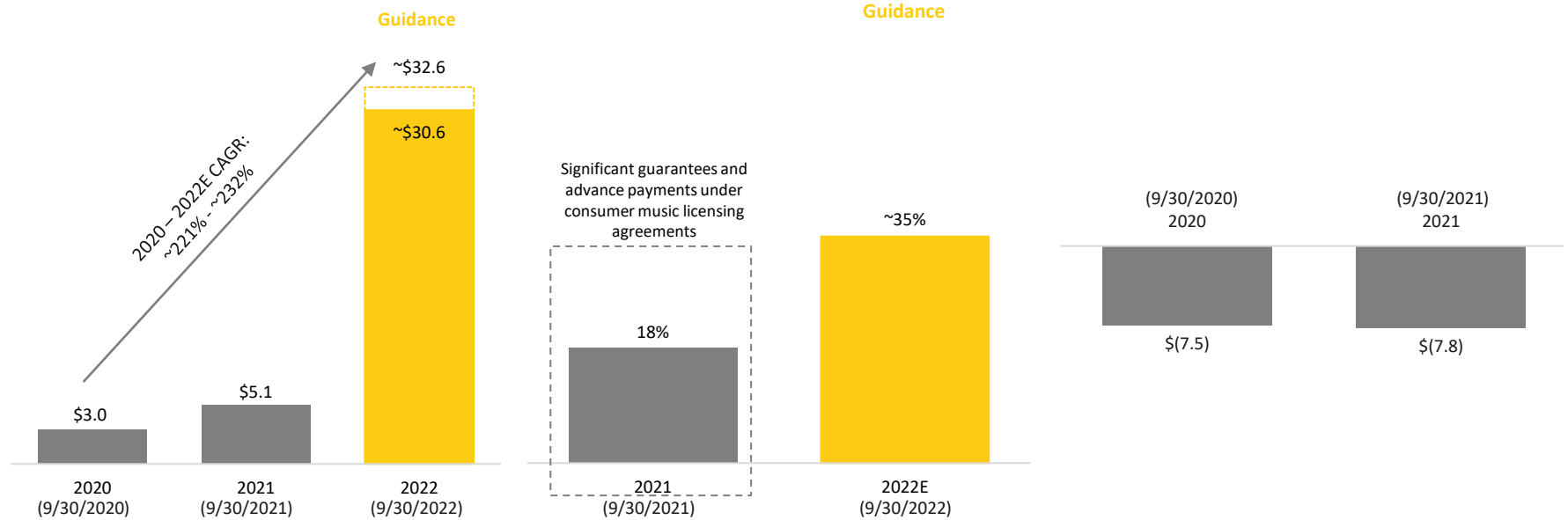
Note: \$ in millions. In November 2021, our Board of Directors approved a change in our fiscal year end from December 31 to September 30.

¹With respect to the Company's financial guidance, please read "Cautionary Note Regarding Financial Guidance" on page 36.

Revenue¹

Gross Margin¹

Adjusted EBITDA²



Source: Company's public SEC filings.

Note: \$ in millions. In November 2021, our Board of Directors approved a change in our fiscal year end from December 31 to September 30.

¹ With respect to the Company's financial guidance, please read "Cautionary Note Regarding Financial Guidance" on page 36.

² Adjusted EBITDA reconciliation on page 29.

- Seasoned management team with blue chip experience
- Strong financial and operational momentum
- Disrupter in traditional cable and satellite serviced OOH venues
- Differentiated by proprietary technology
- Strong DOOH industry tailwinds
- No major competition

