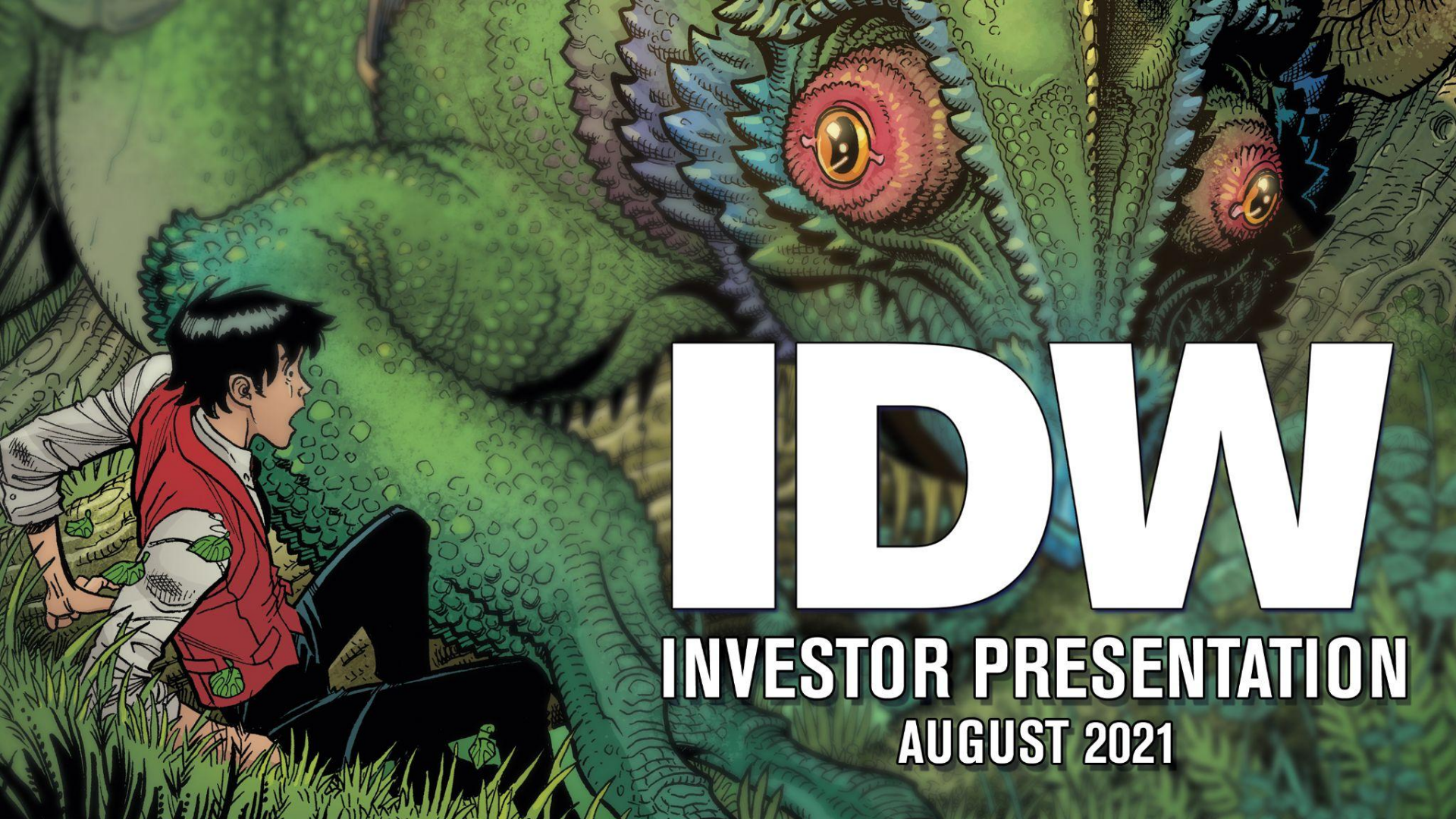


IDW

INVESTOR PRESENTATION

AUGUST 2021

SAFE HARBOR STATEMENT



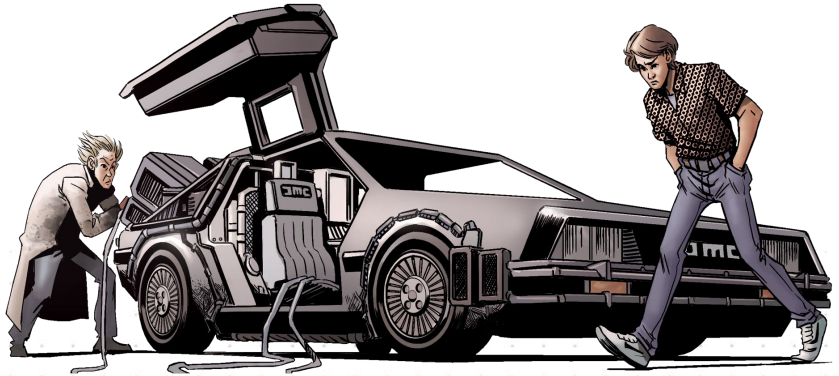
This presentation of IDW Media Holdings, Inc. (IDWMH) contains forward-looking statements. Statements that are not historical facts are forward-looking statements, and such forward-looking statements are statements made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Examples of forward-looking statements include statements about IDWMH's and its divisions' future performance, projections of IDWMH's and its divisions' results of operations or financial condition, and statements regarding IDWMH's plans, objectives or goals, including those relating to its strategies, initiatives, competition, acquisitions, dispositions and/or its products and offerings.

Words such as "believe," "anticipate," "plan," "expect," "intend," "target," "estimate," "project," "predict," "forecast," "guideline," "aim," "will," "should," "likely," "continue" and similar expressions are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on IDWMH's current expectations, estimates and assumptions. Because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond IDWMH's control. Such known and unknown risks, uncertainties and other factors may cause IDWMH's actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements.

These factors include those discussed under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition" and "Results of Operations" in IDWMH's filings made with the Securities and Exchange Commission. IDWMH cautions that such factors are not exhaustive, and that other risks and uncertainties may cause actual results to differ materially from those in forward-looking statements.

Forward-looking statements speak only as of the date they are made and are statements of IDWMH's current expectations concerning future results, events and conditions. IDWMH is under no obligation to update any of the forward-looking statements, whether as a result of new information, future events or otherwise.



OFFERING SUMMARY



Issurer	IDW Media Holdings, Inc. (“IDW”)
Common Stock Offered by IDW	Class B Common Stock
Issued & Outstanding Class B Common Stock Immediately After the Offering *	12,389,080
Target Offering Price and Size	$3.60 per share; maximum offering size of $9,000,000
Overallotment	15%
Use of Proceeds	General corporate purposes, including development of original IP, talent and technology investments, as well as potential acquisitions
