



# banzai

AI-Powered Marketing Technology Solutions

## Q1 2025 Financial Results Conference Call

NASDAQ: BNZI

May 15, 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



**Alvin Yip**  
Interim CFO



**Nancy Norton**  
Chief Legal Officer



# Corporate Overview

## AI is Eating Marketing

Banzai develops AI-powered marketing solutions that make our customers lives 10x faster and easier.

# Market Opportunity

## MarTech Growth Drivers

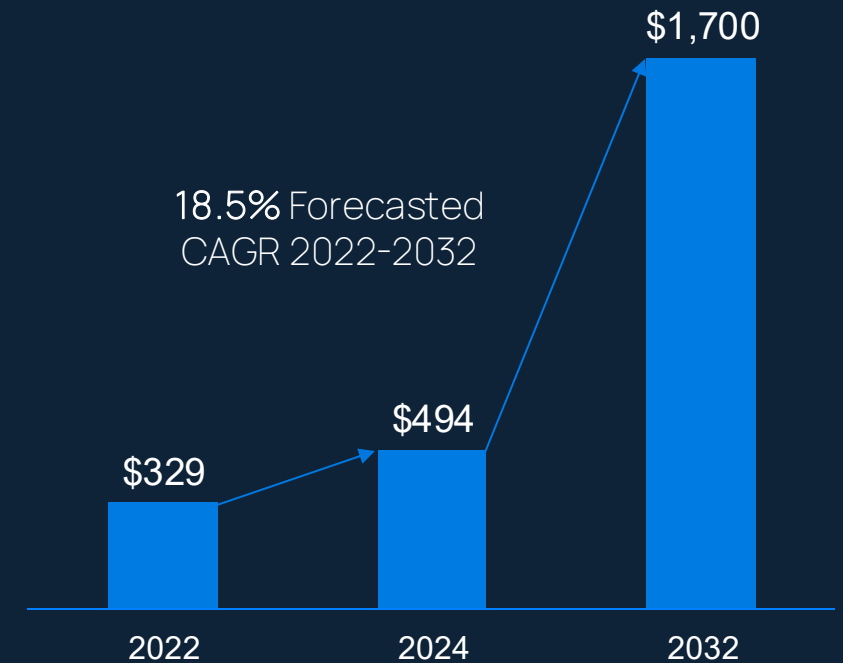
- Increasing digital transformation
- Surge in demand for personalized experiences
- Proliferation of automation and AI

## Result

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

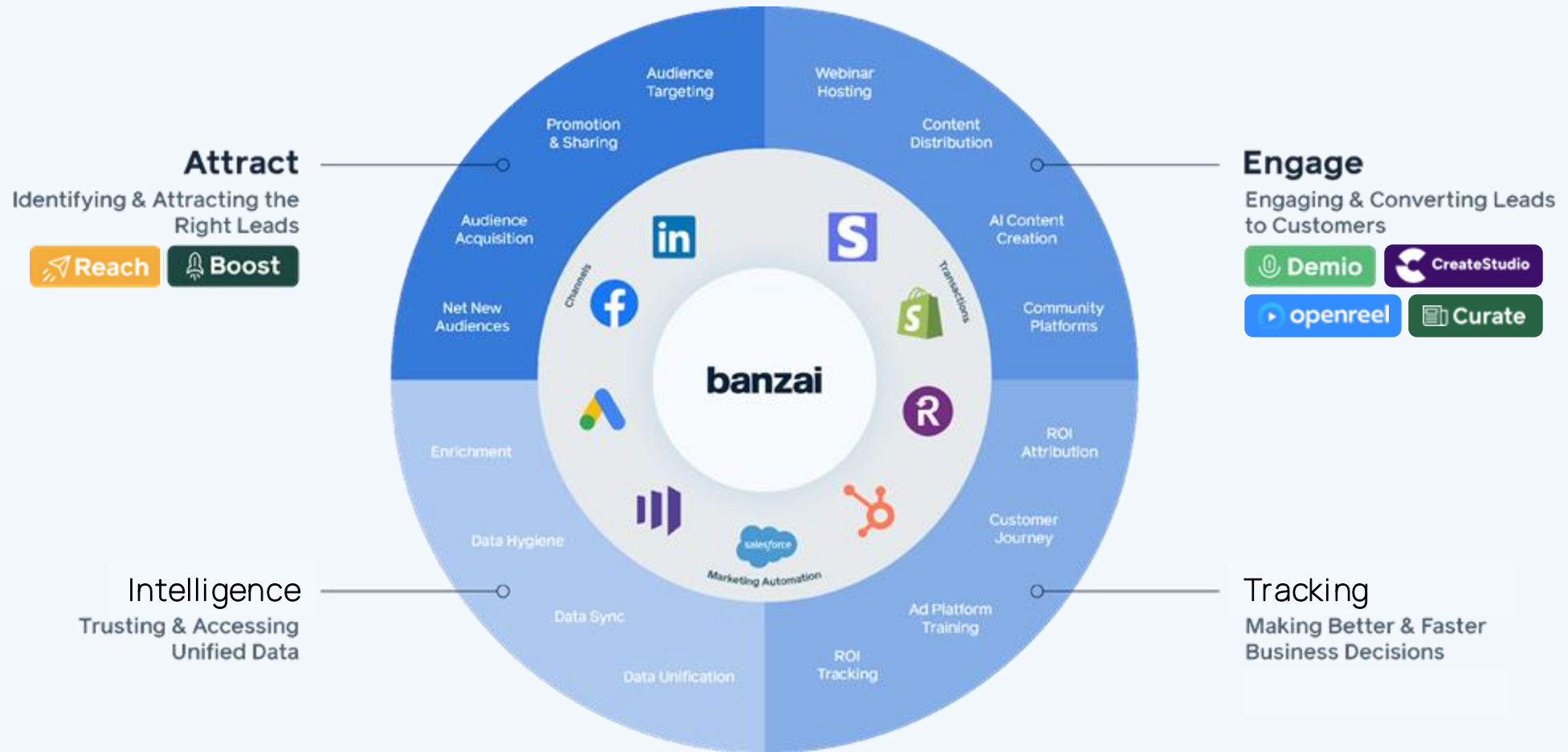
This leads to **disjointed customer experiences** and **messy data**.