loop™

Appendix





Company Snapshot

Market Statistics

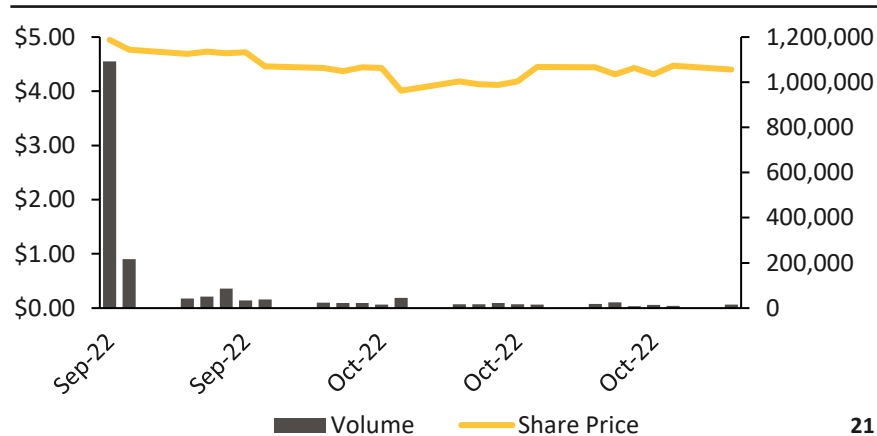
Share Price	\$4.41
52 Week High	\$14.50
52 Week Low	\$3.89
Average Daily Trading Value (3 Months)	27,561
Insider Ownership	32%

Shares Outstanding ¹	58.1 Million
Public Float (as of 10/24/22)	9.6 Million
Pro Forma Debt (as of 6/30/2022) ²	\$3.5 Million
Pro Forma Cash (as of 6/30/2022)	\$10.9 Million
Market Capitalization ¹	\$256.3 Million

Top Shareholders³

Holder	Common Stock	% Outstanding
Bruce A. Cassidy	10,094,862	17.4%
Jon Niermann	6,666,666	11.7%
Jeremy Boczulak	5,111,502	8.7%
Running Wind, LLC	3,878,989	6.8%
Dreamcatcher, LLC	3,878,988	6.8%
Liam McCallum	2,002,250	3.5%
Denise A. Penz	176,666	<1%
Andy Schuon	34,900	<1%

Share Price Performance Since Uplist



Source: CapIQ market data as of 10/25/2022. Public SEC filings.

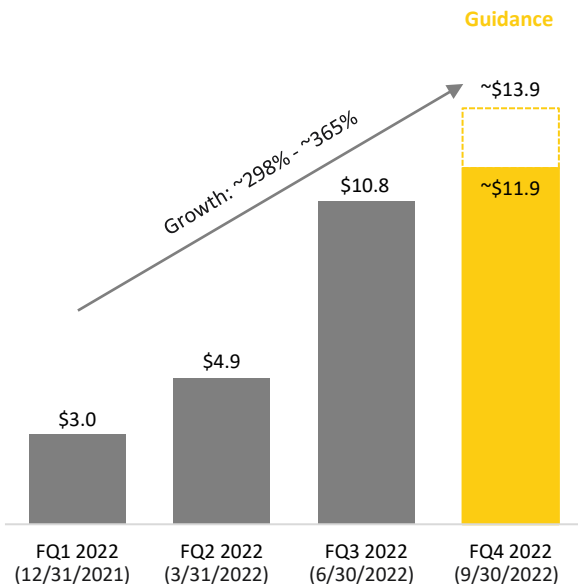
¹ Based on diluted shares outstanding. Calculated using the treasury stock method.

² Excludes borrowings under new revolving credit facility entered into July 2022.

³ Post-offering amount of beneficial ownership as of 8/31/2022.

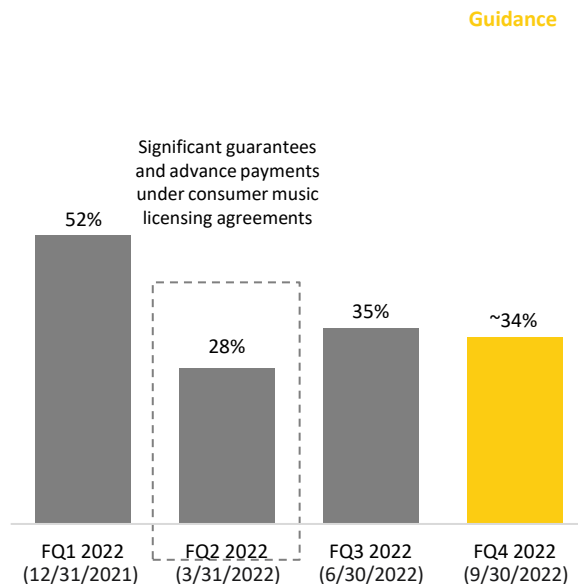
Revenue¹

Sequential Quarters



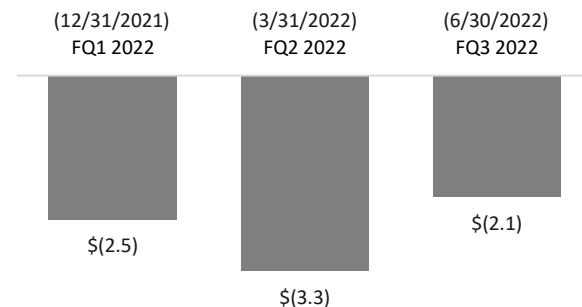
Gross Margin¹

Sequential Quarters



Adjusted EBITDA²

Sequential Quarters



Source: Company's public SEC filings.

