



COMPANY PRESENTATION

July 2016

OTCQB: BMTM

SAFE HARBOR STATEMENT



This presentation may contain forward-looking statements that can be identified by terminology such as “believes,” “expects,” “potential,” “plans,” “suggests,” “may,” “should,” “could,” “intends,” or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results or implied by such statements. These factors include, but are not limited to, our limited operating history, managing our expected growth, risks associated with integration of acquired websites, possible inadvertent infringement of third party intellectual property rights, our ability to effectively compete, our acquisition strategy, and a limited public market for our common stock, among other risks. Bright Mountain Media, Inc.’s future results may also be impacted by other risk factors listed from time-to-time in its SEC filings. Many factors are difficult to predict accurately and are generally beyond the company’s control. Forward-looking statements speak only as to the date they are made and Bright Mountain Media, Inc., does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.



OVERVIEW

MISSION: To provide the military and public safety audience places to go online where they can stay current on news and events affecting them, to look for jobs, share information, communicate with the public, and buy products.

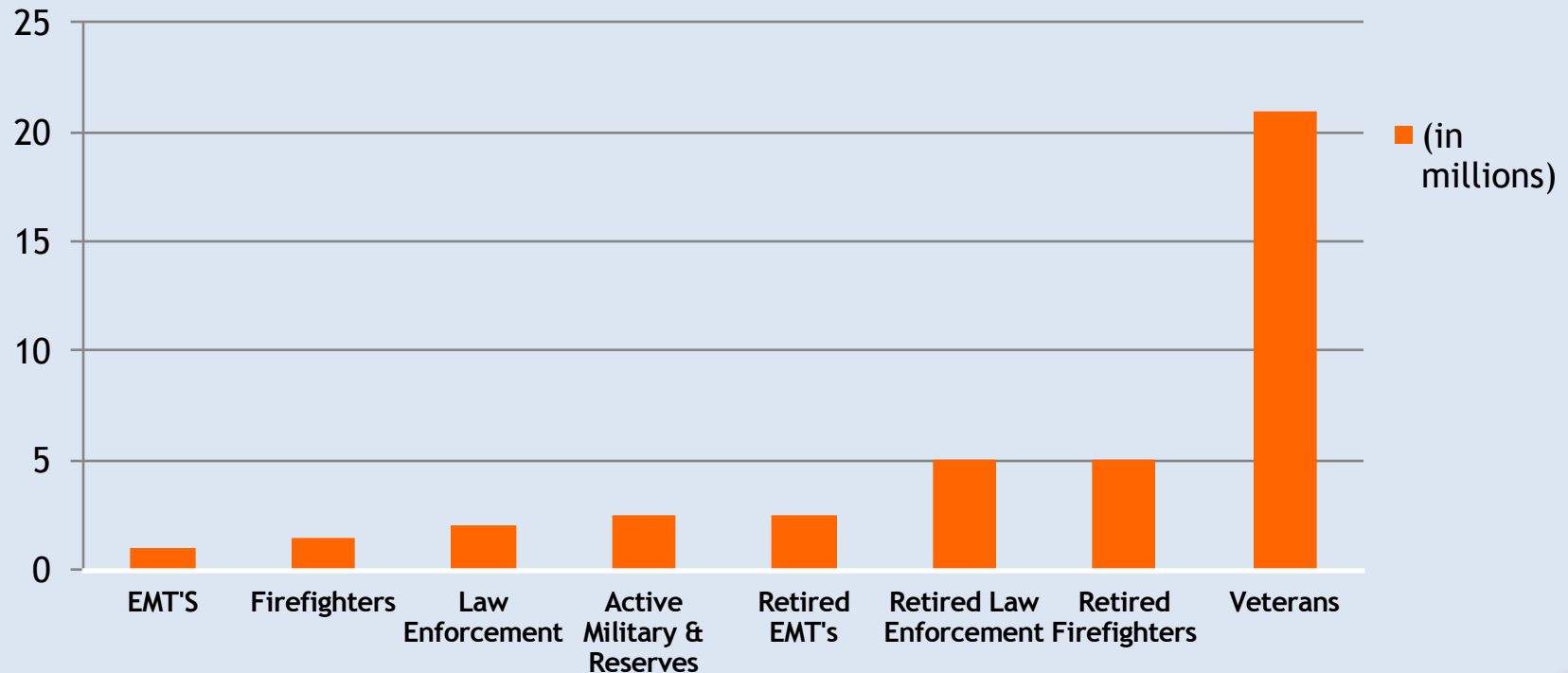
Bright Mountain Media, Inc. (OTC: BMTM) is a media company providing content to the U.S. military and public safety sectors. Our websites feature a robust offering of specifically targeted proprietary content as well as third party content we acquire from a number of sources.

