



banzai

AI-Powered Marketing Technology Solutions

Q2 2025 Financial Results Conference Call

NASDAQ: BNZI

August 14, 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
Chairman, CEO



Dean Ditto
CFO



Corporate Overview

Banzai is the AI-Powered SaaS Platform for 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

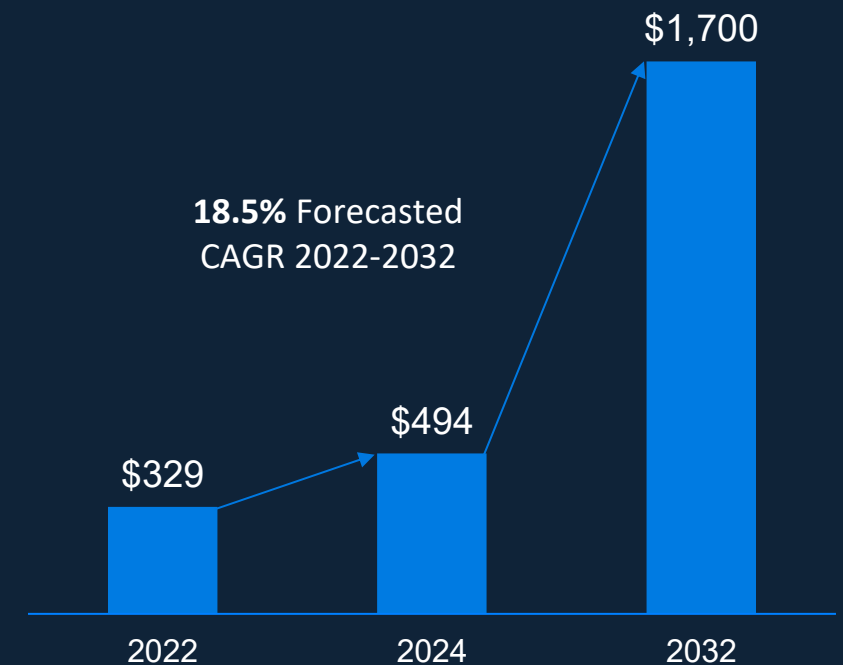
Result

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**.

