

Procedures, (IV) Approving Solicitation Packages and Procedures and Deadlines for Soliciting, Receiving, and Tabulating Votes on the Plan, and (V) Approving the Form of Ballot and Notice to Non-Voting Classes (Docket No. 392) (the “Disclosure Statement Order”) entered on January 7, 2022.

5. The Solicitation Package consists of the following materials (the “Solicitation Package”):

- a. USB Flash Drive (the “USB”) containing:
 - i. Disclosure Statement; and
 - ii. Plan;
- b. the Disclosure Statement Order (without exhibits);
- c. a printed copy of the Class 3 Ballot (Term B Secured Claims) (“Class 3 Ballot”) (substantially in the form attached as Exhibit 2-A to the Disclosure Statement Order);
- d. Voting Instructions for Class 3 Term B Secured Claims Ballot for Accepting or Rejecting the Joint Plan of Liquidation of Sequential Brands Group, Inc. and Its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code (“Voting Instructions”) (substantially in the form attached as Exhibit 2-B to the Disclosure Statement Order);
- e. the *Notice of (I) Approval of Disclosure Statement, (II) Establishment of Voting Record Date, (III) Hearing on Confirmation of Plan and Procedures and Deadline for Objecting to Confirmation of Plan, and (IV) Procedures and Deadline for Voting on Plan* (Docket No. 403) (the “Confirmation Hearing Notice”) entered on January 12, 2022; and
- f. A pre-addressed, postage pre-paid return envelope.

6. The Non-Voting Package consists of the following documents:

- a. a printed copy of the appropriate Notice of Non-Voting Status:
 - i. *Notice of Non-Voting Status (Non-Voting Classes 1, 2, 4, 5, 6, 7, and 8)* (the “Class Non-Voting Status Notice”) (substantially in the form attached as Exhibit 3 to the Disclosure Statement Order); and
 - ii. *Notice of Non-Voting Status (Counterparties to Executory Contracts and/or Unexpired Leases)* (the “Counterparties Non-Voting Status”)

Notice") (substantially in the form attached as Exhibit 4 to the Disclosure Statement Order);

b. Confirmation Hearing Notice.

7. On January 12, 2022, links to the following documents were made available on the public access website of www.kccllc.net/SQBG:

a. Confirmation Hearing Notice;

b. Plan;

c. Disclosure Statement; and

d. Disclosure Statement Order.

8. On or before February 4, 2022, at my direction and under my supervision, employees of KCC caused the Confirmation Hearing Notice to be served per postal forwarding address via First Class Mail to the parties on the service list attached hereto as **Exhibit A**.

Dated: February 4, 2022

/s/ Heather Fellows
Heather Fellows
KCC
222 N Pacific Coast Hwy
Suite 300
El Segundo, CA 90245
Tel 310.823.9000

Exhibit A

Creditor Matrix Service List
Served via First Class Mail

CreditorName	Address1	Address2	City	State	Zip
Pointcarre USA	PMB 173	1936 Hempstead Tpke	East Meadow	NY	11554-1712
Richard Kibbe & Orbe LLP	590 Madison Ave Fl 20		New York	NY	10022-2544
Triad Digital Media LLC	175 Greenwich St Fl 16		New York	NY	10007-2438