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.



# Q1 2025 & Subsequent Highlights

Q1 2025 Revenue  
**\$3.4 million**

■ 213% y/y

Revenue of \$3.4 million, representing an increase of 213% million over Q1 2024 and a 160% sequential increase.

Q1 2025 Gross Profit  
**\$2.8 million**

■ 297% y/y

Gross profit of \$2.8 million, representing an increase of 297% over Q1 2024.

Q1 2025 Gross Margin  
**82.1%**

■ 17.4% y/y

Gross margin expanded to 82.1% from 64.7% in Q1 2024, an increase of 17.4%.

# Q1 2025 & Subsequent Highlights

- Annual Recurring Revenue (ARR) of \$14.9 million, a 268% annualized ARR growth rate compared to Q4 2024.
- Adjusted EBITDA was (\$1.7) million, compared to (\$1.5) million in Q1 2024.
- Net Loss improved by \$4 million compared to Q4 2024.
- Acquired Vidello, a technology provider of video hosting and marketing suite solutions for businesses.
- Signed a definitive agreement to acquire Act-On, an enterprise marketing automation platform (MAP) provider, which is projected to increase FY 2025 revenue by \$27 million on a pro-forma basis, subject to the satisfaction or waiver of closing conditions.
- Completed ahead-of-schedule repayment of \$20.3 million of outstanding liabilities as of March 31, 2025, pursuant to the \$24.8 million debt payoff and restructuring agreements announced on September 24, 2024.
- Expanded customer base to over 90,000 total customers.
- Launched CreateStudio 4.0, the latest version of its award-winning video creation app developed by its Vidello subsidiary.
- Secured expanded agreements with RBC Capital Markets and other prominent enterprises for OpenReel.

# Banzai Achieves \$20.3M Debt Repayment

- Substantially eliminates outstanding payables from 2023 business combination.
- Reduces balance owed to Columbia Pacific Business Finance (“CPBF”)
- Several payoffs were completed ahead of schedule between Q3 2024 and Q1 2025.

Improved Q1 2025 shareholders' equity by \$5.7M YoY to \$2.8M while increasing profitability.

# Combining Three Leading Video MarTech Assets



OpenReel

Video Capture, Creation, and Editing



Demio

Powerful Live and Automated Webinars



Vidello

3D Video Creation and Marketing

## Banzai Video

A Powerful Video Marketing Platform

Q1 2025 Revenue of \$3.4M, a year-over-year increase of 213%

# Banzai Announces Agreement to Acquire Act-On Enterprise Marketing Automation Platform (MAP) Provider



Act-On Software is the most powerful and intelligent marketing automation platform, powered by AI for mid-market and enterprise B2B customers.

## Accretive

Acquisition to grow Banzai's pro-forma consolidated 2024 revenue to \$44M

## Enterprise Customer Base

Includes global organizations such as Hitachi, Sharp, Best Buy, Flextronics, Red Lions Hotels, and SKF Group

## Complements AI Vision

Will add a critical component of marketing technology stack to Banzai's platform.

