

banzai

AI-Powered Marketing Technology Solutions

Q4 & FY 2024 Financial Results Conference Call

NASDAQ: BNZI

April 15, 2025



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Agenda for Today's Call

Company Overview

Recent Highlights

Company Updates

Financial Results

2025 Forecast

Q&A

Closing Summary



Joe Davy
CEO

Formerly
GM, Avalara
Founded Banzai in
2016
Avalara



Alvin Yip
CFO

Formerly
Controller, [24]7.ai
[24]7.ai



Corporate Overview

AI is Eating Marketing

Banzai develops AI-powered marketing solutions that make our customers lives 10x faster and easier.

Market Opportunity

MarTech Growth Drivers

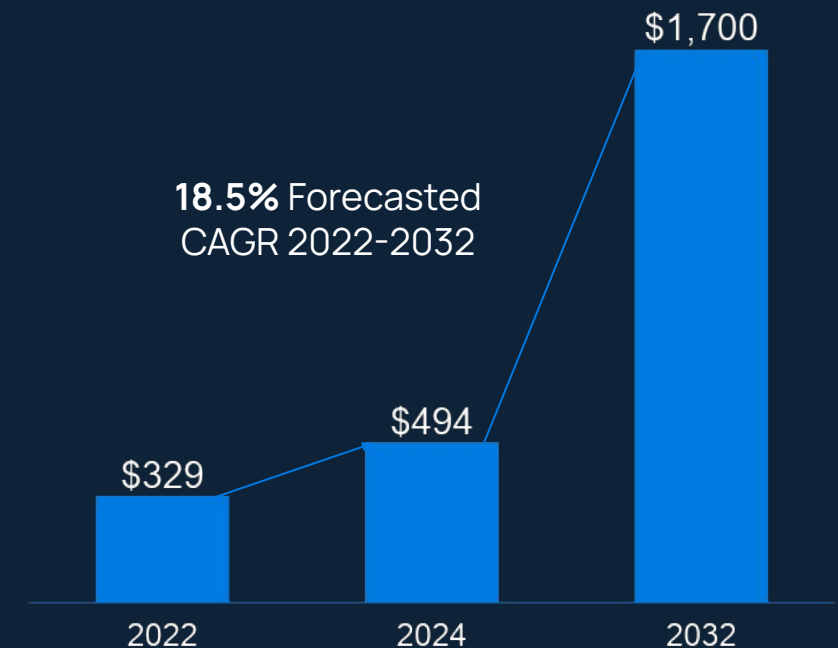
- Increasing digital transformation
- Surge in demand for personalized experiences
- Proliferation of automation and AI

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



2024 & Subsequent Highlights

- FY 2024 pro-forma consolidated revenue of \$16.7M exceeded guidance of \$10M by 67%, representing 267% annual growth.¹
- Completed \$20.3M debt repayment ahead of schedule in Q1 2025, fully satisfying outstanding debt obligations to key vendors and delivering material benefit to net income and shareholders' equity in Q1 2025.
- Q4 2024 Annual Recurring Revenue (ARR) of \$6.8 million, a 54% sequential annualized increase from Q3 2024.
- FY 2024 Adjusted EBITDA was (\$6.5) million, a \$5.4 million improvement from FY 2023 Adjusted EBITDA of (\$11.9) million.
- Acquired Vidello, a technology provider of video hosting and marketing suite solutions for businesses, and OpenReel, a leading digital video creation platform.
- Signed a definitive agreement to acquire Act-On, an enterprise marketing automation platform (MAP) provider, which is projected to increase FY 2025 revenue by \$27 million on a pro-forma basis, subject to the satisfaction or waiver of closing conditions.
- Grew customer base from 2,770 in 2023 to over 90,000 customers as of March 31, 2025.
- Launched CreateStudio 4.0, the latest version of its award-winning video creation app developed by its Vidello subsidiary.
- Launched Curate, an AI-powered newsletter platform designed to streamline content creation and audience engagement for organizations of all sizes.

