

banzai

AI-Powered Marketing SaaS

NASDAQ: BNZI

iAccess Alpha Best Ideas
Winter Conference

December 10, 2024

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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.

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Corporate Overview

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.

Market Opportunity

MarTech Growth Drivers

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

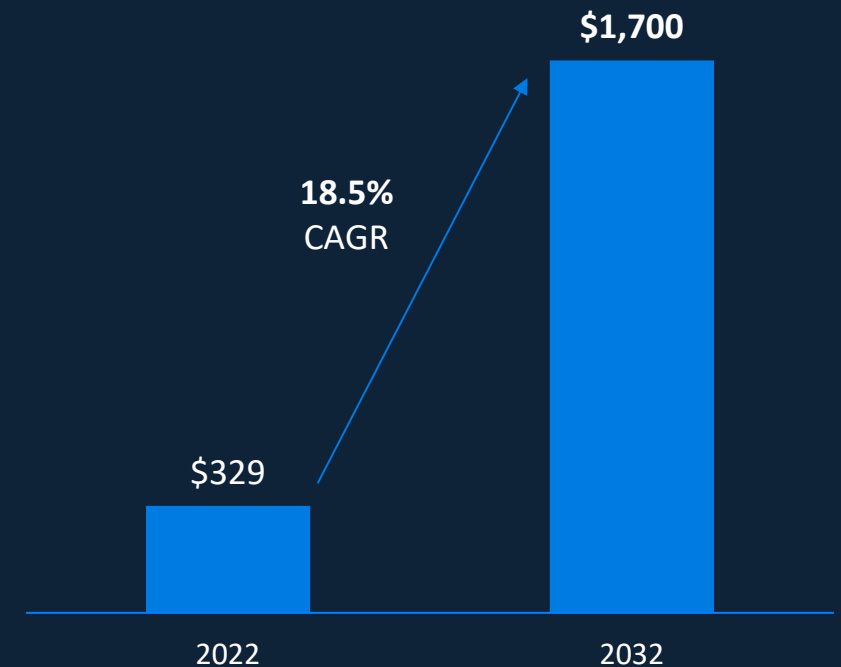
Result

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**.

