



Investment Deck for **YOU**

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Introduction



We're Here to Heal the World

We Live in Troubled Times

Politics



Global
Warming

War



Injustice

Coping Mechanisms Increase

Drugs



Therapy



Food



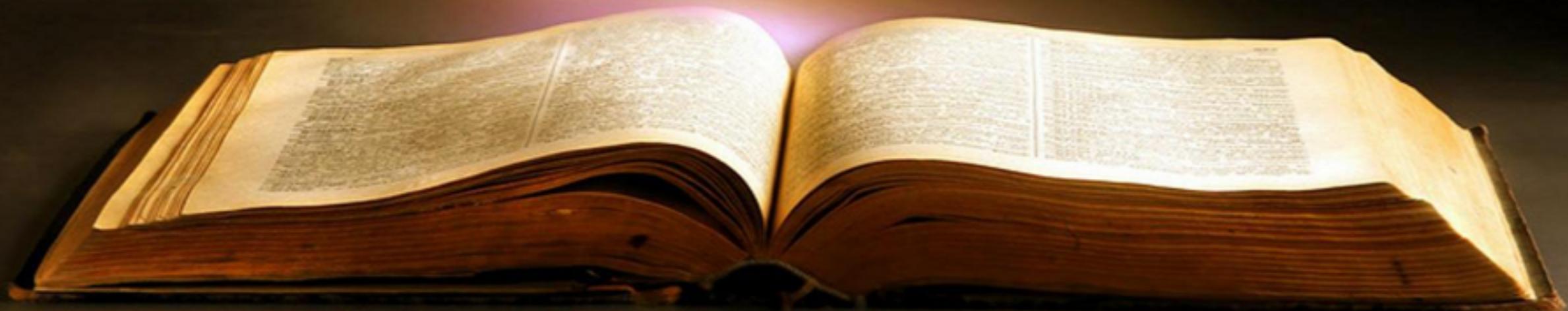
Pot!!!



The Answer Is In The Bible

“Laughter Heals All Wounds”

- Proverbs 17:22



Laughter Has Great Benefits



Boosts
Immune
System



Lowers
Depression



Relieves
Pain

TED Talks Don't Lie



Sophie Scott: Why We Laugh?

TED

Did you know that you're 30 times more likely to laugh if you're with somebody else than if you're alone? Cognitive neuroscientist Sophie Scott shares this and other surprising facts about laughter in this fast-paced, action-packed and, yes, hilarious dash through the science of cracking up.



Steve Mazan: The Power of Laughter

TED

Steve discusses the true power of laughter and how it allows people to let go. He shares stories from his years on the road in comedy clubs as well as a poignant story from his multiple trips to the Mid-East to perform for our troops where a young soldier showed him the real value in laughter.



Dale Williams: When you laugh, something happens

TED

Achieve what you want by allowing your talents to be guided by happiness and laughter. Dale speaks about the power of viewing every situation positively and uses examples from case studies to illustrate this point.



Giulia Rozzi: Healing loneliness with laughter

TED

Giulia Rozzi believes that by sharing stories and laughing at those stories we help others feel less lonely and help ourselves feel less lonely. Comedy is more than the clever punchline, it's the connection the comic has with the audience. By opening up we reveal our most vulnerable, genuine selves.



Harith Iskander: The Value of Laughter

TED

A Malaysian Comedian who has chosen an entertaining path shares his views on Malaysia and following your talents.

Lowers Depression

Reduces Stress

Relieves Pain

Boosts Immune System

Introducing



Spotify's business model
meets SoundCloud's premier
monetization service for
Stand-up Comedy



Comedy Your Way.

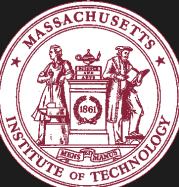
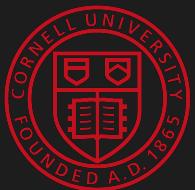
Our Progress

*Over 600 Comedians
On Our Platform*

JIM GAFFIGAN
KEVIN HART
LOUIS CK
AZIZ ANSARI
AMY SCHUMER

CHRIS ROCK

Team Members From



Comedy Record Labels



Experienced Board



FUNNY
or DIE

rdio™

PANDORA®

Wharton

Stand-up is a huge industry



\$15B

Audio Ad revenue in the
US (Music + Spoken
Word)



\$5B

Estimated market size
for comedy in the US*

*\$2.5Bn of the \$5B market size is calculated from average movie gross for romantic comedy & comedy movies. The other \$2.5B represents the management's estimate for comedic TV, tours, clubs, and downloads.