Note: \$ in millions. In November 2021, our Board of Directors approved a change in our fiscal year end from December 31 to September 30.

¹ With respect to the Company's financial guidance, please read "Cautionary Note Regarding Financial Guidance" on page 36.

² Adjusted EBITDA reconciliation on page 30.



Growth Strategy

Increase Marketing & Distribution of Loop Player

- Direct correlation between digital marketing spend and Loop Player demand
- Leading role in the highly fragmented and low penetration DOOH market
- Leverage strong internal sales team and external consultants to promote and distribute product and services
 - Target large, national or regional, franchisee or corporate owned businesses to drive strong enterprise sales



Expanding customizable thematic content attracts new DOOH operators, further diversifies our customer base and attracts advertisers seeking targeted viewership

- Launch of Loop Player, Partner Network, and ad-supported revenue model has rapidly increased our network screens and diversified our DOOH customer base
- Partner Network broadens our reach to a more diverse viewer and advertiser base in a variety of DOOH locations
- Diversified customer base has resulted in higher CPMs as we cater to advertisers aiming to reach certain consumer demographics
 - Provides greater insight into viewing habit and content demand

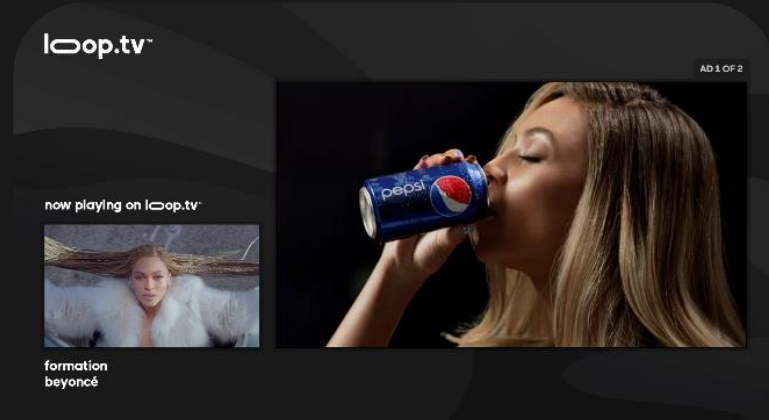


- Directly market to companies interested in sponsorship of content
- Improve programmatic ad revenue through Loop “MarTech” data/analytics
- Directly advertise to companies interested in sponsorship of original content
- Expand advertising team and personnel

DOOH Audience



We're Trusted by The Best



- Supply of video content in non-U.S. DOOH markets is underserved
 - We are exploring ways to further penetrate Asia, certain countries in South America, Canada and Europe
 - In 2021, we acquired EON Media, a syndicated radio program broadcast across Asia





Annual Income Statement

	Fiscal Year Ended September 30,			LTM as of 6/30/2022 ¹
	2020	2021	2022E	
Net Revenue	\$2,966,454	\$5,069,149	\$30,600,000 - \$32,600,000	\$21,089,101
<i>% Growth</i>	NA	70.9%	503.7% - 543.1%	NA
Cost of Revenue	\$1,086,053	\$4,165,065	\$19,900,000 - \$21,200,000	\$14,193,563
Gross Profit	\$1,880,401	\$904,084	\$10,700,000 - \$11,400,000	\$6,895,538
<i>% Margin</i>	63.4%	17.8%	35.0%	32.7%
Operating Expenses				
Selling, General and Administrative	\$7,466,047	\$20,333,216		\$24,476,407
Impairment of Goodwill and Intangibles	6,350,000	11,206,523		8,815,724
Total Operating Expenses	\$13,816,047	\$31,539,739		\$33,292,131
Operating Income	\$(11,935,646)	\$(30,635,655)	\$(18,800,000) - \$(18,200,000)	\$(26,396,593)
<i>% Margin</i>	(402.4)%	(604.4)%	(61.4)% - (55.8)%	(125.2)%
Other Income (Expense)	\$(5,168,048)	\$(953,752)		\$(2,365,021)
Income Tax (Expense) / Benefit	(1,600)	614,911		713,690
Net Income (Loss)	\$(17,105,294)	\$(30,974,496)		\$(28,047,924)
<i>% Margin</i>	(576.6)%	(611.0)%		(133.0)%
Deemed Dividend	\$(3,800,000)	\$ -		\$ -
Net Loss Attributable to Common Stockholders	\$(20,905,294)	\$(30,974,496)		\$(28,047,924)
<i>% Margin</i>	(704.7)%	(611.0)%		(133.0)%