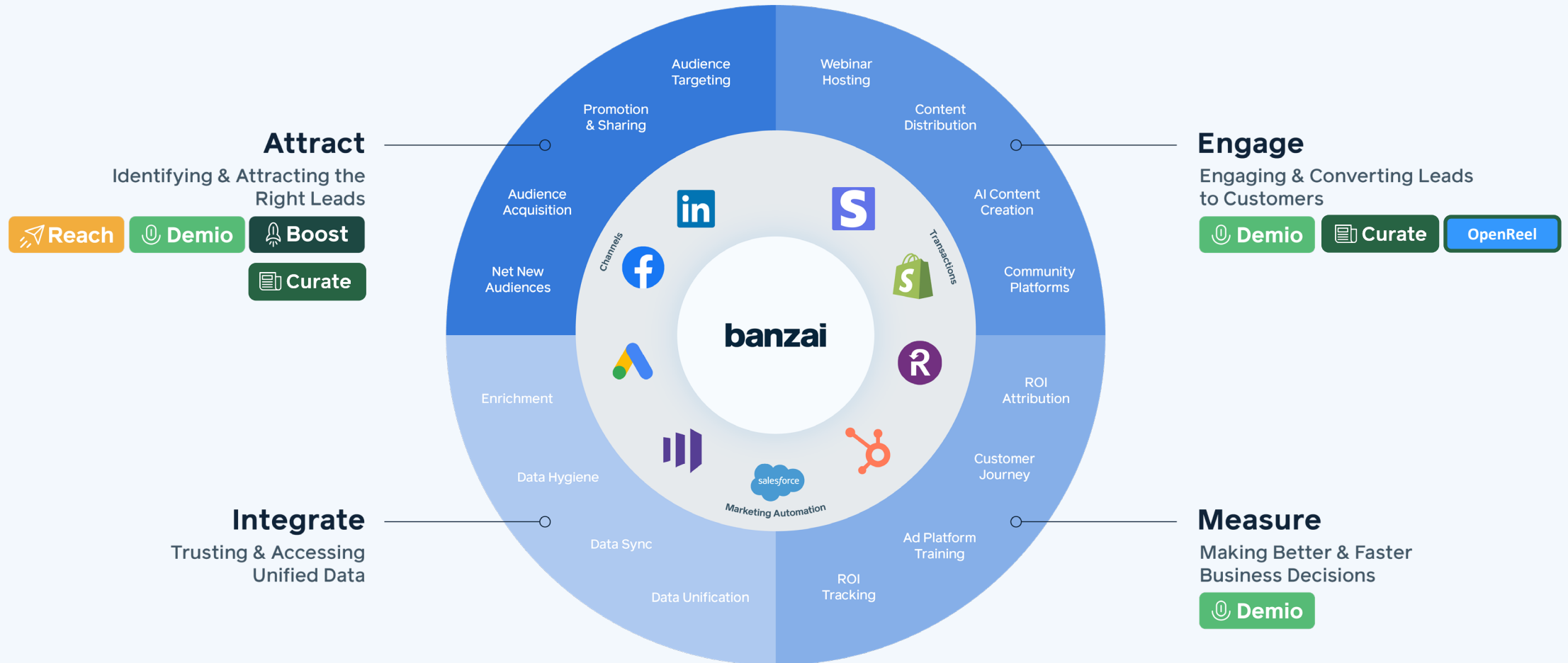
Global MarTech Market²

\$ in Billions



Vision:

Integrated Platform of AI-Powered MarTech Solutions



Reach 2.0

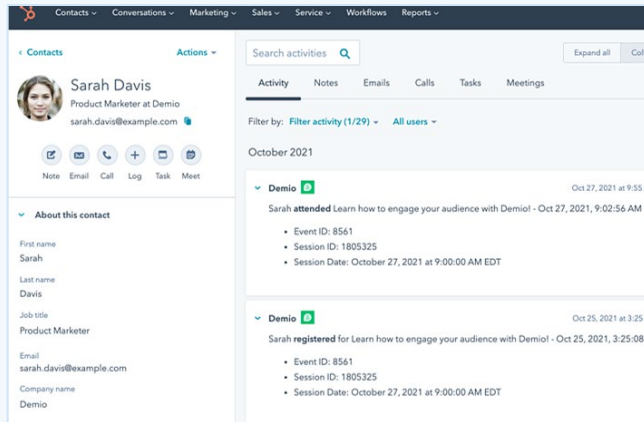
The AI Demand Gen Platform Standout

- **Vision:** The marketing automation platform for the leads you don't already have.
- **Growth:** Expanded sales team by 3x in Q3 to aggressively target enterprise sales pipeline.
- **Leverage Past Success:** 70,000+ leads driven since 2017.
- **Expanding Product:** New data sources, greater intelligence, better reporting and transparency.