Exchange and Ticker	NYSE American; IDW
Lead Underwriter	EF Hutton

* Assumes 15% overallotment is included at 375,000 additional shares

DISCLAIMER



A registration statement (including a preliminary prospectus) relating to the offering of securities by IDW Media Holdings, Inc. (“IDW”) to which this communication relates, has been filed with the U.S. Securities and Exchange Commission (“SEC”) but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This presentation should not constitute an offer to sell or solicitation of an offer to buy nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. Before you invest in the securities described in this document, you should read the prospectus in the registration statement (including the Risk Factors described therein) filed by IDW and the other documents IDW files with the SEC for more complete information about IDW and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. This presentation does not purport to contain all the information that a prospective investor may require in connection with any potential investment in IDW. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters. This presentation does not include all available information in relation to the business, operations, affairs, financial position or prospects of IDW. No representation or warranty (whether express or implied) is made by IDW or any of its stockholders, directors, officers, advisers, agents or employees as to the attainability of any estimates, forecasts or projections set out in this presentation. This presentation is provided expressly on the basis that you will carry out your own independent inquiries into matter contained in this presentation and make your own independent decisions about the business, operations, affairs, financial position or prospectus of IDW. IDW reserves the right to update, amend or supplement the information contained in this presentation at any time in its absolute discretion (without incurring any obligation to do so) without any obligation to advise you of such update, amendment or supplement. The delivery of this presentation should not, under any circumstance, create any implication that there has been no change in the business, operations, affairs, financial position or prospects of IDW or that information contained herein is correct after the date of this presentation.