¹LTM financials are unaudited.



Sequential Quarterly Income Statement (Unaudited)

	Fiscal Quarter Ended,			Guidance
	12/ 31/ 2021	3/ 31/ 2022	6/ 30/ 2022	9/ 30/ 2022E
Net Revenue	\$2,996,034	\$4,879,839	\$10,804,083	\$11,920,044 - \$13,920,044
<i>% Growth</i>	NA	62.9%	121.4%	10.3% - 28.8%
Cost of Revenue	\$1,444,977	\$3,515,217	\$7,018,283	\$7,921,523 - \$9,221,523
Gross Profit	\$1,551,057	\$1,364,622	\$3,785,800	\$3,998,521 - \$4,698,521
<i>% Margin</i>	51.8%	28.0%	35.0%	33.5% - 33.8%
Operating Expenses				
Selling, General and Administrative	\$5,909,680	\$5,891,831	\$7,553,431	
Impairment of Goodwill and Intangibles	-	-	-	
Total Operating Expenses	\$5,909,680	\$5,891,831	\$7,553,431	
Operating Income	\$(4,358,623)	\$(4,527,209)	\$(3,767,631)	\$(6,146,537) - \$(5,546,537)
<i>% Margin</i>	(145.5)%	(92.8)%	(34.9)%	(51.6)% - (39.8)%
Other Income (Expense)	\$84,879	\$(446,821)	\$(1,904,654)	
Income Tax (Expense) / Benefit	(251)	(800)	-	
Net Income (Loss)	\$(4,273,995)	\$(4,974,830)	\$(5,672,285)	
<i>% Margin</i>	(142.7)%	(101.9)%	(52.5)%	
Deemed Dividend	\$ -	\$ -	\$ -	
Net Loss Attributable to Common Stockholders	\$(4,273,995)	\$(4,974,830)	\$(5,672,285)	
<i>% Margin</i>	(142.7)%	(101.9)%	(52.5)%	



EBITDA and Adjusted EBITDA Reconciliation

Annual

	<u>Fiscal Year Ended September 30,</u>	
	<u>2020</u>	<u>2021</u>
EBITDA Reconciliation		
Net Income (Loss)	\$(17,105,294)	\$(30,974,496)
Interest Expense	1,002,799	1,690,552
Interest Income	(4,688)	(10,123)
Depreciation and Amortization	439,418	2,557,959
Income Tax Expense / (Benefits)	1,600	(614,911)
EBITDA	\$(15,666,170)	\$(27,351,020)
<i>% Margin</i>	<i>(528.1)%</i>	<i>(539.6)%</i>
Adjusted EBITDA Reconciliation		
EBITDA	\$(15,666,170)	\$(27,351,020)
Stock- Based Compensation	1,816,034	8,374,265
Impairment of Intangible Assets	6,350,000	11,206,523
Adjusted EBITDA	\$(7,500,132)	\$(7,770,232)
<i>% Margin</i>	<i>(252.8)%</i>	<i>(153.3)%</i>



