

banzai

NASDAQ: BNZI

Investor Update Call

October 1, 2024

banzai

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Basis of Presentation

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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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Disclaimers (Continued)

Forward Looking Statements (cont'd)

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.

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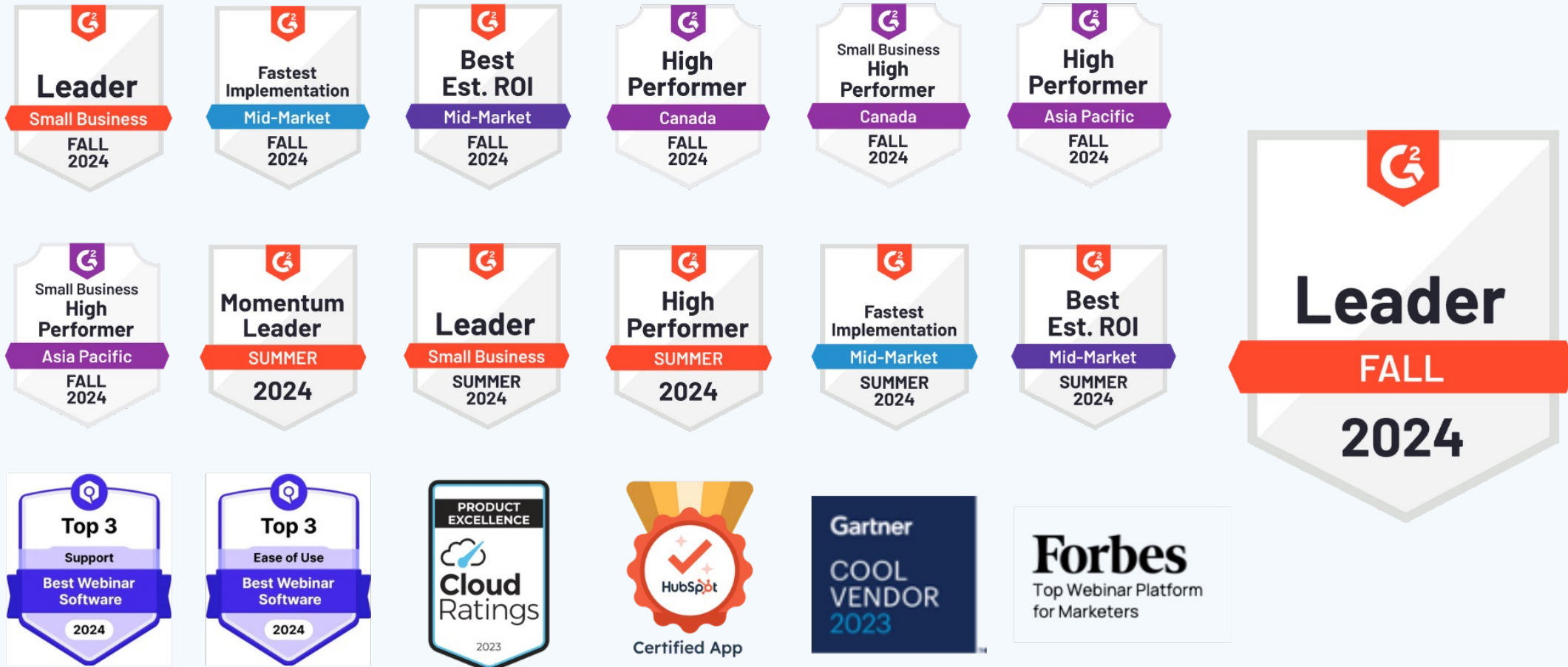
AI is Eating Marketing

Banzai is a SaaS company building an AI-driven platform of essential MarTech data, analytics, and data-driven applications. Banzai fuels marketing results with cutting-edge AI solutions.

Marketers struggle with an explosion of vendor complexity. Enterprise marketers use an average of 120+ marketing tools¹. This leads to disjointed customer experiences and messy data.

