



# FISCAL 2018

First Quarter Earnings  
November 14, 2017 | 8 a.m. ET

TSX: DHX.A, DHX.B

NASDAQ: DHXM

# DISCLAIMER

This presentation contains “forward looking statements” under applicable securities laws with respect to DHX Media including, but not limited to, statements regarding the integration of the acquisitions of Peanuts and Strawberry Shortcake and the expected financial and other impacts associated with such acquisitions, including synergies, cost reduction initiatives and the resulting financial and other impacts associated with such initiatives, the timing of production schedules and deliveries, expectations regarding the growth and financial performance of WildBrain, expected benefits associated with the Company’s agreement with Mattel, the performance and growth of the Teletubbies brand, management’s review of strategic options for promotion and advertising on DHX Media’s television channels, the strategic priorities of the Company, the markets and industries in which the Company operates, the Company’s plans for deploying its cash flow, strategic plans for growing the Company’s consumer products business, the impact of the Company’s production activities on its distribution and consumer products businesses, the business strategies and operational activities of DHX Media and its subsidiaries, and the future growth and financial and operating performance of DHX Media, its subsidiaries, and investments, including annual growth and other financial targets. Although the Company believes that the expectations reflected in such forward looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results or events may differ materially from those expressed or implied by such forward looking statements. Factors that could cause actual results or events to differ materially from current expectations, among other things, include delivery and scheduling risk associated with production and distribution revenues, the Company’s ability to execute and close anticipated licensing transactions, the Company’s ability to effectively integrate the Peanuts and Strawberry Shortcake acquisitions and realize synergies associated with such acquisitions, the Company’s ability to execute and realize on expected cost reduction initiatives, customer response to properties and brands of the Company and the risk factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under "Risk Factors" in the Company's most recent Annual Information Form and annual Management Discussion and Analysis, which also form part of the Company’s annual report on Form 40-F filed with the United States Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.