EBITDA and Adjusted EBITDA Reconciliation

Three Month & Nine Month Periods

	Three Months Ended,			Nine Months Ended,	
	12/31/2021	3/31/2022	6/30/2022	6/30/2021	6/30/2022
EBITDA Reconciliation					
Net Income (Loss)	\$(4,273,995)	\$(4,974,830)	\$(5,672,285)	\$(17,847,682)	\$(14,921,110)
Interest Expense	504,117	494,389	978,435	1,443,917	1,976,941
Interest Income	(200)	-	-	(8,653)	(200)
Depreciation and Amortization	343,458	67,886	406,687	1,855,475	1,128,702
Income Tax Expense / (Benefits)	251	800	-	99,830	1,051
EBITDA	\$(3,426,369)	\$(4,411,755)	\$(4,287,163)	\$(14,457,113)	\$(11,814,616)
<i>%Margin</i>	<i>(114.4)%</i>	<i>(90.4)%</i>		<i>(543.5)%</i>	<i>(63.2)%</i>
Adjusted EBITDA Reconciliation					
EBITDA	\$(3,426,369)	\$(4,411,755)	\$(4,287,163)	\$(14,457,113)	\$(11,814,616)
Stock-Based Compensation	1,549,406	1,116,318	1,282,548	7,036,799	3,948,272
Impairment of Intangible Assets	-	-	-	(2,390,799)	-
Gain on Extinguishment of Debt	(490,051)	-	944,614	(578,386)	454,563
Loss on Settlement of Obligation	-	-	-	-	-
Change in Fair Value of Derivative	(98,745)	(47,568)	(18,395)	-	(164,708)
Adjusted EBITDA	\$(2,465,759)	\$(3,343,005)	\$(2,078,396)	\$(10,389,499)	\$(7,576,489)
<i>%Margin</i>	<i>(82.3)%</i>	<i>(68.5)%</i>	<i>(19.2)%</i>	<i>(390.6)%</i>	<i>(40.6)%</i>



Historical Balance Sheet

	As of	
	9/30/2021	6/30/2022 ¹
Assets		
Current Assets		
Cash	\$4,162,548	\$709,725
Accounts Receivable	1,571,226	11,601,025
Inventory	223,048	12,554
Prepaid Expenses and Other Current Assets	1,645,037	1,136,401
Prepaid Income Tax	17,806	19,648
License Content Assets	850,263	456,343
Note Receivable	-	540,108
Total Current assets	\$8,469,928	\$14,475,804
Long-Term Assets		
Deposits	\$34,289	\$63,879
License Content Assets	365,360	1,243
Equipment, Net	38,936	884,492
Operating Lease Right-of-Use Assets	237,094	118,375
Intangible Assets	702,778	618,444
Goodwill	1,970,321	1,970,321
Total Long-Term Assets	\$3,348,778	\$3,656,754
Total Assets	\$11,818,706	\$18,132,558

	As of	
	9/30/2021	6/30/2022 ¹
Liabilities & Stockholders' Equity		
Current liabilities		
Accounts Payable	\$1,147,585	\$3,739,527
Accrued Liabilities	434,858	5,796,127
Accrued Royalties	633,463	3,316,708
Payable on Acquisitions	250,125	250,125
License Content Liabilities - Current	985,000	50,250
Notes Payable - Current	25,714	-
Deferred Income	191,331	144,079
Convertible Debt Related Party - Current, Net	530,226	2,075,692
Convertible Debt, Current, Net	-	602,581
Lease Liability - Current	167,101	119,178
Total Current Liabilities	\$4,365,403	\$16,094,267
Long-Term Liabilities		
Convertible Debt - Related Party, Less Current Portion, N	\$2,458,194	\$-
Convertible Debt, Less Current Portion, Net	404,319	142,714
Note Payable - Non-Current	460,924	-
Derivative Liability	1,058,633	893,925
Non-Revolving Line of Credit	-	3,519,310
Lease Liability	75,530	-
Total Long-Term Liabilities	\$4,457,600	\$4,555,949
Total Liabilities	\$8,823,003	\$20,650,216
Stockholders' Equity	\$2,995,703	\$(2,517,658)
Total Liabilities and Stockholders' Equity	\$11,818,706	\$18,132,558

¹6/30/2022 financials are unaudited.