1) Pro-forma revenue consolidated across Banzai International, Inc. and associated subsidiaries, including Demio Holding, Inc., ClearDoc, Inc. and Vidello, Ltd.

Banzai Achieves \$20.3M Debt Repayment

- Substantially eliminates outstanding payables from 2023 business combination.
- Reduces balance owed to Columbia Pacific Business Finance (“CPBF”)
- Several payoffs were completed ahead of schedule between Q3 2024 and Q1 2025.

Will impact financial results for FY 2024 and Q1 2025, improving shareholders' equity and increasing profitability.

Combining Three Leading Video MarTech Assets



OpenReel

Video Capture, Creation, and Editing



Demio

Powerful Live and Automated Webinars



Vidello

3D Video Creation and Marketing

Banzai Video

A Powerful Video Marketing Platform

2024 Revenue \$16.7M (Pro-Forma, Consolidated)¹

2023 Banzai Standalone Revenue of \$4.6M

267% Pro-Forma Growth from Acquisitions

1) Comprises pro-forma consolidated FY2024 pro-forma revenue of Banzai International, Inc, ClearDoc, Inc. (dba OpenReel), and Vidello Ltd.



Meet Vidello

Easily create, host, and market Pixar-style 3D videos.

1,000+ pre-built characters, scenes, and other assets.

Used for ads, social posts, explainers, and more.

85,000+ customers own CreateStudio, driving \$6.1M in CY 2024 revenue.

Vidello Family of Products





Meet OpenReel

Rapidly capture, create, and edit branded video for enterprises.

Pre-built templates and styles to ensure brand continuity.

Remote video capture from any device, including mobile.

AI-powered video editing through live transcripts.

650+ enterprise customers with \$6.3M in total 2025 revenue.

loanDepot

AUTODESK



Demio Expands

Create powerful, branded live and automated webinars.

1,800+ new customers in 2024

Easy CRM and Marketing Automation integrations

Branded webinars with custom assets entirely in the browser.

Simple interface allows company-wide deployment for mid-market and enterprise customers.

ThermoFisher
SCIENTIFIC

tkww

loanDepot

Berkshire
Health Systems



Banzai Announces Agreement to Acquire Act-On

Enterprise Marketing Automation Platform (MAP) Provider



Act-On Software is the most powerful and intelligent marketing automation platform, powered by AI for mid-market and enterprise B2B customers.

Accretive

Acquisition to grow Banzai's pro-forma consolidated 2024 revenue to \$44M

Enterprise Customer Base

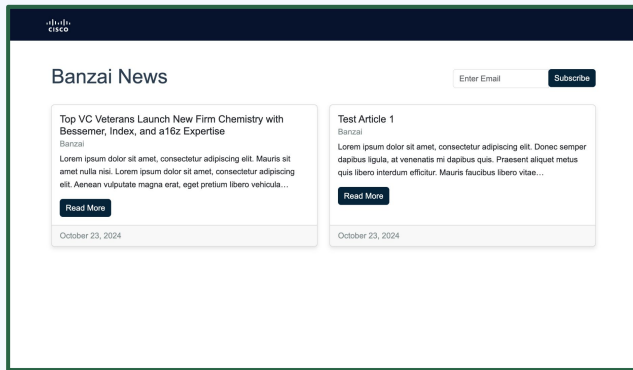
Includes global organizations such as Hitachi, Sharp, Best Buy, Flextronics, Red Lions Hotels, and SKF Group

Complements AI Vision

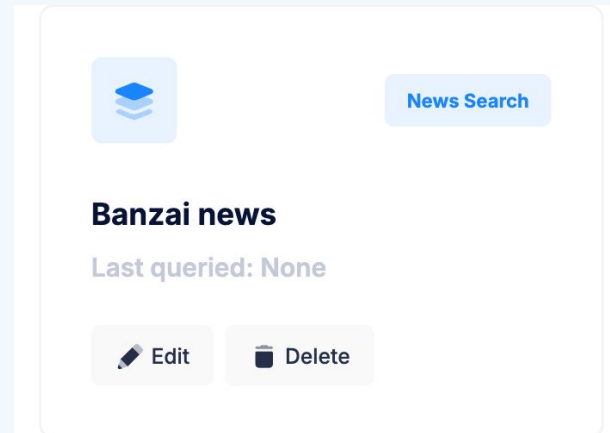
Will add a critical component of marketing technology stack to Banzai's platform.