\$300m

Market size for live
stand-up comedy in US
alone

We think stand-up can be as big as music

Kevin Hart in 2015



Top 5 grossing tour
along with Taylor Swift
and Rolling Stones

\$82m

Kevin Hart's revenue
from tours in 2015

Stand-up in 2016



Louis CK and Amy Schumer
sold out arenas in 2016

Stand-up has a huge addressable market



86m

US Facebook users who self identify as stand-up comedy fans



17.6M

People visited comedy clubs last 12 months



There are 6 different comedy stations on SiriusXM

According to our knowledge, comedy stations are most listened to behind Howard Stern*

*Sirius XM comment is from a conversation with Kevin Straley, a former SVP at SiriusXM.

This statement represent management opinions. It does not represent guarantees of future results, levels of activity, performance, or achievements.

We Believe Comedy Gets Lost On Streaming

Stone Age ('80s)



Comedy was widely available on records

Today



Comedy inventory not widely available to stream

Laugh.ly Aims to Fill The Gap



Large collection
of stand-up.



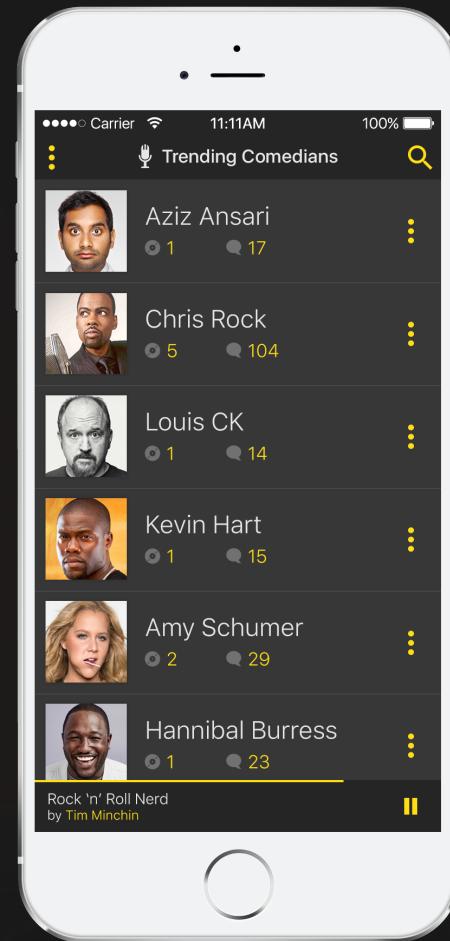
On-demand
models.



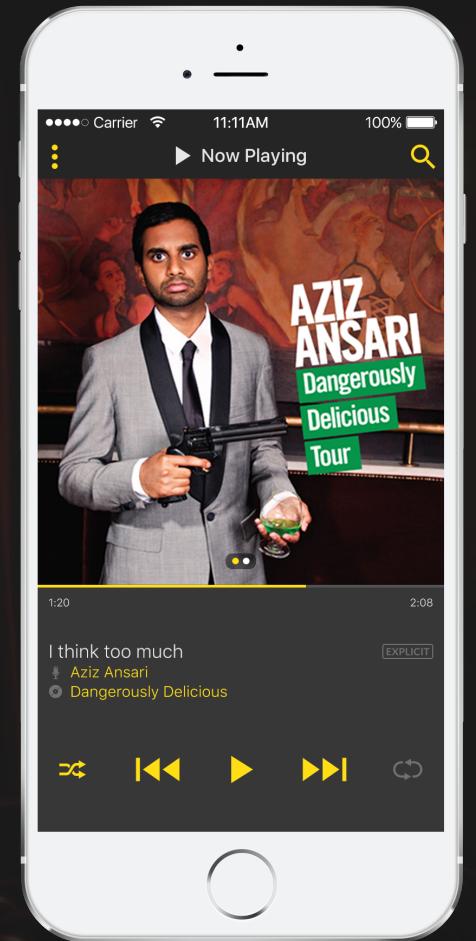
IP to curate
and categorize tracks.



Supported and promoted
by named comedians.



