

THUNDERBIRD ENTERTAINMENT

Corporate Presentation

TSX-V: TBRD | OTC: THBRF



Forward Looking Statements

This presentation contains “forward-looking statements” within the meaning of applicable securities laws. We are hereby providing cautionary statements identifying important factors that could cause the actual results to differ materially from those projected in the forward-looking statements. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance are not historical facts and may be forward-looking and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements. Often, but not always, forward-looking information can be identified by the use of words such as “plans”, “expects”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates”, “continues” or “believes” or the negatives thereof or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved.

This presentation contains references to certain measures that do not have a standardized meaning under International Financial Reporting Standards (“IFRS”) as prescribed by the International Accounting Standards Board and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement IFRS measures by providing a further understanding of operations from management’s perspective. Accordingly, non IFRS measures should not be considered in isolation nor as a substitute for analysis of financial information reported under IFRS. The Company believes that non-IFRS measures, specifically EBITDA and Adjusted EBITDA, are frequently used by securities analysts, investors and other interested parties as measures of financial performance and to provide supplemental measures of operating performance and thus highlight trends that may not otherwise be apparent when relying solely on IFRS financial measures.

Except for statements of historical fact, information contained in this presentation constitutes forward-looking statements and includes, but is not limited to the (i) projected financial performance of Thunderbird Entertainment Inc. (the “Company”); (ii) completion of the offering of subscription receipts and the completion of the reverse takeover transaction with Golden Secret Ventures Ltd.; (iii) the expected development of the Company’s business projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including future M&A activity and global growth; (v) sources and availability of third party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently in production, development or otherwise under consideration; (vii) renewal of the Company’s current productions; and (viii) future liquidity, working capital and capital requirements.

Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect.

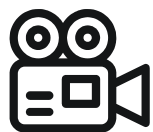
By their nature, forward-looking statements involve numerous assumptions, inherent risks and uncertainties, both general and specific, which contribute to the possibility that the predicted outcomes may not occur or may be delayed. The risks, uncertainties and other factors, many of which are beyond the control of the Company, that could influence actual results include factors beyond the control of the Company, include (i) risks related to the general nature of the entertainment industry; (ii) risks related to digital media, television and film industries; (iii) global media industry trends; (iv) potential for budget overruns and other production risks; (v) limited ability to exploit current and future film and television content inventory; (vi) changes in applicable regulatory environments; (vii) technological change; (viii) labour relations; (ix) dependence on relationships with content producers and suppliers; (x) customer, distribution or industry segment concentration risks; (xi) dependence on relationships with customers and distribution partners; (xii) fluctuations in financial results; (xiii) competition; (xiv) dependence on key personnel; (xv) protection of intellectual property; (xvi) impact of fluctuations in exchange rates; (xvii) reliance on distribution of Canadian content and government funding; and (xviii) international distribution activities.

Accordingly, readers should not place undue reliance on forward-looking information. We do not undertake to update any forward-looking information, except as, and to the extent required by, applicable securities laws.

Executive Summary



Thunderbird Entertainment Group Inc. (“Thunderbird” or “Company”) is an award-winning creator of premium content for audiences worldwide



Through Atomic Cartoons (Kids & Family) and Great Pacific Media (GPM) (Factual & Scripted) Thunderbird Entertainment is a **leader in developing and producing family entertainment** that is the cornerstone of all major media platforms, including HBO Max, Nickelodeon, Discovery Channel, Netflix, Apple TV+, Disney+, NBCUniversal, CBC and traditional broadcast and cable channels.



Our programs air daily in 40 different languages and 180 countries worldwide. Thunderbird's reputation for high quality programming, industry relationships, and access to IP will allow for the launch of more global brands. Our commitment to authentic, inspiring stories moves hearts, connects people and has the power to change the world!



With **no corporate debt**, Thunderbird is uniquely **positioned for growth** by leveraging relationships and intellectual property to launch more global brands.



Investment Thesis

High Quality Divisions

Animation and factual TV are expected to remain in high demand for years to come and are the “stickiest” for streamers to glue audiences

Premium Categories

Well recognized in the industry with numerous prestigious accolades (Peabody, Emmy, Oscar and more)

Powerful Content Engine

World class creators, producers, studios and library. Collection of talent/assets curated over many years can't be easily assembled or duplicated

Favourable Industry Backdrop

Positive tailwinds intersecting future upward trajectory - Streaming wars intensifying with no end in sight

Diversified Business Model

3 tier revenue stream - best of both worlds: Growth + Profitability

Strong & Experienced Leadership

Industry and creative expert management team lead by Founders of LionsGate Entertainment

Customers include:

Streamers

Global cable networks

US cable and broadcast

Canadian networks

AVOD

- **Create** original IP from scratch
- **Source and license** original IP for adaptation to film and animation
- **Provide world class** service production for external IP

NETFLIX

HBO
max

Disney

MARVEL

PBS
KIDS

Discovery
CHANNEL

NATIONAL
GEOGRAPHIC

H
HISTORY

TLC

NICKELODEON

CN
CARTOON NETWORK

WGBH₂

The
Weather
Channel

NBC **UNIVERSAL**

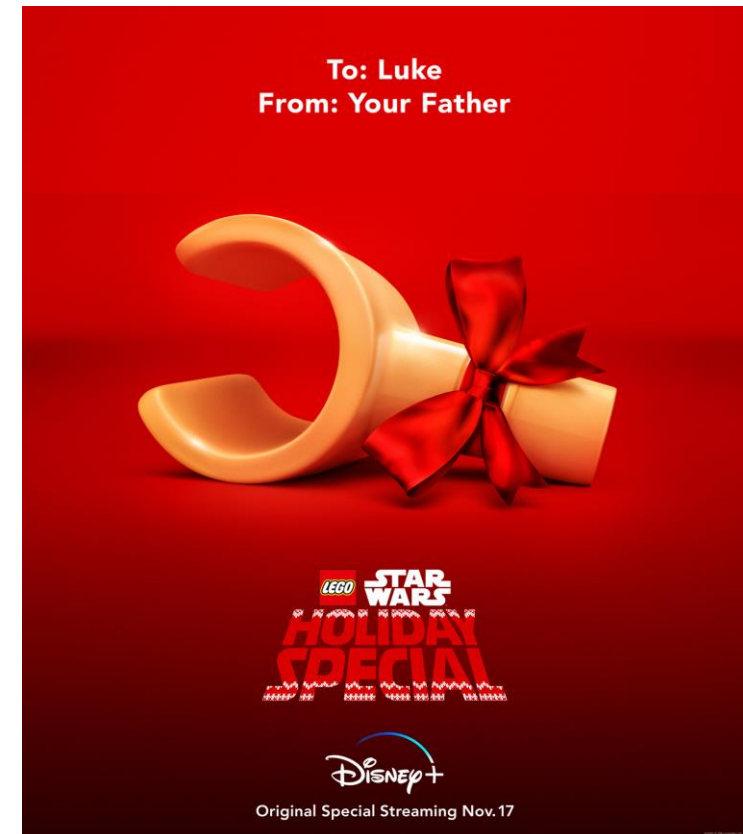
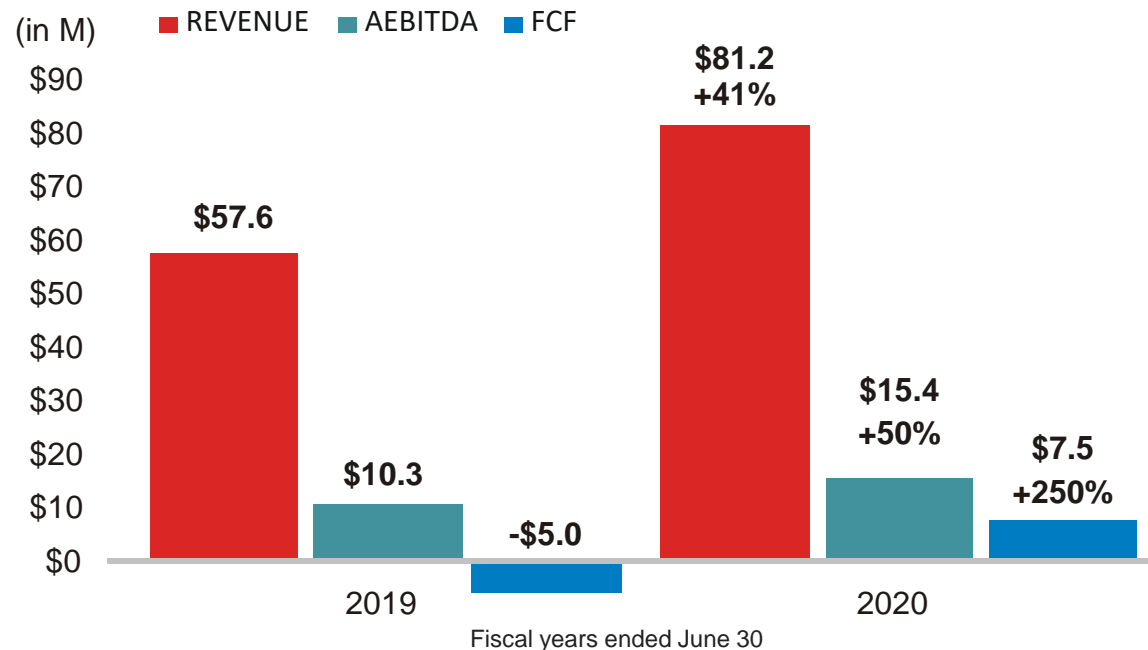
hulu