Banzai Launches Curate

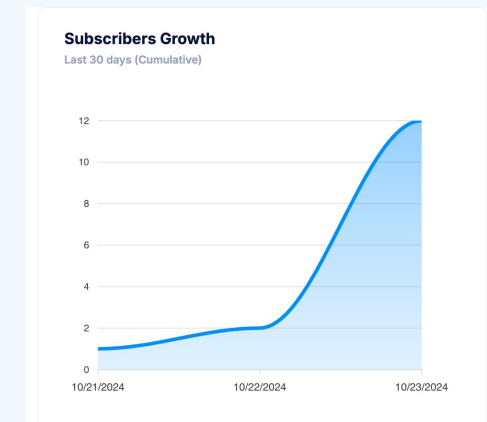
The New AI Newsletter Platform that Writes and Grows Itself



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

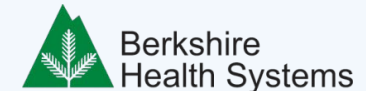


Tailored News Feeds: Customize news sources to automatically bring in and write up-to-date content on the current events that matter to your audience.



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

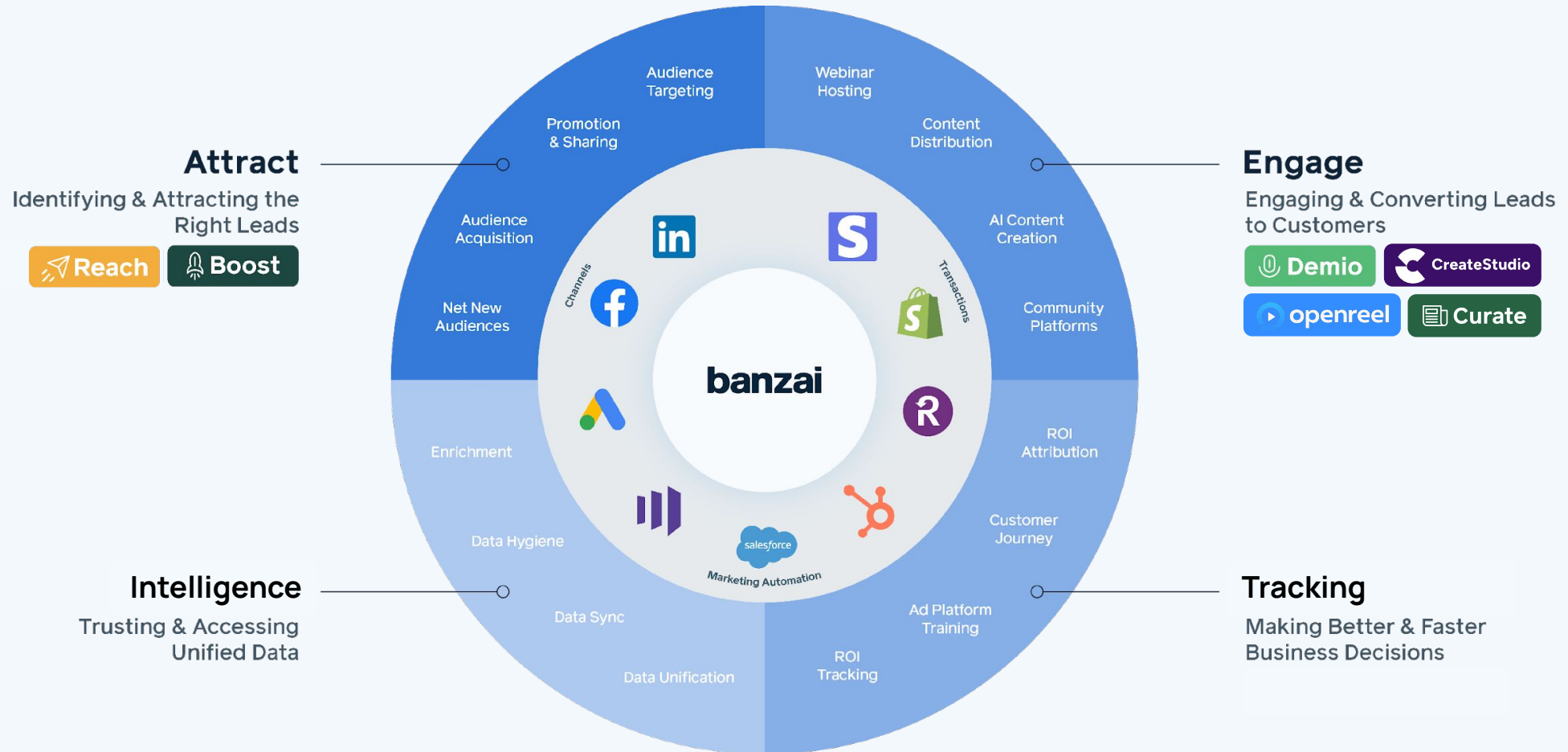
90,000+ Customers in the Banzai Family of Products



