

banzai

AI-Powered Marketing Technology Solutions

NASDAQ: BNZI

**Q3 2024 Financial Results
Conference Call**

November 14, 2024



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Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of the Company's control. Forward-looking statements are not guarantees of future performance, and our actual results of operations, financial condition and liquidity and development of the industry in which the Company operates may differ materially from those made in or suggested by the forward-looking statements. Therefore, investors should not rely on any of these forward-looking statements. Factors that may cause actual results to differ materially include changes in the markets in which the Company operates, customer demand, the financial markets, economic, business and regulatory and other factors, such as the Company's ability to execute on its strategy, its assumptions regarding available and serviceable markets, its ability to realize some or all of the expected benefits of its acquisition strategy and its ability to effectively integrate the businesses or technologies it acquires, if any. More detailed information about risk factors can be found in the Company's Annual Report on Form 10-K and the Company's Quarterly Reports on Form 10-Q under the heading "Risk Factors," and in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to update forward-looking statements after the date they are made.

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Corporate Overview

AI is Eating Marketing

Banzai is a SaaS company building an AI-driven platform of essential MarTech data, analytics, and data-driven applications.

Banzai is fueling marketing results with cutting-edge AI solutions.

Market Opportunity

MarTech Growth Drivers

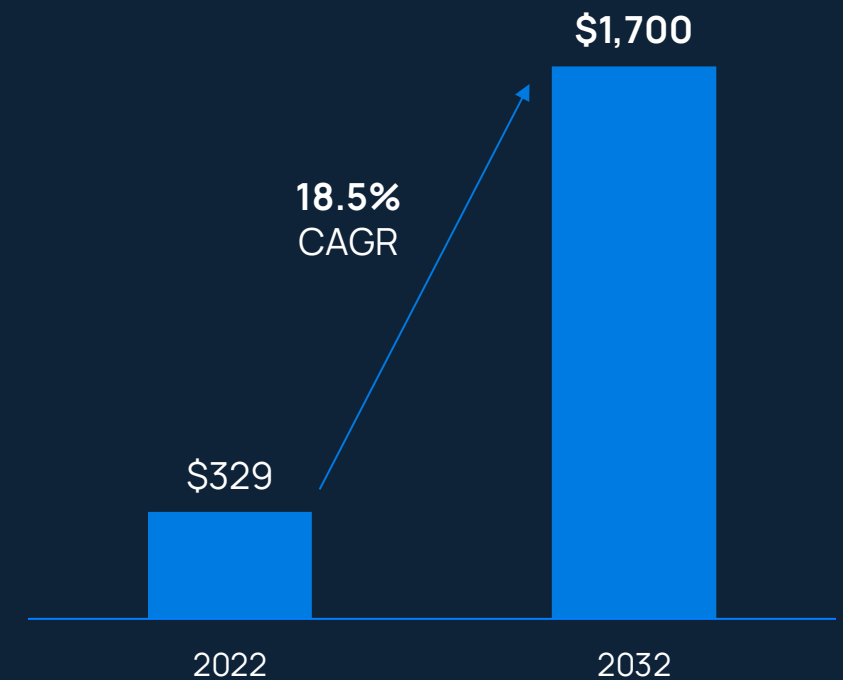
- Increasing digital transformation
- Surge in demand for personalized experiences
- Proliferation of automation and AI