INTRODUCING
IDW

IDW



We create and develop stories that captivate audiences, and build those stories into high-value franchises.

IDW AT A GLANCE



280 & 125
Comics and respectively graphic novels annually, targeting all media rights.

5+
Streaming shows life to date, with goal to grow 4+ per year.

50+
Current licensors

80
Current employees

450
Authors and illustrators life to date.

40
Eisner Awards life to date.

RECOGNIZED LEADER



40 Eisner Awards

10 Harvey Awards

4 Kidscreen Awards

3 American Library Association Awards

2 People's Choice Awards

1 National Book Award

1 Printz Award

Critical acclaim in publications such as...

The Washington Post

DEADLINE

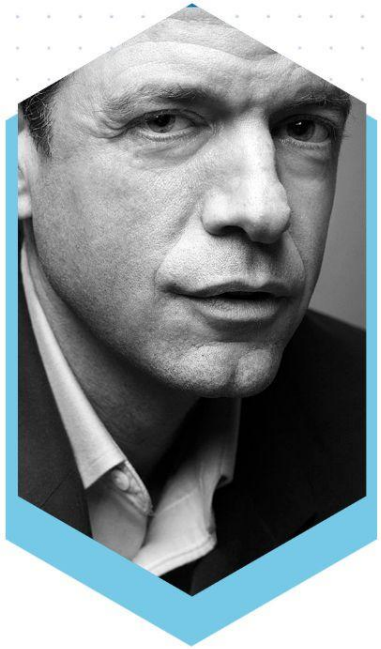
Entertainment Weekly

The Hollywood Reporter

All awards are life to date.

SELECT BOARD & EXECUTIVE LEADERSHIP

A team with the experience, drive and passion to expand IDW's market impact



Howard Jonas
Chairman of the Board



Ezra Rosensaft
Chief Executive Officer
20 years at HBO and KPMG



Karina Fedasz
Chief Financial Officer
CFO at MOCEAN, Machinima, and JPMorgan in M&A



Nachie Marsham
Publisher, IDW Publishing
Executive Editor, Disney Publishing Worldwide; Editor, DC Comics



Allan Grafman
Board Member
Former President, Archie Comics; EVP & CFO of Hallmark Entertainment



Chris McGurk
Board Member
Chairman & CEO of Cinedigm Digital Cinema; Former Vice Chair & COO of MGM


IDW
PUBLISHING

LEADING INDEPENDENT PUBLISHER OF COMICS AND GRAPHIC NOVELS



- “Fourth largest” direct market publisher of comics and graphic novels*
  - In 2020, IDW published over 280 comics and 125 graphic novels
- Award-winning titles with renowned and emerging authors and illustrators
- Market leader in licensed publishing, with iconic brands including Disney, Marvel, DC Comics, SEGA, Viacom, Lucasfilm and Hasbro
- Ramping up development of original IP-based titles

*In the US. Source: Diamond Comic Distributors: 2020 year-end market share report; Direct Market defined as retailers bypassing existing distributors to make "direct" purchases from publishers, of which the defining characteristic of the direct market, however, is non-returnability.