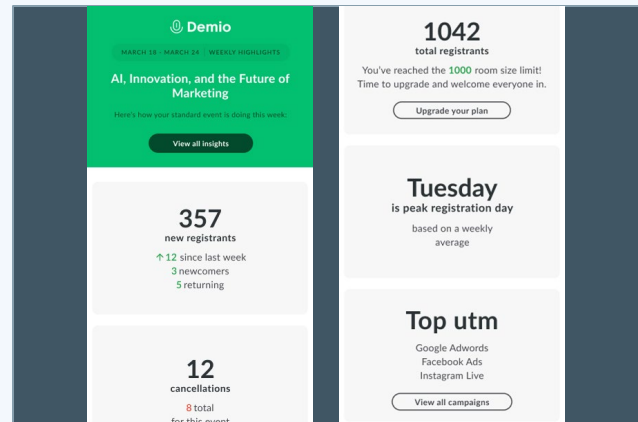
Demio

AI-Powered Webinar Platform with 1,434 Customers Added in 2024



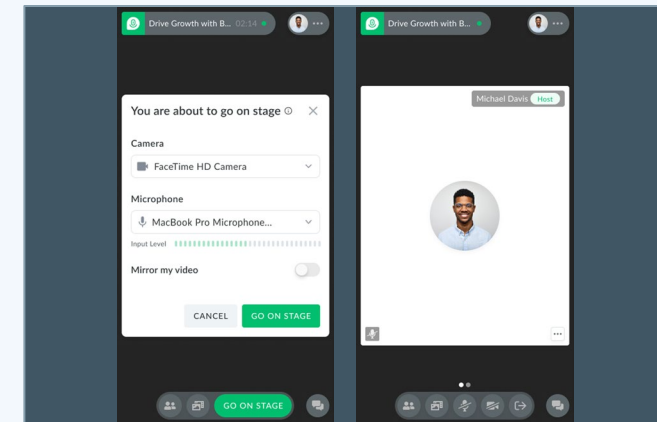
Easily Manage HubSpot Data:

We've enhanced the HubSpot integration, enabling advanced contact management, UTM tracking, and seamless data synchronization at both session and contact levels.



Get Pre-Event Insights:

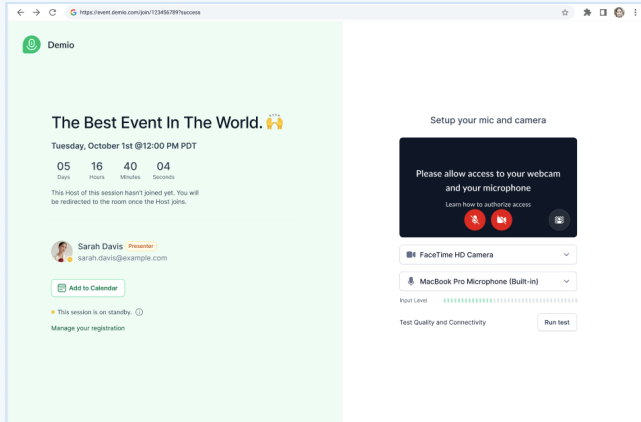
Industry-first, pre-event analytics to your inbox, tracking registrations, cancellations, room size alerts, peak days, and top channels — empowering users to make data-driven decisions and maximize attendee engagement.



AI Moderator:

Demio AI companion to answer user questions and respond to messages 24/7, based on customized information provided by the host.

Moving Upstream

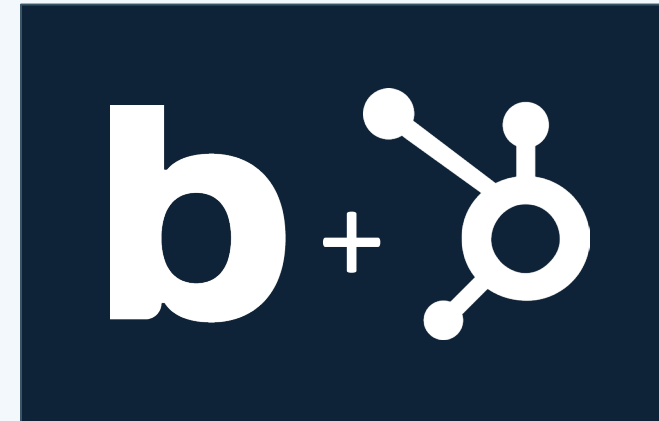


Streamlining the Room Experience and Increasing Room Size:

To support 10K+ attendees, we're streamlining the room flow and enhancing in-room features, ensuring a smooth and scalable experience for enterprise-level webinars.



Enhanced CRM Integrations: Enterprise-grade CRM integrations with HubSpot (even better than before) and Salesforce, featuring greater bi-directional data syncing and reporting to better support mid-market and larger enterprise customers.

