



banzai

AI-Powered Marketing Technology Solutions

H.C. Wainwright 2025 Investor Conference

NASDAQ: BNZI

September 9-11, 2025

Disclaimers

Basis of Presentation

This Presentation (this “Presentation”) is provided for informational purposes only and has been prepared to assist interested parties in making their own evaluation with respect to a potential investment in Banzai International, Inc. (“Banzai” or the “Company”) and for no other purpose. By accepting, reviewing or reading this Presentation, you will be deemed to have agreed to the obligations and restrictions set out below.

No Offer or Solicitation

This Presentation and any oral statements made in connection with this Presentation do not constitute an offer to sell, or a solicitation of an offer to buy, or a recommendation to purchase, any securities of the Company in any jurisdiction, nor shall there be any sale, issuance or transfer of any securities of the Company in any jurisdiction where, or to any person to whom, such offer, solicitation or sale may be unlawful under the laws of such jurisdiction. This Presentation does not constitute either advice or a recommendation regarding any securities. No offering of securities shall be made except by means of a prospectus meeting the requirements of the Securities Act of 1933, as amended, or an exemption therefrom. Neither the U.S. Securities and Exchange Commission (“SEC”), nor any state securities regulator have approved or disapproved of the securities or determined if this Presentation is truthful or complete.

Customer Data

Unless otherwise noted, all customer data included herein represents only Banzai Demio customers, excluding Banzai customers that are not Demio customers, for the period from January 1, 2019, through July 31, 2024. Banzai management believes this subset of customers is most representative of the Company's business going forward.

Industry and Market Data

No representations or warranties, express, implied or statutory are given in, or in respect of, this Presentation, and no person may rely on the information contained in this Presentation. To the fullest extent permitted by law, in no circumstances will Banzai, or any of its respective subsidiaries, stockholders, affiliates, representatives, partners, directors, officers, employees, advisers or agents be responsible or liable for any direct, indirect or consequential loss or loss of profit arising from the use of this Presentation, its contents, its omissions, reliance on the information contained within it or on opinions communicated in relation thereto or otherwise arising in connection therewith. This Presentation discusses trends and markets that Banzai’s leadership team believes will impact the development and success of Banzai based on its current understanding of the marketplace. Industry and market data used in this Presentation have been obtained from third-party industry publications and sources as well as from research reports prepared for other purposes. Banzai has not independently verified the data obtained from these sources and cannot assure you of the reasonableness of any assumptions used by these sources or the data’s accuracy or completeness. Any data on past performance or modeling contained herein is not an indication as to future performance. This data is subject to change. Recipients of this Presentation are not to construe its contents, or any prior or subsequent communications from or with Banzai or its respective representatives as investment, legal or tax advice. The Recipient should seek independent third party legal, regulatory, accounting and/or tax advice regarding this Presentation. In addition, this Presentation does not purport to be all-inclusive or to contain all of the information that may be required to make a full analysis of Banzai. Recipients of this Presentation should each make their own evaluation of Banzai and of the relevance and adequacy of the information and should make such other investigations as they deem necessary. Banzai assumes no obligation to update the information in this Presentation.

Forward Looking Statements

This Presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements often use words such as “believe,” “may,” “will,” “estimate,” “target,” “continue,” “anticipate,” “intend,” “expect,” “should,” “would,” “propose,” “plan,” “project,” “forecast,” “predict,” “potential,” “seek,” “future,” “outlook,” and similar variations and expressions. Forward-looking statements are those that do not relate strictly to historical or current facts. Examples of forward-looking statements may include, among others, statements regarding the Company’s: future financial, business and operating performance and goals; annualized recurring revenue and customer retention; ongoing, future or ability to maintain or improve its financial position, cash flows, and liquidity and its expected financial needs; potential financing and ability to obtain financing; acquisition strategy, including the Company’s expectations regarding market conditions and available opportunities, the Company’s ability to execute on such strategy and the expected benefits of such strategy; proposed acquisitions and, if completed, their potential success and financial contributions; strategy and strategic goals, including being able to capitalize on opportunities; expectations relating to the Company’s industry, outlook and market trends; total addressable market and serviceable addressable market and related projections; plans, strategies and expectations for retaining existing or acquiring new customers, increasing revenue and executing growth initiatives; and product areas of focus and additional products that may be sold in the future.

Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of the Company’s control. Forward-looking statements are not guarantees of future performance, and our actual results of operations, financial condition and liquidity and development of the industry in which the Company operates may differ materially from those made in or suggested by the forward-looking statements. Therefore, investors should not rely on any of these forward-looking statements. Factors that may cause actual results to differ materially include changes in the markets in which the Company operates, customer demand, the financial markets, economic, business and regulatory and other factors, such as the Company’s ability to execute on its strategy, its assumptions regarding available and serviceable markets, its ability to realize some or all of the expected benefits of its acquisition strategy and its ability to effectively integrate the businesses or technologies it acquires, if any. More detailed information about risk factors can be found in the Company’s Annual Report on Form 10-K and the Company’s Quarterly Reports on Form 10-Q under the heading “Risk Factors,” and in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to update forward-looking statements after the date they are made.

Trademarks

Banzai owns or has rights to various trademarks, service marks and trade names that it uses in connection with the operation of its business. This Presentation also contains trademarks, service marks, trade names and copyrights of third parties, which are the property of their respective owners. The use or display of third parties’ trademarks, service marks, trade names or products in this Presentation is not intended to, and does not imply, a relationship with Banzai, an endorsement or sponsorship by or of Banzai, or a guarantee that Banzai will work or will continue to work with such third parties. Solely for convenience, the trademarks, service marks, trade names and copyrights referred to in this Presentation may appear without the TM, SM, ® or © symbols, but such references are not intended to indicate, in any way, that Banzai or any third-party will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks, trade names and copyrights.

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

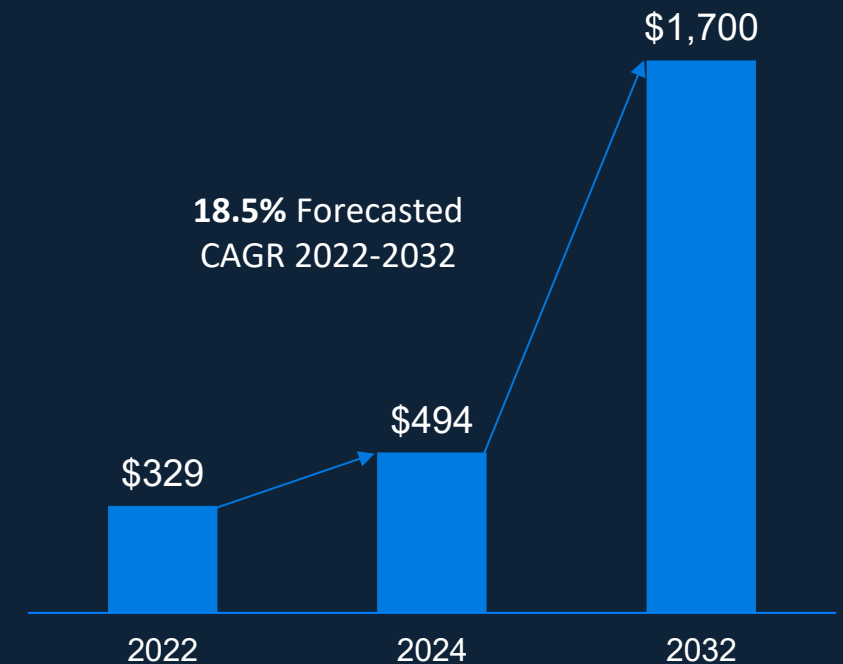
Result

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**.