HOME TO RENOWNED AND UP & COMING CREATORS

George Takei
Kevin Eastman
McElroy Brothers
Congressman John Lewis

Stephen King
Joe Hill
Alan Moore
Stan Sakai

Kim Dwinell
AJ Mendez
Marieke Nijkamp
Steve Niles
Mairghread Scott

John Layman
Nick Bradshaw
Gale Galligan
Katie Cook
Sam Maggs

Dan Schoening
Alan Robert
Delilah S. Dawson
Bernie Wrightson
Ian Flynn

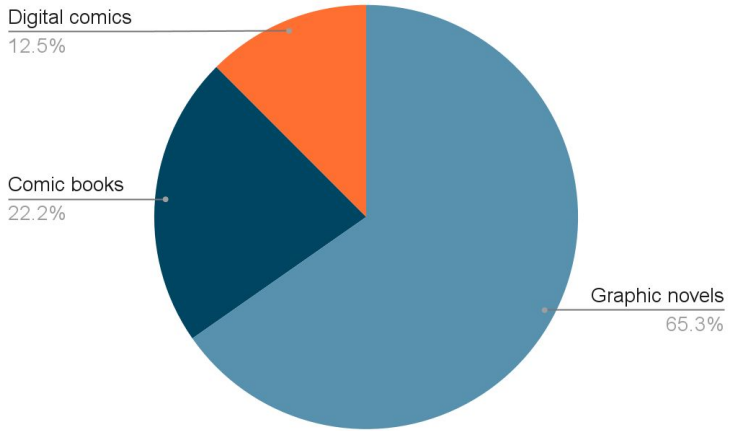


MARKET OPPORTUNITY

Addressing the Insatiable Appetite for Content Beyond Superheroes to a Wider Consumer Base

- Diversifying genres, story types, voices and formats
- Developing exciting new graphic novel offerings for young readers to meet exceptional demand
- Extending book market reach through opportunities in eCommerce and mass market
- Expanding investment in original IP with focus on high-growth genres and channels

Robust $1.3 Billion North American Market for Comics and Graphic Novels[1]



8% CAGR led by children's graphic novels and book channel sales

1 Source: Comichron 2020 Year Sales Report

LICENSED PUBLISHING

Licensed content generates stable cash flows for investment in original content development