Result

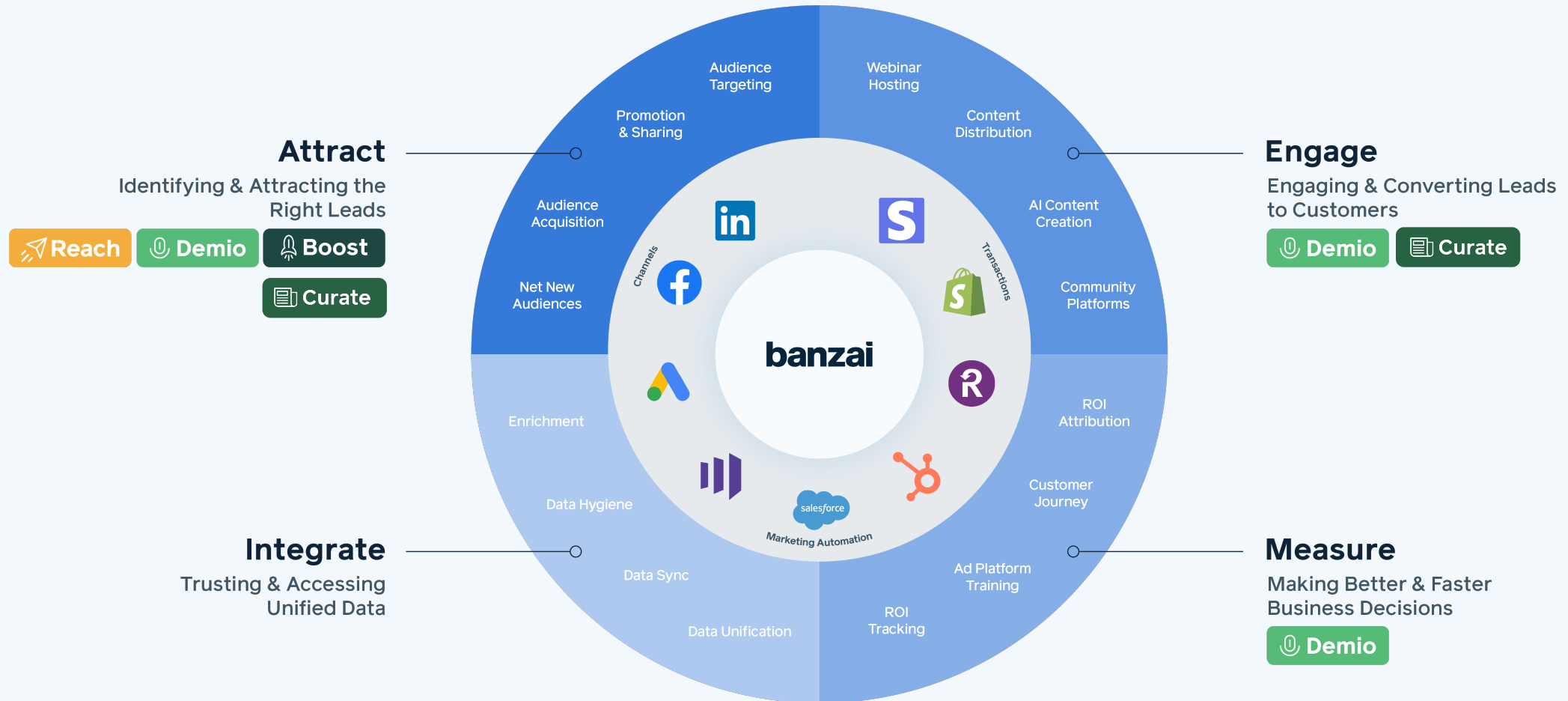
Marketers are struggling with an explosion of vendor complexity. Enterprise marketers use an average of **120+ marketing tools**¹.

This leads to **disjointed customer experiences** and **messy data**.