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

Vision: The Four Horsemen of Marketing Technology

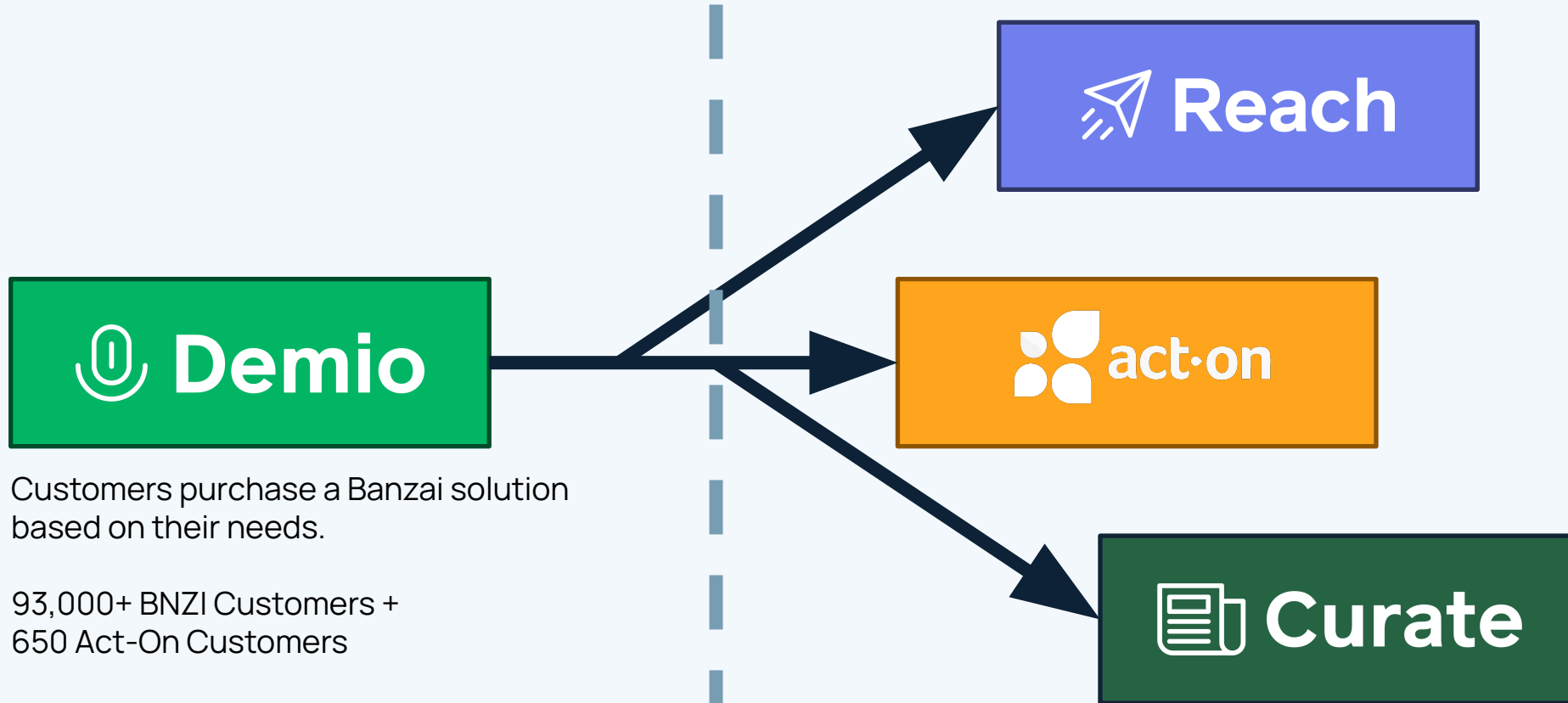
Marketing technology revolves around solving four key problems: attracting leads, engaging them through content, gathering and enriching data to drive business intelligence, and measuring results to improve operations.



