Memo

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| To: | Shareholders  |
| From: | Will Braden, President |
| Date: | February 21st, 2022 |
| Re: | President’s Report for 2021 calendar year |

2021 certainly presented a unique challenge. With demand for screenings in North America and abroad, but continued uncertainty about Covid protocol, vaccinations, capacity restrictions and general audience reluctance to go out to theaters, it wasn’t clear at first if we’d be able to do any shows at all.

We decided early on that a coordinated rollout in a large number of theaters at once, similar to 2020, would be next to impossible. So we made the choice to open in various venues and locations at whatever time of year made the most sense, was the safest for our audiences, and gave us the best chance of success. While numbers were obviously and understandably down overall from past years, we managed to put up respectable numbers and take much less of a dip than many similar theater based events. Especially considering that in many area, children were not yet able to be vaccinated and in some cases not even allowed in theaters, we still managed to find our audience.

With the continued explosion of social media platforms, there is more cat content out there than ever before. Our feedback from theaters, audiences and shelters was as high as it’s ever been. With the pandemic taking a large toll on both animal shelters and independent theaters, it was gratifying to be able to partner yet again and to raise money and continue our support. We took advantage of government Covid assistance to complement our theater revenue. In 2022, we may introduce some small sponsorships, contests for shelters, and other fun ways to raise audience engagement and raise more money for cats in need.

Screenings in 2022 will begin in mid-summer and continue through early fall. It remains to be seen whether our planned debut of DogVideoFest can take place later this year following the rollout of CatVideoFest 2022, but if it is delayed until 2023, the demand will still be there.

I’m excited to get back to some semblance of normalcy in all respects, and this has been a tough time for everyone. That said, it is a wonderful thing that CatVideoFest has been able to weather this storm so successfully and is in a good position to keep the train rolling. In the end, we provide people a source of fun, whimsy, distraction, community and a platform to do some good for local shelters and organizations at the same time. I don’t think any of that is going away any time soon.

All the best to you and yours,

**Will Braden**

President