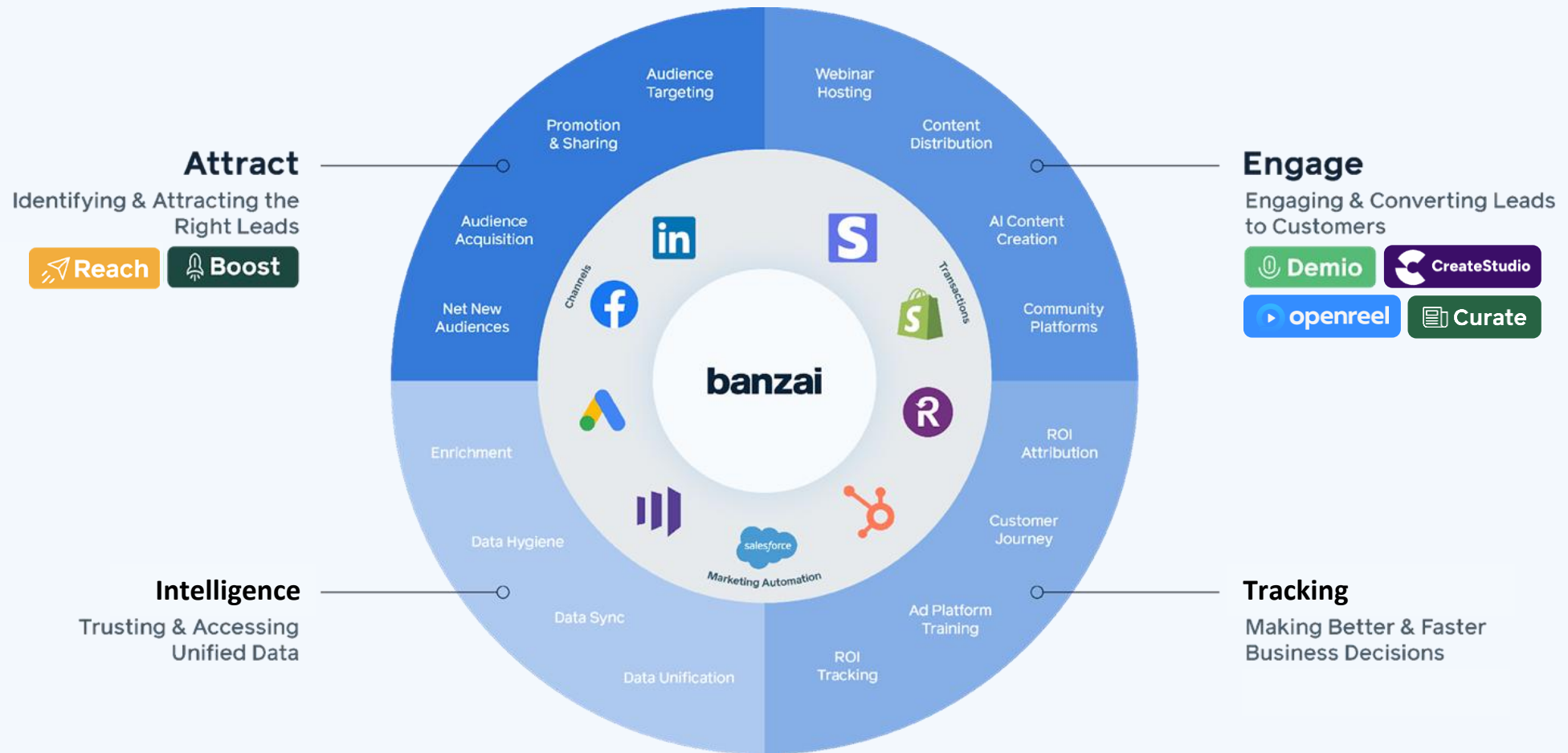
Global MarTech Market²

\$ in Billions



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.



Q2 2025 & Subsequent Highlights

Q2 2025 Revenue

\$3.3 million

▲ 205% y/y

Revenue of \$3.3 million, representing an increase of 205% over Q2 2024

Q2 2025 Gross Profit

\$2.7 million

▲ 267% y/y

Gross profit of \$2.7 million, representing an increase of 267% over Q2 2024

Q2 2025 Gross Margin

83.0%

▲ 1,390 bps y/y

Gross margin expanded to 83.0% from 69.1% in Q2 2024, an increase of 1,390 basis points

Q2 2025 & Subsequent Highlights

- Annual Recurring Revenue (ARR) of \$12.6 million representing an 182% increase in the same period year over year
- Adjusted EBITDA was (\$1.5) million, compared to (\$1.5) million in Q2 2024
- Cash balance increased to \$2.3 million
- Stockholder's Equity increased to \$3.2 million
- Secured an \$11.0 million dollar debt facility with an institutional investor to support acquisitions and ongoing operations
- Appointed Dean Ditto as Chief Financial Officer, bringing over 30 years' experience as a strategic financial leader with a track record of implementing critical business initiatives that drive profitable growth at both public and private companies
- Appointed Michael Kurtzman as Chief Revenue Officer, a veteran revenue and go-to-market executive, to scale Banzai's leading video engagement, production, and webinar solutions
- Expanded customer base to over 140,000 total customers
- Secured expanded agreements with RBC Capital Markets and other prominent enterprises for OpenReel

2025 Strategic Priorities

Reduce Debt

- Lender conversions
- Decrease cost of capital
- Continue to increase Stockholder's Equity

Continue M&A Activity

- Repeatable internal process using best practices
- Target identification
- Robust due diligence
- Ability to close the right deals

Organic growth

- Appointment of CRO and key sales positions
- Org. structure streamlined to drive growth and cross-selling