Land and Expand: Our Secret Sauce for Growth

Phase 1: Land

Phase 2: Expand



Customers purchase a Banzai solution based on their needs.

93,000+ BNZI Customers + 650 Act-On Customers

Targeting 10% Cross-Sale Rate per Business Unit

Upsell Customer to additional products to drive NRR and expansion revenue.

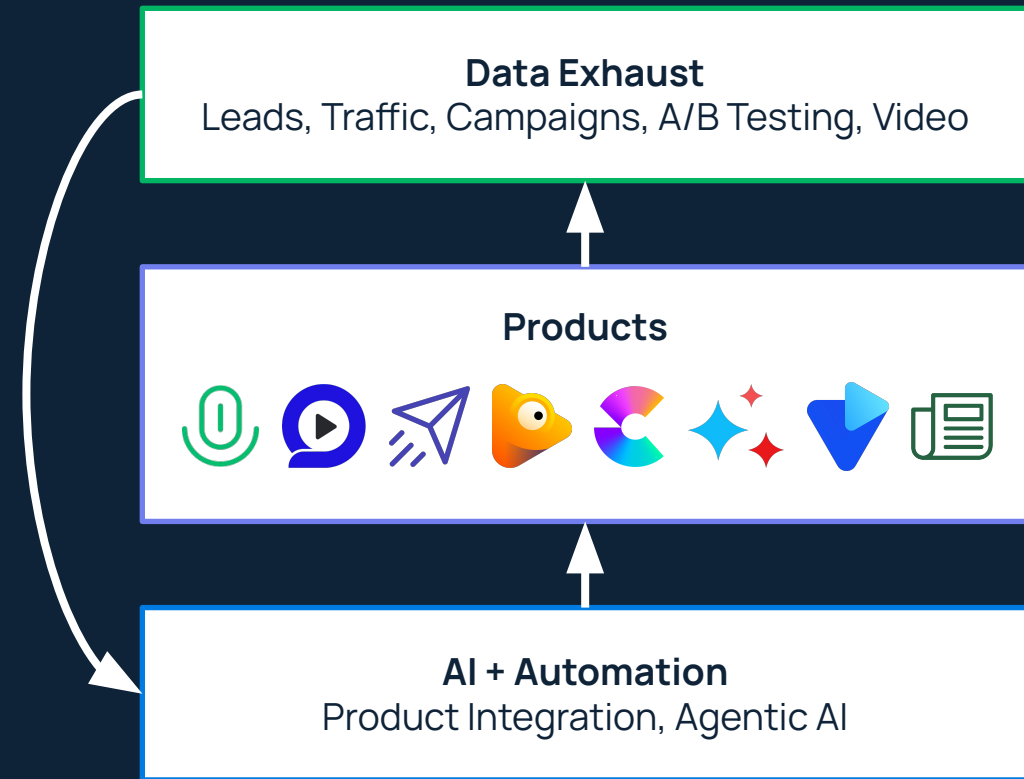
Vision: Building a Moat Through Integration and AI