(1) Netskope Cloud Report, August 2019

Our Core: Building Winning SaaS Products



Our Customers: All Sizes, All Industries

ActiveCampaign >



THINKIFIC

1,900+

Hosted Sessions
(YTD 2022)

800+

Increased Registrations

3,100

Increased Registrations

1,000+

Hosted Sessions
(2020–2023)

250+

Hosted Sessions
(2020–2023)



2,200+

Increased Registrations

155+

Hosted Sessions
(2020–2022)

1,300+

Increased Registrations

15%

Increased Attendance Rate

< 30

Minutes to Setup on Demio



40%

Increase in Prospect
Attendance

300+

Hosted Sessions
(2020–2023)

5x

Increase in Conversion Rate

3x

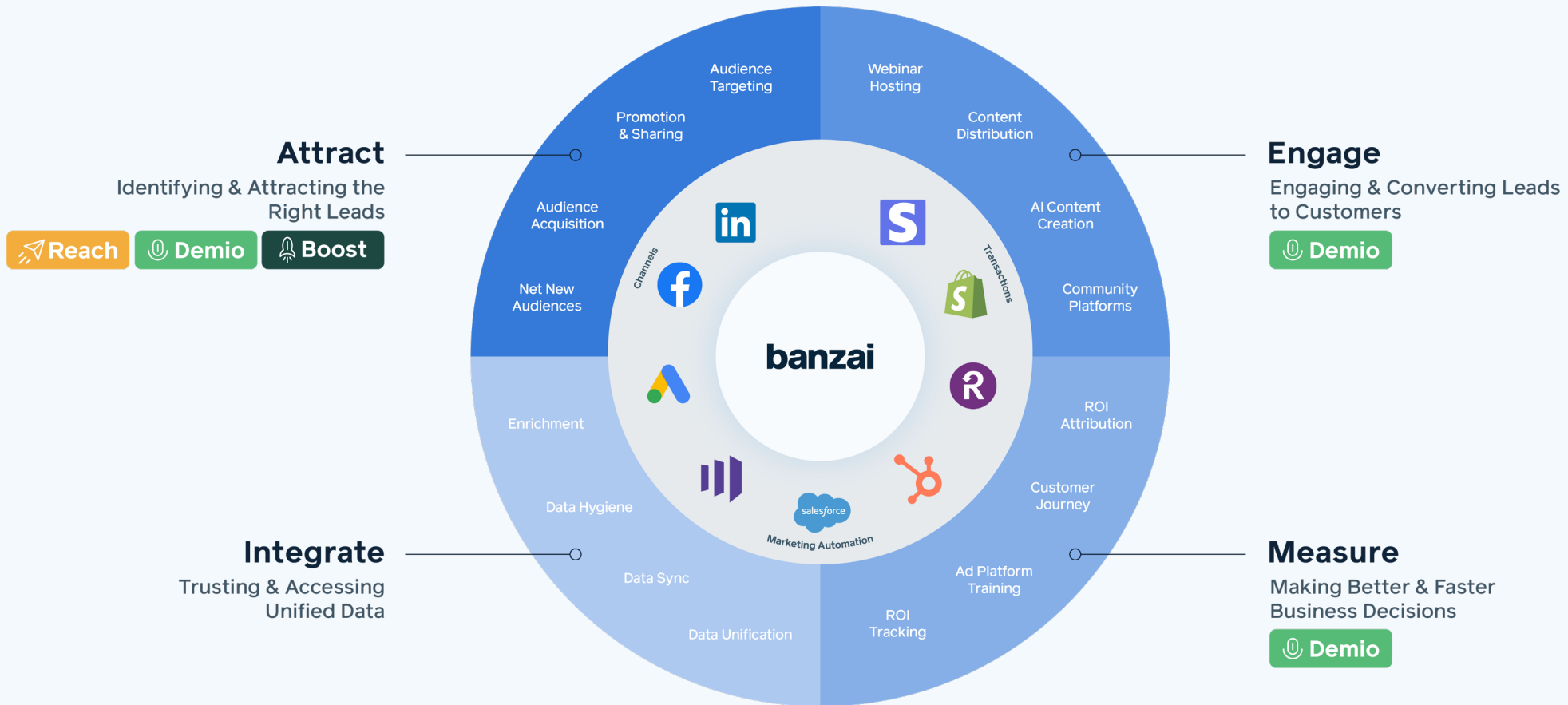
Webinar Conversions

890+

Hosted Sessions
(2021–2023)