abc

Scaling & Profitability

Accelerating growth and profitability with YOY revenue growth of 41%, YOY AEBITDA growth of 21% and YOY free cash flow growth of 250%

REVENUE AEBITDA and FCF GROWTH



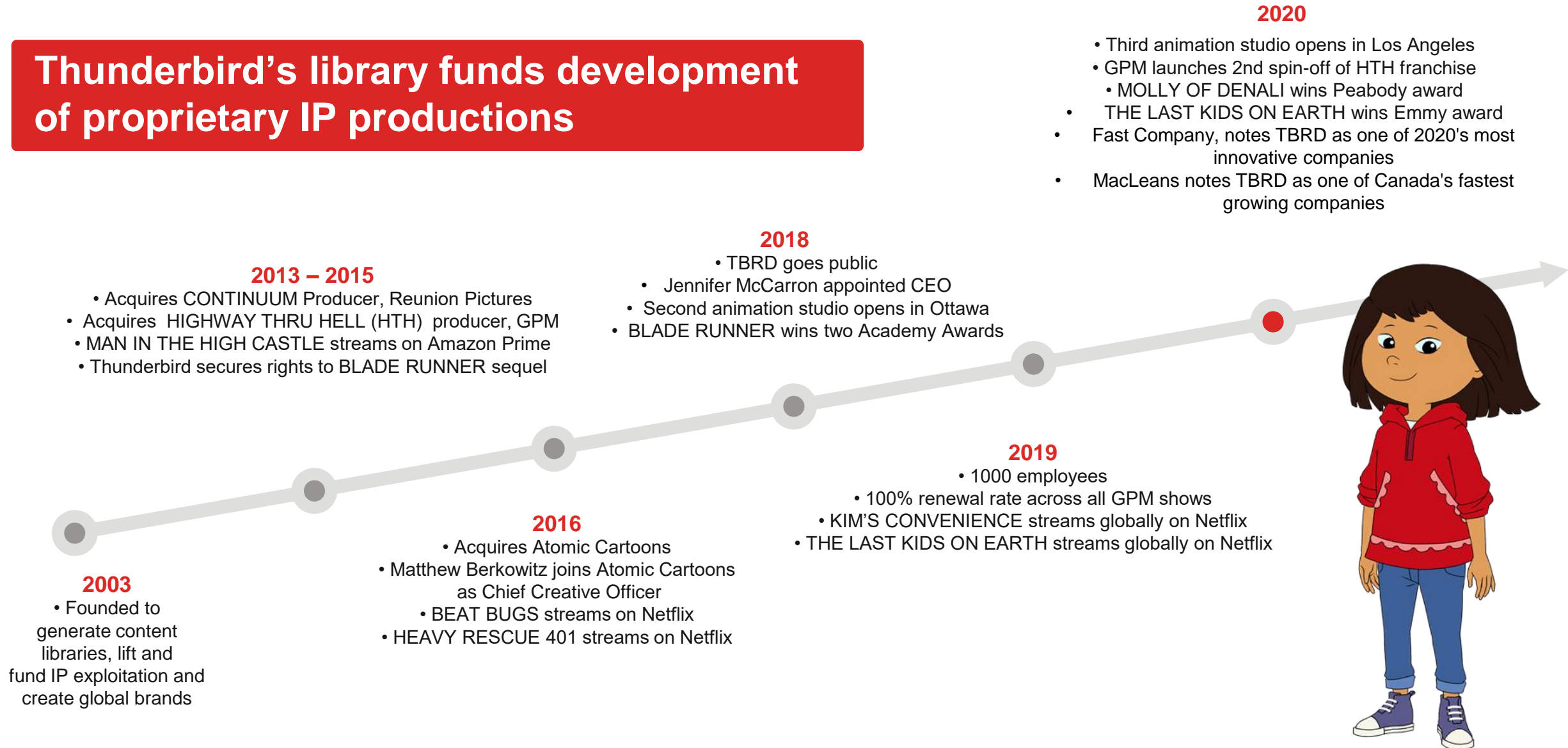
Company Overview



THUNDERBIRD

VANCOUVER / LOS ANGELES / TORONTO / OTTAWA

Thunderbird's library funds development of proprietary IP productions



Experienced Executive Team



Jennifer Twiner McCarron

President, Chief Executive Officer and Director

Jennifer joined Atomic Cartoons in 2011 as Head of Production. Under her leadership the company grew from 14 people to well over 1200 today. In 2016, she was appointed Atomic's President and in 2018, she was named CEO of Thunderbird. Jennifer has been acknowledged as one of Canada's Most Powerful Women (WXN) and Executive of the Year (Playback), in addition to overseeing productions that won Emmy Awards, a BAFTA and a Peabody Award.



Barb Harwood

Chief Financial Officer

Barb joined Thunderbird in 2005. As Chief Financial Officer, she has evaluated, funded and enabled numerous acquisitions, including: Great Pacific Media, and Atomic Cartoons. She also played a pivotal role in launching new Thunderbird facilities in Toronto (2015), Ottawa (2018) and Los Angeles (2020). Barb earned her CPA designation working for Ellis Foster Chartered Accountants (now Ernst & Young). Her financial stewardship has been critical to raising capital throughout her time at Thunderbird.



Matthew Berkowitz

Chief Creative Officer

Matt joined Atomic Cartoons in 2016 as Vice President of Original Content when Atomic opened its first offices in Los Angeles. He was later appointed to serve as Chief Creative Officer for Thunderbird and Atomic Cartoons in 2019, and then also became the Los Angeles Studio Head upon its studio opening in 2020. In addition to his contributions as an Emmy-Award winning Executive Producer on numerous productions, Matt plays an important leadership role in Thunderbird's long term growth strategy to expand, develop and exploit the Company's diverse library of owned-IP.



Richard Goldsmith

President of Global Distribu- tion and Consumer Products

Richard joined Thunderbird in January 2021. In this newly created role, he oversees the company's distribution of content to platforms worldwide and the development of innovative consumer products and experiences that expand audience engagement across all Thunderbird IP. Prior to joining Thunderbird, Richard was part of the senior management teams at Cyber Group Studios, The Jim Henson Company and Warner Bros. Entertainment. Richard is also an Adjunct Associate Professor at the University of Southern California School of Cinematic Arts, John C. Hench Division of Animation and Digital Arts.