ORIGINAL CONTENT / IP

Expanding adult and kids original IP titles to feed the entertainment slate



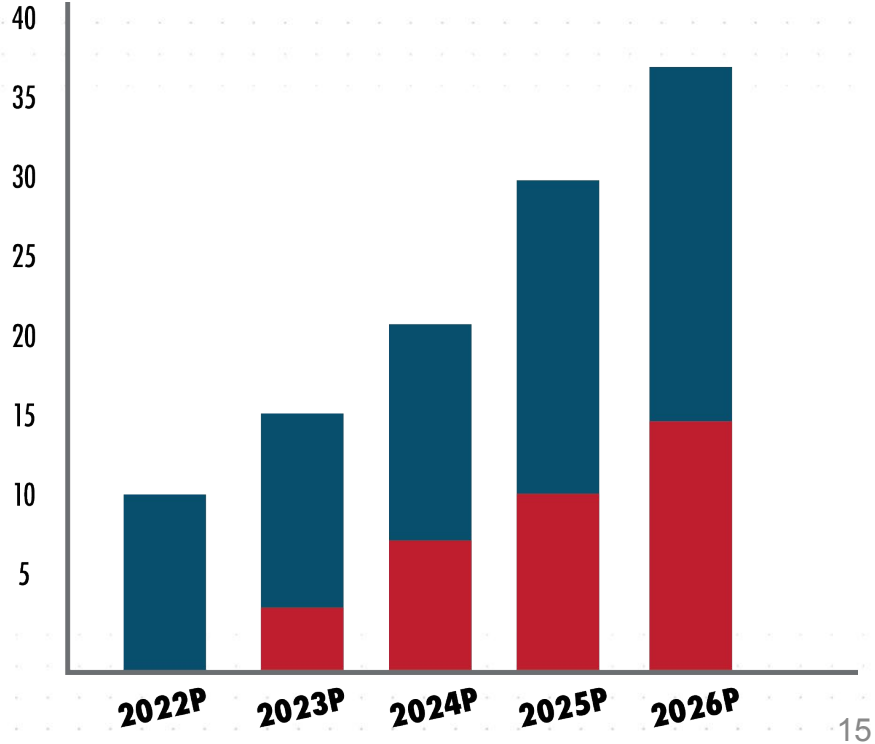
ADULT: Drama, Horror, Sci-fi

IDW titles similar to:
Locke & Key by Joe Hill & Gabriel Rodriguez
Wynonna Earp by Beau Smith
30 Days of Night by Steve Niles



KIDS: Young Adult, Middle Grade

IDW titles similar to:
Johnny Boo by James Kolchalka
Surfside Girls by Kim Dwinell
Monster on the Hill by Rob Harrell



IDW

ENTERTAINMENT



BUILDING FANDOM ACROSS ENTERTAINMENT PLATFORMS





Develop, produce, and distribute

LOCKE & KEY	NETFLIX
WYNONNA EARP	SYFY NETFLIX
V WARS	NETFLIX
OCTOBER FACTION	NETFLIX
DIRK GENTLY	BBC AMERICA amc

THE CONTENT ARMS RACE

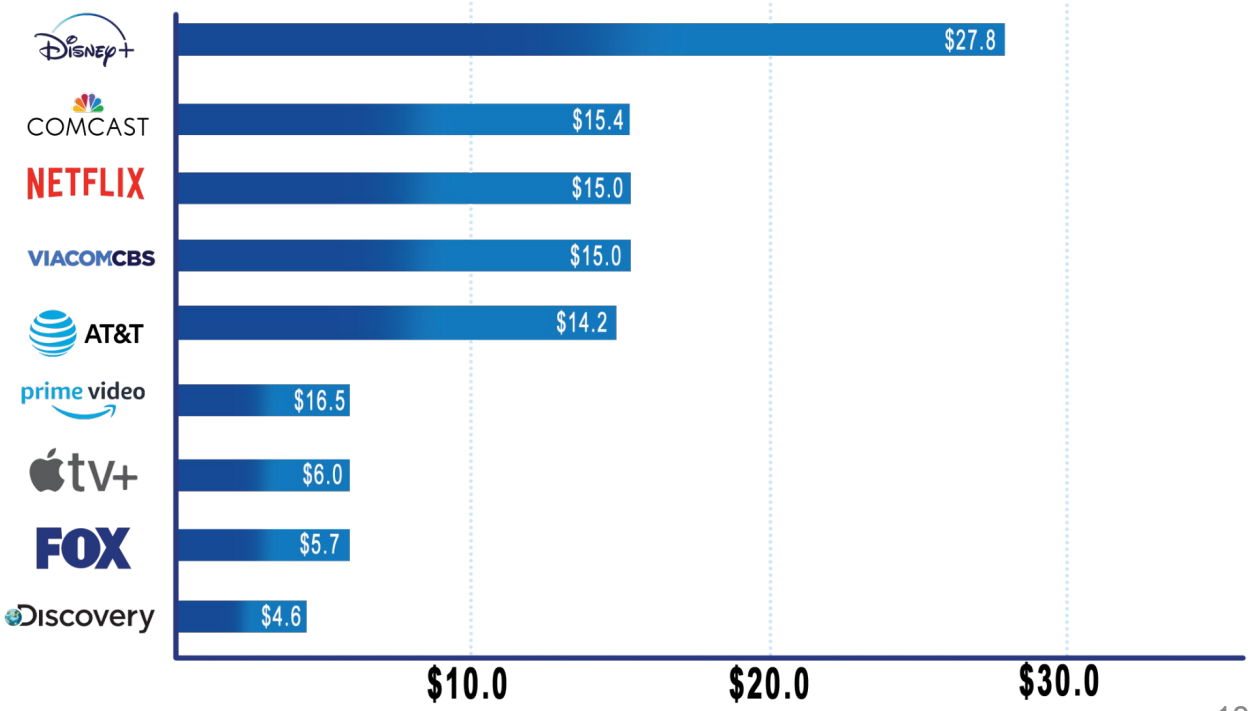
Driving Massive Investment in IP & Video Content





CONTENT SPEND BY SERVICE*

2019 in billions.



