



# LET'S PUT AN M-SHAPED DENT IN THE UNIVERSE.

A MESSAGE FROM THE FOUNDERS OF LEGION M

What we're doing has **never been done**, but we've beaten the odds before, and believe we can do it again. We can't guarantee success (nobody can promise that), but we can guarantee that we'll do everything in our power to make this the best investment you've ever made. We're betting not just our own money, but also our reputations and careers that we can **make this a success**.

Legion M is, to our knowledge, the first company built from the ground up to be owned by fans. We're building it that way because we believe a media company owned by a large audience of fans has fundamental competitive advantages over those owned by Wall Street investors. Our logo (the M with a bar over it) is the Roman numeral for one million, representing our long-term of uniting one million fans as shareholders of the Company. It's **an ambitious goal**, but we believe that if we can achieve it, Legion M could become one of the most influential companies in Hollywood.

THANK YOU for considering our Company. If you like what you see and want to take a **swing for the fences** with us, we'd be honored to have you join our team. Onward and upward,



THE WORLD'S FIRST FAN-OWNED ENTERTAINMENT COMPANY





**ENTERTAINMENT  
IS A MULTI-TRILLION-DOLLAR  
GLOBAL INDUSTRY, HOME TO  
SOME OF THE MOST VALUABLE  
COMPANIES ON EARTH...**