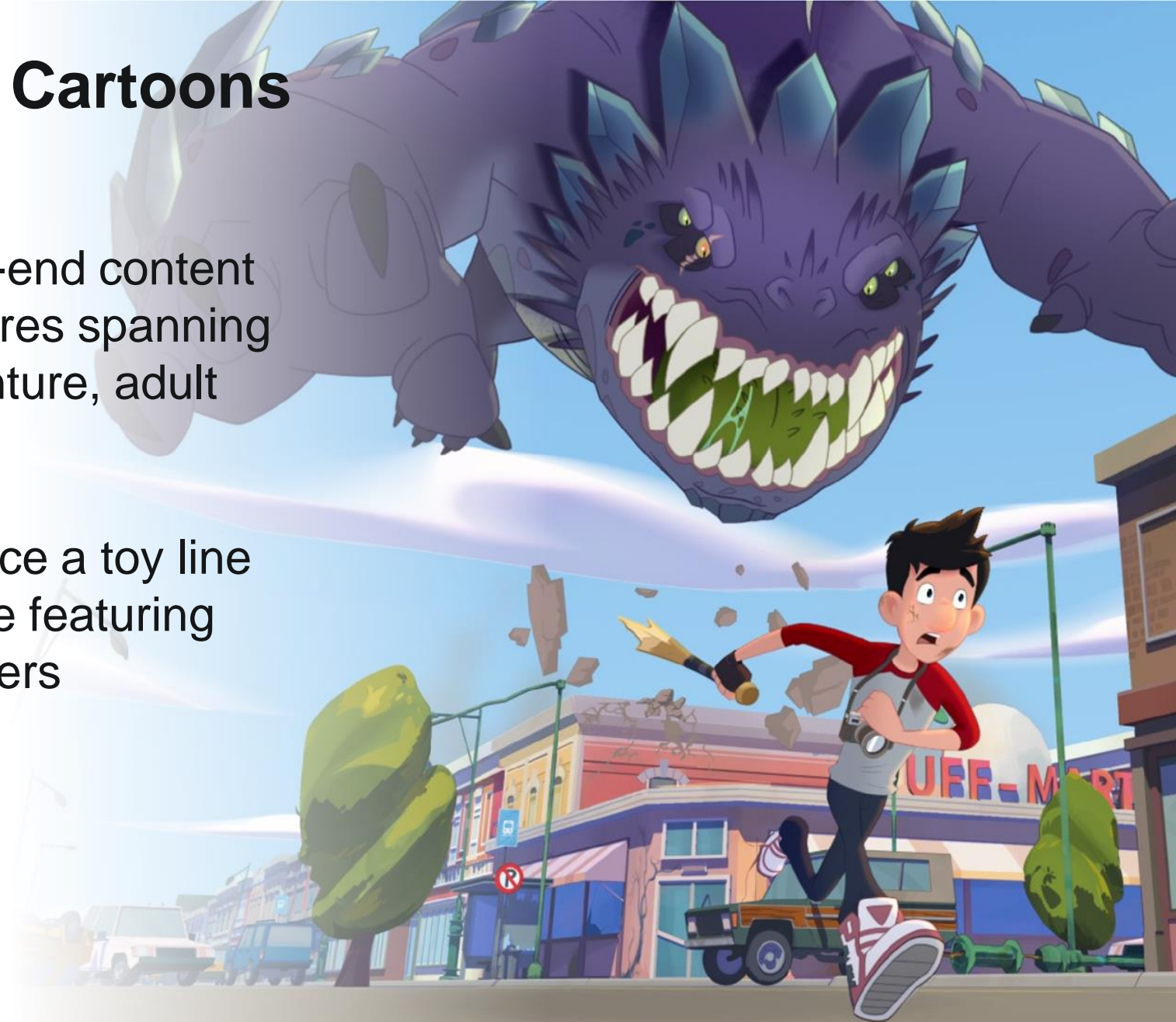


Sarah Nathanson

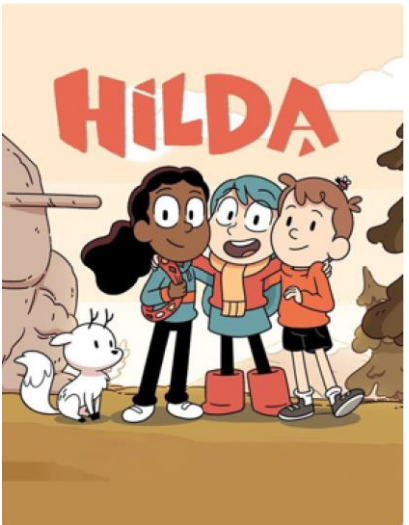
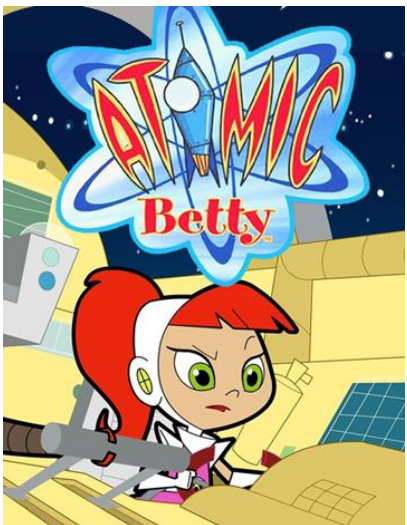
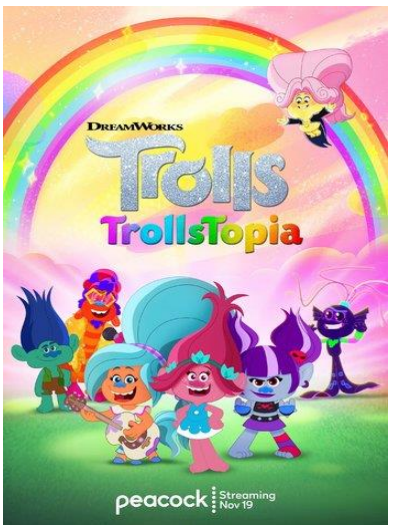
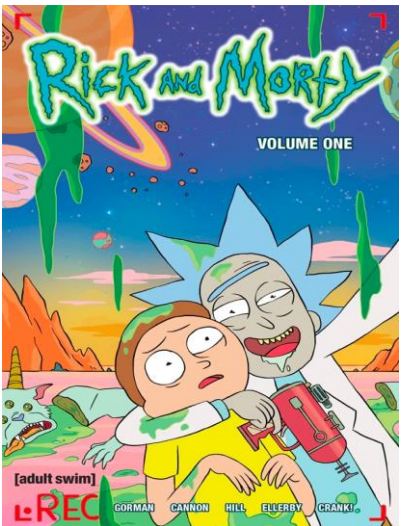
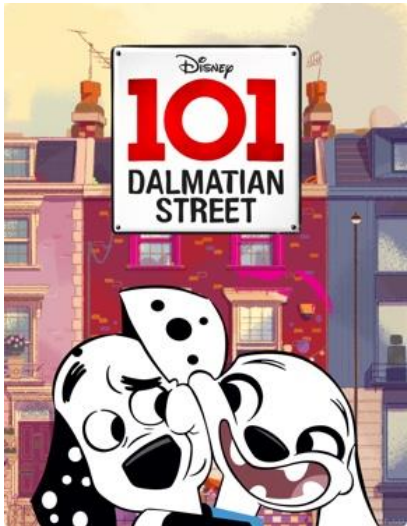
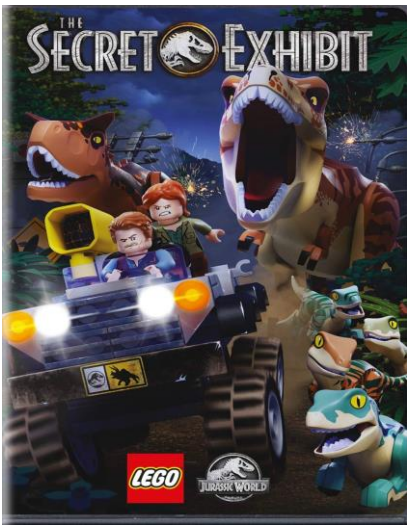
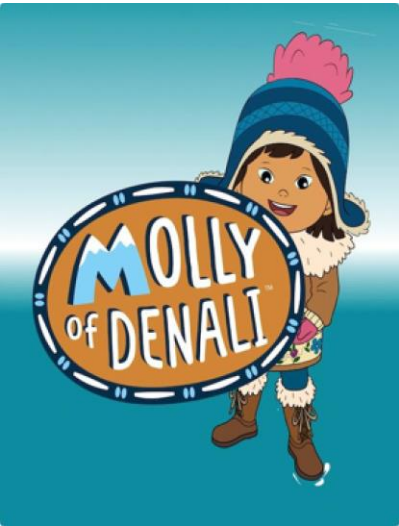
Chief Operating Officer, General Counsel and Corporate Secretary

Sarah joined Thunderbird in 2018 and provides support to both the production crew and the corporate teams across all Thunderbird Divisions. Sarah works closely with all members of the executive in supporting the long-term vision and goals of the Company. She is currently Chair of the BC Branch Council of the Canadian Media Producers Association as well as a director on the board of DigiBC and the Education Chair for the Animation and Visual Effects Alliance of BC. Prior to Thunderbird Sarah was on the legal team at Wildbrain.

