

banzai

AI-Powered Marketing Technology Solutions

Investor Presentation

NASDAQ: BNZI
September 2025



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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.

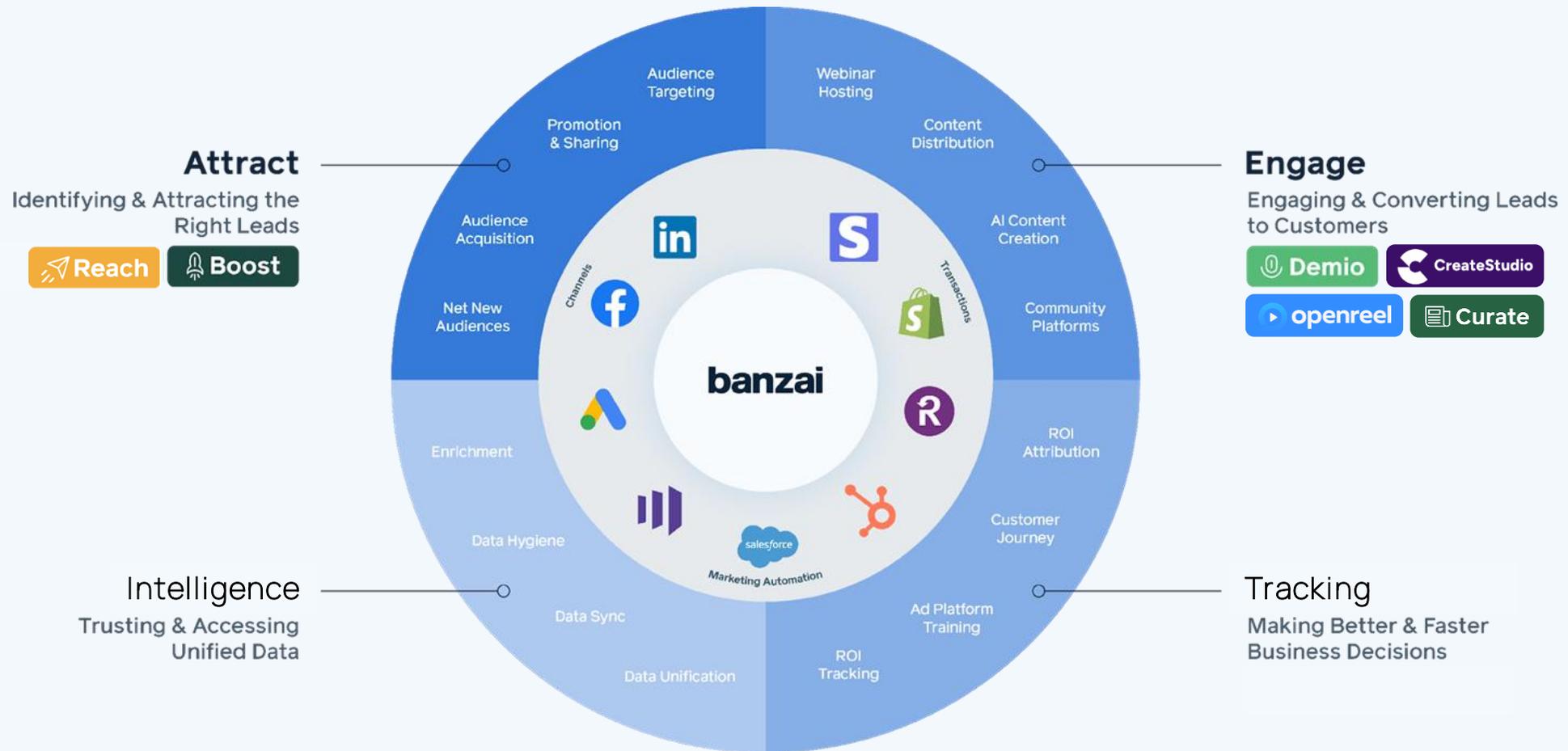
This leads to **disjointed customer experiences** and **messy data**.

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

Delivering 10x Impact with AI-Powered Solutions

Banzai builds beautifully-designed products that leverage AI and automation to deliver 10x results for customers, faster and easier than ever before.