# STRATEGIC REVIEW

**Committed to exploring all options  
to enhance shareholder value.**

**Strategic advisors  
engaged**

**Announcements  
in due course**

# POSITIVE START IN Q1 2018



REVENUE  
GROWTH

**83%**  
OVERALL

**16%**  
ORGANIC

PEANUTS' SYNERGIES &  
COST REDUCTIONS

**\$11M**  
TARGETED



# DELIVERING ON 3 CORE IMPERATIVES



## CONTENT

TOTAL PRODUCTION AND SERVICE REVENUE

UP **45%**



## DISTRIBUTION

TOTAL DISTRIBUTION REVENUE

UP **58%**

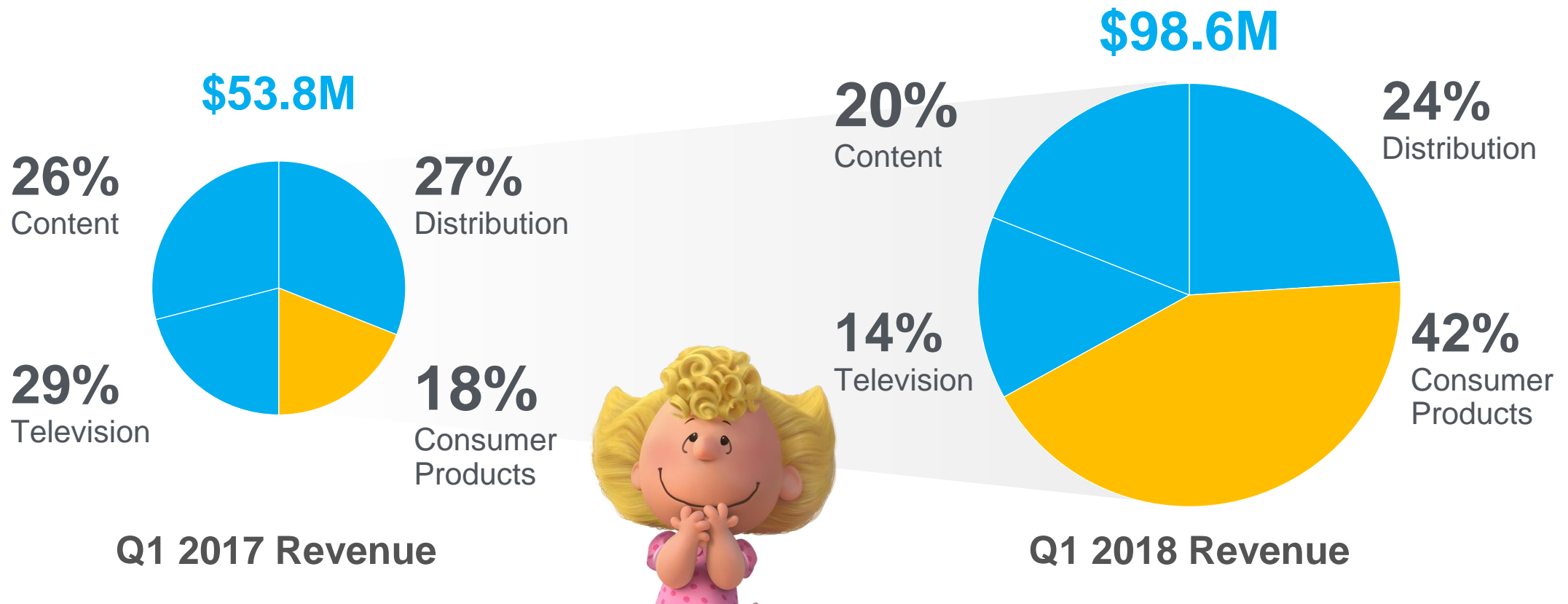