- **Atomic Cartoons** produces high-end content across multiple pipelines and genres spanning pre-school, comedy, action adventure, adult and everything in-between
- FY2021 has seen Atomic introduce a toy line and launch a console video game featuring some of its most popular characters



Atomic Cartoons



Atomic Cartoons



Award winning industry leader with a robust service business and a stable of owned-IP focusing on Kids & Family



Scalable infrastructure with expanding studios in Vancouver, Ottawa and Los Angeles



Long established relationships with key buyers including Netflix, HBO Max, Nickelodeon, Apple TV+, Disney+, NBCUniversal, CBC and traditional broadcast and cable channels.



Artist driven and collaborative studio with a culture that attracts, retains and promotes **the best talent in the business**



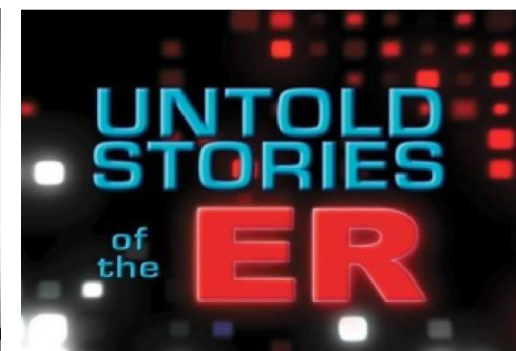
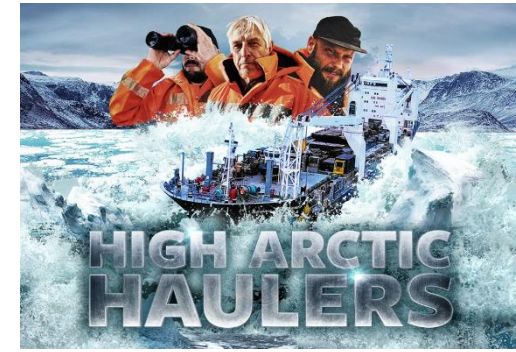
Increasing IP ownership provides ancillary revenue opportunities: toys, merchandise, music and gaming



Partnerships with top talent; recent examples include Savannah Guthrie, Drew Barrymore and the writers from The Simpsons

- **Great Pacific Media (GPM)** is a global leader in factual television with programs seen in more than 170 countries
- Specialists in development, production, co-production and financing of factual, documentary, competition and reality television

GreatPacific
MEDIA





Industry leading ratings and renewal rates



GPM owns the majority of its IP; almost all projects are original and generating cashflow through global library sales



Created and owns HIGHWAY THRU HELL franchise including two spin-offs, one of the **most successful** independently owned unscripted brands in the world



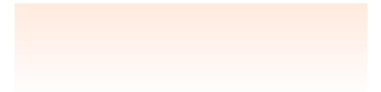
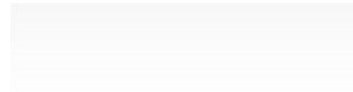
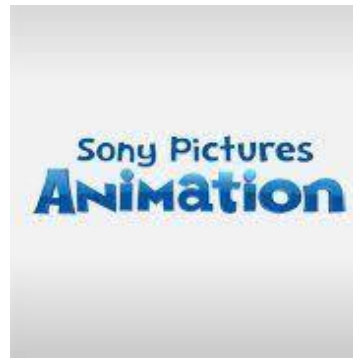
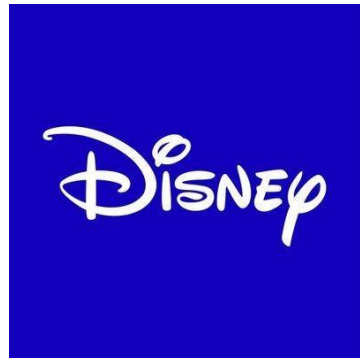
Vertically integrated studio model; GPM owns all of its production equipment **generating multiple revenue streams**

- Newly announced Consumer Products and Distribution Division is based in Los Angeles and run by industry heavyweight Richard Goldsmith;
- Monetizing and commercializing various Thunderbird IP across merchandise, video games, mobile and other cross media opportunities;
- Enabling Thunderbird to service in-house merchandise and distribution opportunities as well as act as a third-party distributor for other companies' IP, further increasing our ownership and recurring revenue;
- **Examples:**
 - NATE CREATES, our partnership with Henson, is one where both will receive royalties that relate to consumer products and merchandise exploitation.
 - MERMICORNO is in the owned/IP category as we have partnered with the Tokidoki team to lift their substantial consumer products empire into an entertainment brand.



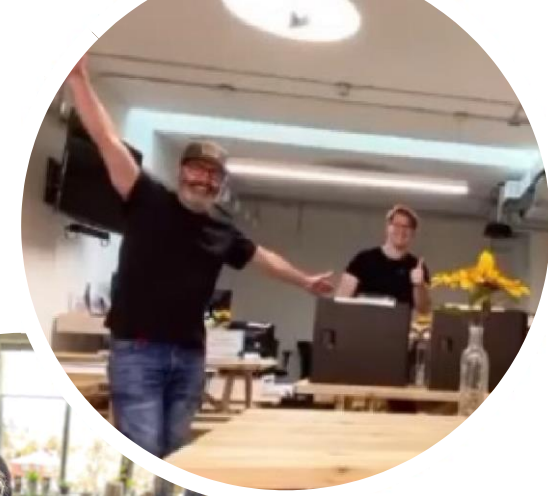
Jim Henson
THE JIM HENSON COMPANY

Our focus on creativity and culture draws world class talent who have played key roles in some of the biggest entertainment companies in the world



Response to COVID-19

- With health and safety as a priority, all staff have successfully been working from home for over a year and our teams have not missed a delivery! We have let our head office space go and will be creating a work from home/office hybrid forevermore.
- Mental health hotlines and employee surveys upgraded to track impact of COVID on artists and technicians as a component of the ongoing WFH program.
- COVID provided new awareness that staffing of productions is no longer constrained by geographic location or studio space. This allows us to strategically expand our capacity when required.
- A healthy culture remains paramount and our leadership has implemented monthly town halls, weekly updates, weekly lunch and learns, zumba classes, online uno tournaments and more.



Diversity & Inclusion at Atomic Cartoons

▪ **INDUSTRY-LEADING D&I INITIATIVES** ▪ **STUDIO-WIDE FOCUS ON EQUITY, DIVERSITY & INCLUSION** ▪ **INCREASING CLIENT & CREW CULTURAL ALIGNMENT** ▪ **POSTIVE IMPACT ON BOTTOM LINE** ▪

- **Sponsor the Women in Animation “Art Director Master Class”**
- **Equal Opportunity Employment** – cater to needs and strengths of all employees
- **Partnership with KITH+Common** and Jessie Nelson
- **Indigenous Internships** on Molly of Denali
- **Actively supporting artist-chosen charities and non-profit groups** - QMUNITY, Rainbow REFUGEE, S.U.C.C.E.S.S. Social Service Agency and Yarrow Society



We see Equity, Diversity & Inclusion as not only the right thing to do but something that positively impacts our bottom line.

- Employees comprise of 45% female, 55% male, 28% BIPOC.
- **Wapanatahk Media:** In 2021, GPM invested in the launch of a fully independent, female-led Indigenous production company. Filming is already underway on its first project: Dr. Savannah: Wild Rose Vet.
- **Queen of the Oil Patch:** This award-winning factual series follows a two-spirited Indigenous person as they battle misconceptions and navigate life in Alberta's oil sands. The crew included many individuals from the Indigenous and LGBTQ2S communities as well as those with experience with gender transitioning.
- **Nagamo Music Library:** GPM and Wapanatahk are proud to license music from Nagamo Music Library, the world's first Indigenous-created production music library and composer agency.