Capitalization

	As of June 30, 2022 (in thousands except share data)		
	Actual	Pro Forma ¹	Pro Forma as Adjusted ¹
Cash and Cash Equivalents	\$710	\$710	\$10,900
Convertible Debt, Net (2022 Notes: All Current) ²	2,606	-	-
Convertible Debt, Net (2023 Notes; Including Current Portion of \$72) ³	215	-	-
Non-Revolving Line of Credit ⁴	3,519	3,519	3,519
Total Debt	\$6,340	\$3,519	\$3,519
Shareholders' Equity:			
Common Stock, \$0.0001 par value, 105,555,556 authorized and 51,179,865 Shares Issued and Outstanding, Actual; 54,266,542 Shares Issued and Outstanding, Pro Forma; 56,666,542 Shares Issued and Outstanding, Pro Forma As Adjusted	\$5	\$5	\$6
Additional Paid-In-Capital	79,329	84,520	94,710
Accumulated Deficit	(81,764)	(83,079)	(83,079)
Total Stockholders' Equity	\$(2,429)	\$1,446	\$11,636
Total Capitalization	\$3,910	\$4,965	\$15,155

Source: Company's public SEC filings.

¹ Please see preliminary prospectus for items included in the "Pro Forma" and "Pro Forma as Adjusted" columns.

² 2022 Notes mature on December 1, 2022. The notes accrue interest in two different ways: (A) at the rate of 4% per annum, payable in cash, from the date of issuance of each note as follows: (1) interest from the issue date to November 30, 2021, is payable in advance on the date the note was executed; (2) six months of cash interest is payable in arrears on June 1, 2022; and (3) six months of cash interest is payable in arrears on the maturity date; and (B) at the rate of 6% per annum, payable in shares of our common stock in arrears on June 1, 2021, December 1, 2021, June 1, 2022, and the maturity date. As of August 31, 2022, a total of \$3,132,565 in principal and interest was outstanding on the 2022 Notes. The 2022 Notes converted simultaneously with the closing of the offering into an aggregate of 783,140 shares, based on the outstanding principal and interest of \$3,132,565 as of August 31, 2022 and an assumed conversion price of \$4.00 per share (which is 80% of \$5.00, the midpoint of the estimated price range set forth on the cover page of this prospectus).

³ 2023 Notes mature on December 1, 2023, require monthly installments of principal and interest at 10% per annum and are convertible at any time prior to the maturity in whole or in part into shares of our common stock at a price of \$1.80 per share. We had previously sought, but did not receive, certain concessions from the holders of the Convertible Promissory Notes related to ongoing monthly principal and interest payments and the conversion of the Convertible Promissory Notes into shares of our common stock in connection with any significant public equity capital raise by us. In connection with the issuance of the 2023 Notes, the holder thereof (the "2023 Noteholder") has agreed to a cessation of principal and interest payments on the 2023 Notes until December 1, 2022, at which time accrued interest would be paid in a lump sum in cash and monthly principal and interest payments would resume. The 2023 Noteholder has further agreed to convert the 2023 Notes into shares of our common stock upon any significant public equity capital raise by us, including the offering contemplated by this prospectus. Accordingly, the 2023 Notes converted simultaneously with the closing of the offering into an aggregate of 1,189,031 shares, based on the outstanding principal and interest of \$2,140,257 as of August 31, 2022 and the conversion price of \$1.80 per share.

⁴ Effective April 25, 2022 and May 13, 2022, we entered into Non-Revolving Line of Credit Loan Agreements (the "Loan Agreements") with certain lenders (the "Lenders"), under which we have borrowed an aggregate principal amount of \$6.2 million. Each Loan Agreement provides for a maturity of the indebtedness borrowed thereunder of eighteen months from its respective effective date and interest, payable semi-annually in arrears, at a fixed rate equal to 12% per year.