Global MarTech Market²
\$ in Billions



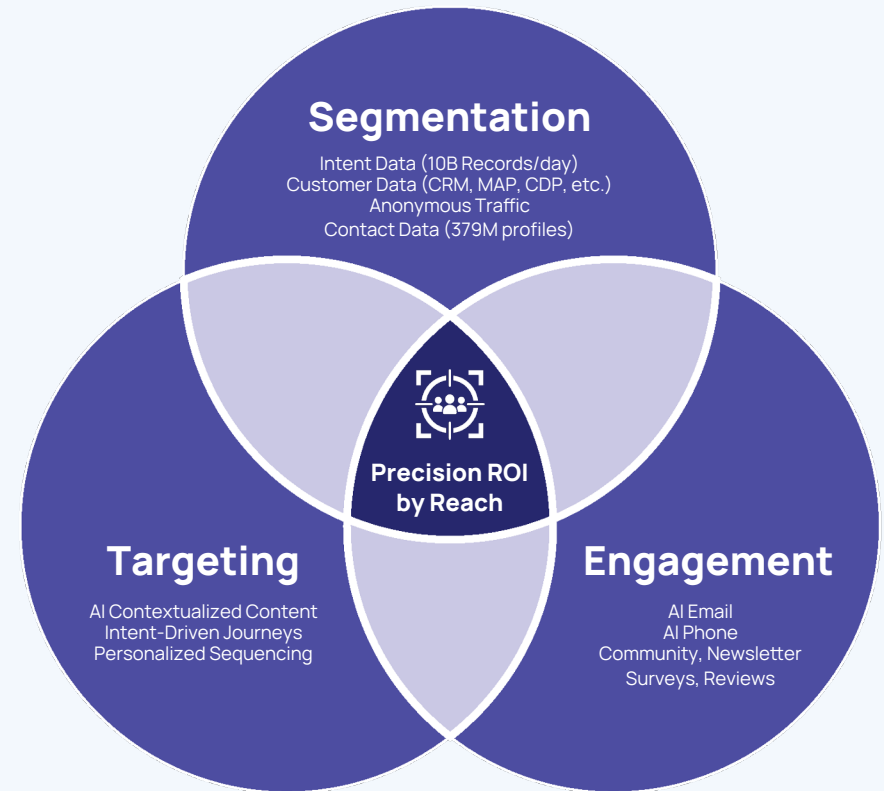
Vision: Integrated Platform of AI-Powered MarTech Solutions



Reach 2.0

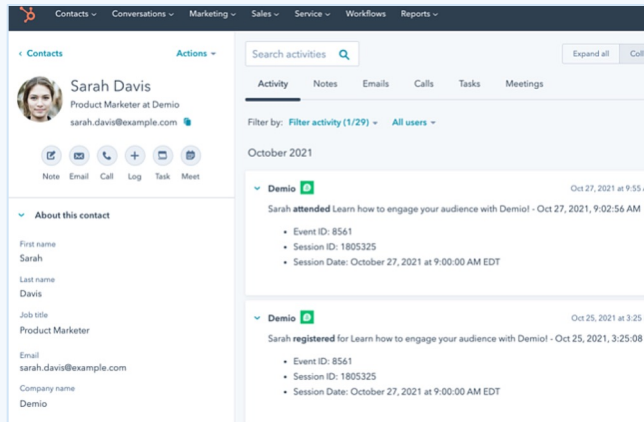
The AI Demand Gen Platform Standout

- **Vision:** The marketing automation platform for the leads you **don't** already have.
- **Growth:** Expanded sales team by 3x in Q3 to aggressively target enterprise sales pipeline.
- **Leverage Past Success:** 70,000+ leads driven since 2017.
- **Expanding Product:** New data sources, greater intelligence, better reporting and transparency.



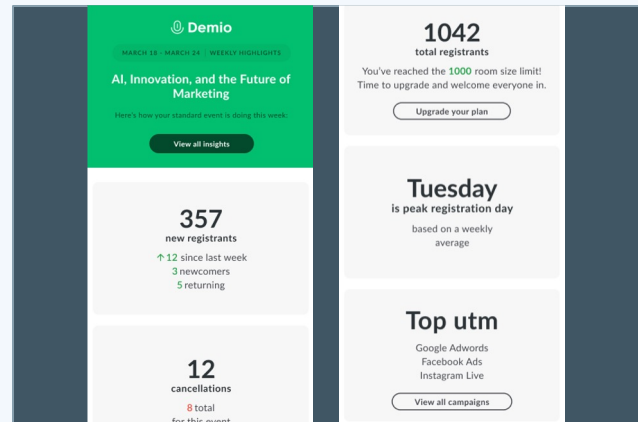
Demio

AI-Powered Webinar Platform with 1,434 Customers Added in 2024



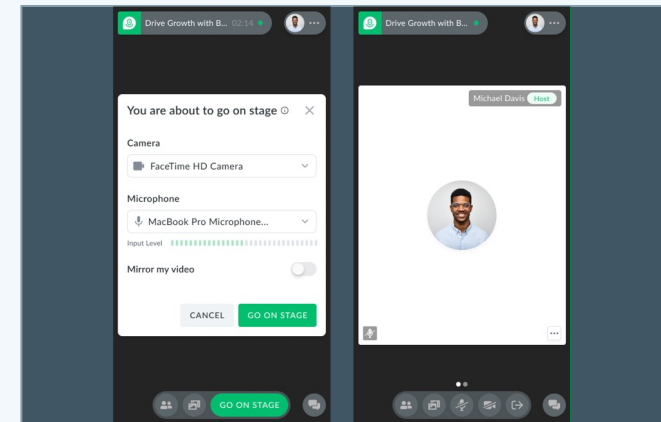
Easily Manage HubSpot Data:

We've enhanced the Hubspot integration, enabling advanced contact management, UTM tracking, and seamless data synchronization at both session and contact levels.