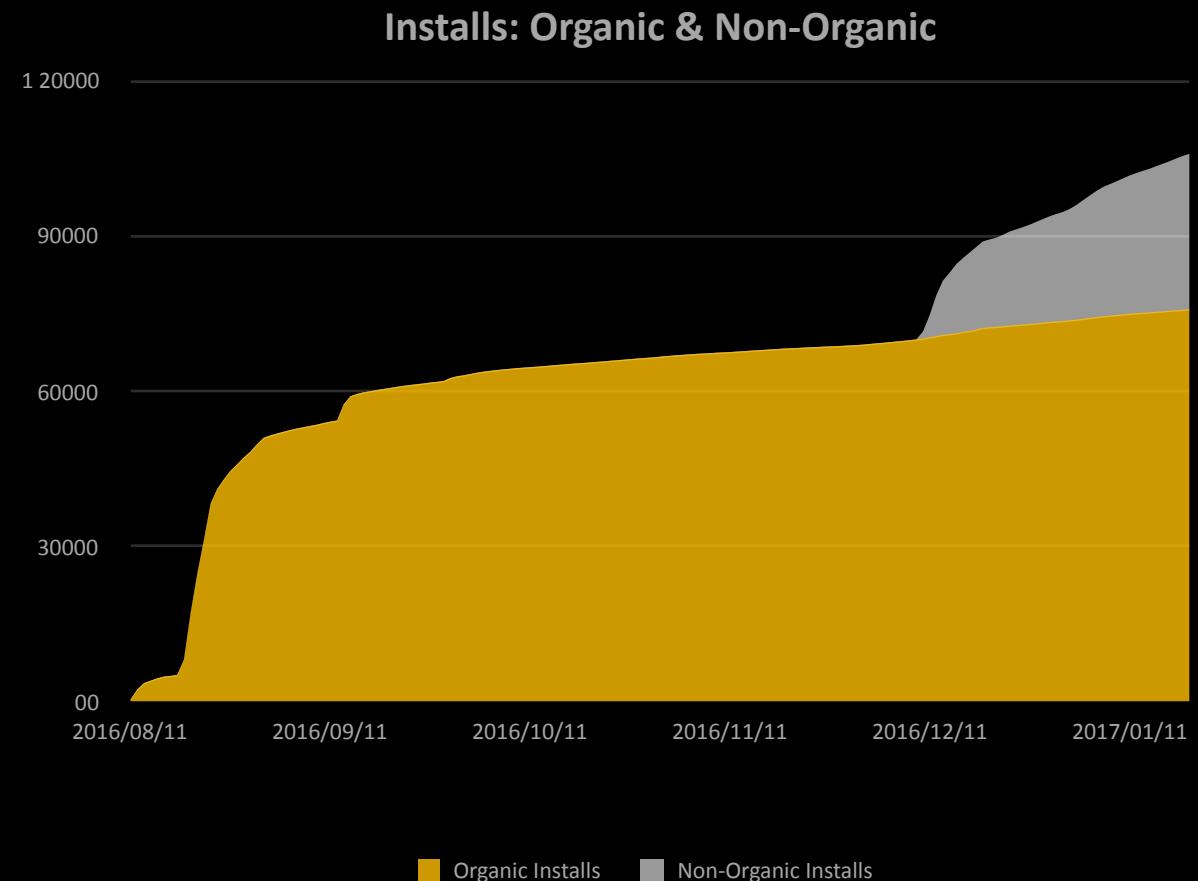
Go Wide



... or Go Deep

Traction Update