D2C Development Focus

Evolution to B2B DOOH Focus

2016

2016

Loop is founded by Jon Niermann, Liam McCallum and Shawn Driscoll

2016

Acquired 20% stake in ScreenPlay



2017
2018

2017

Continued fundraising

2018

Product, team and partner development

2019

2019

Acquired remaining 80% stake in ScreenPlay

2019

Further development of technology stack and platform, including the Loop Player



2020

February 2020

Became a public reporting company via reverse merger

March 2020 – June 2021

COVID-19 accelerated adoption of our ad-supported revenue model

October 2020

Introduced Loop Player as an ad-supported service

November 2020

Established Loop Media Studios, appointing Andy Schuon as Head



2021
2022

June 2020 – June 2021

Leadership team expands

April 2021

Increased attraction from programmatic advertisers

May 2021

Optimized and further implemented advertising revenue model

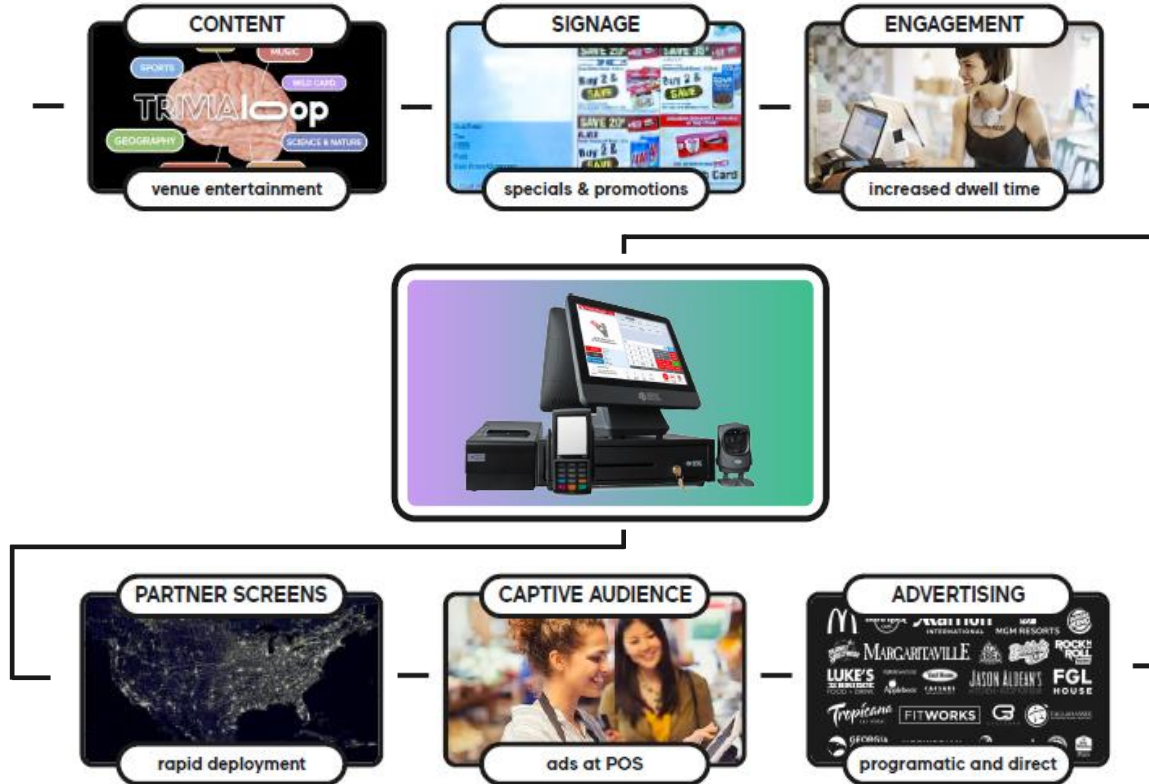
Bob Gruters hired as Chief Revenue Officer