Get Pre-Event Insights:

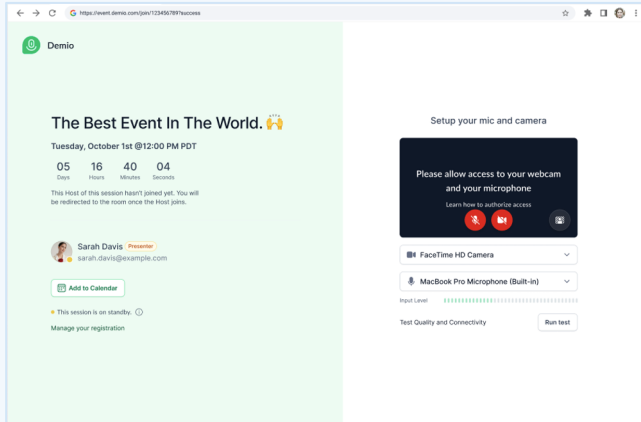
Industry-first, pre-event analytics to your inbox, tracking registrations, cancellations, room size alerts, peak days, and top channels – empowering users to make data-driven decisions and maximize attendee engagement.



AI Moderator:

Demio AI companion to answer user questions and respond to messages 24/7, based on customized information provided by the host.

Moving Upstream



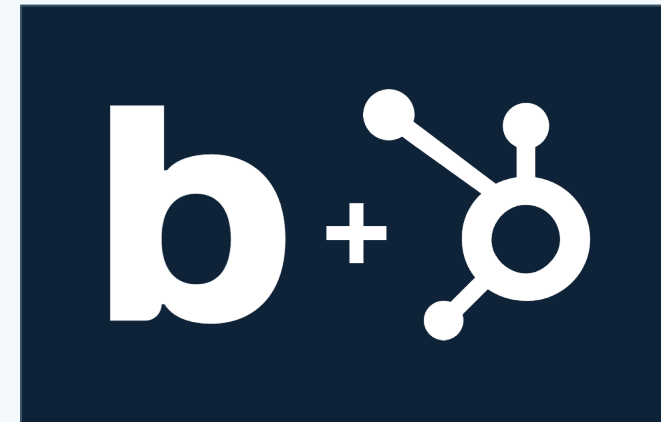
Streamlining the Room Experience and Increasing Room Size:

To support 10K+ attendees, we're streamlining the room flow and enhancing in-room features, ensuring a smooth and scalable experience for enterprise-level webinars.



Enhanced CRM Integrations:

Enterprise-grade CRM integrations with HubSpot (even better than before) and Salesforce, featuring greater bi-directional data syncing and reporting to better support mid-market and larger enterprise customers.

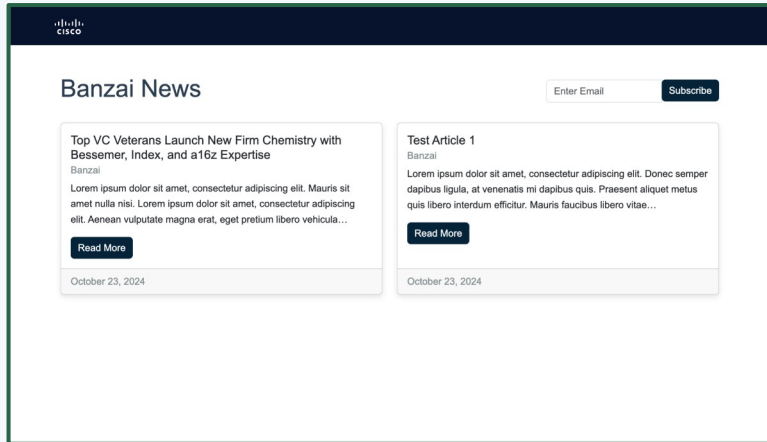


Strategic Partnerships:

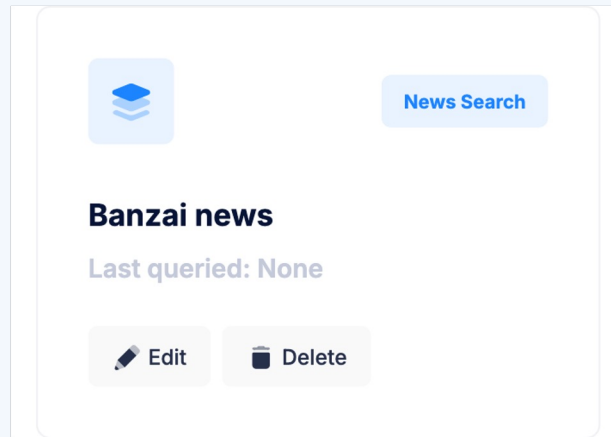
We're expanding partnerships with HubSpot to better support their 190,000+ customers.

Curate

The New AI Newsletter Platform that Writes and Grows Itself



Public News Site: Branded news site with all your content, automatically written by AI and published to a white-labeled news website.

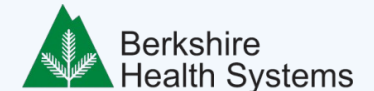


Tailored News Feeds: Customize news sources to automatically bring in and write up-to-date content on the current events that matter to your audience.



Grow Your Subscribers: Curate automatically grows your subscriber base, based on your target audience to help you grow your brand impression automatically.