The company has grown from 1 website in March, 2013 to 28 websites as of March 31, 2016. Website properties are customized to provide our niche users, including active duty, reserve and retired military, law enforcement, and fire fighters with information and news that may be of interest to them. Total site visits has grown from 51,000 visits in the first quarter 2013 to 14,038,000 visits in the second quarter 2016.

TARGET U.S. DEMOGRAPHIC



Current U.S. target demographic represents an estimated 39.3 million users with an additional estimated 100 million outside the U.S. Adding spouses, parents, and other direct family members could increase U.S. targets to approximately 100 million.



WEBSITE PROPERTIES

(Click on logo to visit website link)



ADVERTISE
TO THE
MILITARY



MILITARYSTARTER

TheBright

BOOTCAMP4ME
MILITARY READINESS PROGRAM



POLICE BLOTTER

POPULARMILITARY
.com



THE
BrightMail™



JQP
JOHN Q. PUBLIC



SargesList
TRUSTED MILITARY CLASSIFIEDS

USMC
LIFE



Coast Guard News
Semper Nostra Optima



LEO
AFFAIRS
THE VOICE OF LAW ENFORCEMENT ONLINE

THE BravestOnline
FIRE SERVICE VIDEOS AND DISCUSSION

WAR
DOCUMENTARY FILMS

LEO FundMe

Teacher
Affairs
The Voice Of Teachers Online

WAR IS BORING

FD CAREERS

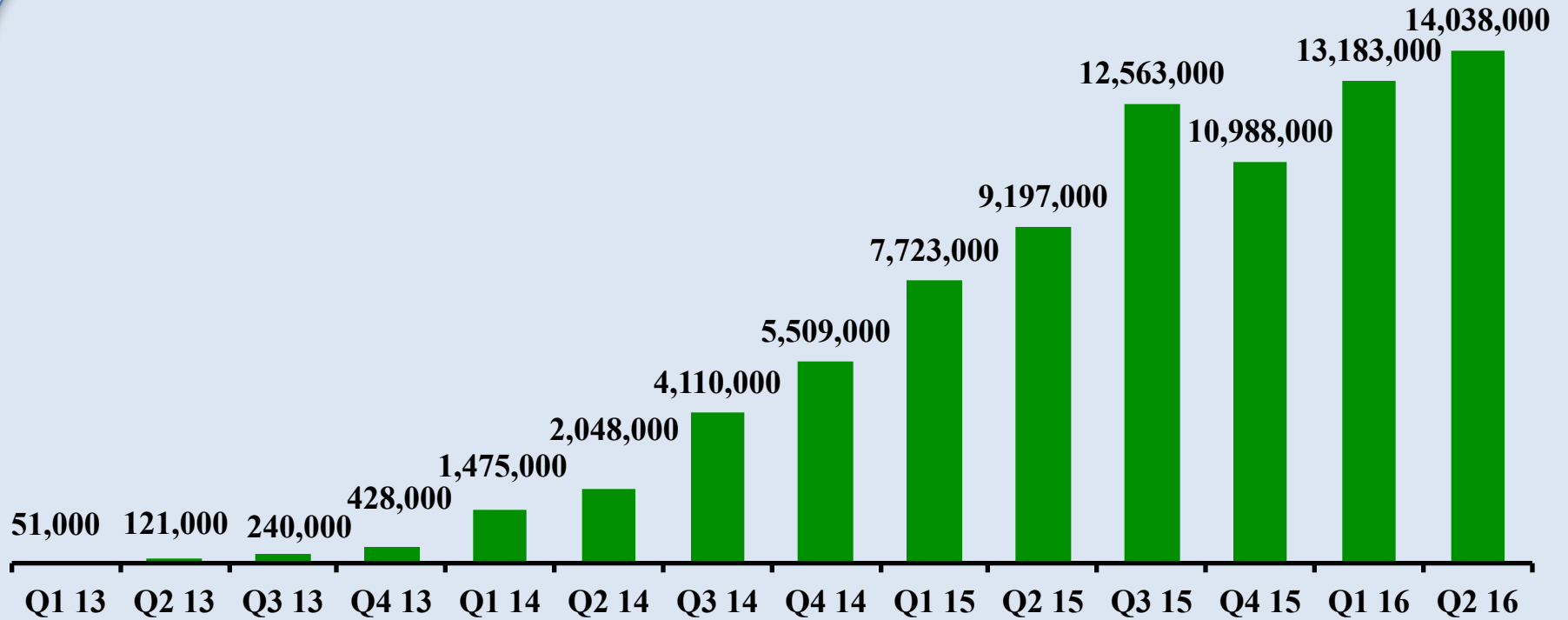


Additional website properties owned but not featured include:

- Bootcamp4me.org
- Certifiedwolfhunter.com
- Welcomehomeblog.com
- 360fire.com
- Thebrightnetwork.com

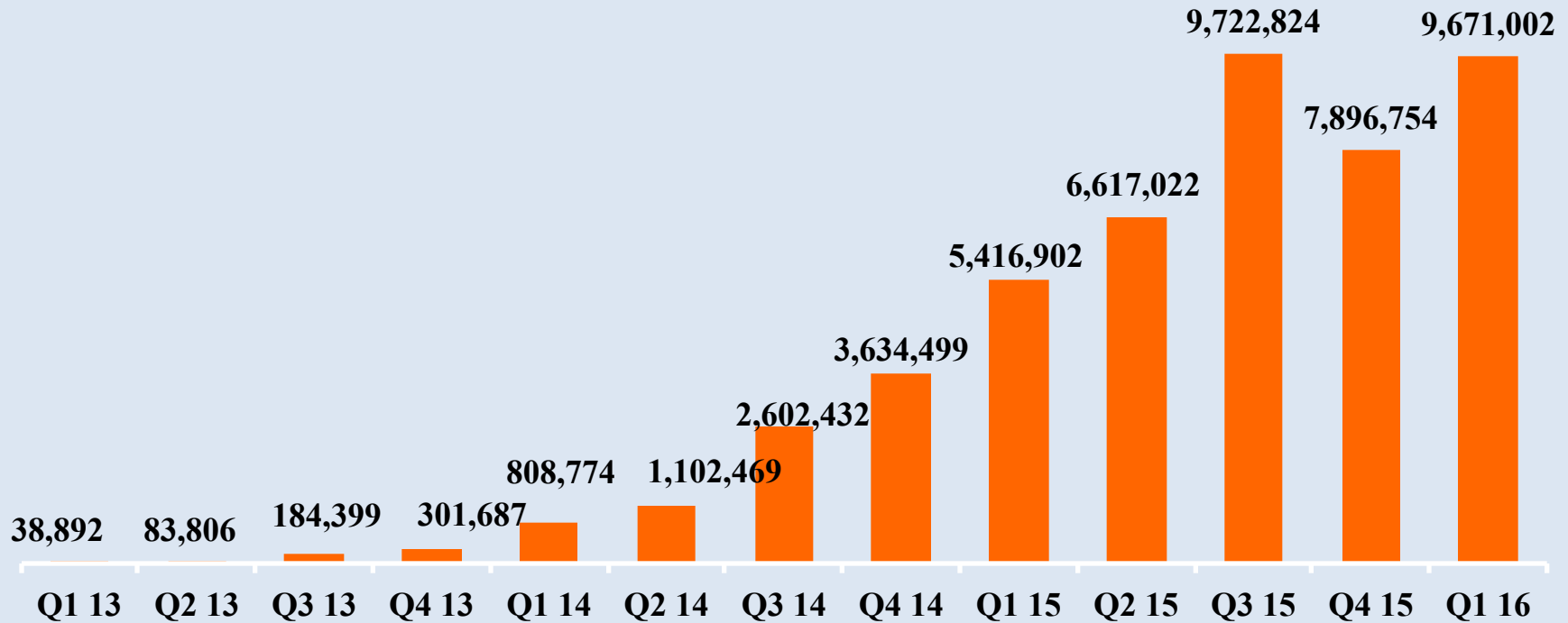
GROWTH IN WEBSITE VISITS

For the time period: 2012 - Q2 2016



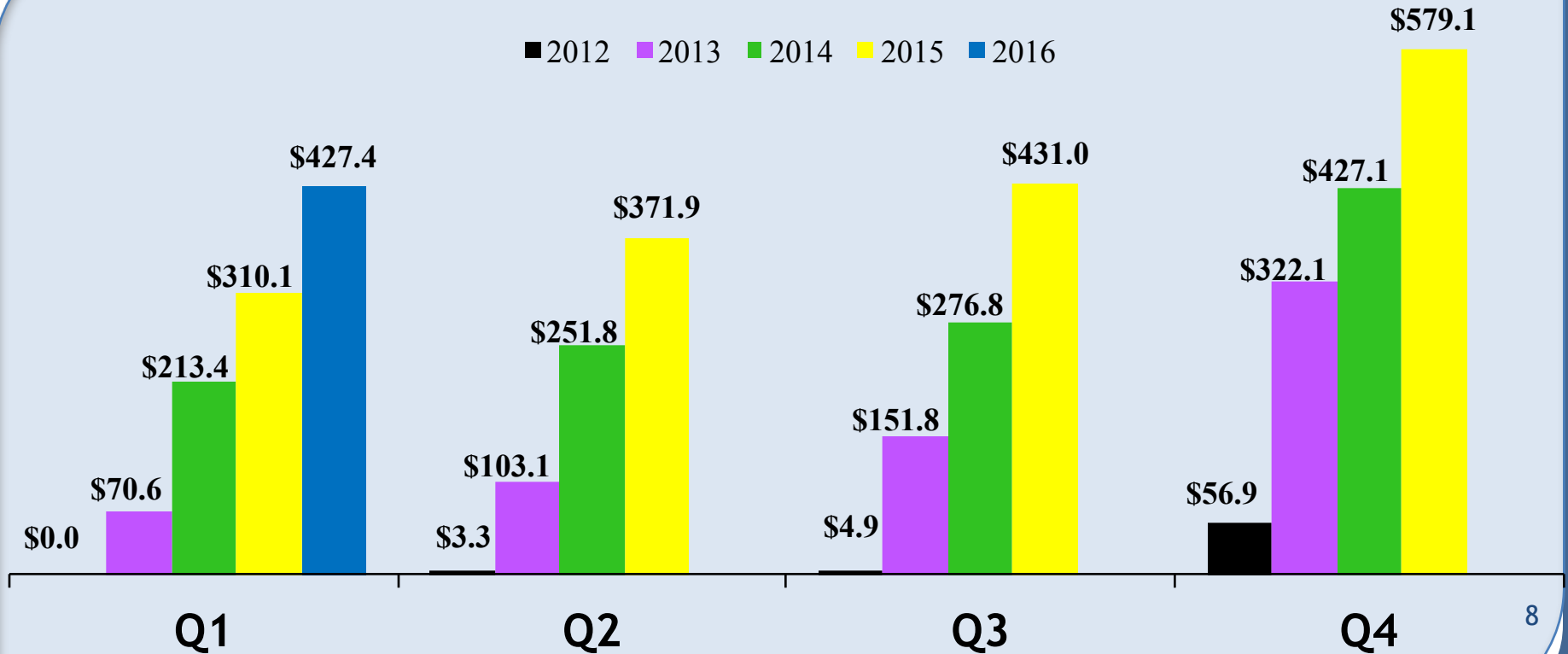
UNIQUE VISITORS GROWTH

For the Time Period: Q1 2013 - Q1 2016



QUARTERLY REVENUE GROWTH

Year-Over-Year for the Time Period: 2012 - 2016



FINANCIAL & OPERATING RESULTS

Full Year 2015 vs Full Year 2014



	For the Year Ended 12/31/15	YOY % Change	For the Year Ended 12/31/14
Revenue	\$1,692,079	45%	\$1,169,186
Revenue from Services (advertising and subscriptions)	\$283,598	139%	\$118,792
Product Revenue	\$1,408,481	34%	\$1,050,394
Website Visits	40,471,000	208%	13,142,000
Unique Visitors	29,653,502	263%	8,814,124

As a result of organic growth and acquisitions.

FINANCIAL & OPERATING RESULTS

Q1 2016 vs Q1 2015



	For the Quarter Ended 3/31/16	YOY % Change	For the Quarter Ended 3/30/15
Revenue	\$424,415	37%	\$310,083
Revenue from Services (advertising and subscriptions)	\$76,636	58%	\$48,359
Product Revenue	\$347,779	33%	\$261,724
Website Visits	13,183,000	71%	7,723,000
Unique Visitors	9,671,002	79%	5,416,902

As a result of organic growth and acquisitions.