September 2021

Neil Watanabe hired as Chief Financial Officer

May 2022

Launched Partner Network





Definitions

- QAU: Quarterly Active Units - We define an “active unit” as (i) an ad-supported Loop Player (or DOOH location using our ad-supported service through our “Loop for Business” application or using an DOOH venue-owned computer screening our content) that is online, playing content, and has checked into the Loop analytics system at least once in the 90-day period or (ii) a DOOH location customer using our subscription service at any time during the 90-day period. We use “QAU” to refer to the number of such active units during such period. October 1, 2021, we began to pre-activate almost all of our Loop Players prior to delivery to customers, in response to feedback from customers and in order to further streamline the installation process and simplify the use of the Loop Players in DOOH locations. Pre-activated Loop Players are ordered by third-party DOOH locations and represent potential revenue for us when the Loop Players are installed in the DOOH locations. As a result of these operational changes, for any period following September 30, 2021, we will include in our definition of “active unit” any Loop Player that has been pre-activated and shipped by us to a DOOH location customer for a period of 90 days post shipment, regardless of whether such customer utilizes the Loop Player in their DOOH location. After the 90-day period, these Loop Players will drop out of the QAU definition, unless they are otherwise online, playing content, and checked into the Loop analytics system at least once in any subsequent 90-day period. Prior to October 1, 2021, if a Loop Player was not activated by the DOOH location operator it would not be counted as an active unit. Accordingly, our QAUs for periods subsequent to September 30, 2021 will not be strictly comparable to our September 30, 2021, or prior period, QAUs. Increases or decreases in our QAU may not correspond with increases or decreases in our revenue, and QAU may be calculated in a manner different than any similar key performance indicator used by other companies.
- ARPU: Advertising Revenue Per Unit - We define a “unit player” as (i) an ad-supported Loop Player (or a DOOH location using our ad-supported service through our “Loop for Business” application or using a DOOH location-owned computer screening our content) or (ii) a DOOH location customer using our subscription service at any time during the 90-day period. A unit player that is supported by our advertising-based revenue model is an ad-supported unit player and a unit player that is supported by a subscription-based revenue model is a subscription unit player. We calculate advertising ARPU (“AD ARPU”) by dividing quarterly revenues from our DOOH ad-supported service for the period by QAUs for our ad-supported unit players. We calculate subscription ARPU (“SUB ARPU”) by dividing quarterly revenues from our DOOH subscription supported service for the period by QAUs for our subscription supported unit players.
- DOOH: Digital out-of-home
- OOH: Out-of-home
- CTV: Connected TV
- CPM: Cost per mille



Cautionary Note Regarding Financial Guidance

- Preliminary financial information and projections should not be viewed as a substitute for full historical financial statements prepared in accordance with U.S. GAAP. Forecasts are subject to change. We have not completed our customary annual financial closing and review procedures. As a result, such preliminary unaudited financial results are not comprehensive statements of our financial results for the three months ending September 30, 2022 and are subject to adjustments as a result of such results and procedures. There can be no assurance that final results for such period will not differ from the preliminary unaudited results presented below. In addition, preliminary unaudited financial information is not necessarily indicative of the results to be achieved in any other future period. Marcum LLP, our independent registered public accounting firm, has not audited, reviewed, compiled or performed any procedures with respect to the preliminary financial data. Accordingly, Marcum LLP does not express an opinion or any other form of assurance with respect thereto.
- The annual guidance disclosure includes forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance, but instead are based on current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, macroeconomic conditions and other future conditions. Forward-looking statements are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict, many of which are outside of our control. Our actual results for the year ending September 30, 2022 may differ materially from those contained in this presentation and you should not place undue reliance upon any of these forward-looking statements.



Non-GAAP Financial Measures

EBITDA is not measured in accordance with, or an alternative to, measures prepared in accordance with U.S. GAAP. In addition, this non-GAAP measure is not based on any comprehensive set of accounting rules or principles. As a non-GAAP measure, EBITDA has limitations in that it does not reflect all of the amounts associated with our results of operations as determined in accordance with U.S. GAAP. In particular:

- EBITDA does not reflect the amounts we paid in interest expense on our outstanding debt;
- EBITDA does not reflect the amounts we received in interest income on our investments;
- EBITDA does not reflect the amounts we paid in taxes or other components of our tax provision;
- EBITDA does not include depreciation expense from fixed assets; and
- EBITDA does not include amortization expense.

Because of these limitations, you should consider EBITDA alongside other financial performance measures including net income (loss) and our financial results presented in accordance with U.S. GAAP.

Adjusted EBITDA is not in accordance with, or an alternative to, measures prepared in accordance with U.S. GAAP. In addition, this non-GAAP measure is not based on any comprehensive set of accounting rules or principles. As a non-GAAP measure, Adjusted EBITDA has limitations in that it does not reflect all of the amounts associated with our results of operations as determined in accordance with U.S. GAAP. In particular:

- Adjusted EBITDA does not reflect the amounts we paid in interest expense on our outstanding debt;
- Adjusted EBITDA does not reflect the amounts we paid in taxes or other components of our tax provision;
- Adjusted EBITDA does not include depreciation expense from fixed assets;
- Adjusted EBITDA does not include amortization expense;
- Adjusted EBITDA does not include the impact of stock-based compensation;
- Adjusted EBITDA does not include the impact of the impairment of intangible assets;
- Adjusted EBITDA does not include the impact of the gain on extinguishment of debt;
- Adjusted EBITDA does not include the impact of the loss on settlement of obligation; and
- Adjusted EBITDA does not include the impact of the change in fair value of derivative.