

# banzai

AI-Powered Marketing Technology Solutions

## LD Micro Conference Presentation

NASDAQ: BNZI

October 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

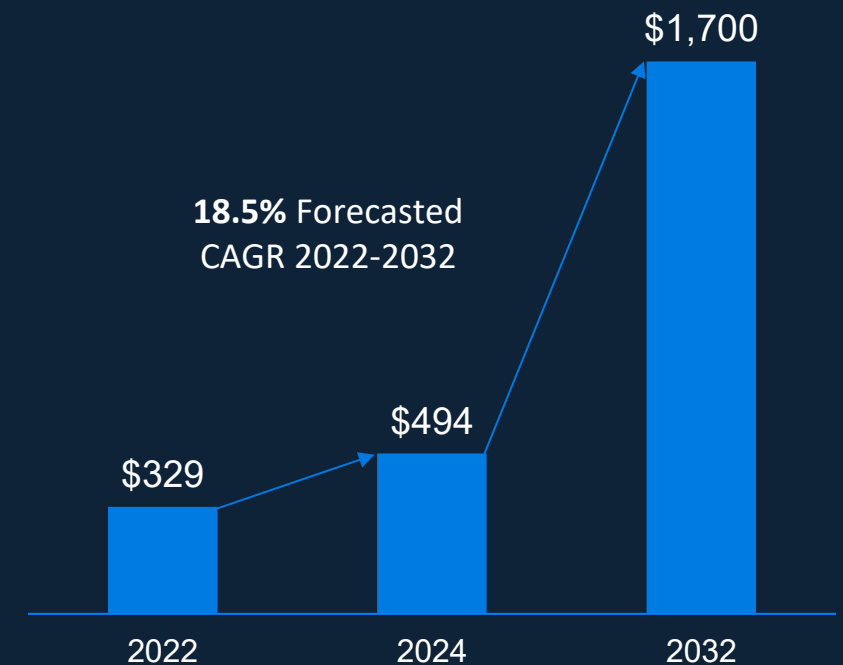
## Result

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

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

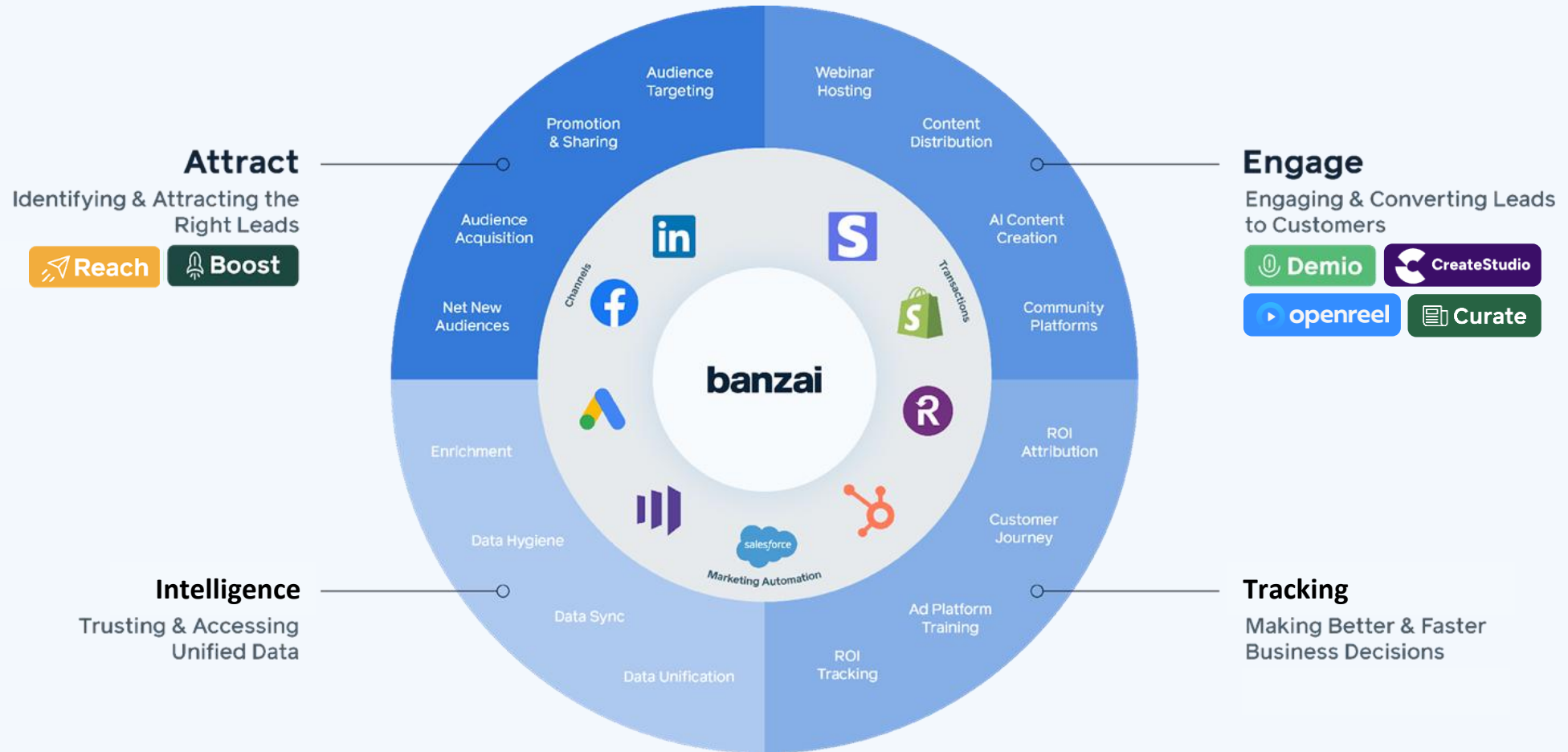
## Global MarTech Market<sup>2</sup>

\$ 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