Integrations

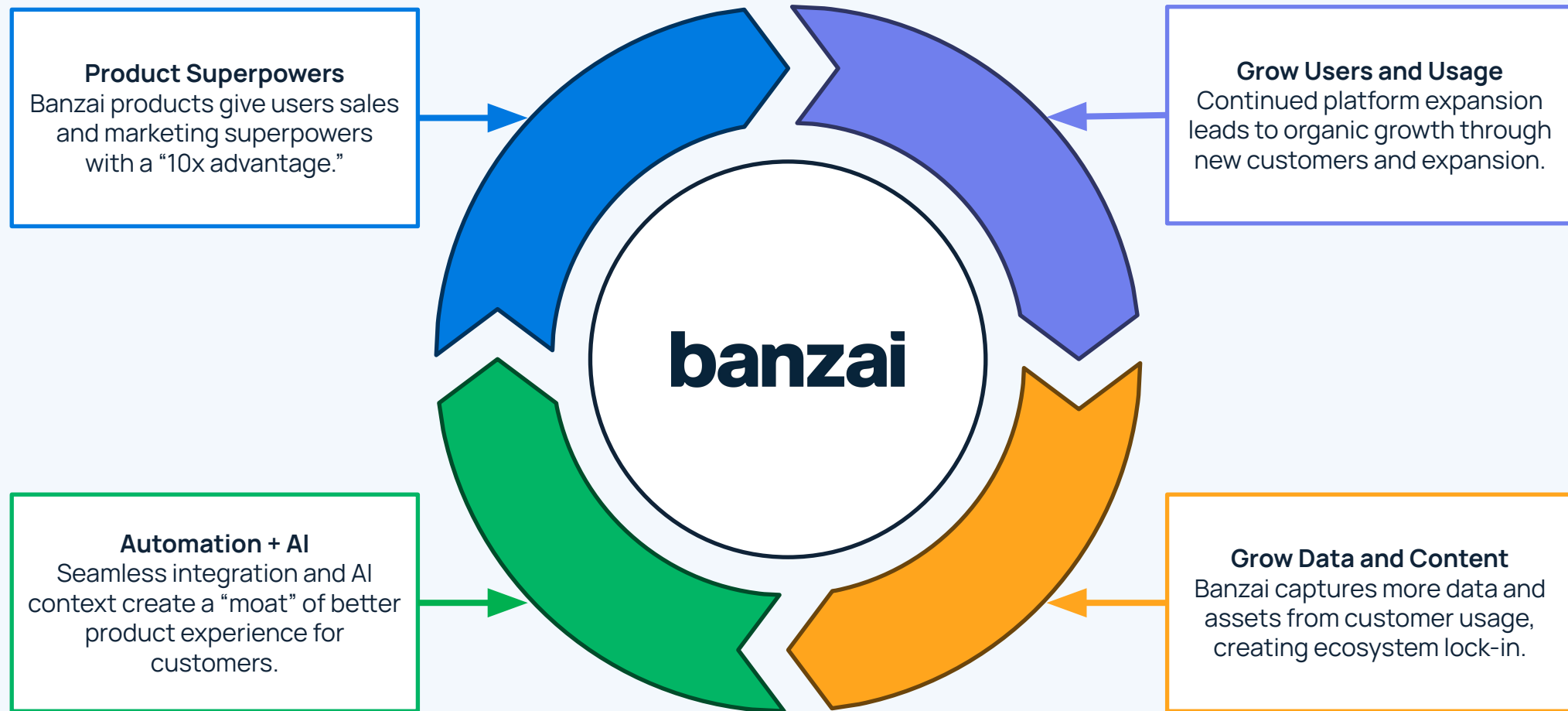
Shared data and assets between all products to simplify multi-product adoption.