Engage My Leads



Demio

Webinars powered by AI



OpenReel

Enterprise-grade video made easy



CreateStudio

Beautiful Pixar-style videos in seconds



PhotoVibrance

Transform photos to beautiful animations



Twinkle

World's easiest royalty-free music platform

Grow My Audience



Reach

Launch & run demand gen from your browser



Boost

One-click simple social sharing



Vidello

World's most flexible video hosting



Curate

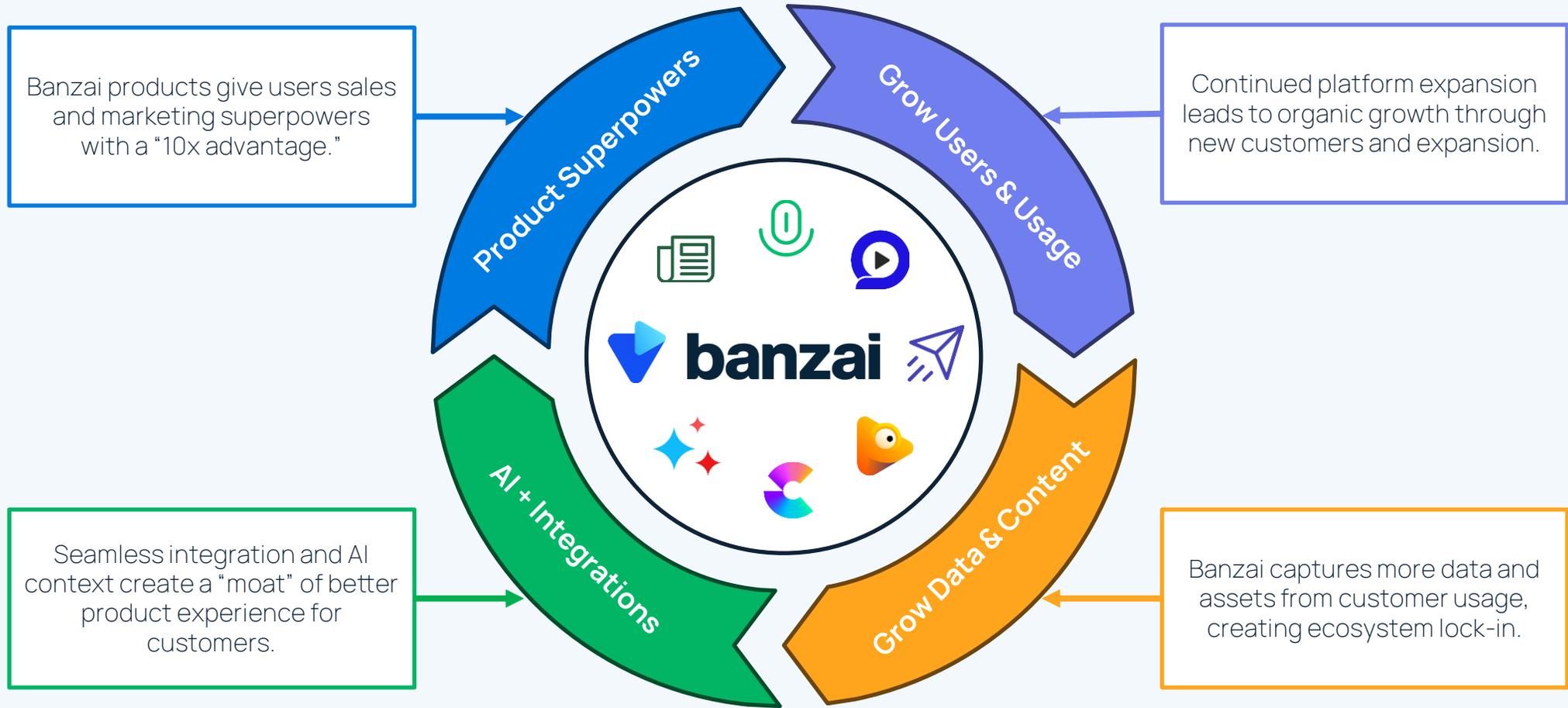
AI-powered newsletter platform

140,000+ Customers Use Banzai Products

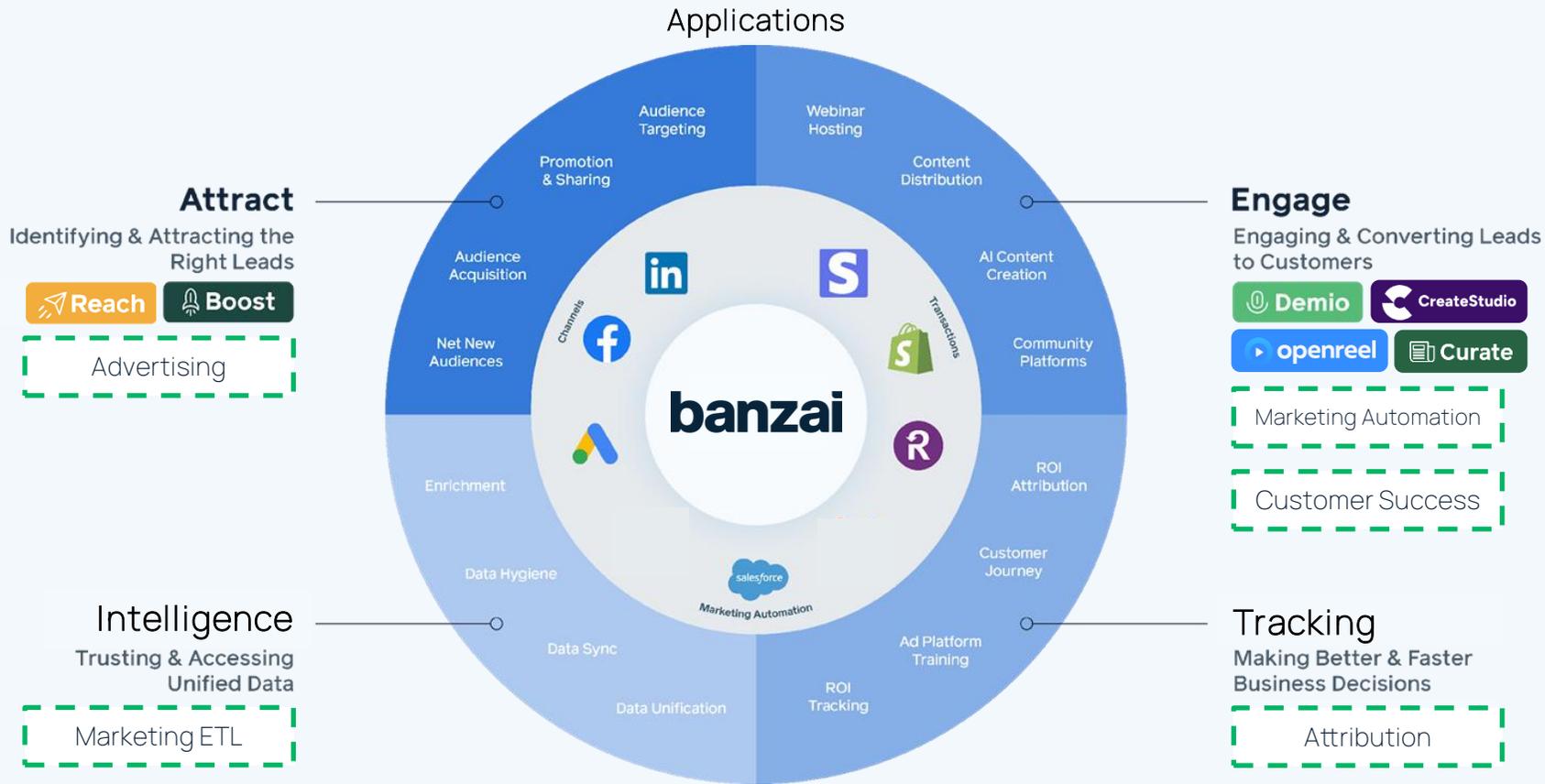


*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

Vision: A Flywheel Driving Customer Loyalty



Vision: Continued Focus on Strategic Acquisitions



Acquisition Framework

Customer Alignment
Profitability
Scale
Data + AI Moat

Continued focus on acquisitions in strategic areas

Q2 2025 Financial Summary

| <i>\$ in Millions</i> | 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 |

| <i>\$ in Millions</i> | June 30, 2025 | Dec. 31, 2024 |
|-------------------------|---------------|---------------|
| Cash & Cash Equivalents | \$2.3 | \$1.1 |

Investment 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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www.banzai.io

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AI-Powered Marketing Technology Solutions

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