Strengthen Leadership

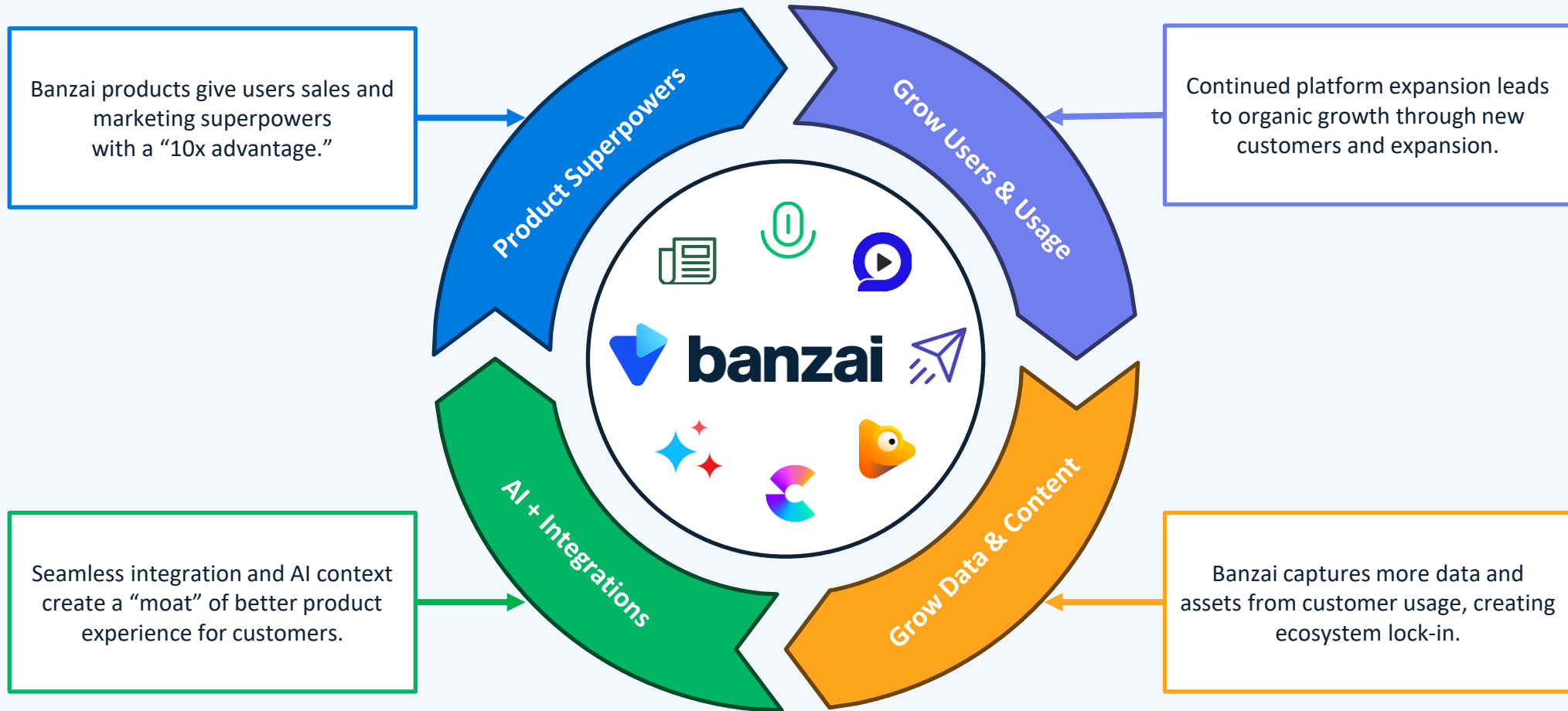
- Michael Kurtzman, Chief Revenue Officer
- Dean Ditto, Chief Financial Officer
- Matt McCurdy, Vice President of Sales

