

### banzai.io

#### Investor Relations

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

#### NASDAQ: BNZI

Share Price <sup>1</sup>	\$2.94
Market Cap <sup>1</sup>	\$12.9M
Shares Outstanding <sup>2</sup>	4.4M
Float	4.0M
Insider Holdings	6.4%

#### Q2 2025 Financial Results (6/30/25)

Revenue	\$3.3M +205% y/y
ARR	\$12.6M
Gross Profit	\$2.7M +267% y/y
Gross Margin	83% +1,390bps/y
Net Loss	\$7.8M
Adj. EBITDA	(\$1.5M)
Cash & Cash Equivalents	\$2.3M

**Customers<sup>3</sup> 140,000+**

1) As of September 30, 2025  
 2) As of September 9, 2025  
 3) Total for Q2 2025

Banzai is a marketing technology company that provides AI-enabled marketing and sales solutions for businesses of all sizes. On a mission to help their customers grow, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai has over 140,000 customers including RBC, Dell Technologies, New York Life, Thermo Fisher Scientific, Thinkific, and ActiveCampaign.

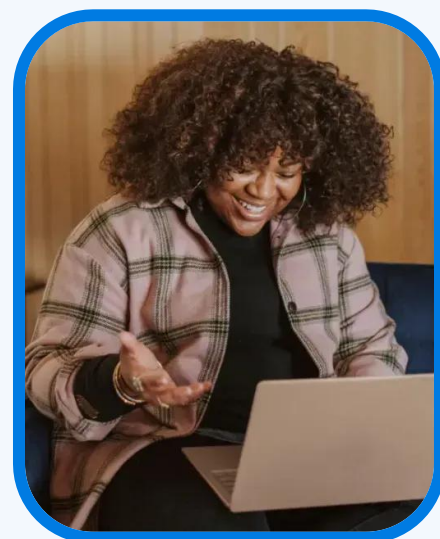
### Investment Highlights

#### 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
- Reach deploys multi-channel outbound campaigns and is becoming the marketing automation AI demand gen platform standout
- Demio is a seamless, ROI-driven webinar platform providing transparent webinar insights for data-driven marketers
- \$32.7M debt and liability elimination through initiatives added material benefit to Net Income and Shareholders' Equity
- Increased cash balance to \$2.3M, providing increased liquidity
- Grew Stockholder's Equity to \$3.2M, a \$35.0M increase from June 30, 2024
- Secured \$11 million debt facility with an institutional investor to support acquisitions and ongoing operations
- Blue chip customer base of 140,000+ across Banzai product suite