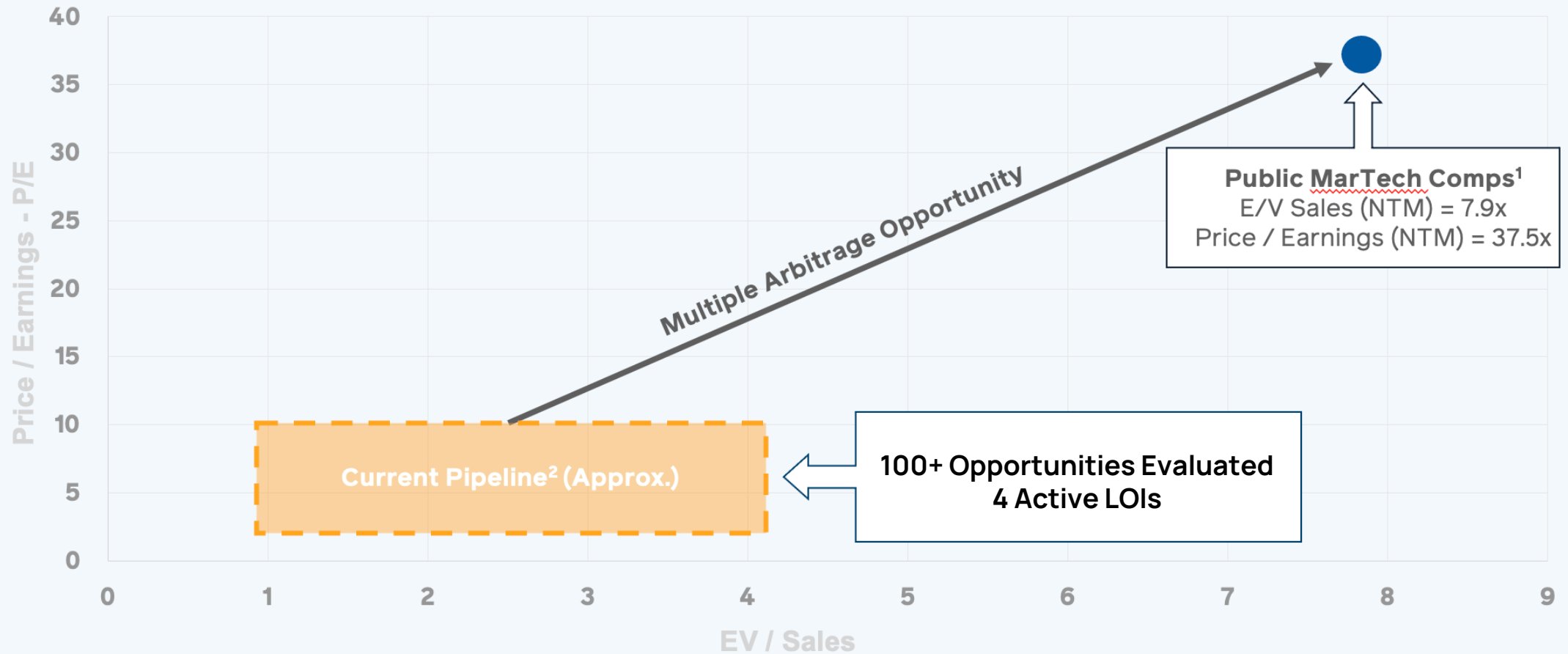
Thousands of Customers Rely on Banzai



*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

Substantial Upside in Strategic Acquisitions

Substantial gap between current private vs. at-scale public market valuations.



¹ Public comps include: CRTO, MGNI, WIX, CRM, CXM, ADBE, TTD, HUBS

² Based on Banzai's current pipeline where TTM revenue, TTM profit, and seller's asking price or estimated valuation are all known

Transformational Balance Sheet Cleanup

Banzai reached agreements with various lenders and service providers to convert and/or write-off \$24.78 million.

- Lenders have agreed to equitize \$17.32 million in debt; which includes an \$8.6 million debt restructuring by Columbia Pacific to extend maturity until February 19, 2027
- Service providers have agreed to write-off \$5.59 million and equitize \$1.87 million
- Interest savings expected to be \$1.9 million annually

Cantor Fitzgerald & Co. has accepted their \$4 million deferred underwriting fee in the form of 1,113,927 shares of Class A Common Stock, subject to a 12-month lock-up.

- The result was the elimination of the fee, thus increasing stockholders' equity by \$4 million, which will be unconditionally effective on December 28, 2024.

This plan will result in a total increase in stockholders' equity of \$28.8 million

Q3 2024 Financial Summary

\$ in Millions	Three Months Ended September 30,	
	2024	2023
Revenue	\$1.1	\$1.1
Annual Recurring Revenue (ARR)	\$4.4	\$4.3
Gross Profit	\$0.7	\$0.8
Total Operating Expenses	\$3.5	\$2.8
Operating Income (Loss)	(\$2.8)	(\$2.1)
Net Income (Loss)	(\$15.4)	(\$0.8)
Adjusted Net Income (Loss)	(\$1.5)	(\$3.6)
Adjusted EBITDA	(\$1.5)	(\$1.1)
\$ in Millions	September 30, 2024	December 31, 2023
Cash & Cash Equivalents	\$4.3	\$2.1

Leadership with Proven Track Record

Cohesive management team with long working history and experience at [Avalara](#), [Verivox](#), [\[24\]7.ai](#), and other leading companies that has supported 15+ M&A transactions over the past decade.



Joe Davy
CEO

GM, Avalara
Founded Banzai in
2016



Alvin Yip
Interim CFO

Controller, [24]7.ai



Simon Baumer
CTO

VP Engineering,
Verivox



Rachel Meyrowitz
Director, Demand
Generation

The Neat Company



Sergei Dolukhanov
VP, Sales

Avalara



Investment Summary

- Banzai is fueling marketing results with an integrated platform of AI-Powered MarTech solutions
- Substantially cleaned up balance sheet: fully paid off convertible advances and long-term debt maturity extended to February 2027
- \$12.2M annualized Net Income improvement program in progress through Q1 2025
- Substantial cash runway, funded by recent PIPE
- Strong sales & marketing execution for Reach, Demio
- New Demio AI Moderator feature positively received by enterprise customers/partners
- New Reach 2.0 product release gaining market traction
- New AI Curate in development – more details coming soon!



Reach



Demio



Curate

banzai

Essential Marketing Technology Solutions

Investor Relations

Chris Tyson
Executive Vice President
MZ Group - MZ North America
949-491-8235
BNZI@mzgroup.us

NASDAQ: BNZI



www.banzai.io