

### banzai.io

#### Investor Relations

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#### NASDAQ: BNZI

Share Price <sup>1</sup>	\$2.74
Market Cap <sup>1</sup>	\$12.1M
Shares Outstanding <sup>2</sup>	3.51M
Float	0.5M
Insider Holdings	49.6%

#### FY 2023 Financial Results (12/31/23)

Revenue	\$4.6M
Gross Profit	\$3.1M
Gross Margin	68%
Net Loss	\$14.4M

#### 6 Months 2024 Financial Results (6/30/24)

Revenue	\$2.1M
Gross Profit	\$1.4M
Gross Margin	67%
Net Loss	\$8.7M
Cash & Cash Equivalents <sup>2</sup>	\$0.5M

**Customers<sup>3</sup>** ~3,000

1) As of October 28, 2024  
 2) At June 30, 2024

Banzai is a marketing technology company that provides essential marketing and sales solutions for businesses of all sizes. On a mission to help their customers achieve their mission, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai customers include Square, Hewlett Packard Enterprise, Thermo Fisher Scientific, Thinkific, Doodle and ActiveCampaign, among thousands of others.

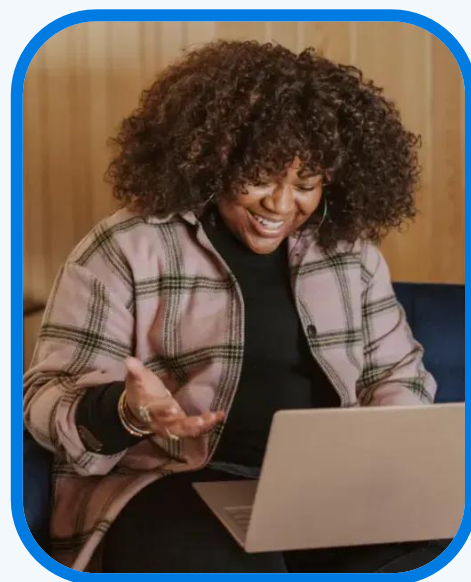
### Investment Highlights

#### 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.

- SaaS company building an AI-driven platform of essential MarTech data, analytics, and data-driven applications
- While the global MarTech market is accelerating, marketers are struggling with an explosion of vendor complexity
- Banzai is fueling marketing results with an integrated platform of AI-Powered MarTech solutions
- Reach deploys multi-channel outbound campaigns and is becoming the marketing automation AI demand gen platform standout
- Demio provides transparent webinar insights for data-driven marketers with upstream updates launching in Q4
- Additional upside in strategic acquisitions with a substantial gap between current private vs. at-scale public market valuations



### Market Opportunity

#### MarTech Growth Drivers

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

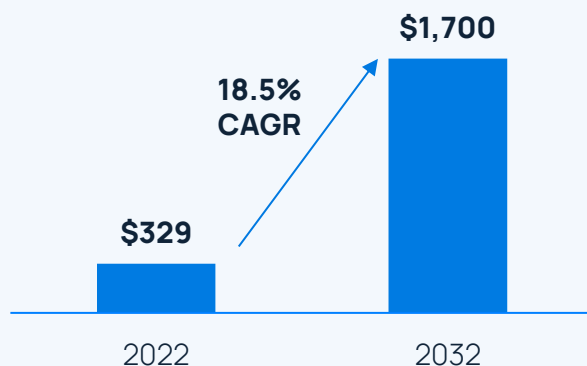
#### Result

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

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

#### Global MarTech Market<sup>2</sup>

\$ in Billions

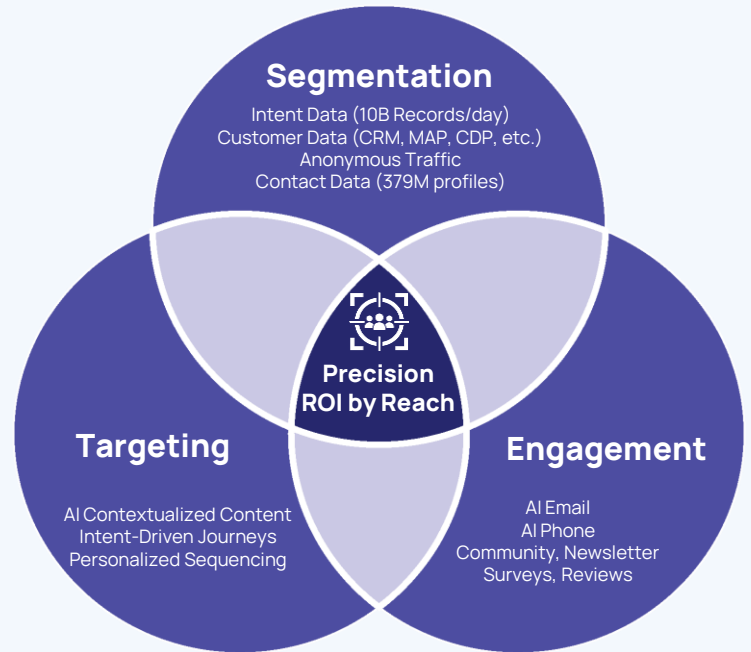


1) Netskope Cloud Report, August 2019 2) Allied Market Research



# Strategic Vision to Become the AI Demand Gen Platform Standout

- **Vision:** The marketing automation platform for the leads you don't already have.
- **Growth:** Reach sales grew 8x in Q2. Sales team has expanded by 3x in Q3.
- **Leverage Past Success:** Banzai has historically been successful in this category pre-COVID, with over 70,000 leads driven since 2017.
- **Expanding Product:** New data sources, greater intelligence, better reporting and transparency.

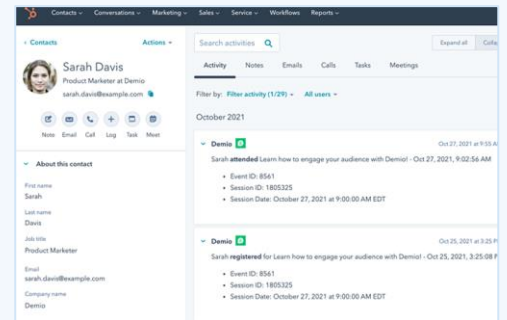


# AI-Powered Webinar Platform with 1,434 Customers Added in 2024

**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.



# In Q4, We're Making Big Moves to Go 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.

# 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.

<p><b>Joe Davy</b> CEO</p> <p>GM, Avalara Founded Banzai in 2016</p>	<p><b>Alvin Yip</b> Interim CFO</p> <p>Controller, [24]7.ai</p>	<p><b>Simon Baumer</b> CTO</p> <p>VP Engineering, Verivox</p>	<p><b>Rachel Meyrowitz</b> Dir. Demand Generation</p> <p>The Neat Company</p>	<p><b>Sergei Dolukhanov</b> VP, Sales</p> <p>Avalara</p>
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