**AND IT'S ALSO 100%  
POWERED BY FANS.**

**WE BUY THE TICKETS.  
WE PAY THE SUBSCRIPTIONS.  
WE DECIDE WHAT TO WATCH.**

**UNITED WE HAVE THE POWER.**

**IMAGINE AN ENTERTAINMENT COMPANY OWNED BY  
1 MILLION**

**SHAREHOLDERS**

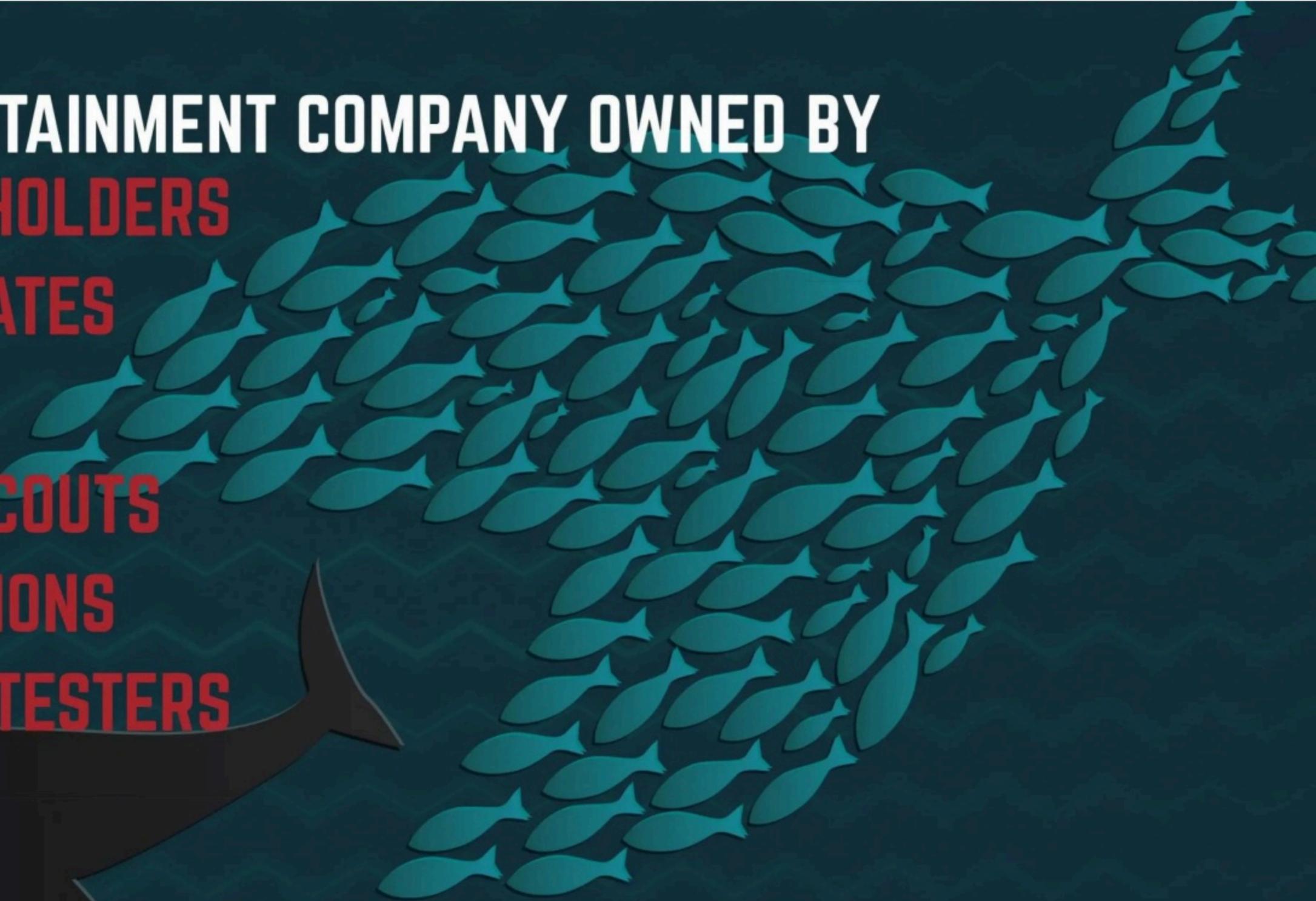
**ADVOCATES**

**FANS**

**FILM SCOUTS**

**CHAMPIONS**

**FOCUS TESTERS**





## WE ARE UNITING 1 MILLION FANS...

A built-in audience is one of the most valuable assets in Hollywood. Imagine the power of a company with a built-in audience for **everything it creates**.

Legion M is a vibrant, engaged community of shareholders working to shape the future of the entertainment industry. Our shareholders are both financially and emotionally invested in the films, TV shows, comic books, VR, games, and products we create as a company.

◆ **OVER \$16M RAISED FROM MORE THAN 35K INVESTORS**

◆ **OVER 150K MEMBERS OF THE LEGION M COMMUNITY**

COMPETITIVE ADVANTAGE

## THE WORLD'S FIRST FAN OWNED ENTERTAINMENT COMPANY

### CONSUMPTION POWER

1 million investors would consume nearly **\$6.7 BILLION** of media each year.