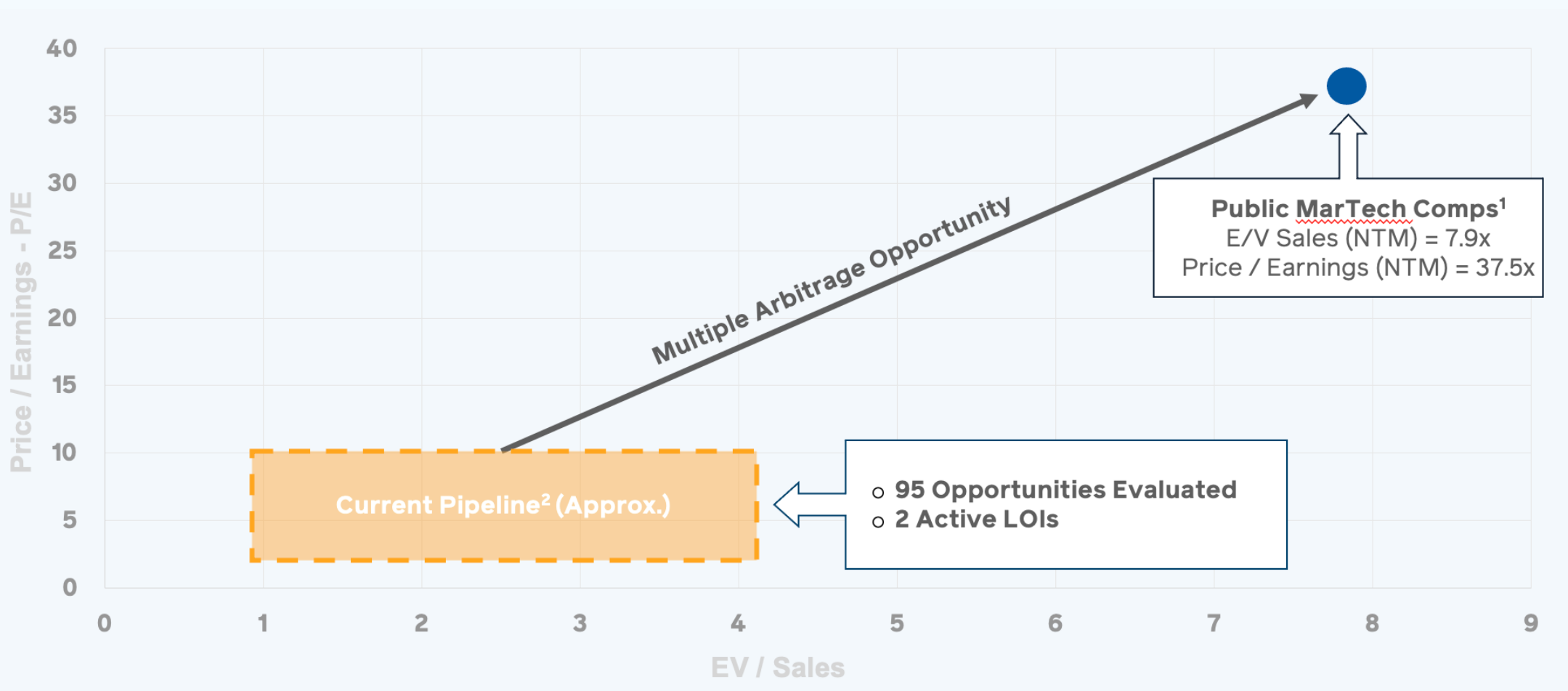
Our Vision: AI-Powered MarTech Platform

Banzai is working on active development of new products to further this vision.