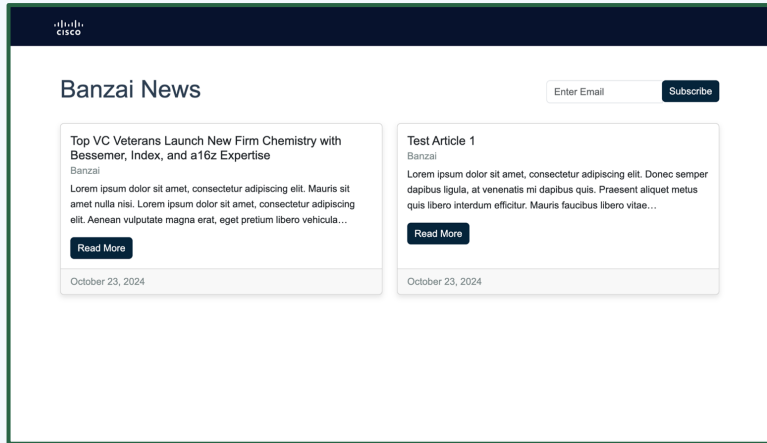


Strategic Partnerships:

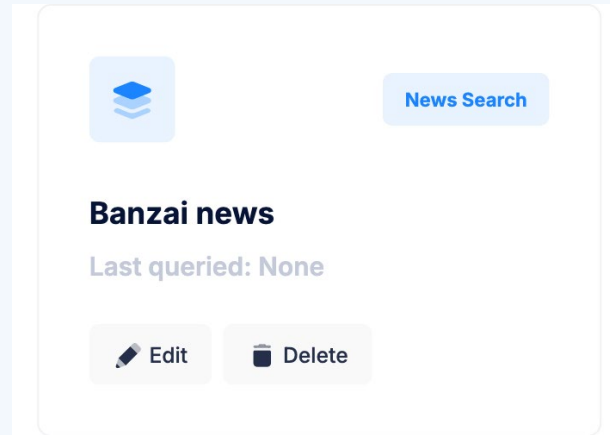
We're expanding partnerships with HubSpot to better support their 190,000+ customers.

Curate

The New AI Newsletter Platform that Writes and Grows Itself



Public News Site: Branded news site with all your content, automatically written by AI and published to a white-labeled news website.



Tailored News Feeds: Customize news sources to automatically bring in and write up-to-date content on the current events that matter to your audience.



Grow Your Subscribers: Curate automatically grows your subscriber base, based on your target audience to help you grow your brand impression automatically.