GROWTH STRATEGY



MONETIZE TRAFFIC:

Increase Digital Media Sales, E-Commerce, and Data sales

FOCUSED MARKET:

Military, Public Safety and their families

INCREASE WEBSITE TRAFFIC, SALES, AND IMPROVE OPERATING MARGINS

GROWTH: Both organic and through acquisitions

IMPROVE MARGINS:

Concentrate on Advertising, Higher Margin Products, and Data Sales

OUR OPPORTUNITY



Unlike many media companies which target a wide variety of audiences, Bright Mountain's focus on U.S. military and public safety sector audiences is supported by the following:

- ☑ *Fragmented Online Market* - Ideal to consolidate and dominate the U.S. online market serving military and public safety and their families via acquisitions and organic growth.
- ☑ *Minimal Competition* - Populated with businesses operating with an unclear business plan and no expansion plans except for a few large websites, such as military.com, which is owned by Monster.
- ☑ *Business Community* - The business community has consistently supported veterans and public safety with jobs and programs to enhance their lives; this has created a valuable advertising opportunity.
- ☑ *Large Online Community* - Marketing medium for advertisers targeting military, public safety and their family members.
- ☑ *Government Support* - Conversations are beginning in Congress and city and state agencies about stabilizing and possibly increasing the military and public safety budgets.

EXECUTIVE MANAGEMENT TEAM



KIP SPEYER, CEO

- 31+ years of successful executive leadership
- Founder, President & CEO of Speyer Door and Window, which was sold in 2009;
- Former President & CEO of ICAD, a business combination of ISSI and Howtek, Inc.; and Galileo Corp., which was sold to Corning;
- Founder and former President of Leisegang Medical; and Former President of Hays Medical Companies
- BS in Business Administration, Northeastern University

DENNIS HEALEY, CFO, SECRETARY AND BOARD MEMBER

- CPA with 40+ years experience in providing accounting and financial managerial service in private and public corporate environments across a variety of industries
- Former CFO of As Seen on TV (OTC: ASTV) and Viragen
- B.B.A. in Accounting, Honors, University of Florida; Former Member of the U.S. Marine Corp

TODD SPEYER, VP DIGITAL

- 11+ years of marketing and business development experience
- Former Director of Business Development & Website Manager at Bright Mountain
- Former Marketing & Product Manager for Speyer Door and Window where he was responsible for the Company's website development
- BS in English Literature, Florida State University

JON THIELMANN, GENERAL MANAGER, BRIGHTWATCHES®

- 20+ years of successful business management experience
- Former Operations Manager
- Experienced with growing start-ups
- Six-year tour of duty with the United States Navy achieving rank of Petty Officer First Class

MANAGEMENT FOCUS



- Continue to drive organic website traffic growth by increasing the amount of quality content.
- Search for strategic acquisitions including related e-commerce.
- Accelerate conversion into higher margin digital media, e-commerce, and data sales revenue.
- Create liquidity in BMTM common stock.
- NASDAQ up listing.

INVESTMENT HIGHLIGHTS



Large Niche Market: Military and First Responders

- 39.3 million users in the U.S. with an additional estimated 100 million outside the U.S. Adding spouses, parents, and other direct family members could increase U.S. targeted demographics to approximately 100 million.

Steady Growth

- Grew from 1 website in March, 2013 to 28 websites as of March 31, 2016.
- Total site visits has grown from 51,000 visits in the first quarter 2013 to 13,183,000 visits in the second quarter 2016.

Evolving Business Model

- Reached sufficient critical mass to begin the multi-year transition to a media company that generates most of its revenue from the sales of advertising on its websites. Allow us to concentrate efforts on growing highest profit opportunities through the leverage of website portfolios and growing Internet audience.

Growth Strategy

- Expect 2016 will be a transitional year as we invest in the infra structure required to create more content, website traffic and expand our ability to sell advertising inventory. Committed to expanding portfolio of web properties in 2016. So far, we have acquired www.warisboring.com and www.sargeslist.com

INVESTOR INFORMATION



State of Incorporation	Florida
Year End	12/31
Exchange/Symbol	OTCQB: BMTM
Recent Price (a/o June 13, 2016)	\$0.85
Market Capitalization (a/o June 10, 2016)	~\$27.6 million
Shares Outstanding (a/o March 22, 2016)	~36.8 million
Shares Authorized	400 million
Transfer Agent	<u>Island Stock Transfer</u>
Legal Counsel	<u>Pearlman Schneider LLP</u>
Independent Auditors	<u>Liggett, Vogt & Webb, P.A.</u>
Investor Relations	<u>American Capital Ventures</u>

CONTACT US



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