Industry Landscape



2020 was a Transformative Year for the TV and Film Industry

- In the upcoming years audience demand for content will see continued growth
- **The launch of new streaming services is accelerating – therefore content creation is key**
- As demand for streaming services steadily increases, new major streaming platforms continue to enter the industry

Source:
Global SVOD Forecasts 2021, Motion
Picture Association's 2020 Annual Report

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Global SVOD Subscriptions

SVOD = subscription video on demand

2007 to 2019

642 million subscriptions

New service providers joining:

NETFLIX

hulu

prime video

2019 to 2020

1.1 billion subscriptions

Disney+

Apple tv

HBOMAX

2020 - 2025 (estimation)

1.6 billion subscriptions

peacock

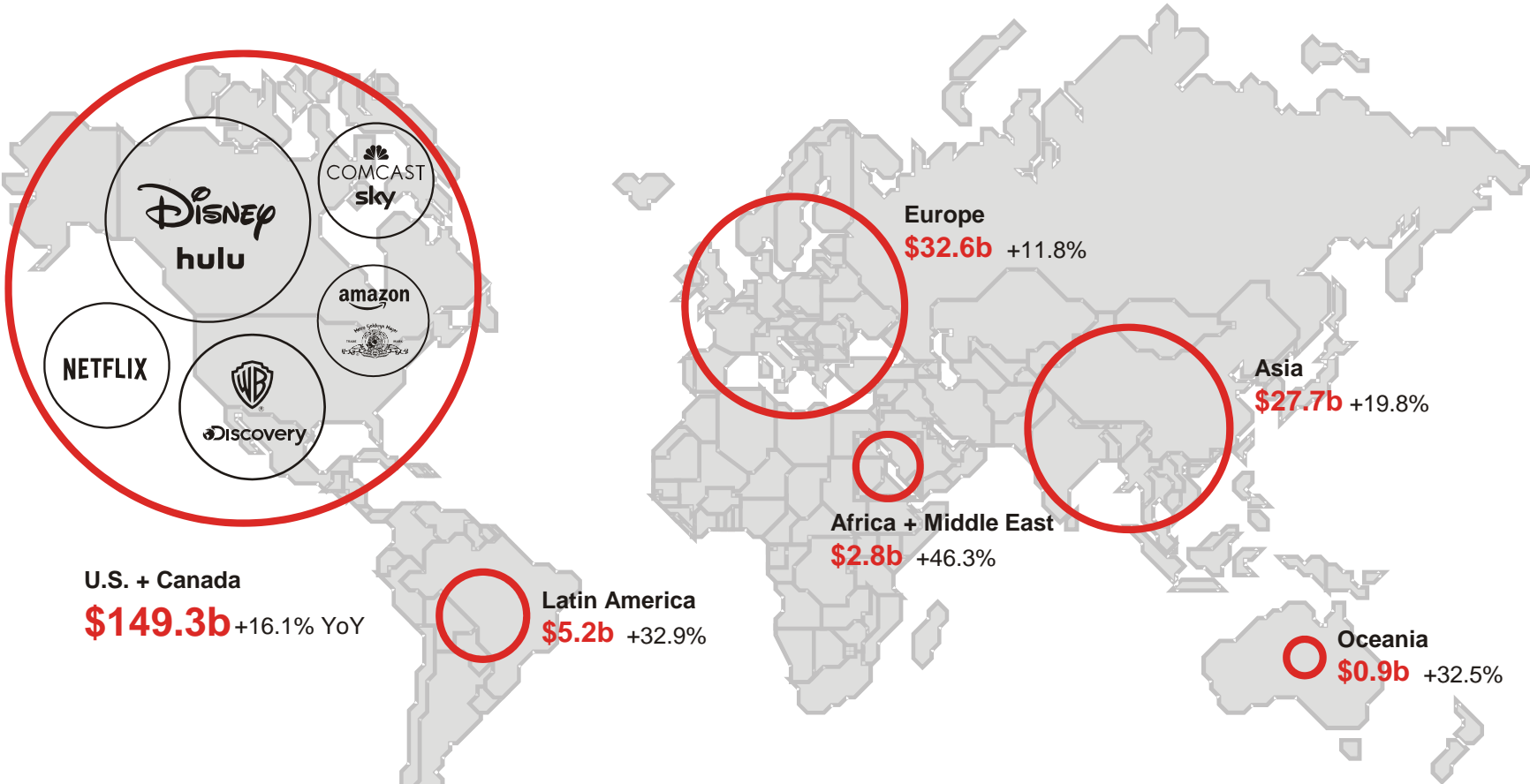
discovery+

STAR

Paramount+

Content Spending Has Reached New Highs

With more streamers entering the market and audiences growing to all time highs in 2020 – overall spending increased globally



Disney	Warner / Discovery	Netflix	Amazon/ MGM	
\$28.6b	\$20.8b	\$15.1b	\$11.8b	
Fox	Comcast	ViacomCBS	Apple	Sony
\$11.3b	\$9.0b	\$7.5b	\$6.0b *	\$5.2b
Google	Facebook	Lionsgate	Hasbro	AMC
\$1.8b *	\$1.4b *	\$1.4b	\$1.0b	\$0.9b

Source:
Purely Streamonomics
analysis based on SEC filings

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Budgets Continue To Grow

- As audiences continue to grow and more competition enters the market - the stakes keep getting higher.



Average Series Budget in the U.S.

2019

\$51.2m

2020

\$59.6m
+16.5% YoY

**In order to stay competitive,
producers need to up their spend,
resulting in increased spending
on content which benefits
companies like
Thunderbird Entertainment**

Source:
Purely Streamonomics

Industry Drivers



Entry of tech giants: Google, Apple, Facebook etc. continue to drive increasing demand for content across multiple channels



International / global uptick in demand: Growth is coming from all countries and regions and not just North America



DTC (direct to consumer) is showing no slowdown: These channels (SVOV & AVOD) need exclusive content to attract viewers and great volumes of content to retain subscribers



Factual and Kids & Family programs are the cornerstone of every broadcaster strategy and Glue that crucial 'family co-viewing' audience and maintain and grow subscribers





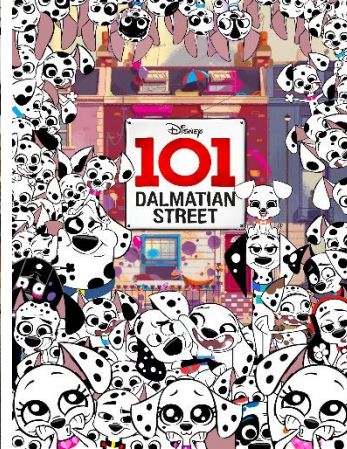
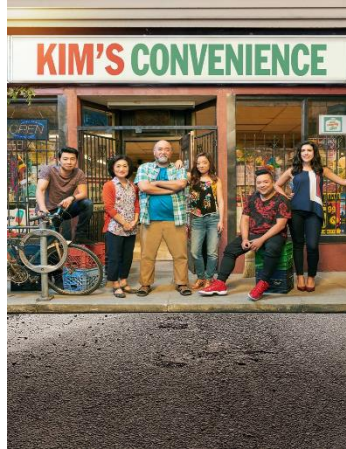
Financial Overview

Business Models

Intellectual Property

100% owned. Content lives forever in the Thunderbird library.

Full ability to leverage for distribution, licensing, consumer products, toys, games and cross media exploitation.