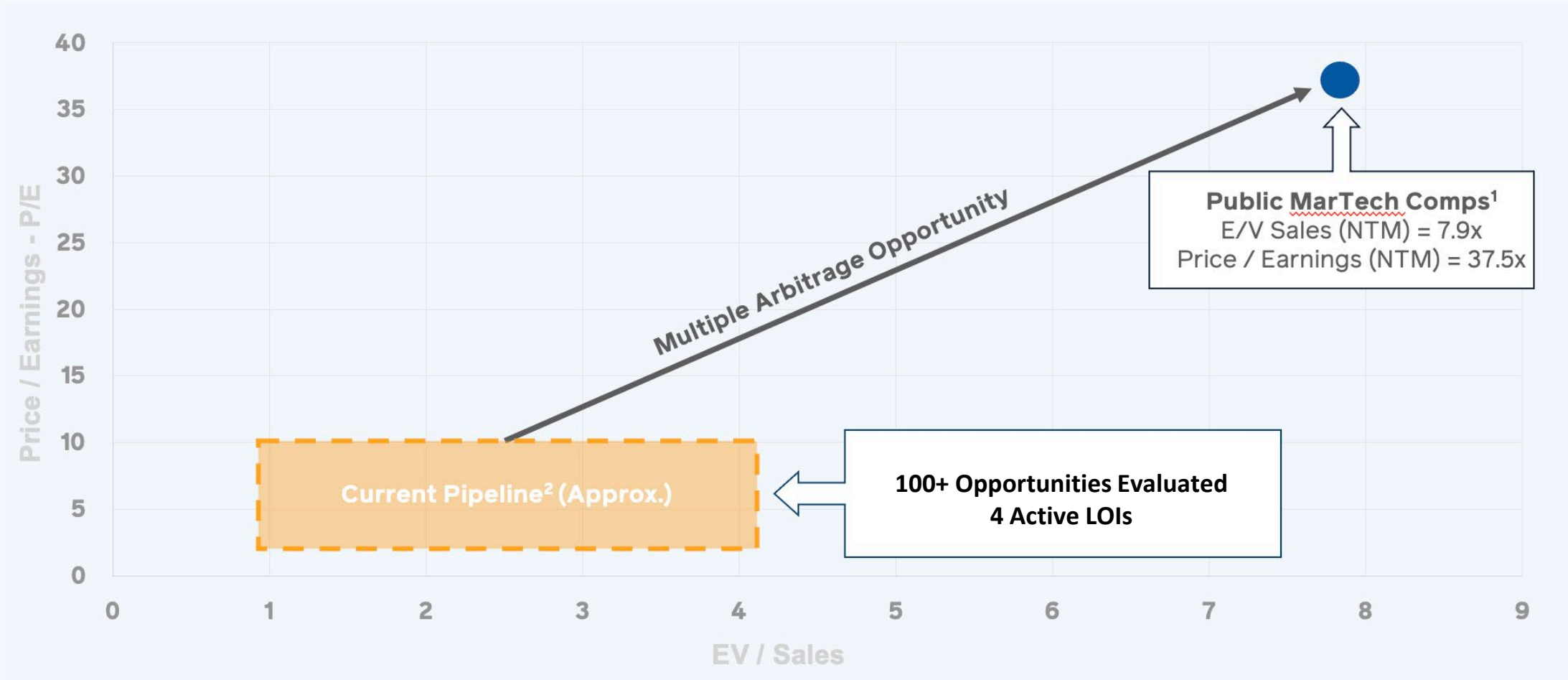
Thousands of Customers Rely on Banzai



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

Substantial Upside in Strategic Acquisitions

Substantial gap between current private vs. at-scale public market valuations.



¹ Public comps include: CRTO, MGNI, WIX, CRM, CXM, ADBE, TTD, HUBS

² Based on Banzai's current pipeline where TTM revenue, TTM profit, and seller's asking price or estimated valuation are all known

OpenReel Acquisition

Enterprise-Grade Branded Video Creation & Management Solution



OpenReel enables companies to rapidly create high-quality, branded video content by directing, recording, creating, and collaborating on high-definition video projects, dramatically reducing the time to create brand-compliant video content.

Accretive

Acquisition to grow Banzai's TTM revenue
152% to \$10.9M

Enterprise Customer Base

Includes global organizations such as Bristol
Myers Squibb, Ingram Micro, DXC
Technology, Insider Inc., and US Steel.

Complements Demio

Enables seamless cross-collaboration and
enhances the Banzai value proposition for
marketers worldwide

Transformational Balance Sheet Cleanup

Banzai reached agreements with various lenders and service providers to convert and/or write-off \$24.78 million.

- Lenders have agreed to equitize \$17.32 million in debt; which includes an \$8.6 million debt restructuring by Columbia Pacific to extend maturity until February 19, 2027
- Service providers have agreed to write-off \$5.59 million and equitize \$1.87 million
- Interest savings expected to be \$1.9 million annually

Cantor Fitzgerald & Co. has accepted their \$4 million deferred underwriting fee in the form of 1,113,927 shares of Class A Common Stock, subject to a 12-month lock-up.

- The result was the elimination of the fee, thus increasing stockholders' equity by \$4 million, which will be unconditionally effective on December 28, 2024.

This plan will result in a total increase in stockholders' equity of \$28.8 million

Q3 2024 Financial Summary

\$ in Millions	Three Months Ended September 30,	
	2024	2023
Revenue	\$1.1	\$1.1
Annual Recurring Revenue (ARR)	\$4.4	\$4.3
Gross Profit	\$0.7	\$0.8
Total Operating Expenses	\$3.5	\$2.8
Operating Income (Loss)	(\$2.8)	(\$2.1)
Net Income (Loss)	(\$15.4)	(\$0.8)
Adjusted Net Income (Loss)	(\$1.5)	(\$3.6)
Adjusted EBITDA	(\$1.5)	(\$1.1)
\$ in Millions	September 30, 2024	December 31, 2023
Cash & Cash Equivalents	\$4.3	\$2.1

Leadership with Proven Track Record

Cohesive management team with long working history and experience at [Avalara](#), [Verivox](#), [\[24\]7.ai](#), and other leading companies that has supported **15+ M&A transactions** over the past decade.