## CONSUMER PRODUCTS

CONSUMER PRODUCTS-OWNED REVENUE

UP **828%**

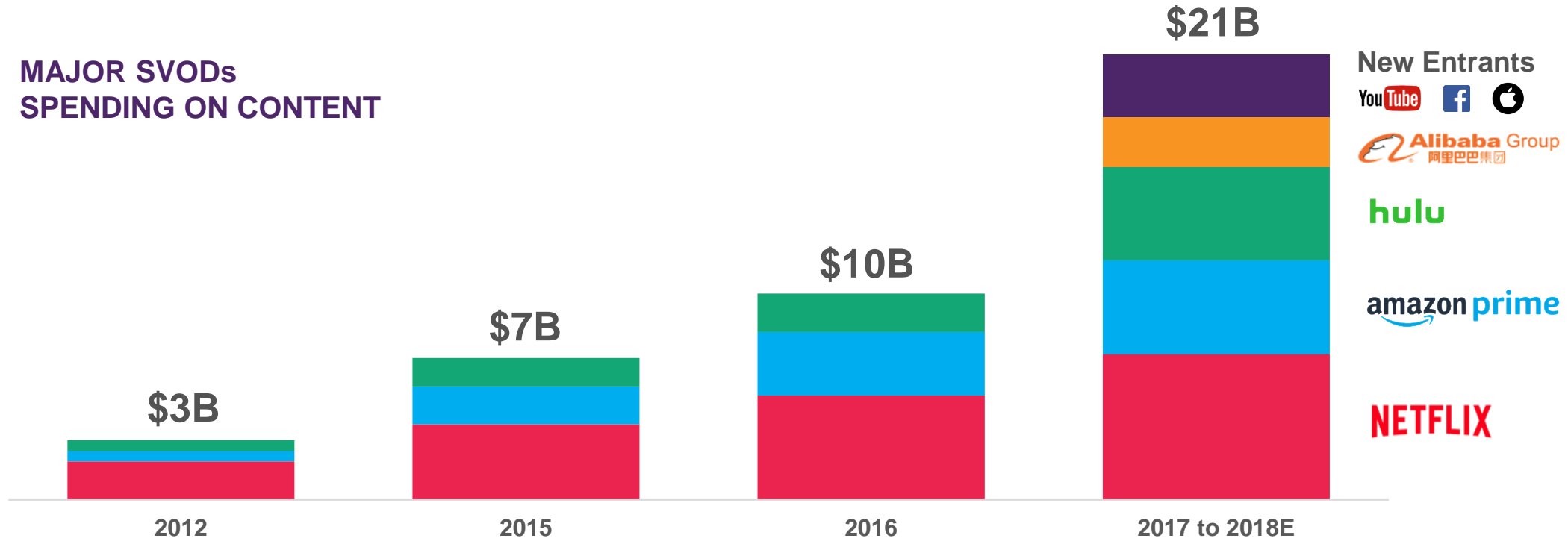
# WE'RE GROWING A DIVERSIFIED BUSINESS



**FOCUSING ON A BROADER PORTFOLIO OF BRANDS TO ADDRESS A LARGE, GLOBAL MARKET FOR KIDS' AND FAMILY CONTENT**

# A COMPELLING MARKET ENVIRONMENT FOR CONTENT

MAJOR SVODs  
SPENDING ON CONTENT

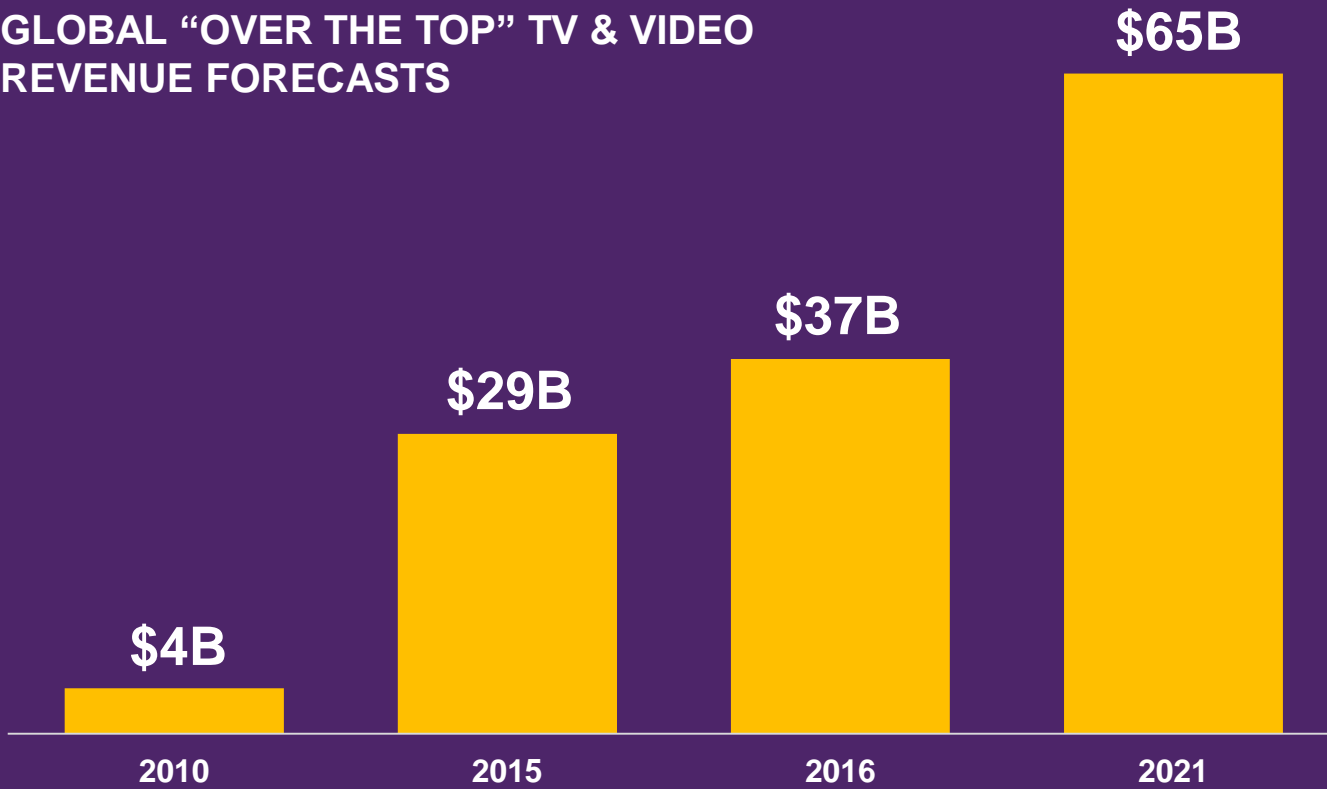


“TURF WAR” FOR SUBSCRIBERS DRIVING GROWING CONTENT SPEND

Sources: Morgan Stanley, Deadline, Business Insider, CinemaBlend, DHX Media estimates