Strong Initial Growth



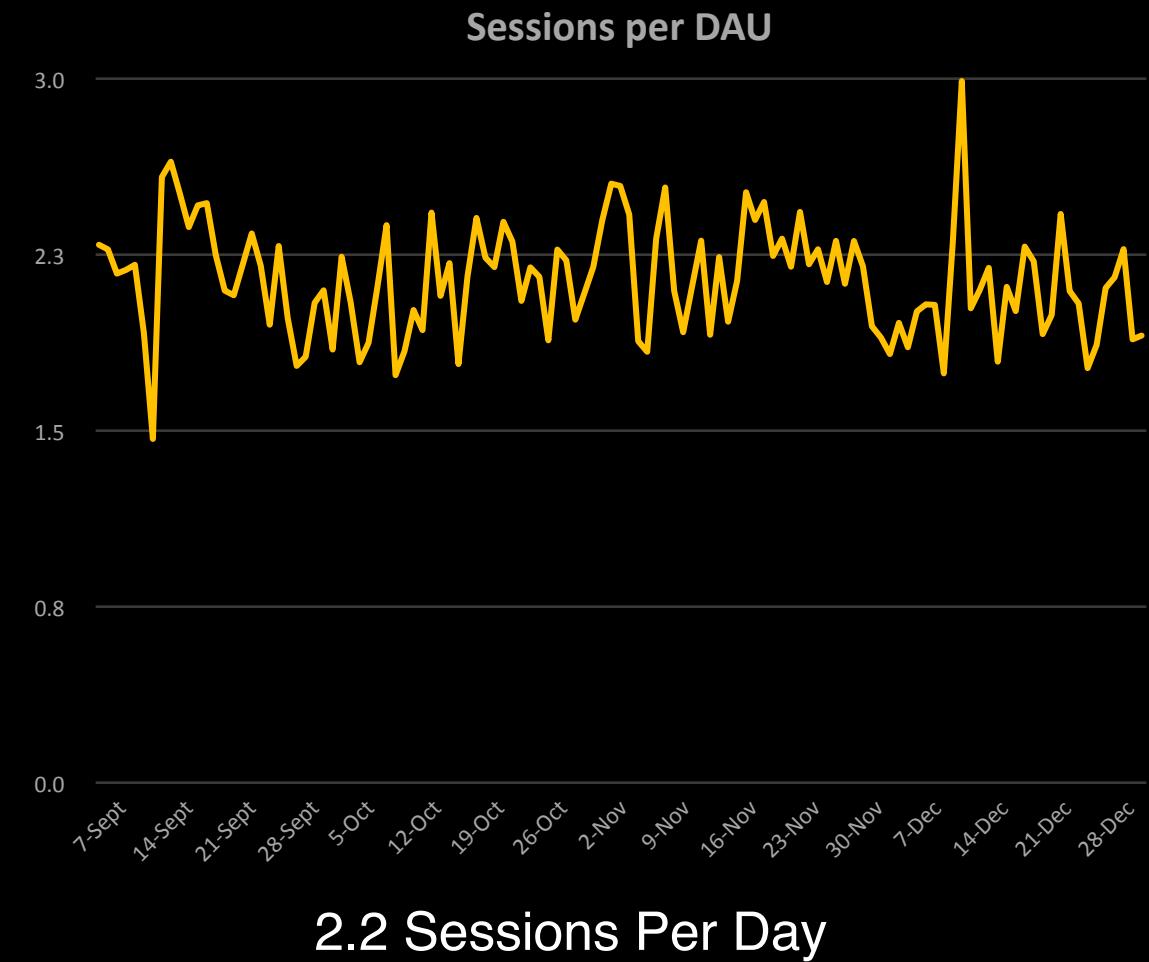