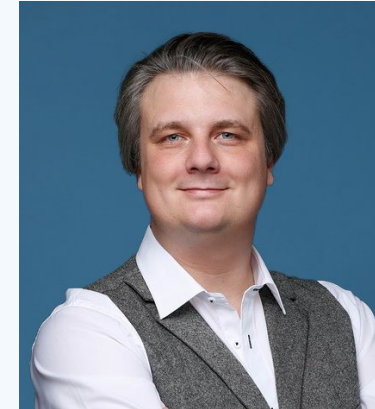
Joe Davy
CEO

GM, Avalara
Founded Banzai in 2016



Alvin Yip
CFO

Controller, [24]7.ai



Simon Baumer
CTO

VP Engineering,
Verivox



Rachel Meyrowitz
Director, Demand
Generation

The Neat Company



Sergei Dolukhanov
VP, Sales

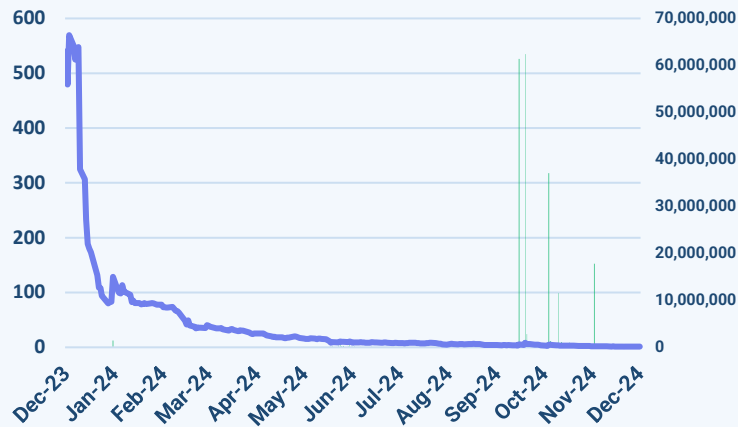
Avalara



Financial Summary – NASDAQ: BNZI

Stock Price (12/6/24)	\$
52-Wk Low-High	\$1.3-\$828.5
Avg. Vol. (3 mo.)	3.3M
Shares Outstanding (11/12/24)	5.89M
Public Float	1.8M
Insider Holdings	61.5%
Institutional Holdings (est.)	6.2%
Market Cap¹	\$8.1M
Year End	Dec 31