### PROMOTIONAL POWER

1 million investors have a combined social reach of **1.7 BILLION impressions**.



### BOX OFFICE POWER

1 million investors could produce **top-ranking box office numbers** for our projects.

### PREDICTIVE POWER

The Legion helps scout films and projects to make our selections more lucrative.



**MORE THAN A FAN.  
MORE THAN AN INVESTOR.  
OUR SHAREHOLDERS ARE  
CORE TO OUR GROWTH.**

Legion M was founded because we saw a once-in-a-lifetime opportunity to reshape the future of entertainment. Our long-term goal is to **unite 1 millions fans as shareholders**, creating a massive grassroots audience. We are well on the way!

Our audience of shareholders is a constant source of energy. More, they provide a built-in focus group, a deep pool of crowdsourced ideas, and a legion of scouts always on the look out for the next big thing. The Legion **propels us forward more quickly.**

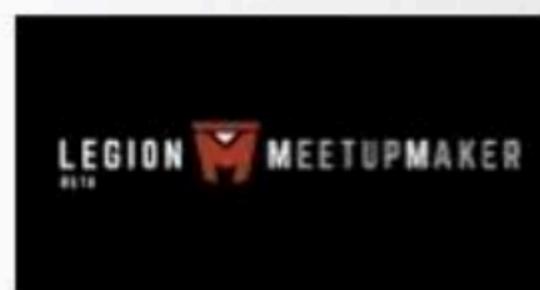


#### THE WISDOM OF THE LEGION



#### **FILM SCOUT BY LEGION M**

Film Scout provides real-time analytics and insights at film festivals. Shareholders review and rate films to expand our reach.