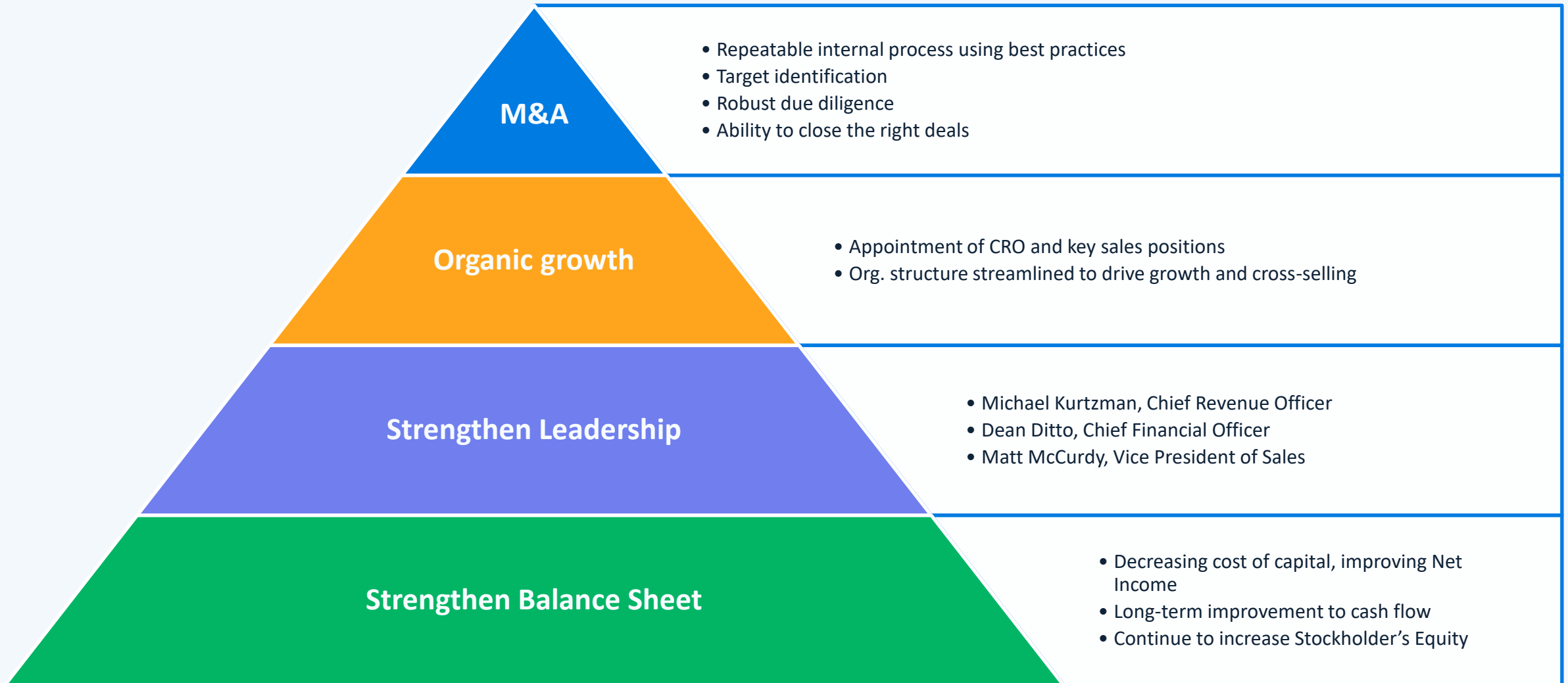
# Q2 2025 Highlights

- **Strong Revenue growth – 205% YoY**
- **Annual Recurring Revenue (ARR) of \$12.6 million representing an 182% increase in the same period year over year**
- **Gross margin increased approximately 1390 bps to 83%**
- **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, an increase of \$35M vs. June 2024.**
- **Secured an \$11.0 million dollar debt facility with an institutional investor to support acquisitions and ongoing operations**