# 90,000+ Customers in the Banzai Family of Products

























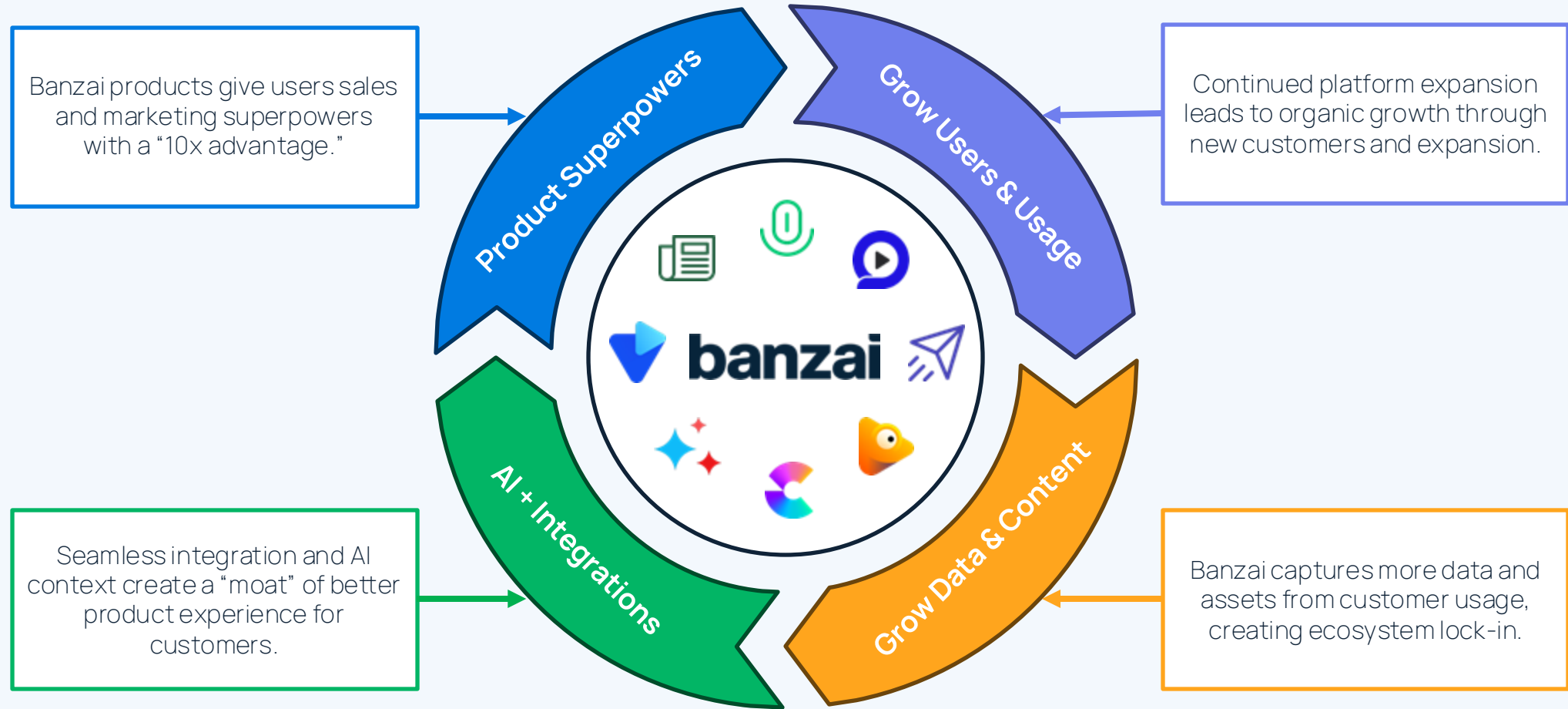




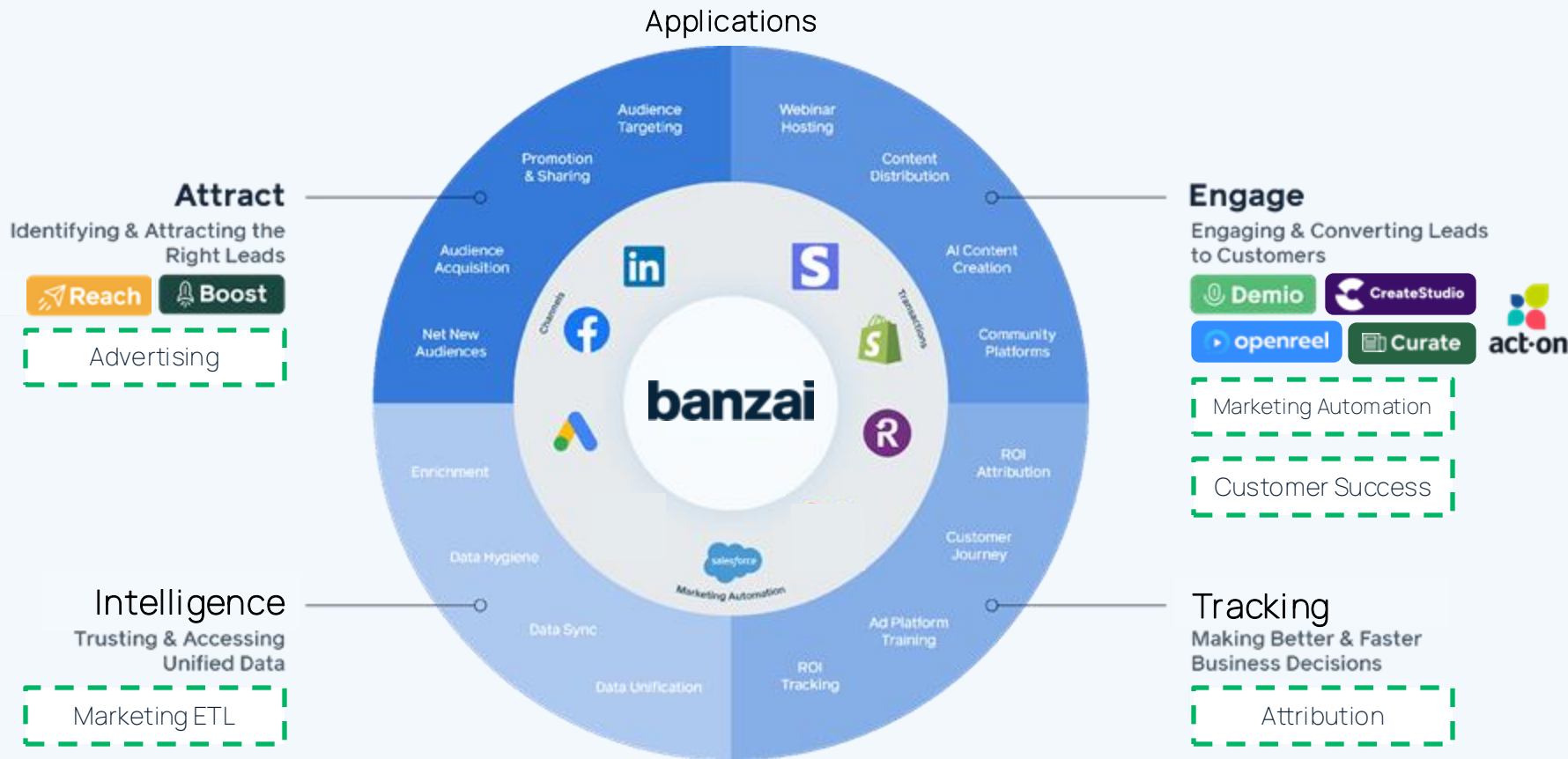



\*Logos include representative current and former customers of Banzai International Inc. and associated subsidiaries.

# 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.

# Q1 2025 Financial Summary

<i>\$ in Millions</i>	Three Months Ended March 31,		
	2025	2024	$\Delta$ YoY
Revenue	\$3.4	\$1.1	213%
Annual Recurring Revenue (ARR)	\$14.9	\$4.2	253%
Gross Profit	\$2.8	\$0.7	297%
Gross Margin	82.1%	64.7%	17%
Total Operating Expenses	\$7.7	\$4.1	87%
One-Time Expenses Related to Acquisitions	\$1.4		
Total Operating Expenses Less One-Time Expenses	\$6.3	\$4.1	54%
Operating Income (Loss)	(\$4.9)	(\$3.4)	–
Net Income (Loss)	(\$3.6)	(\$4.3)	–
Adjusted EBITDA (Loss)	(\$1.7)	(\$1.5)	–
<i>\$ in Millions</i>	March 31, 2025	Dec. 31, 2024	
Cash & Cash Equivalents	\$0.8	\$1.1	

# 2025 P&L Forecast – Growing Revenue and Income

## Banzai International, Inc.

Combined Entities Forecast

Revenue	\$	19,898
Cost of Revenue		3,509
Gross Profit		16,388
Gross Profit %		82%
Operating Expenses:		
General and Administrative Expenses		17,510
Depreciation Expense		40
Total Operating Expenses		17,550
Operating Income (Loss)		(1,162)
Other Expenses (Income)		
Total Other Expenses (Income), Net		(2,607)
Income Before Income Taxes		1,445
Income Tax Expense		—
Net Income (Loss)	\$	1,445

# Closing Summary

- Strong Q1 2025 Revenue Growth: increased 213% YoY to \$3.4M
- Gross Margin Expansion: Increased 1700 bps to 82.1% in Q1 2025 from 64.7% in Q1 2024
- Substantially Cleaned Up Balance Sheet: \$20.3M paid off ahead of schedule, satisfying outstanding debt obligations to key vendors
- \$13.6M Annualized Net Income Improvement Program: in progress through Q1 2025
- Strong sales & marketing execution across eight products
- Blue chip customer base of 90,000+ across Banzai product suite
- Scalable business model with minimal exposure to tariff risk





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