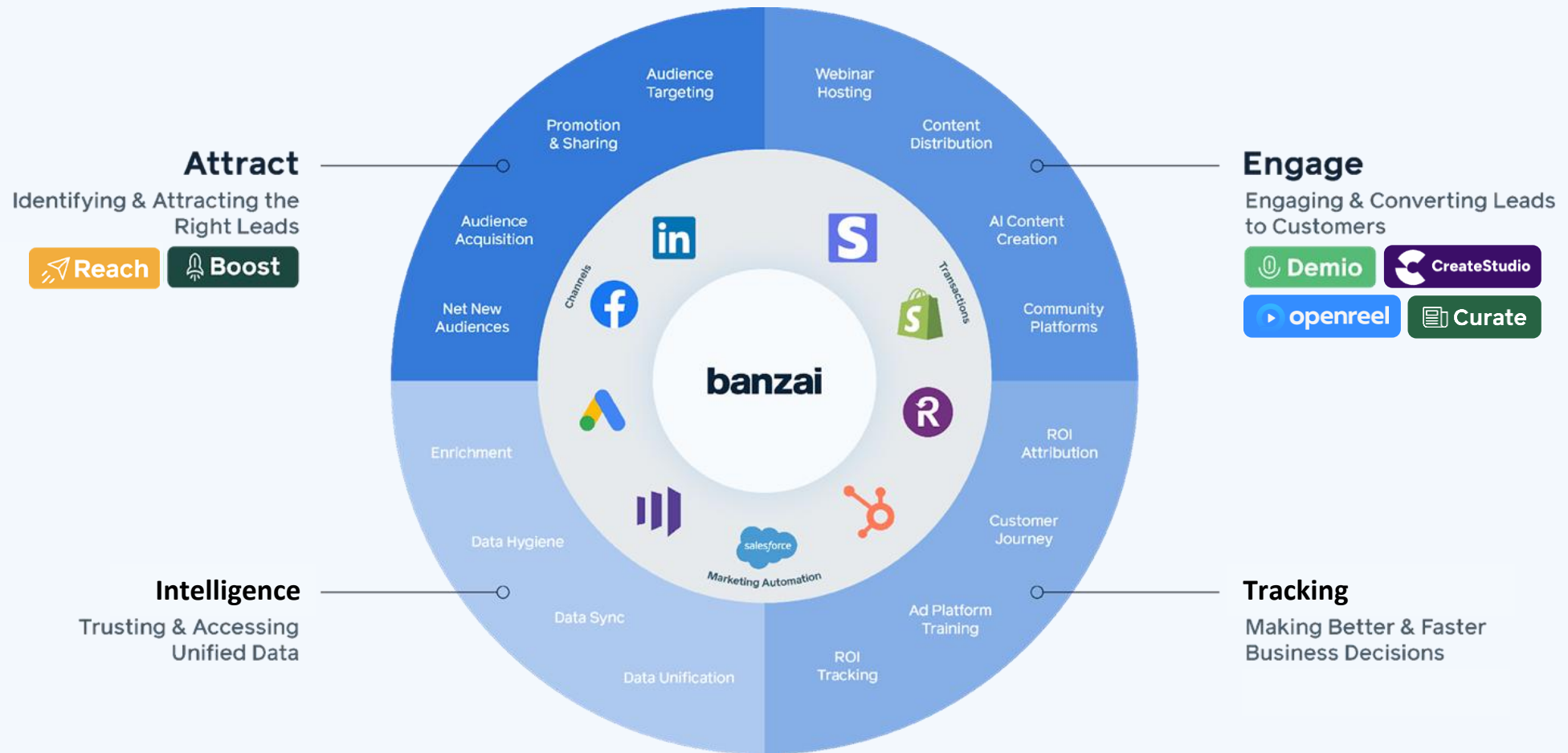
Global MarTech Market²

\$ 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

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

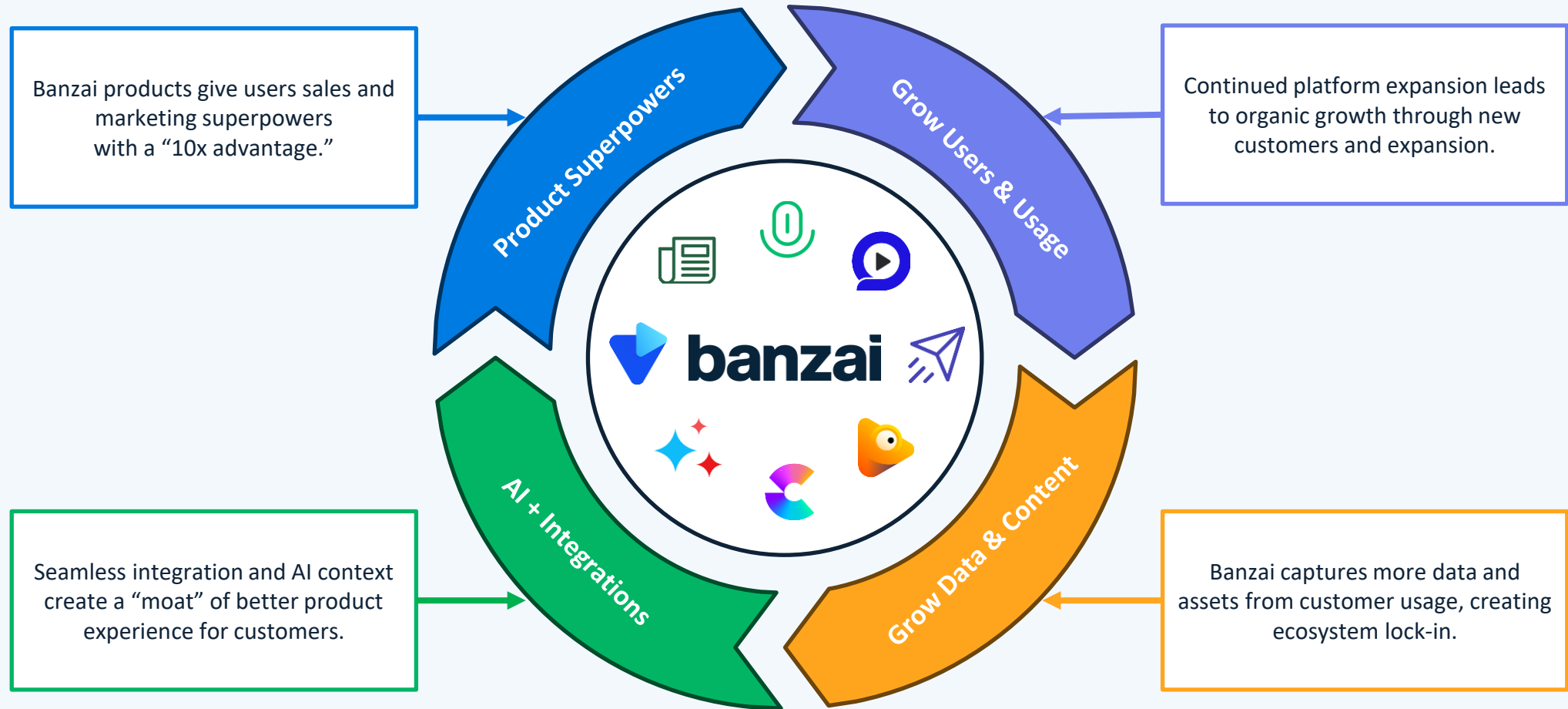
AI-powered newsletter platform