# Q2 2025 & Subsequent Highlights

- Appointed Dean Ditto as Chief Financial Officer, bringing over 30 years' experience as a strategic financial leader
- Appointed Michael Kurtzman as Chief Revenue Officer, a veteran revenue and go-to-market executive
- Expanded customer base to over 140,000 total customers
- Secured expanded agreements with RBC Capital Markets and other prominent enterprises for OpenReel
- **Continuing to strengthen the balance sheet to better support long-term growth**
  - ✓ In August announced payoff of \$10.8M in debt year to date and \$32.7M since September 2024
  - ✓ Last week announced an agreement to retire remaining \$4.8M of senior secured debt
  - ✓ Creditors converting to equity are a strong vote of confidence in Banzai's vision and trajectory

# 2025 Strategic Priorities



# 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 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 Audience



### Reach

Launch & run demand gen from your browser



### Boost

One-click simple social sharing



### Vidello

World's most flexible video hosting



### Curate

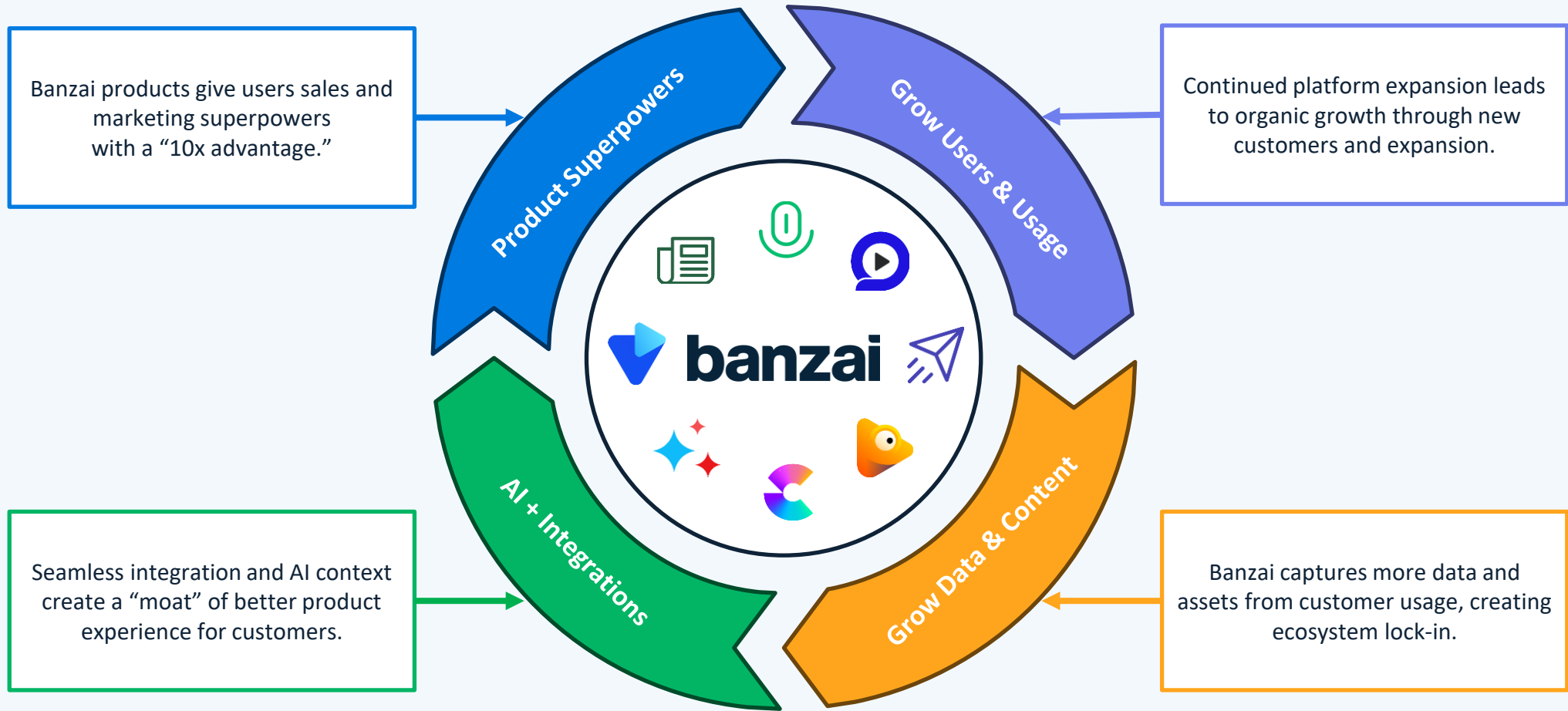
AI-powered newsletter platform

# 140,000+ Customers Use Banzai Products

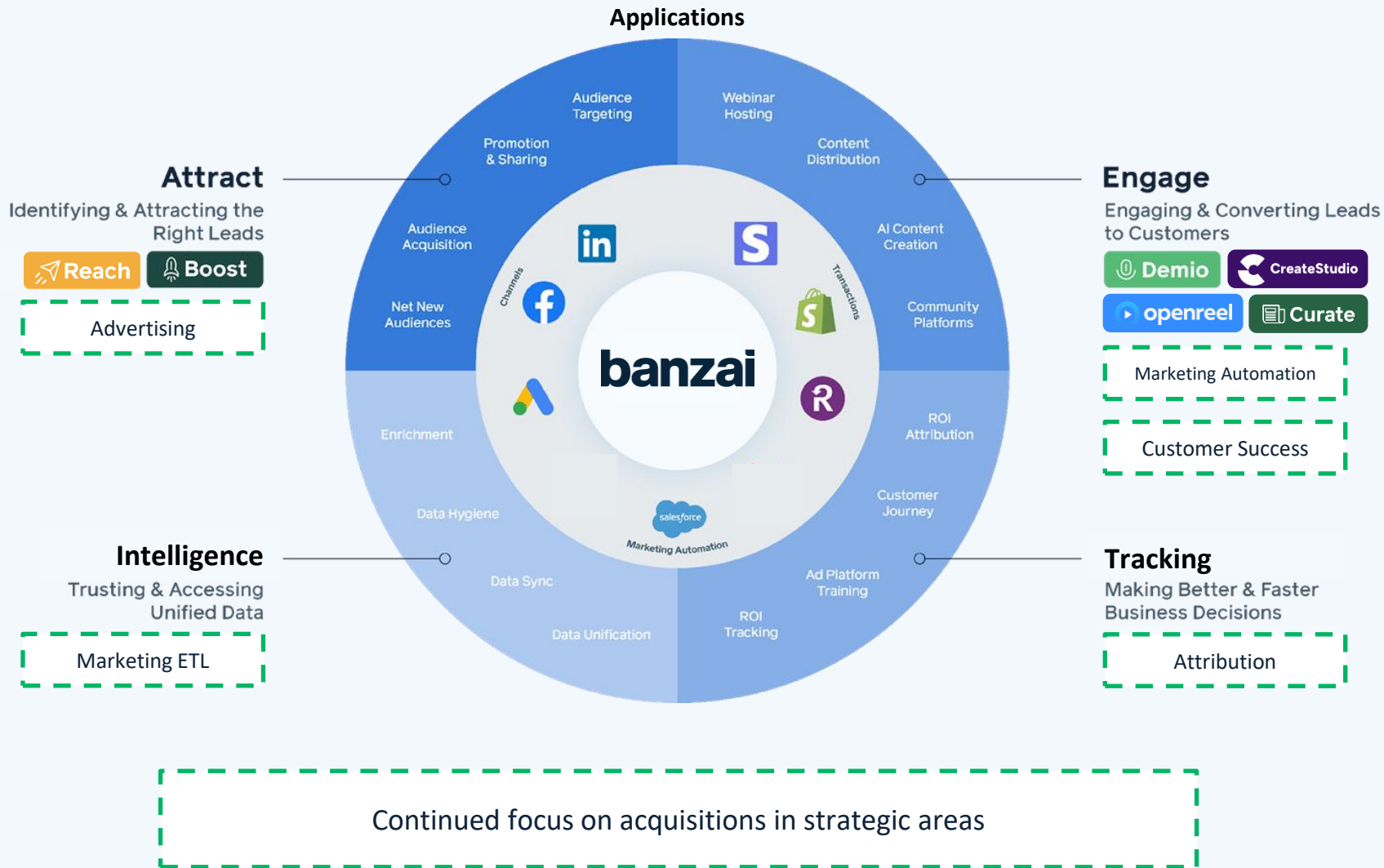


\*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

# Banzai's Flywheel: Driving Customer Loyalty



# M&A: Continued Focus on Strategic Acquisitions



**Acquisition Framework**

Customer Alignment  
Profitability  
Scale  
Data + AI Moat

# 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

# 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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