Services

Thunderbird is **hired to execute on projects.**

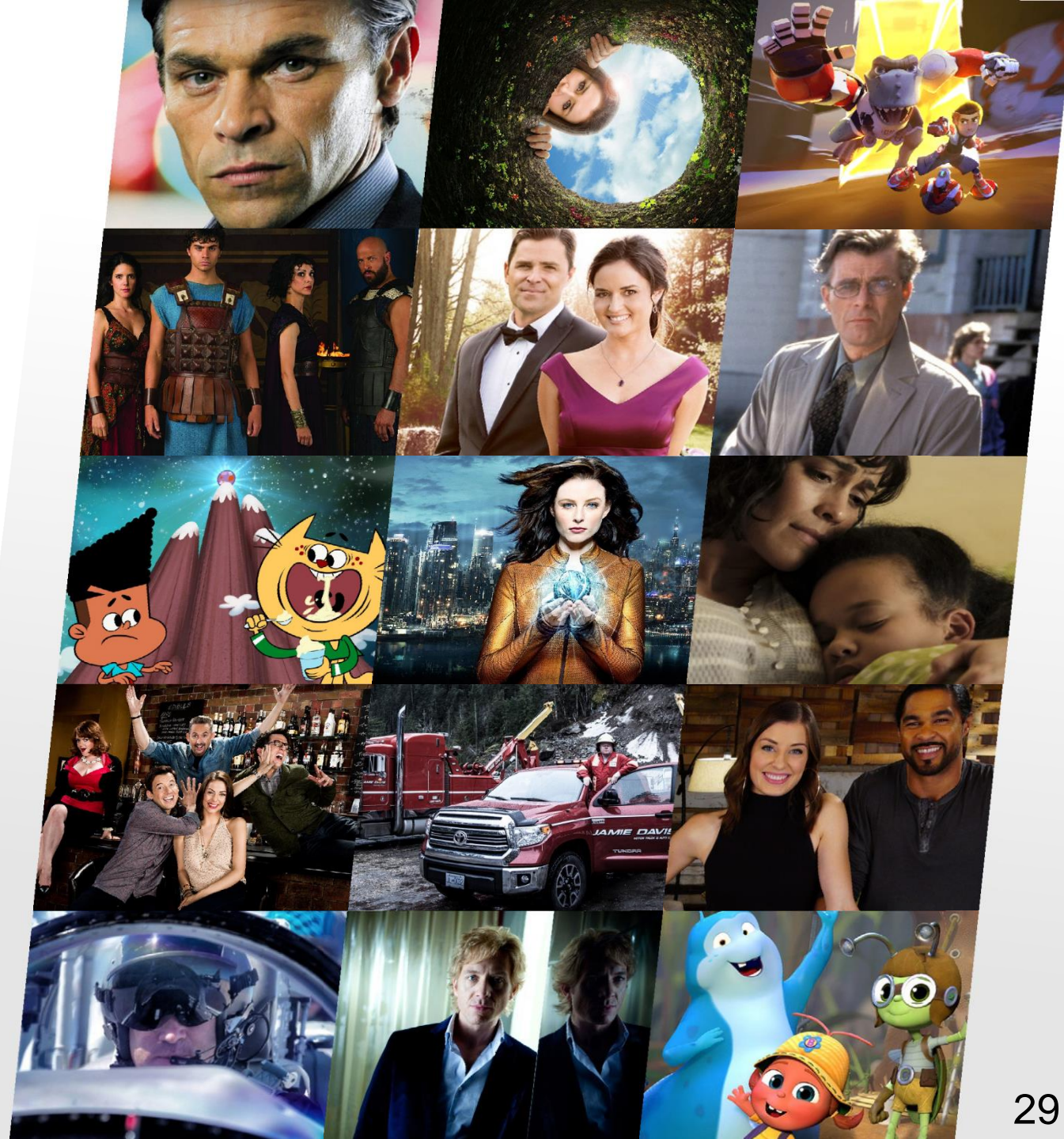
100% cash flowed **plus a producer fee** on top of the service work.

Partnerships

Thunderbird is **hired to handle all creative** from writing through post-production and delivery.

Project is fully cash flowed, plus a **substantial producer fee** and a percentage of **back-end sales** of consumer products, merchandise, gaming and cross media exploitation.

- Thunderbird owns a **deep catalogue** that includes hits like CONTINUUM and DA VINCI'S CITY HALL
- Titles drawn from GPM and Atomic Cartoons **create material revenues for years** after a show is initially aired creating an **additional revenue stream**
- **Substantial cash flows** earned from **international library sales** and **music publishing**
- **Content library** contributes recurring revenue annually to the bottom line



We are uniquely positioned to create high quality content by leveraging tax incentives available only in Canada to Canadian producers

Nov. 2020 New bill from the Canadian Government contemplates international streaming companies financially contributing to support Canadian stories, creators and producers

15% Canadian Production Tax Credit (CPTC)

25% Broadcasting fees further subsidized by **Canadian Media Fund (CMF)**

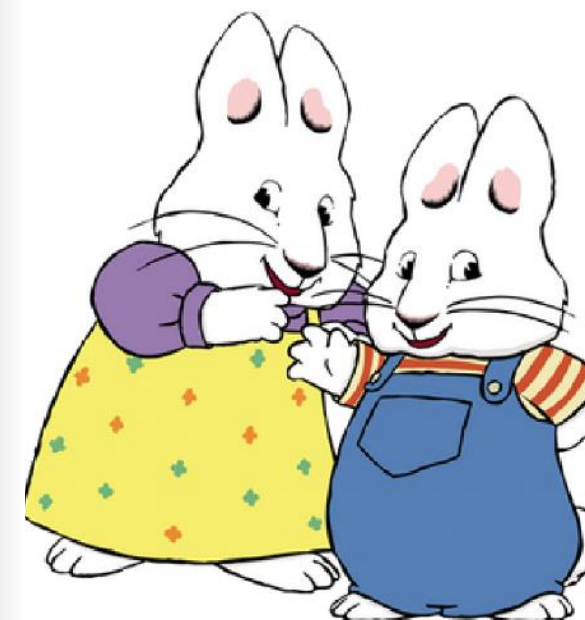
35% Provincial Film and Television Tax Credit

Canadian tax incentives improve cashflows and reduce expenses



Condensed Balance Sheets

(in C\$000)	as at Mar 31, 2021	as at Jun 30, 2020	as at Jun 30, 2019
ASSETS			
Cash	18,788	12,820	13,430
Trade receivables and other	62,718	62,839	64,716
Assets held for sale	-	1,222	-
Long term receivable	3,733	-	-
Investment in content	22,773	25,292	28,255
Deferred tax assets	6,662	8,290	6,444
Property and equipment	26,006	31,096	7,211
Goodwill and intangible assets	13,415	13,618	13,888
Total Assets	155,481	155,177	133,944
LIABILITIES			
Accounts payable, accrued liabilities and other	9,710	8,839	8,604
Interim production financing	30,899	42,420	48,371
Deferred revenue	19,415	14,999	15,389
Current portion of long-term debt	-	-	1,433
Current portion of lease obligations	4,940	5,419	2,496
Redeemable preferred shares	571	926	926
Liabilities associated with assets held for sale	-	759	-
Long-term debt	-	-	504
Long-term lease obligations	20,148	21,443	1,540
Deferred tax liabilities	5,685	6,711	4,761
Total Liabilities	91,373	101,516	84,024
NET ASSETS	64,108	53,661	49,920



Condensed Income Statements

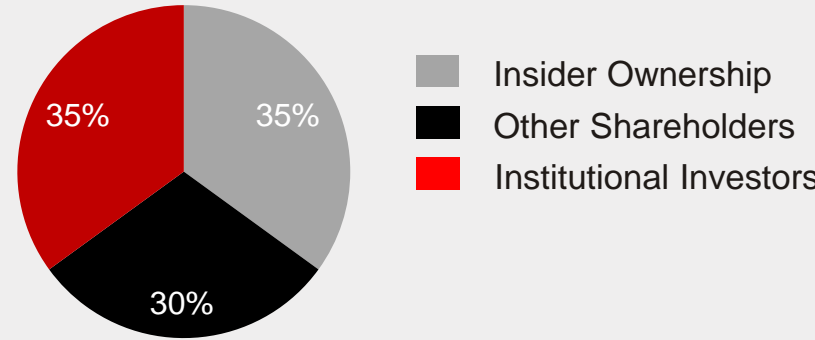
(in C\$000)	9 Months Ended Mar 31, 2021	Year Ended Jun 30, 2020	Year Ended Jun 30, 2019
Revenue	85,423	81,289	57,671
Expenses			
Direct operating	57,194	51,158	33,069
Distribution and marketing	658	1,410	1,709
General and administrative	10,640	13,519	12,665
Share-based compensation	781	683	1,521
Amortization of property, equipment & intangible assets	6,252	7,630	3,190
Finance costs, net	183	1,240	732
Foreign exchange (gain) loss	192	(65)	(680)
Charges related to public company listing	-	-	5,316
Total Expenses	75,900	75,575	57,522
Income before income taxes	9,523	5,714	149
Other expenses	467		
Income tax expense	2,481	1,583	1,769
Net Income (Loss) from Continuing Operations	6,575	4,131	(1,620)
Loss from discontinued operations	47	(1,088)	(828)
Income (loss) for the period	6,622	3,043	(2,448)
EBITDA	16,447	14,584	4,071
Share-based compensation	781	683	1,521
Charges related to public company listing	-	-	5,316
Charges related to RTO transaction	-	-	633
Severance costs	283	113	1,300
Unrealized foreign exchange gain and other non-recurring	(180)	72	(89)
AEBITDA	17,331	15,452	10,328
Free Cashflow	7,474	7,277	(5,033)