Stock Price & Volume

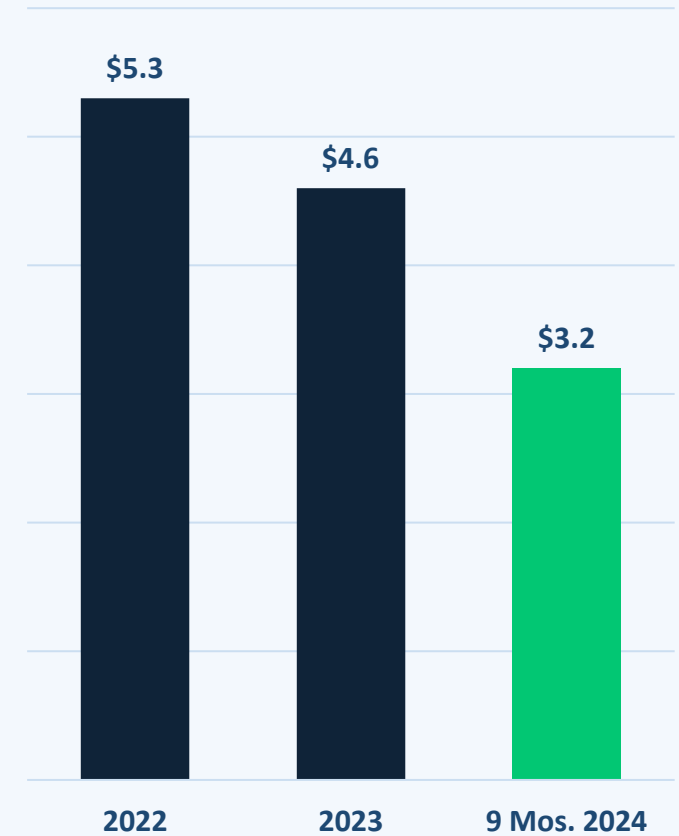


Q3 2024 Financial Results (9/30/24)	
Revenue	\$1.1M
ARR	\$4.4M
Gross Profit	\$0.7M
Gross Margin	69%
Net Loss	\$15.4M
Adj. Net Loss	(\$1.5M)
Adj. EBITDA	(\$1.5M)
Cash & Cash Equivalents	\$4.3M

Customers² ~3,000

- (1) As of December 6, 2024
- (2) Total for Q3 2024

Revenue



Capital Markets Summary

BNZI

Nasdaq Listed

Shares Outstanding ¹	5.89M
Options/Warrants ^{1,2}	0.23M/7.4M
Sector	Technology
Industry	Software - Application
Fiscal Year End	December 31

Analyst Coverage

Edward Woo, Ascendant Capital / \$30 (BUY)

News Releases

- [Engages ShareIntel to Investigate Potentially Improper and Illegal Trading Activity in the Company's Common Stock](#) – Dec 4, 2024
- [Board of Directors Approves Purchase of Bitcoin as Treasury Reserve Asset](#) – Nov 26, 2024
- [Demio Wins Multiple Recognitions from Gartner Digital Markets in 2024](#) – Nov 19, 2024
- [Reports Third Quarter 2024 Financial Results; Annualized Adjusted Net Loss Improvement of \\$12.2 Million](#) – Nov 14, 2024
- [Q3 2024 Preliminary Financial Results: Profitability in Sight Following \\$14.5M Annualized Adjusted Net Income Improvement; 31% Annualized ARR Growth Rate](#) – Nov 7, 2024
- [Launches Curate: A Groundbreaking AI-Driven Newsletter Solution](#) – Oct 31, 2024
- [Announces Expanded Partnership with Salesforce, Today's Industry Leading AI CRM Company for Smarter Webinar Campaigns](#) - Oct 17, 2024
- [Engages MZ Group to Lead Strategic Investor Relations and Shareholder Communications Program](#) - Oct 15, 2024
- [Announces Strategic Business Initiatives to Improve Net Income by up to \\$13.5 Million Annually](#) - Oct 9, 2024
- [Granted Extension by Nasdaq Hearing Panel to Regain Compliance with Continued Listing Requirements](#) - Oct 2, 2024
- [Announces Closing of \\$5 Million Private Placement Priced At-The-Market Under Nasdaq Rules](#) - Sep 26, 2024
- [Announces \\$24.8M Debt Payoff and Restructuring Agreements with Participation from Company Insiders](#) - Sep 24, 2024

Upcoming and Past Events

- Singular Research Best of the Uncovereds in SF - **Thursday, December 12, 2025**
- iAccess Alpha Virtual Best Ideas Winter Conference - **Tuesday, December 10, 2024**
- Shareholder Update Conference Call Webcast - **Tuesday, October 1, 2024**
- H.C. Wainwright 26th Annual Global Investment Conference - **September 9–11, 2024**
- Annual ROTH Conference - **March 17-19, 2024**

(1) As of November 12, 2024

(2) Reflects adjusted quantity of 11,500,000 public warrants convertible into 230,000 shares.

Investment Summary

- Banzai is fueling marketing results with an integrated platform of AI-Powered MarTech solutions
- Substantially cleaned up balance sheet: fully paid off convertible advances and long-term debt maturity extended to February 2027
- \$12.2M annualized Net Income improvement program in progress through Q1 2025
- Substantial cash runway, funded by recent PIPE
- Strong sales & marketing execution for Reach, Demio
- New Demio AI Moderator feature positively received by enterprise customers/partners
- New Reach 2.0 product release gaining market traction
- New AI Curate in development -- more details coming soon!



Reach



Demio



Curate

banzai

Essential Marketing Technology Solutions

Investor Relations

Chris Tyson

Executive Vice President

MZ Group - MZ North America

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