# DIGITAL CONSUMPTION IS DRIVING GROWTH

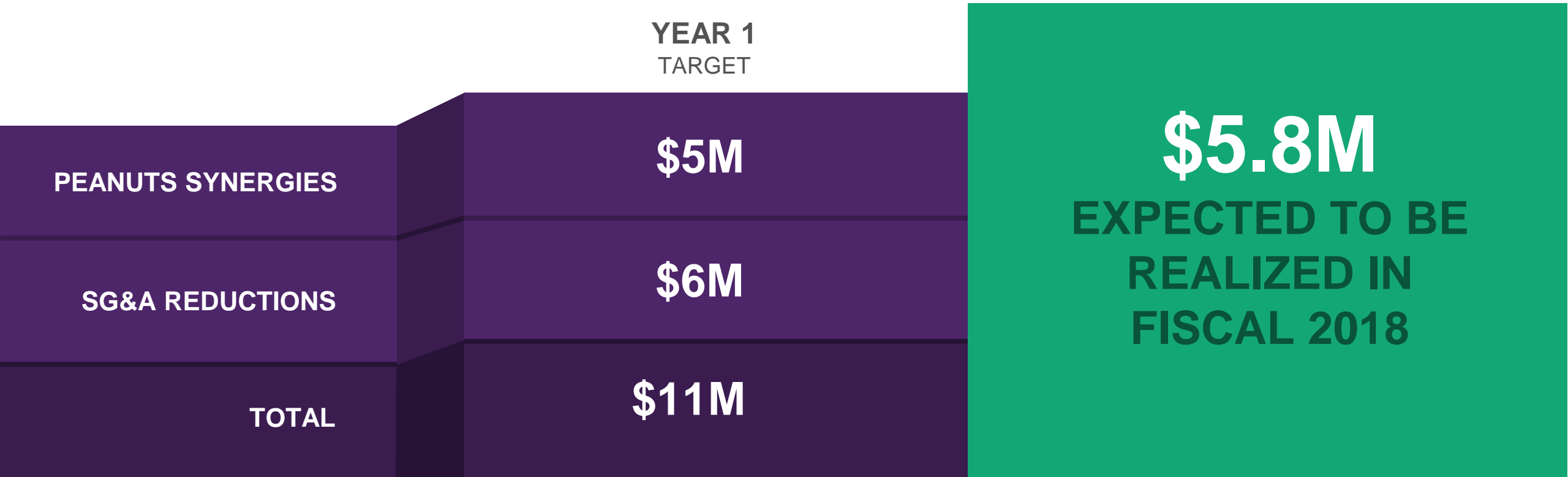
GLOBAL “OVER THE TOP” TV & VIDEO REVENUE FORECASTS



Note: Stats cover SVOD, AVOD, TVOD, and EST for 100 countries.  
Sources: Global OTT TV and Video Forecasts Report, digital TV research.



# WE'RE IMPLEMENTING SYNERGIES & REDUCING COSTS TO GROW OUR BOTTOM LINE



# WE'RE FOCUSED ON RETURN ON INVESTMENT FROM A ROBUST PIPELINE OF NEW SHOWS



194HH  
FY17



215HH  
FY16



179HH  
FY15

~\$150M INVESTED IN CONTENT IN PAST THREE YEARS

DELIVERED **588** HALF-HOURS OF PROPRIETARY CONTENT (2015-2017), UP FROM **351** (2012-2014)

FOCUS ON BRANDS THAT DRIVE **MULTIPLE REVENUE STREAMS**

# WE'RE FOCUSED ON GENERATING CASH FLOWS TO DE-LEVER

PEANUTS ENHANCES OUR CASH FLOW PROFILE

CUTTING COSTS TO REDUCE SG&A

MANAGEMENT COMPENSATION ALIGNED TO CASH FLOW

+/- INVESTMENT IN CONTENT, TARGETING BRANDS



# Q1 2018 FINANCIAL HIGHLIGHTS

Revenue grew  
83% overall to  
**\$98.6M**

Revenue growth  
**16%** Organic  
**67%** Acquisitive

Traditional distribution  
revenue rose  
organically by  
**18%**

Adjusted EBITDA of  
**\$22.8M**  
tracking on plan

Net income\* of  
**\$8.1M**

WildBrain  
revenue grew  
organically  
**79%**



\*Included non-cash item related to unrealized foreign exchange gain

# WE'RE FOCUSED ON RETURNING TO GROWTH IN A POSITIVE CONTENT MARKET



**Growing our  
diversified  
business**

**Realizing  
synergies &  
reducing costs**

**Generating  
cash flow and  
reducing debt**