Trading Information

Trading Symbols	TSX-V: TBRD OTC: THBRF
Recent Close (July 28, 2021)	CA\$4.20
52 week high/low	CA\$ 5.44 / CAD\$ 1.15
Market Capitalization (July 28, 2021)	CA\$ 204.3 million

Ownership Summary



Share Capital Structure as at March 31, 2021

Common Shares Outstanding	48,639,097
Options	2,604,500
Total	51,243,597

Debt Capital Structure as at March 31, 2021 *(all amounts in CA\$)*

Corporate Debt = nil

Cash and Cash Equivalents*	CA\$ 18,788,000
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* Includes committed cash

Growth Opportunities

Develop/acquire IP to build franchises providing new revenue streams
(merchandise, music, video games, micro transactions, distribution, other)

Build out consumer products and distribution to leverage and exploit IP ownership.
This could include launching new toy and mobile gaming lines

International expansion including co-productions primarily in Europe and Asia to
capitalize our presence in the fastest growing subscription television markets globally

Strategic acquisitions to enhance core business

Animated feature film production expansion

Further develop proven, unscripted brands
(expanded season order, spinoffs, derivative projects)



An illustration for a Thunderbird movie poster. It features four characters in a city street at dusk. In the center, a large, muscular man with a mohawk (Thunderbird) stands with his arms raised in a 'strongman' pose. To his left, a woman with brown hair in a blue jacket is in a dynamic pose, holding a large green leaf. In the foreground, a young man with dark hair and a red shirt is crouching, holding a sword. To the right, another young man with dark hair and a purple shirt is running. The background shows city buildings and a street lamp.

Investment Highlights

Investment Summary



Rapidly growing and highly profitable, multi-platform business with >\$15M AEBITDA in FY2020



Trusted global partners include Netflix, HBO Max, Nickelodeon, Discovery Channel, Apple TV+, Disney+, NBCUniversal, CBC and traditional broadcast and cable channels



Exceptional reputation, and award-winning creative team delivering ratings hits across more than a dozen brands



Continuing to pursue an aggressive organic growth strategy through investment in **owned-IP as well as strategic M&A**



Highly regarded management team with industry leading track record of working with best creative talent and developing global brands and ratings hits





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THUNDERBIRD
ENTERTAINMENT



Appendix

Case Study

*'The Last Kids on Earth' leaps from book to Netflix to toys.
Next stop: billion-dollar franchise*

FASTCOMPANY



- Developed from a New York Times best-selling book series written by Max Brallier
- Atomic owns and controls 100% of THE LAST KIDS ON EARTH
Toy deal with JAKKS Pacific (launched April 2020) and video game deal with Outright Games (launching Spring 2021)
- Minimal upfront investment to acquire the IP

2017

- Atomic met **Max Brallier** in NYC and agreed to partner to create franchise based on popular **THE LAST KIDS ON EARTH** book series
- THE LAST KIDS ON EARTH series was pitched to Netflix and an offer was made
- Licensing deal where Netflix retains the SVOD rights in perpetuity with Atomic retaining rights to all other terrestrial broadcasters (on a 2 year holdback) and ancillary revenue streams

2019

- 66 minute special based on Book 1 released on Netflix
- Book 5 'The Midnight Blade' launches rocketing to #2 on the New York Times best seller list
- Atomic partners with Penguin Books to cross promote and have the Netflix burst added to all books



2020

- Won Emmy Award for Outstanding Special Class Animated Program
- Book 3 episodes to launch with 10 new episodes on Netflix
- Book 6 launched the same month
- Toy line with JAKKS Pacific introduced fall 2020



2021

- 70 minutes of interactive content released on Netflix
- THE LAST KIDS ON EARTH video game to launch June 4th in partnership with Cyber Group Studios and Outright Games
- Video game LAUNCHES June 4th



Case Study

- GPM controls and owns 100% of HIGHWAY THRU HELL (HTH)
- Discovery Channel Canada's ("Discovery") top-rated series for all audiences, with GPM having delivered 9 seasons and counting, with season 10 in production
- GPM owns all production and postproduction equipment and facilities

2011 - 2014

2011

- GPM developed an original concept based on a team that must keep an important superhighway open no matter what
- The concept sells after a bidding war between multiple networks

2012

- HTH premieres to one of the biggest audiences in Discovery Canada's history
- Within 6 weeks, the series is sold around the world; it becomes one of National Geographic International's most popular series in more than 100 countries

2013

- HTH seasons 2 and 3 continue to break records in Canada, the U.S. and Europe
- Toyota (Tundra Trucks) and GPM agree to a product placement deal with Discovery, worth millions of dollars over 4 years

2014

- HTH becomes the #1 series on Discovery
- National Geographic International renews order for future seasons

2015 - 2016

2015

- In an unprecedented sale, Weather Channel USA (90 million homes) acquires second window rights to broadcast HTH, while National Geographic USA continues to run the series
- Netflix acquires the rights to stream HTH in 200 territories and 12 languages; in the US viewers can watch the series on 2 networks and Netflix (multiple platforms)
- Netflix, Discovery Channel and Weather Channel commission a spinoff series (now in season 5) called HEAVY RESCUE 401 ("HR401")

2016

- HTH becomes one of the most successful "non studio owned" docuseries in the world
- Is unique and significant because most reality series, such as DEADLIEST CATCH and GOLD RUSH, are owned by networks; limited benefits flow to producers beyond service production fees
- HR401 premieres as #1 new series on Discovery

2017 - 2020

2017

- HTH and HR401 premiere on Netflix worldwide

2018

- Weather Channel USA acquires cable rights to new seasons of HTH and HR401

2019

- HTH season 9 commissioned for 18 episodes
- HR401 season 4 ordered for 14 episodes

2020

- HTH season 9 premiered September 14, 2020 on Discovery Canada
- HTH season 10 commissioned for 18 episodes by Discovery Canada
- HR401 season 5 ordered for 10 episodes
- HTH 2nd spinoff Mud Mountain commissioned for 8 episodes

2021

2021

- HR401 season 5 premiered January 10
- Authentic characters doing inspirational things remain central to the theme of both series
- HTH is considered an international benchmark for this genre of programming
- Mud Mountain premiered January 25th on Discovery Canada

Case Study



- KIM'S CONVENIENCE started as a commercially successful play that Thunderbird optioned and now controls and owns the TV rights
- KIM'S CONVENIENCE has won numerous awards each year after airing in 2016 on CBC and has grown into an internationally recognized scripted comedy

2011 - 2016

2011

- KIM'S CONVENIENCE started as a play with its first performance at the Toronto Fringe Fest in 2011 where it won best new play award

2012

- Produced by Souleppper Theatre Company in 2012, where it was biggest play of the season and went on to be one of the most commercially successful plays in its history

2013 - 2016

- Toured Canada from 2013-2016
- Thunderbird optioned the play in 2014 with development subsequently funded by the CBC and the Canadian Media Fund with 2 seasons ordered in 2015
- The first season was filmed June – August 2016 at Showline Studios in Toronto and aired on the CBC in October 2016

2017 - 2018

2017

- Received 11 nominations at the 2017 Canadian Screen Awards and won 4 awards
- Won 2 awards (Outstanding Female Performance and Outstanding Performance by an Ensemble) at the 2017 ACTRA Awards
- The first-season episodes "Ddong Chim" and "Janet's Photos" were 2017 WGC Screenwriting Awards finalists in the TV Comedy category

2018

- At the 2018 Canadian Screen Awards received 12 nominations, winning 3 awards
- In July 2018, the series became available to audiences outside of Canada when it debuted internationally on Netflix

2019 - 2020

2019

- The third season premiered on January 8, 2019
- Won Most Popular Drama of the Year at the Seoul International Drama Awards in 2019

2020

- The fourth season premiered on January 7, 2020
- Received 8 nominations & 2 wins at the 2020 Canadian Screen Awards.