#### **MEETUPMAKER BY LEGION M**

Shareholders and members can easily create meetups to watch and discuss their favorite projects with friends and family.



#### **M PULSE BY LEGION M**

M Pulse taps immediate feedback on our projects, 24/7, to make sure our decisions are backed by the qualitative and quantitative.



# THE LEGION CREATES HIT PROJECTS WITH GRASSROOTS MOMENTUM.

Legion M helped make MANDY, starring Nicolas Cage and Andrea Risenborough (*Birdman*, *Black Mirror*), into more than a film. We invested in the project then proceeded to leverage the Legion to help promote the project and create a universe of live events and custom products.

MANDY was released in 2018 but we are still enjoying the success through recent partnerships with Funko Pop and Red Miller. Collectibles, like those below, keep the fan base (and revenues) growing for this cult classic.



FUNKO POP!  
VINYL FIGURE



RED MILLER  
PLUSH TOY



CHEDDAR GOBLIN  
MAC N' CHEESE



## BUSINESS INSIDER

*The Surprise Theatrical Success of Mandy has the Industry Rethinking Release Strategies.*

## INVEST, ENGAGE, AND GOOD THINGS HAPPEN

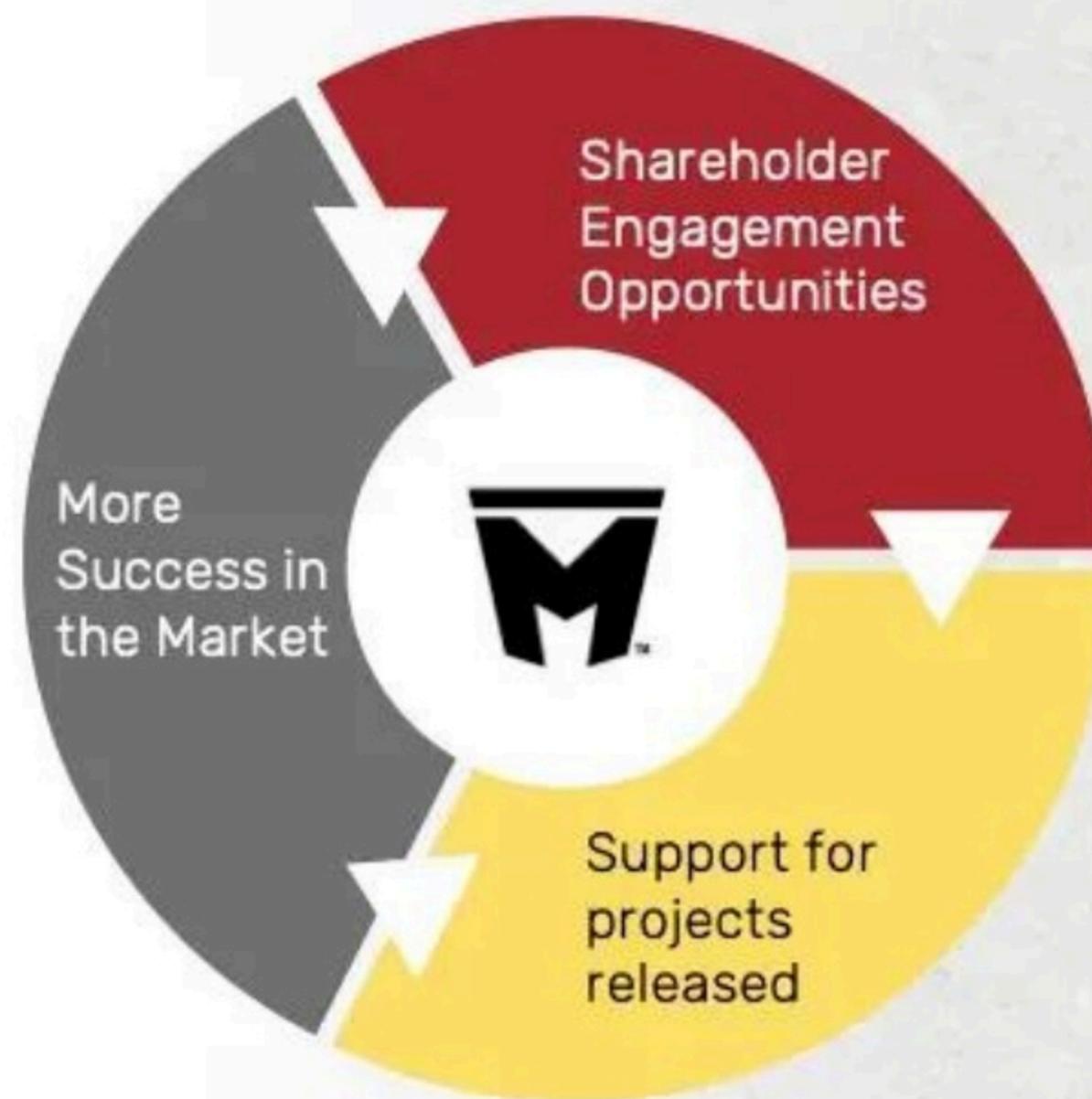
- ❖ Created MANDY specific merchandise for fanbase
- ❖ Live-streams, parties, promotion, products, etc.
- ❖ Helped sell out premiere at Egyptian Theatre in hours
- ❖ Took MANDY to two largest Comic Cons