Streaming services on this list are potential customers. Netflix has streamed 4 of IDW Entertainment's shows.

*Variety Intelligence Platform

COMMISSIONED DEVELOPMENT





AUGUST MOON



D4VE



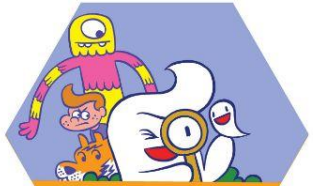
INCREDIBLE CHANGE BOTS



INFINITE KUNG FU



JACK AVARICE IS: THE COURIER



JOHNNY BOO



LODGER



LORE



MADDY KETTLE



PINOCCHIO: VAMPIRE SLAYER



PIRATE PENGUIN VS NINJA CHICKEN



RADICAL SHIFT OF GRAVITY



SPACEBAT & THE FUGITIVES



UPSIDE DOWN



THE VANISHERS

DE-RISKED BUSINESS MODELS

For Predictable Cash Flows





ON BUDGET PRODUCER FEES

- Fees paid on project production budget
- Often includes a share of back-end profits and limited merchandising rights

COST PLUS

- Primarily offered by global OTT & streamers
- Covers production budget plus a percentage
- Producer may retain some ancillary and merchandising rights

STUDIO

- Proceeds from one or more network sales fund production
- Studio generally retains control of global territories and merchandising rights


IDW
INVESTOR THESIS

CREATOR-FOCUSED FUNNEL



A disciplined process for identifying rising creative talent for originals

- Developing the “machine” for franchise discovery and creation.
- Focus on original pitches from current and aspiring comic creators.
- Criteria-based approach allows flexibility to sign best creators, in premium genres; at win-win rates.



IDW Publishing reviews 500-1000 submissions annually.

20-40 submissions are published each year.

In 2+ years, goal is to generate 4-6 greenlit TV projects per annum.

Within 3-5 years, goal is for studios to greenlight 1-2 film projects per annum.

IDW

Locke & Key by Joe Hill & Gabriel Rodriguez



A Case Study

Building a Successful Cross-Platform Franchise

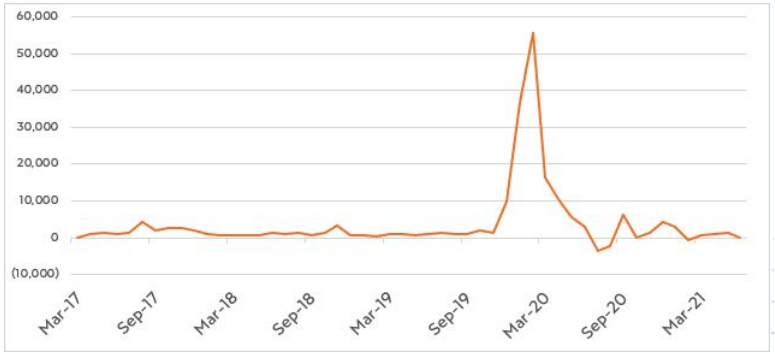
2008 - 2013 IDW publishes original 37 *Locke & Key* comics in six story arcs

2008 - 2017 IDW publishes Standard & Master collections

2020 Netflix Premiere
Netflix orders Seasons 2 and 3

2021 IDW Publishing teams with DC Comics for crossover event with Neil Gaiman's *The Sandman Universe*
Netflix scheduled to air Season 2

2022 Netflix scheduled to air Season 3



Halo effect of Season 1 on book sales. Anticipate similar halo effects after Seasons 2 and 3.