2021

2021

- Series Finale Season 5 premiered January 5, 2021
- Kim's Convenience spinoff *Strays* commissioned by CBC.
- Received 11 nominations and 4 wins at the Canadian Screen Awards.

Current Pipeline

In Production		
Show	Partner	Content
COMING SOON...	Netflix	2 x 33mins, 36 x 11mins, 18 x 1mins, 8 x 22mins
COMING SOON...	Sony	12 x 22mins
COMING SOON..	FGF/ Dreamworks	16 x 22mins
MOLLY OF DENALI S2	WGBH2 (PBS)	50 x 11mins
LEGO STAR WARS	Lucasfilm and Disney+	Feature Length Special
TROLLS: TROLLSTOPIA	Dreamworks	52 x 11mins (delivered), 52 x 11mins
CURIOUS GEORGE 6	HULU and NBCU	82min feature length special






Show	Partner	Content
DOGS IN SPACE	Netflix	2 x 18min (delivered), 18 x 18mins
COMING SOON...	Netflix	20 x 15mins
MY LITTLE PONY	Hasbro/eOne	4 x 44 mins, 23 x 22 mins
MARVEL'S SPIDEY AND HIS AMAZING FRIENDS	Disney Junior	11 x 3 mins (delivered), 50 x 11 mins
NIGHT AT THE MUSEUM	Fox/Disney+	Feature Length Special







Current Pipeline

Show	Partner	Seasons to Date	Seasons in Production
Factual			
HIGHWAY THRU HELL	Discovery & Weather Channel	147 x 60 mins (10 Seasons)	<i>Stay tuned!</i>
HEAVY RESCUE 401	Discovery	78 x 60 mins (6 Seasons)	<i>Stay tuned!</i>
MUD MOUNTAIN HAULERS	Discovery & Weather Channel	8 x 60 mins (1 Season)	<i>Stay tuned!</i>
SAVE MY RENO	HGTV	56 x 30 mins (4 seasons)	Season 4 wrapped April 2021
TEENAGER & THE LOST MAYAN CITY	CBC (Nature of Things)	New Project	1 x 60 mins documentary
DR. SAVANNAH: WILD ROSE VET	APTN & Love Nature	New Project	9 x 30 mins (Season 1)
DEADMAN'S CURSE	History	New Project	8 x 60 mins (Season 1)
GUT JOB	HGTV	New Project	8 x 60 mins (Season 1)
STYLED	HGTV	New Project	8 x 60 mins (Season 1)

Show	Partner	Seasons to Date	Seasons in Production
Scripted			
KIM'S CONVENIENCE	CBC & Netflix	65 x 30 mins (5 Seasons)	
STRAYS	CBC	New Project	10 X 30 mins (Season 1)
COMING SOON...	SYFY Network, Modern Story Company	New Project	10 x 60 mins
COMING SOON...	Channel Zero, Wattpad	New Project	1 x 120 mins

Award	Definition	Wins/Nominations
 PEABODY	<p>As radio rose in popularity in the late 1930s, The National Association of Broadcasters formed a committee to establish a prestigious award for excellence in broadcasting which has since been extended to television to cable to streaming network programs</p>	2020 <ul style="list-style-type: none"> • MOLLY OF DENALI – WINNER Children's & Youth
 INTERNATIONAL EMMY® AWARD WINNER	<p>An Emmy Award, or simply Emmy, is an American award that recognizes excellence in the television industry. It is presented at numerous annual events held throughout the calendar year, each honoring one of the various sectors of the television industry.</p>	2020 <ul style="list-style-type: none"> • THE LAST KIDS ON EARTH - WINNER Best Special Class Animated Program
	<p>The Academy Awards, popularly known as the Oscars, are awards for artistic and technical merit in the film industry. Given annually by the Academy of Motion Picture Arts and Sciences.</p>	2020 <ul style="list-style-type: none"> • BLADE RUNNER 2049 – WINNER Best Cinematography and Best Visual Effects
 Canadian Screen Awards Les prix Écrans canadiens	<p>Awards given annually by the Academy of Canadian Cinema & Television recognizing excellence in Canadian film, English-language television, and digital media productions.</p>	2021 <ul style="list-style-type: none"> • WON Best Photography – Comedy (KIM'S CONVENIENCE) • WON Best Lead Actor – Comedy (KIM'S CONVENIENCE) • WON Best Supporting Actor – Comedy (KIM'S CONVENIENCE) • WON Best Guest Star Actor – Comedy (KIM'S CONVENIENCE) • Nomination Best Writing, Factual (QUEEN OF THE OIL PATCH) 2020 <ul style="list-style-type: none"> • WON Best Supporting Actor – Comedy (KIM'S CONVENIENCE) • WON Best Guest Performance – Comedy (KIM'S CONVENIENCE) • Nomination Best Animated Series (CUPCAKE AND DINO) • Nomination Best Writing – Factual (HEAVY RESCUE 401)
 YOUTH MEDIA ALLIANCE MÉDIAS JEUNESSE	<p>Youth Media Alliance Awards of Excellence: Honouring the creators of quality screen based content for Canadian children and teens</p>	2021 <ul style="list-style-type: none"> • WON - MOLLY OF DENALI • Nomination THE LAST KIDS ON EARTH

Award	Definition	Wins/Nominations
	Annual awards celebrating the female leaders, innovators, difference makers and organizations throughout B.C. who play a vital role in building a better and more prosperous B.C.	2021 <ul style="list-style-type: none">• Women of the Year - Equity and Inclusion Champion - Jennifer Twiner McCarron (CEO)• Business of Good Awards - Diversity and Inclusion - Winner• Business of Good Awards - Workplace Wellness - Honourable Mention
	YWCA Women of Distinction Awards - Honouring Metro Vancouver women and organizations whose activities and achievements contribute to the well-being and future of the community.	2021 (Nomination – winners announced in June) <ul style="list-style-type: none">• Arts & Culture – Nadine Westerbarkey (Head of 2D Animation) 2019 <ul style="list-style-type: none">• Nomination Arts & Culture – Jennifer Twiner McCarron
	Annual editorial initiative meant to celebrate 50 exceptional non-CEO leaders at the SVP, EVP and C-Suite levels.	2021 <ul style="list-style-type: none">• Report on Business Best Executives Awards – Barb Harwood (CFO)
	Member-based organization, exists for the advancement, development and recognition of professional women in Canada	2019 <ul style="list-style-type: none">• Canada's 100 Most Powerful Women (Jennifer Twiner McCarron)

Recent Media Recognition

How a TV studio that makes shows for Netflix and Disney is adapting to remote work and capitalizing on the demand for animated content to keep its 1,000 employees working.

**BUSINESS
INSIDER**

Thunderbird Entertainment named to Fast Company's 2020 list of the world's most innovative companies.

FAST COMPANY

Rick and Morty Pringles commercial from Atomic called one of the best commercials.

VARIETY

The bigger and more exciting challenge is in fully realizing the push to make sure everything we do is authentic and the stories we tell are diverse and inclusive.

BCBUSINESS

Prioritizing diversity on-screen means ensuring productions are staffed with inclusion in mind, hiring BIPOC and members of the LGBTQ2S+ community.

Forbes

KIM'S CONVENIENCE, the Genial Canadian Sitcom That Feels Like Watching Another Time Line

**THE
NEW YORKER**

THE LAST KIDS ON EARTH leaps from book to Netflix to toys. Next stop: billion-dollar franchise.

FAST COMPANY

HELLO NINJA named as one of the most binged shows across all streaming platforms by Tvision.

Broadcasting+ Cable

It's beginning to look like Christmas elsewhere in the Canadian production sector...the cameras are rolling on the Discovery factual series Mud Mountain

**THE
Hollywood
REPORTER**