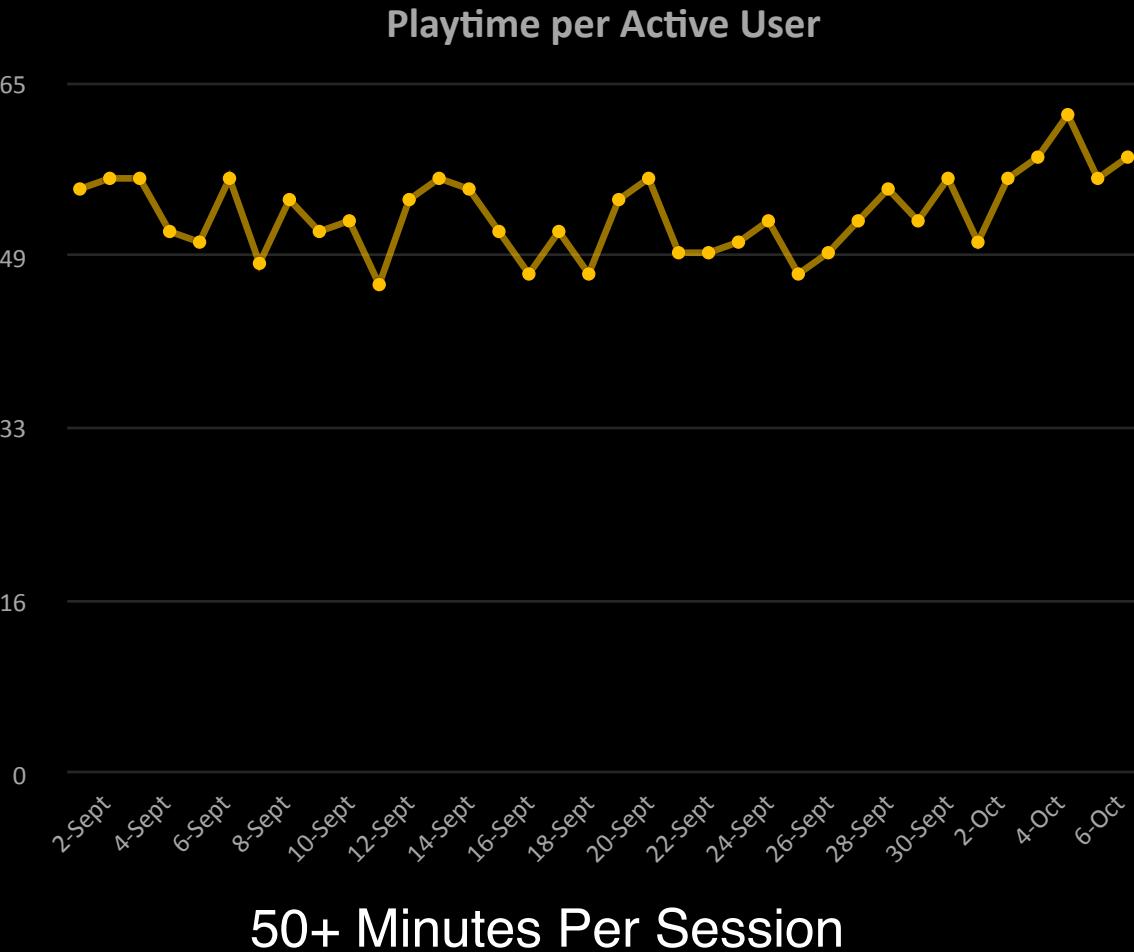
150,000
Organic and paid Installs Since Launch