Un-Locke-ing Value

- **BUILD:**
  Develop and maintain brand IP in-house with premiere creative talent.
- **OWN:**
  Capture all rights for potential exploitation opportunities.
- **MONETIZE:**
  Create marketplace leading content in publishing and media spaces and beyond.

POWERFUL NETWORK EFFECTS



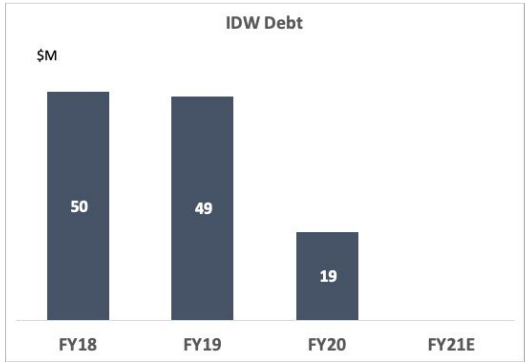
- Creation and development of unique IP:
  - Invest $2–3M initially, then $1–2M+ each year thereafter.
  - Generate 20–40 new IP each year.
- “All rights” agreements through win-win approach with creators.
- 18–24 months post investment, develop IP transpose published comics and graphic novels or TV.
- Further utilization over time via mobile games, film, podcasts, and merchandise as network affect lifts sales across platforms.

FINANCIAL RESULTS & PROJECTIONS

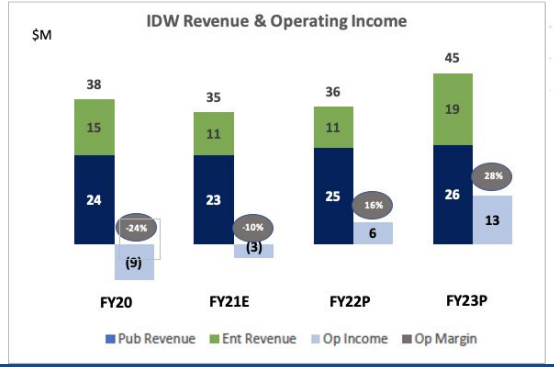
Business Overview

- IDW capitalizes on the insatiable appetite for content through its synergistic publishing and entertainment platforms
- We invest in original IP and creators
- Whereas “film financing” often requires extraordinary debt, we leverage de-risked entertainment models to achieve healthier “asset-light” balance sheets
- Our expanding IP portfolio, broad revenue streams, and multi-platform expansion uniquely position IDW to grow market share

Asset-Light Balance Sheet



Financial Projections



Investment Highlights

- **Investing** in original IP from high-profile creators and emerging talent
- **Expanding** catalog of diverse licensed content
- **Feeding** content into a powerful entertainment pipeline
- **Utilizing** network effects to monetize and re-monetize our IP portfolio over time
- **Driving** operations to the next level with world-class team

USE OF PROCEEDS



In August 2021, IDW uplisted to the the NYSE American and raised **$9.6M, net,** to **accelerate our growth trajectory** across our **Publishing** and **Entertainment** segments. We now offer investors a **unique opportunity** to enter at a discounted valuation with **significant** upside potential as we develop **story-brands** to captivate and delight global audiences across **multiple platforms**.



INVESTMENT AREA	AMOUNT	DETAILS	TIMING
Original IP acquisition	$5 – $6M	Used to invest in IP to build out library of assets	Over the next 24 – 36 months
Technology investment	$1M	Used to drive investment in business intelligence, analytics and app and website developement	Over the next 12 months
Talent investment + Acqui-hire / bolt-on opportunities	$1 – 3M	Used to drive growth in needed headcount and position IDW to leverage bolt-on acquisition opportunities for growth	Over the next 18 – 24 months



investor.relations@idwmh.com