

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **December 13, 2021**

GENIUS BRANDS INTERNATIONAL, INC.

(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction
of incorporation)

001-37950
(Commission File Number)

20-4118216
(IRS Employer Identification No.)

190 N. Canon Drive, 4th Fl.
Beverly Hills, CA
(Address of principal executive offices)

90210
(Zip Code)

Registrant's telephone number, including area code: **(310) 273-4222**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	GNUS	The Nasdaq Capital Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

ITEM 7.01 REGULATION FD DISCLOSURE

On December 13, 2021, Genius Brands International, Inc. (the "Company") issued a press release announcing the appointment of Zrinka Dekic as the Company's Chief Financial Officer and Head of Strategy and Mergers and Acquisitions. A copy of the press release is attached as Exhibit 99.1 hereto.

The information disclosed under this Item 7.01, including Exhibit 99.1 hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended, except as expressly set forth in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

The exhibit listed in the following Exhibit Index is filed as part of this Current Report on Form 8-K.

Exhibit No.	Description
99.1	Press Release of Genius Brands International, Inc., dated December 13, 2021.
104	The cover page from this Current Report on Form 8-K, formatted in Inline XBRL

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GENIUS BRANDS INTERNATIONAL, INC.

Date: December 13, 2021

By: /s/ Andy Heyward

Name: Andy Heyward

Title: Chief Executive Officer

GENIUS BRANDS APPOINTS FINANCIAL MARKETS AND ENTERTAINMENT INDUSTRY EXECUTIVE ZRINKA DEKIC AS CHIEF FINANCIAL OFFICER

Beverly Hills, CA; December 13, 2021 – Following a major year of expansion with the recently announced acquisition of Canada’s **WOW! Unlimited Media, Inc.**, and a major stake in Germany’s **Your Family Entertainment AG**, **Genius Brands International, Inc.** (“Genius Brands” or the “Company”) (NASDAQ: GNUS) continues to strengthen its global operations and strategy with the appointment of **Zrinka Dekic** as Chief Financial Officer and Head of Strategy and Mergers and Acquisitions.



Ms. Dekic brings nearly 20 years of entertainment industry and financial markets experience, including corporate strategy, investment banking, investment management and corporate finance at The Walt Disney Company, and before that, Goldman Sachs. At The Walt Disney Company, she held posts in Corporate Strategy, Strategic Planning and Business Development, where she was involved in a number of high-profile projects and strategic initiatives for the company. Prior to joining Disney, Ms. Dekic served as a Vice President in the Investment Management division at Goldman Sachs in New York, on the U.S. Fundamental Equity Portfolio Management team overseeing nearly \$30 billion of assets under management. Most recently, she served as Vice President of Houlihan Lokey’s Investment Banking Technology, Media & Telecom (TMT) Group, where she was responsible for business development and execution across the sector, including media and entertainment, digital media, streaming technologies, animation and video games. Ms. Dekic holds a B.A. from Amherst College and an MBA in Finance from The Wharton School.

“We are excited to welcome Zrinka as Chief Financial Officer of Genius Brands at this major inflection point in the Company’s development, given the rapid revenue growth, expanded distribution, and a powerful slate of new content. With the recently announced acquisition of WOW! Unlimited Media in Canada and our strategic investment in Your Family Entertainment traded on the Frankfurt Exchange (RFE.F), providing us control over one of Europe’s largest animation catalogs and now a global channel footprint, the addition of Zrinka, with her impressive professional pedigree, including The Walt Disney Company and Goldman Sachs, will empower us to maximize value for shareholders. In particular, Zrinka brings a proven track record in M&A, which will continue to be an important component of our strategy as we execute on our vision of becoming one of the world’s leading global children’s entertainment companies. In support of this goal, she brings extensive relationships across Wall Street and the entertainment industry, spanning animation, media and entertainment, sports, and consumer product companies across North America and globally,” said Andy Heyward, Chairman & CEO of Genius Brands.

Bob Denton will assume the new role of Executive Vice President of Finance and Accounting at Genius Brands.

Heyward continued, “Bob Denton has made tremendous contributions to the Company as CFO over the past years, as we transformed Genius Brands from an emerging children’s entertainment Company to a diversified global organization with a solid balance sheet, positioned for long term growth. We look forward to his continued contributions as Executive Vice President of Finance and Accounting, as we accelerate our focus on expansion.”

Ms. Dekic further noted, “I am delighted and honored to join Genius Brands International at this critical juncture of the disruptive technological changes in the industry as well as the explosive global demand for children’s content. With Genius’s recently announced acquisition of a prolific animation producer WOW! Unlimited Media in Canada and its investment in Your Family Entertainment in Europe, as well as the fact that Genius Brands, through Kartoon Channel! Worldwide, controls both content and distribution, it is poised for global expansion and growth. I am thrilled to be joining the Company at such an exciting time and to be part of the leadership team that will take Genius Brands to the next level.”

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children’s entertainment properties and consumer products for media and retail distribution. The Company’s ‘content with a purpose’ portfolio includes *Stan Lee’s Superhero Kindergarten*, starring Arnold Schwarzenegger, on Kartoon Channel!; *KC Pop Quiz*, starring Casey Simpson, Kartoon Channel!’s newest offering; *Shaq’s Garage*, starring Shaquille O’Neal, coming to Kartoon Channel! in 2022; *Rainbow Rangers* on Kartoon Channel! and Netflix; *Llama Llama*, starring Jennifer Garner, on Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison’s Secret Lab*; and entrepreneurship series *Warren Buffett’s Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands’ IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company’s new Kartoon Channel!, Kartoon Classroom! and ¡KC! En Español, are available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Pluto TV, Sling TV, Amazon Prime, Amazon Fire, Apple TV, Apple iOs, Android TV, Android Mobil, Google Play, Xumo, Roku, Tubi, KartoonChannel.com, Samsung Smart TVs and LG TVs. For additional information, please visit www.gnusbrands.com.

Forward Looking Statements: Certain statements in this press release constitute “forward-looking statements” within the meaning of the federal securities laws. Words such as “may,” “might,” “will,” “should,” “believe,” “expect,” “anticipate,” “estimate,” “continue,” “predict,” “forecast,” “project,” “plan,” “intend” or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; the potential issuance of a significant number of shares, which will dilute our equity holders; fluctuations in the results of our operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the “Risk Factors” section of the Company’s most recent Annual Report on Form 10-K and in the Company’s subsequent filings with the Securities and Exchange Commission (the “SEC”). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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