Strong Initial Growth - Retention

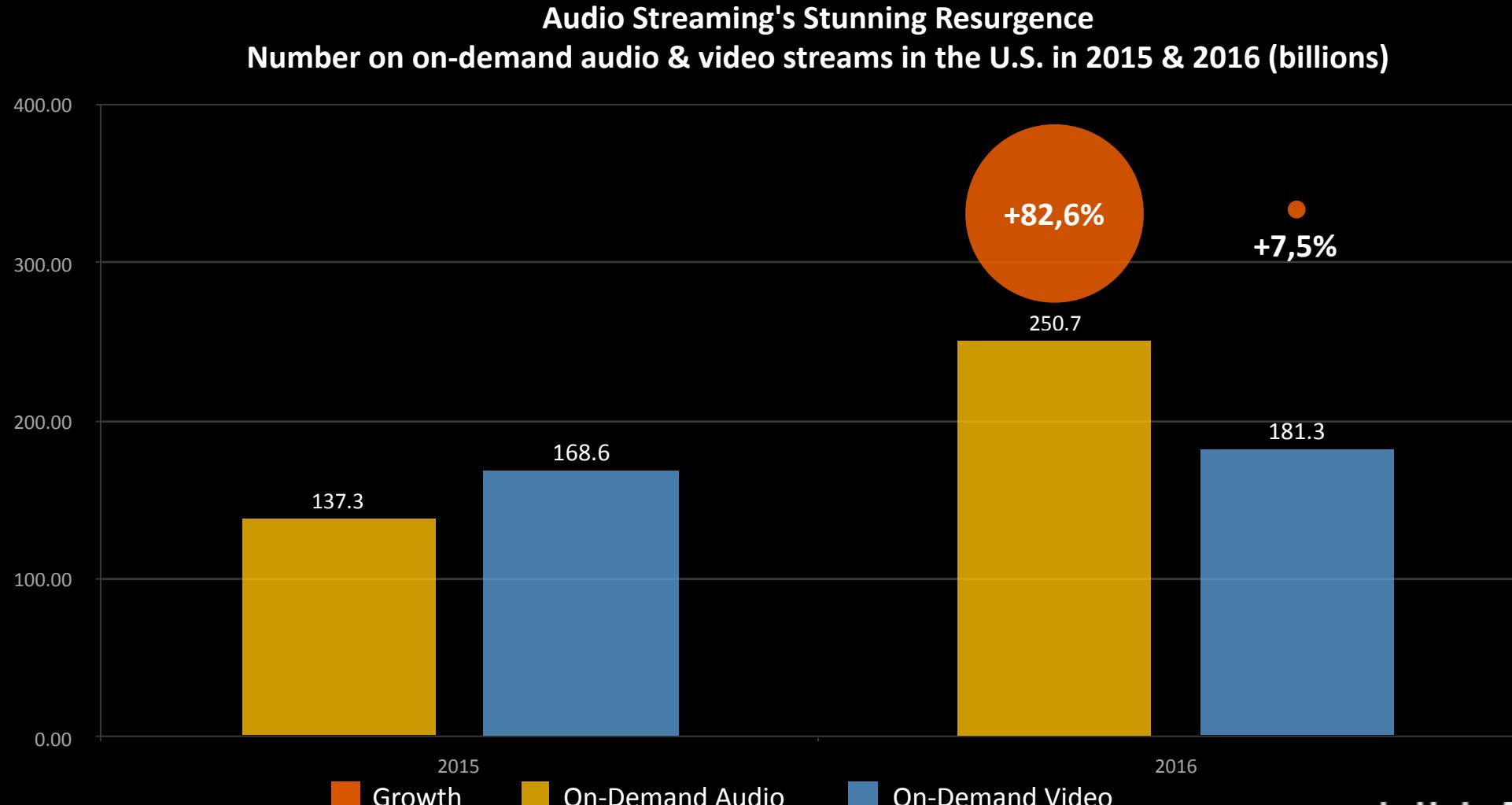
| COHORT | D0 | D1 | D3 | D7 | D14 | D30 |
|----------------------------|------|-------|-------|-------|-------|-------|
| August | 100% | 23.7% | 15.2% | 11.6% | 8.7% | 4.7% |
| September | 100% | 33.2% | 25.7% | 22.8% | 18.5% | 12.0% |
| October | 100% | 36.0% | 29.5% | 27.7% | 24.2% | 16.3% |
| November | 100% | 38.0% | 29.9% | 29.1% | 25.7% | 18.8% |
| December | 100% | 41.7% | 34.3% | 30.2% | 27.0% | 21.6% |
| | | | | | | |
| All | 100% | 38.1% | 30.6% | 28.3% | 21.9% | 14.8% |
| Industry | | 25.0% | 16.0% | 12.0% | 9.0% | 6.5% |
| Ratio Laugh.ly to Industry | | 1.5 | 1.9 | 2.4 | 2.4 | 2.3 |