140,000+ Customers Use Banzai Products

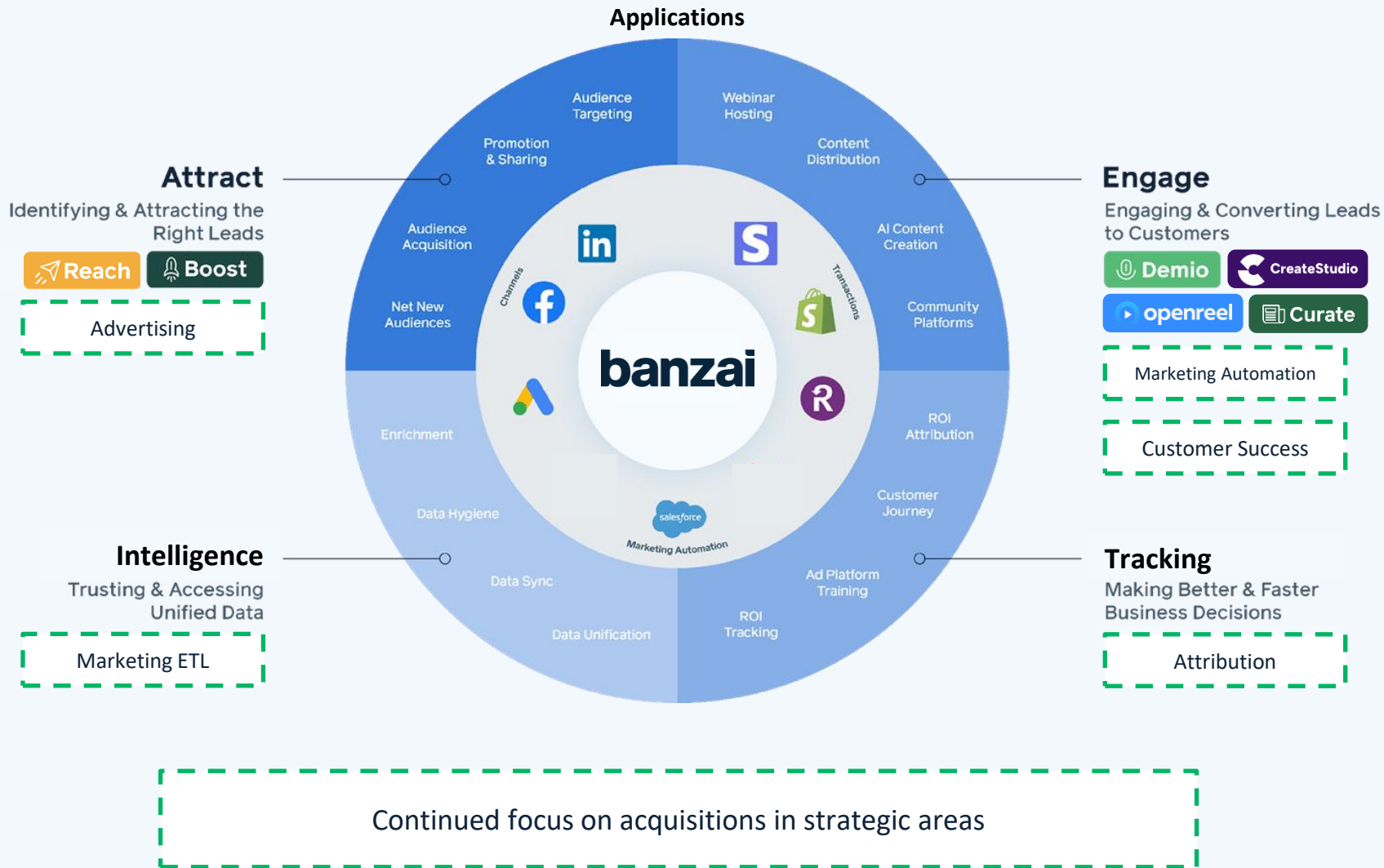



*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

Vision: A Flywheel Driving Customer Loyalty



Vision: Continued Focus on Strategic Acquisitions



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)





banzai

www.banzai.io

NASDAQ: BNZI

AI-Powered Marketing Technology Solutions

Investor Relations

Chris Tyson

Executive Vice President

MZ Group - MZ North America

949-491-8235

BNZI@mzgroup.us