AI Enablement

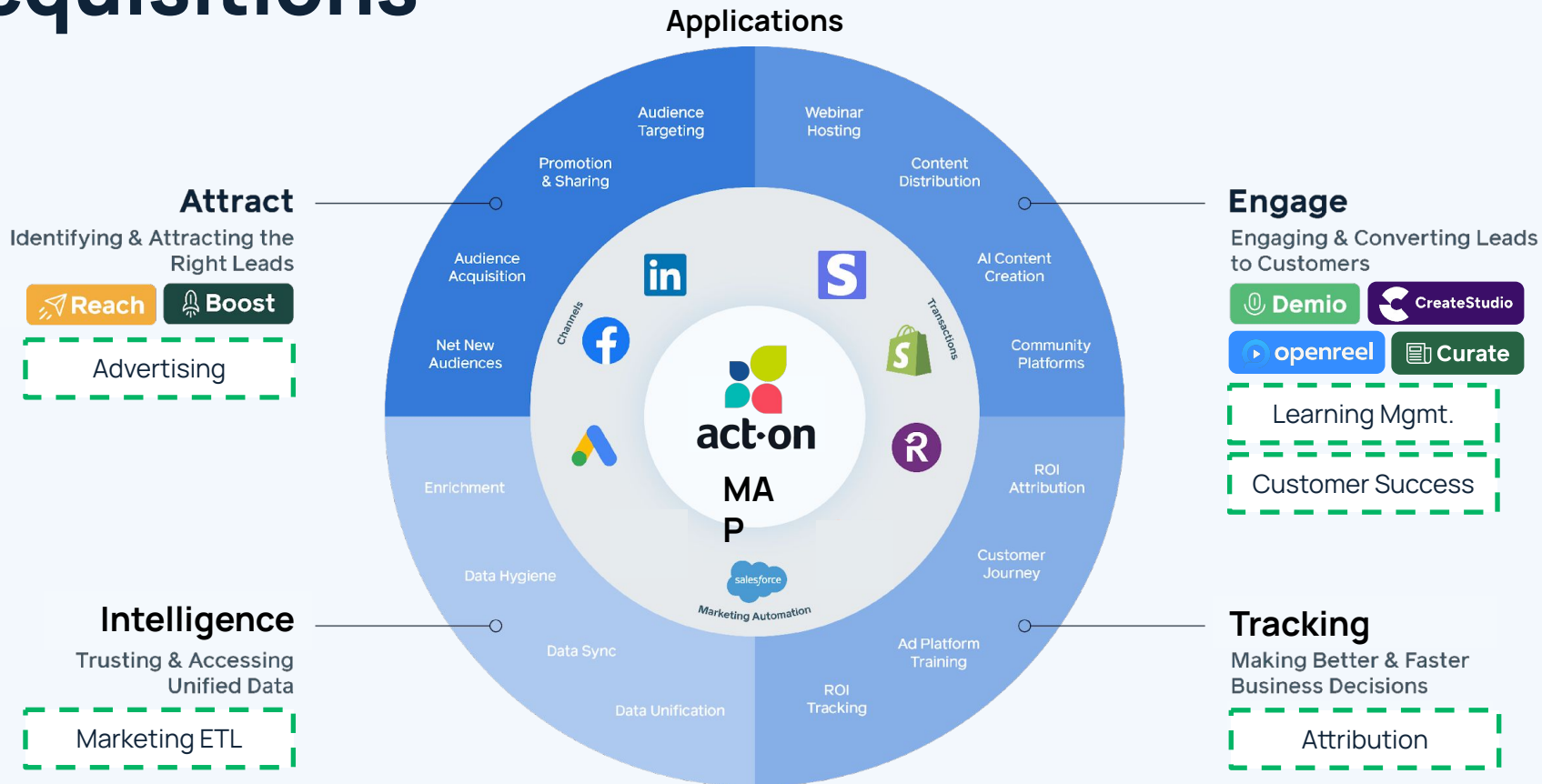
Centralized data enabling Agentic AI across all Banzai products for seamless marketing strategy and execution.