# HOW HAVING FUN TRANSLATES TO GOOD BUSINESS AT LEGION M.

Engaging our shareholders is core to our business model and strengthens our competitive advantage. By using the more fun parts of the entertainment industry, our shareholders become critical to our growth strategy.

The more we include shareholders in the process; the more excited they are for project releases. The more word of mouth they generate; the more success we see in the market. This creates opportunities for larger projects and more success.



# DIVERSIFIED BUSINESS MODEL (2022 REVENUE STREAMS)

## FINANCING



## PRODUCTION & LIVE EVENTS



# DIVERSIFIED BUSINESS MODEL (2022 REVENUE STREAMS)

## DISTRIBUTION & RELEASE



## MERCHANDISE & LICENSING



## DEVELOPMENT

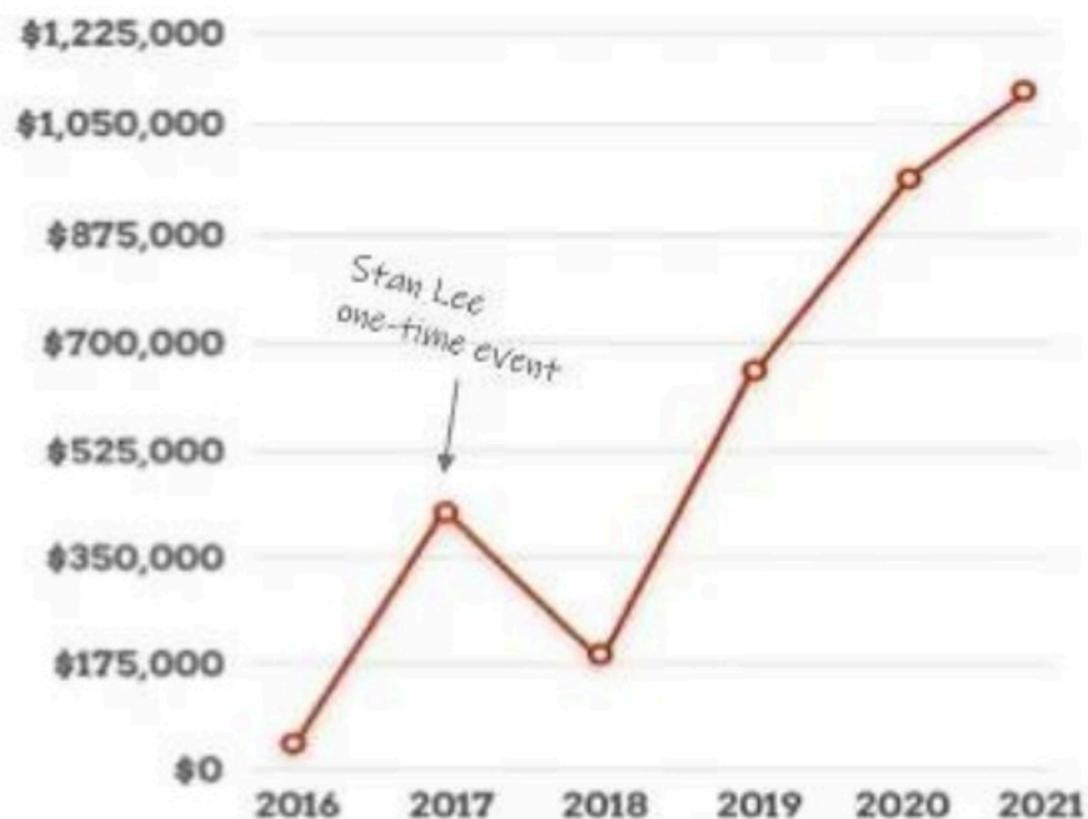


# GROWTH THROUGH ACCUMULATING REVENUE.

The rapid growth of our shareholder and member communities allow us to continue making **bigger bets** on **better projects** with **better odds** of success that accumulate value over time.



## Annual Revenue



## YEAR OVER YEAR REVENUE STREAMS





**“THIS IS EXACTLY WHAT OUR BUSINESS NEEDS RIGHT NOW. LEGION M IS THE FUTURE OF OUR INDUSTRY.”**

Dean Devlin

*Billion-dollar franchise producer (Stargate, Independence Day, Leverage, The Librarians)*

**“LEGION M UNDERSTANDS THE POWER OF FANS. WHEN WE UNITE, WE CAN DO ANYTHING.”**

Michael Uslan

*Billion-dollar producer of Batman movie franchise*



**“THE IDEA OF SETTING UP A COMPANY THAT WILL BE OWNED BY THE FANS—I THINK THAT IS A WONDERFUL IDEA. SO GOOD, I WISH I THOUGHT OF IT MYSELF!”**



*The late Stan Lee*

EQUITY CROWDFUNDING OVERVIEW 14



**SUPER POWERED TEAM.  
EXPERIENCED, ENERGIZED,  
MOTIVATED, AND  
COLLABORATIVE.**



**JEFF ANNISON**  
Co-founder & President



**PAUL SCANLAN**  
Co-founder & CEO

#### DEVELOPMENT



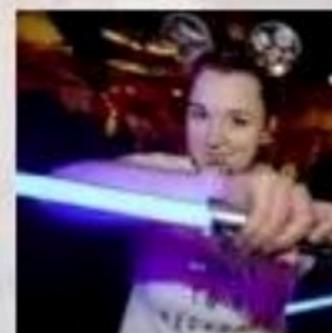
**TERRI LUBAROFF**  
COO, Head of Content



**DAVID BAXTER**  
VP of Development



**MICHELLE P. CARTER**  
Creative Executive



**OLIVIA CERIO**  
Development Assistant

#### COMMUNITY



**TAYLOR GLEDHILL**  
Creative Director



**TERRI PINON**  
Community Manager



**CLARE BATEMAN-KING**  
Worldwide Events & BD



**PROPHETESS BRANCHCOMB**  
Director of Finance

#### FINANCE

#### MARKETING



**CHRIS COOPER**  
Growth Hacker



**TYLER HARMON**  
Growth Hacker



**MANDY BAROISSANIAN**  
Merch & Licensing Consultant



**ERIC LAM**  
Jedi of Operations

#### MERCHANDISE