### Market Opportunity

#### MarTech Growth Drivers

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

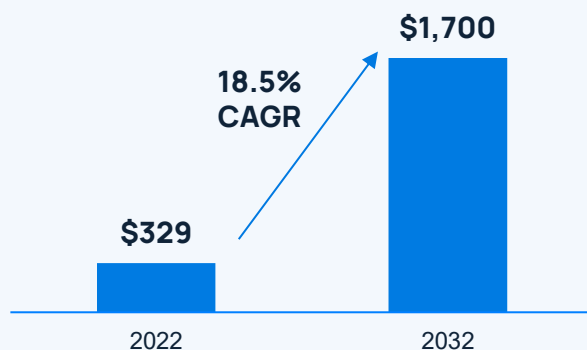
#### Result

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>

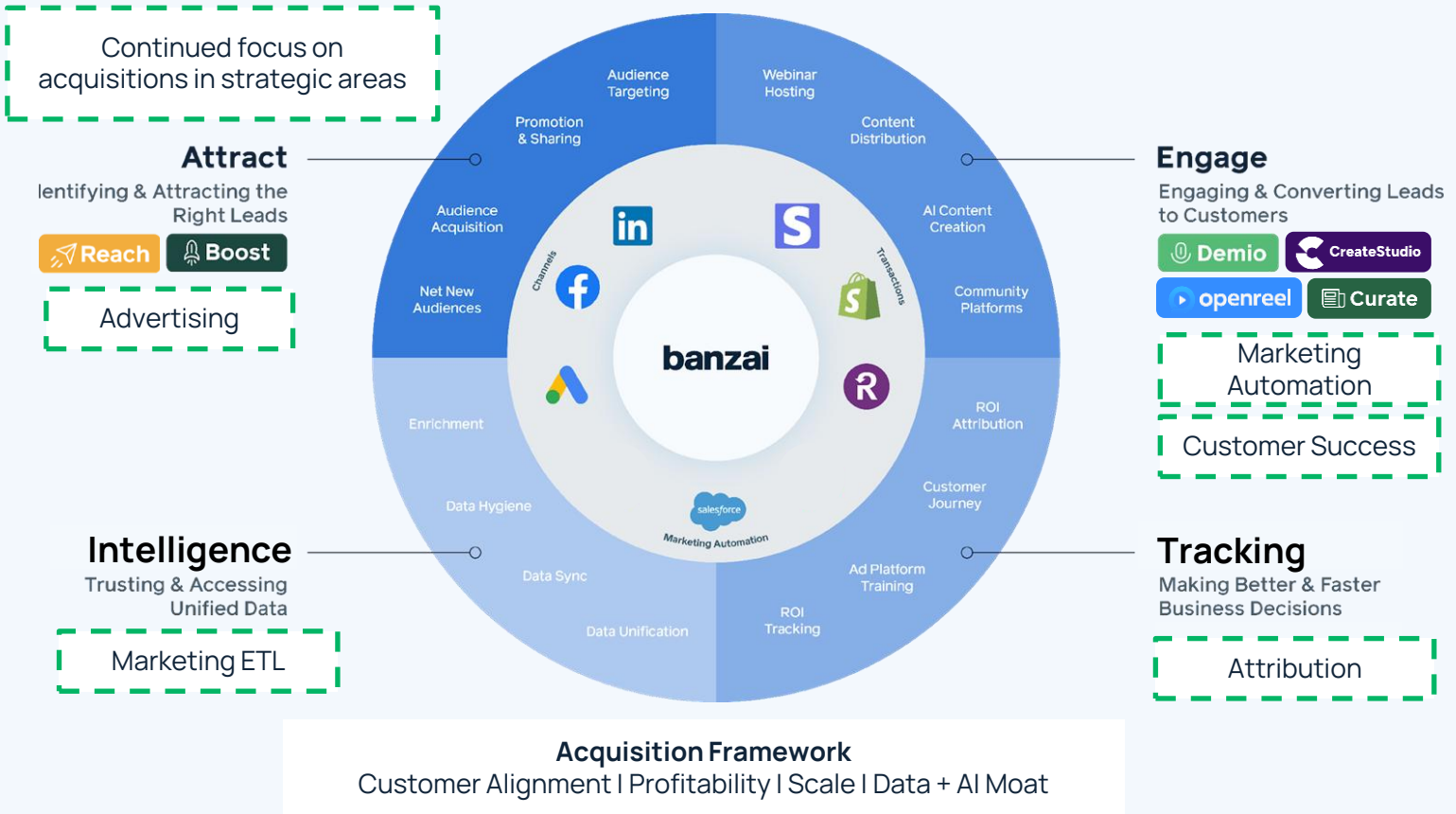
\$ in Billions



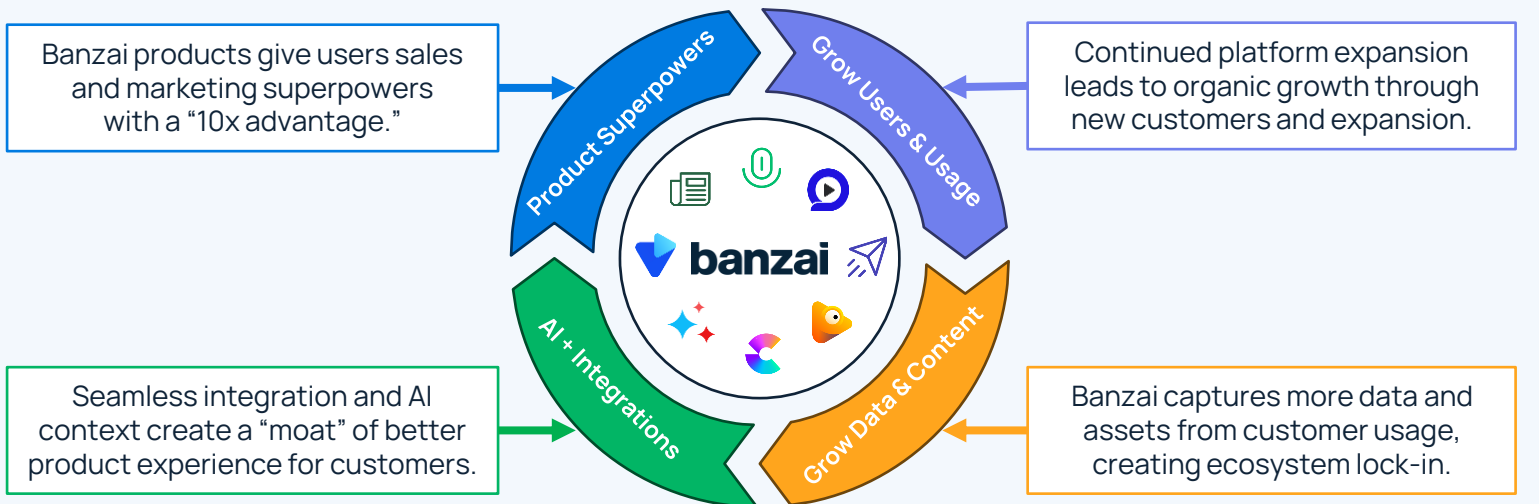
1) Netskope Cloud Report, August 2019 2) Allied Market Research

# 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.



# Vision: A Flywheel Driving Customer Loyalty



# Leadership with Proven Track Record

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

**Joe Davy**  
Chief Executive Officer  
GM, Avalara  
Founded Banzai in 2016

**Dean Ditto**  
Chief Financial Officer  
CFO, Akerna Corp

**Simon Baumer**  
Chief Technology Officer  
VP Engineering,  
Verivox

**Michael Kurtzman**  
Chief Revenue Officer  
CEO, Violet

**Nancy Norton**  
Chief Legal Officer  
VP, Legal, Novartis

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