140,000+ Customers Use Banzai Products

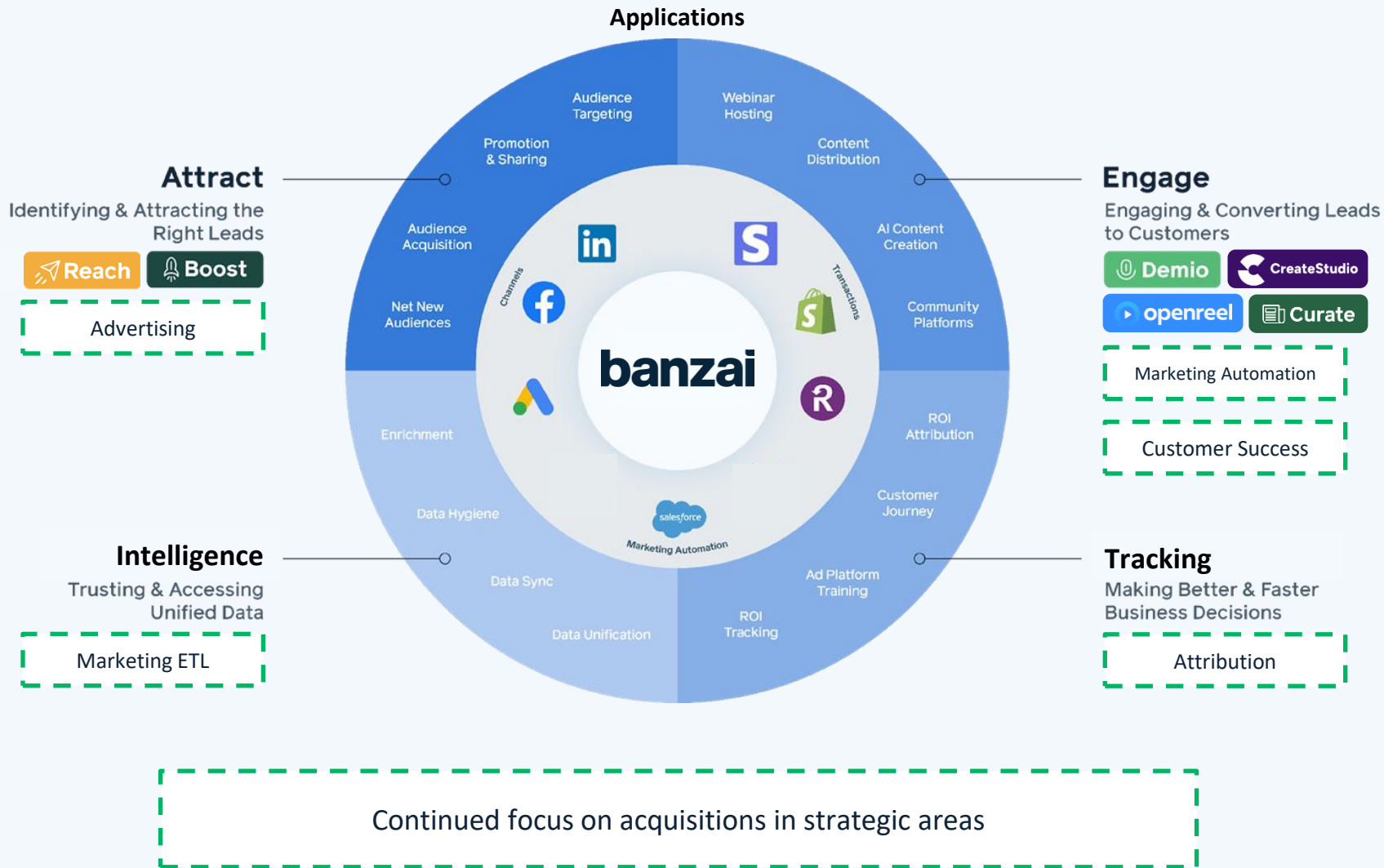


*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

Vision: A Flywheel Driving Customer Loyalty



Vision: Continued Focus on Strategic Acquisitions



Q2 2025 Financial Summary

\$ in Millions	Three Months Ended June 30,			Six Months Ended June 30,		
	2025	2024	Δ YoY	2025	2024	Δ YoY
Revenue	\$3.3	\$1.1	205%	\$6.6	\$2.1	209%
Annual Recurring Revenue (ARR)	\$12.6	\$4.5	182%	\$12.6	\$4.5	182%
Gross Profit	\$2.7	\$0.7	267%	\$5.5	\$1.4	282%
Gross Margin	83.0%	69.1%	1,390 BPS	82.5%	66.9%	1,565 BPS
Total Operating Expenses	\$7.4	\$4.1	80%	\$15.1	\$8.2	84%
One-Time Expenses Related to Acquisitions	\$0	\$0		\$0	\$0	
Total Operating Expenses Less One-Time Expenses	\$7.4	\$4.1	80%	\$15.2	\$8.2	84%
Operating Income (Loss)	(\$4.7)	(\$3.4)	40%	(\$9.6)	(\$6.8)	42%
Net Income (Loss)	(\$7.8)	(\$4.0)	97%	(\$11.4)	(\$8.2)	39%
Adjusted EBITDA (Loss)	(\$1.5)	(\$1.5)	0%	(\$3.7)	(\$3.5)	nil

\$ in Millions	June 30, 2025	Dec. 31, 2024
Cash & Cash Equivalents	\$2.3	\$1.1

Closing Summary

- Strong Q2 2025 Revenue Growth: increased 205% YoY to \$3.3M
- Gross Margin Expansion: Increased 1390 bps to 83.0% in Q2 2025 from 69.1% in Q2 2024
- Increased cash balance to \$2.3 million, providing increased liquidity
- Grew Stockholder's Equity to \$3.2 million, an increase of \$35 million compared to 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
- Added key executives (Dean Ditto, CFO and Michael Kurtzman, CRO)





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