Vision: A Flywheel Driving Customer Loyalty



Vision: Continued Focus on Strategic Acquisitions



Acquisition Framework

Profitability
Customer Alignment
Scale
Data + AI Moat

Continued focus on acquisitions in strategic areas.

Q4 & FY 2024 Financial Summary

<i>\$ in Millions</i>	Three Months Ended Dec. 31,		Twelve Months Ended Dec. 31,	
	2024	2023	2024 ¹	2023
Revenue	\$1.3	\$1.1	\$16.7	\$4.6
Annual Recurring Revenue (ARR)	\$6.8	\$4.6	\$13.6	\$4.6
Gross Profit	\$0.9	\$0.7	\$13.6	\$3.1
Total Operating Expenses	\$4.8	\$4.0	\$25.0	\$12.8
Operating Income (Loss)	(\$3.9)	(\$3.2)	(\$11.5)	(\$9.8)
Net Income (Loss)	(\$7.9)	(\$6.4)	(\$30.0)	(\$14.4)
Adjusted Net Income (Loss)	(\$1.4)	(\$9.2)	(\$12.0)	(\$11.9)

<i>\$ in Millions</i>	Dec. 31, 2024	Sep. 31, 2024	Dec. 31, 2023
Cash & Cash Equivalents	\$1.1	\$4.3	\$2.1

1) Pro-forma revenue consolidated across Banzai International, Inc. and associated subsidiaries, including Demio Holding, Inc., ClearDoc, Inc. and Vidello, Ltd.

2025 P&L Forecast – Growing Revenue and Income

	Forecast 2025			
	OpenReel	Vidello	Banzai	Combined Entities Forecast
Revenue	\$ 6,360	6,879	\$ 6,658	\$ 19,898
Cost of Revenue	884	878	1,747	3,509
Gross Profit	5,477	6,001	4,911	16,388
Gross Profit %	86%	87%	74%	82%
Operating Expenses:				
General and Administrative Expenses	5,335	4,036	8,140	17,510
Depreciation Expense	40	-	0	40
Total Operating Expenses	5,374	4,036	8,140	17,550
Operating Income (Loss)	102	1,965	(3,229)	(1,162)
Other Expenses (Income)				
Total Other Expenses (Income), Net	49	-	(2,655)	(2,607)
Income Before Income Taxes	53	1,965	(573)	1,445
Income Tax Expense	-	-	-	-
Net Income (Loss)	\$ 53	1,965	\$ (573)	\$ 1,445

Closing Summary

- Strong FY2024 Revenue Growth: increased 267% to \$16.7 million
- Substantially Cleaned Up Balance Sheet: \$20.3M paid off ahead of schedule, satisfying outstanding debt obligations to key vendors
- \$12.2M Annualized Net Income Improvement Program: in progress through Q1 2025
- Strong sales & marketing execution across eight products
- Blue chip customer base of 90,000+ across Banzai product suite
- Scalable business model with minimal exposure to tariff risk
- Strong Outlook: Projected FY2025 pro-forma consolidated revenue of \$48 million with net income of \$2.6 million¹



1) Includes Banzai International, Inc, Vidello, Ltd., Cleardoc, Inc., and Act-On, Inc. The acquisition of Act-On, Inc. has not closed, and is subject to the satisfaction or waiver of closing conditions, failure of which would materially impact this forecast.



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