2x Industry Average

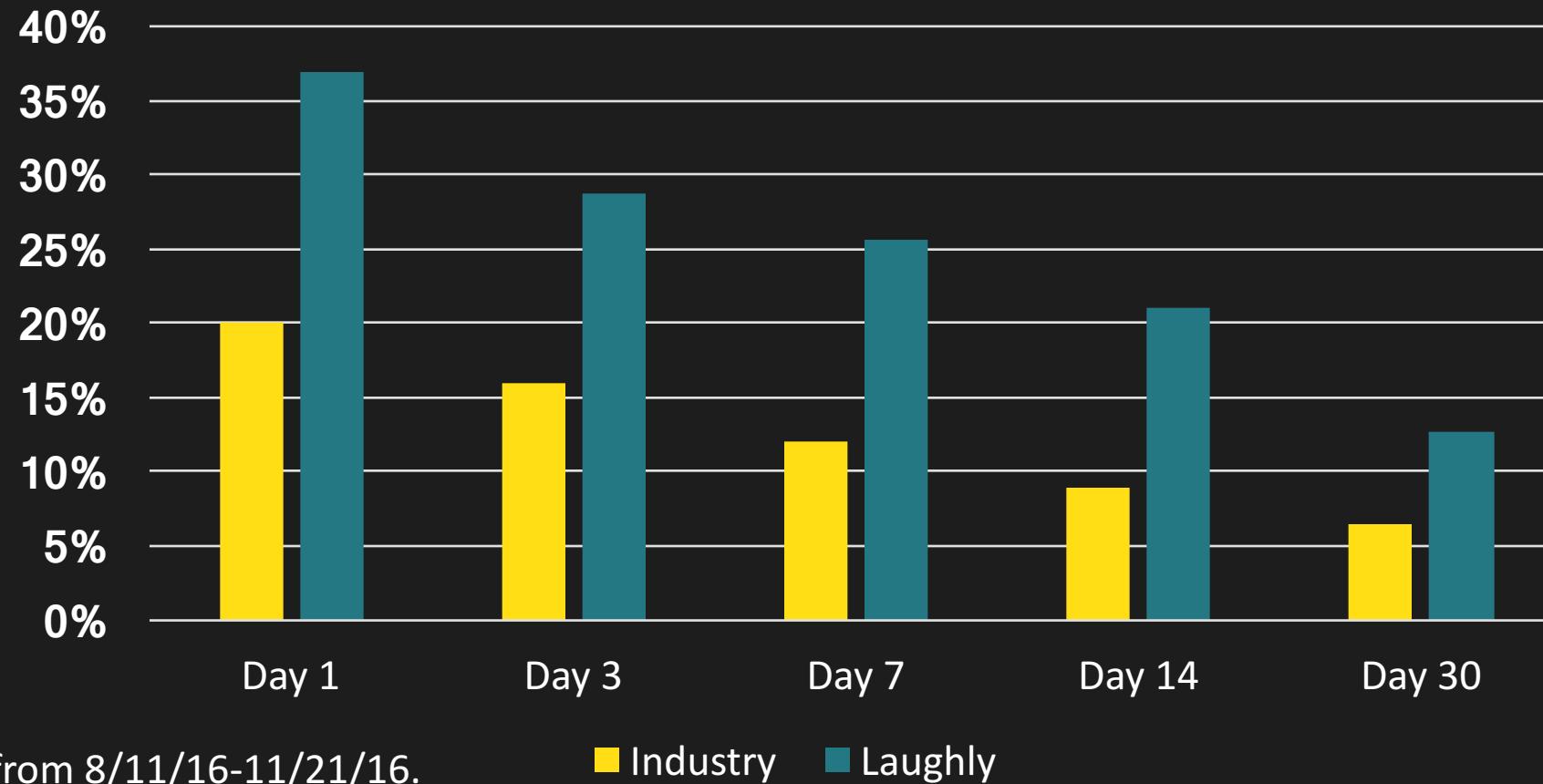
Strong Initial Growth - Engagement



The Audio Renaissance is Happening



Daily Retention: Entertainment Industry Category vs. Laugh.ly



Engagement

48

Average Minutes per Session

1.6M

Minutes consumed
in 1st month

Demographics

72%

Male

18-34

Average Age Range

7-9pm

Highest Usage Time

Business Model



AD-SUPPORTED

- Targeting \$10 CPM
- Targeting \$100 of Revenue per 1,000 hours



SUBSCRIPTIONS

- \$3.99 Subscription fee
- Targeting 10% Conversion



ENGAGEMENT

- 20 hours of listening per month

Feature Roadmap



Team



Dave Scott



Rashidi Hendrix
Licensing



Mark Seman
Programming



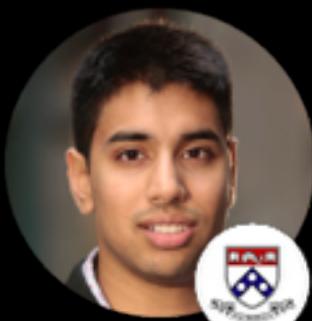
Kelly Anneken
Product



Michael Rome
Finance



Elliott Peters
General Counsel



Nikhil Karnik
Co-founder



EJ Emeagwali
Co-founder



Eric Schmidt
Engineer



Josh Grossberg
Engineer



Christina Chang
UX Designer

Advisors



Delida Costin
Pandora



Gary Greenstein
WSGR



Larry Lieberman
Comedy Central



Ron Buell
RDIO



Michael Palitz
Comix



Chris Mazilli
Gotham



Dani Zoldan
Standup NY



Joe Sanfellipo
Bonkerz

In Conclusion

A DAY WITHOUT
LAUGHTER IS
A DAY WASTED

Charlie Chaplin



celebquote.com

Everyone needs
laughter in their life

There is a comedian for
everyone

Laugh.ly delivers
against that promise