Substantial Upside in Strategic Acquisitions

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

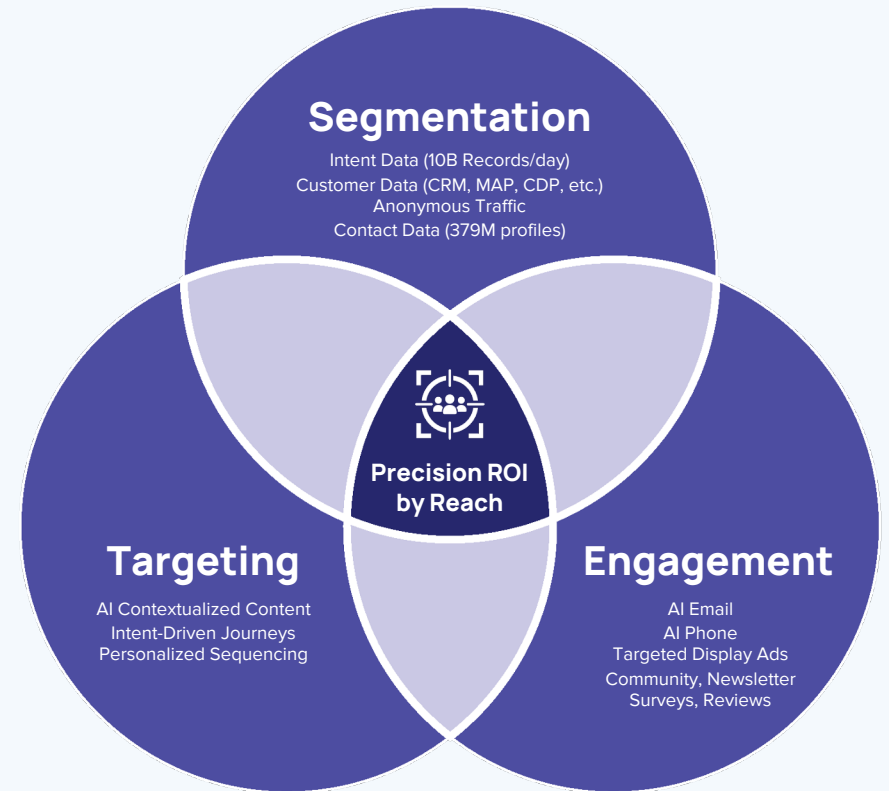


¹ Public comps include: CRTO, MGNI, WIX, CRM, CXM, ADBE, TTD, HUBS

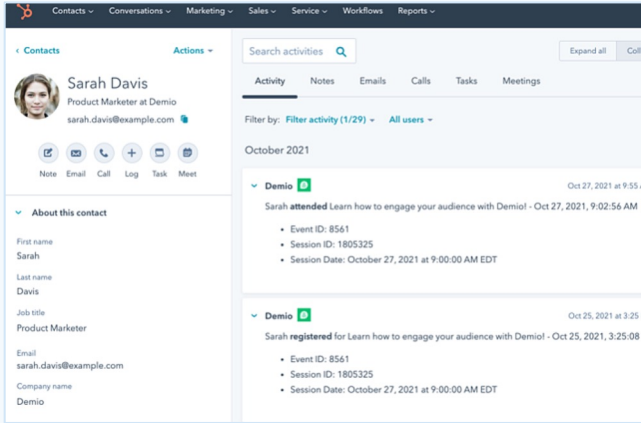
² Based on Banzai's current pipeline where TTM revenue, TTM profit, and seller's asking price or estimated valuation are all known

Reach: Strategic Vision to Become the AI Demand Gen Platform Standout

- **Vision:** The marketing automation platform for the leads you don't already have.
- **Growth:** Reach sales grew 8x in Q2. Sales team has expanded by 3x in Q3.
- **Leverage Past Success:** Banzai has historically been successful in this category pre-COVID, with over 70,000 leads driven since 2017.
- **Expanding Product:** New data sources, greater intelligence, better reporting and transparency.

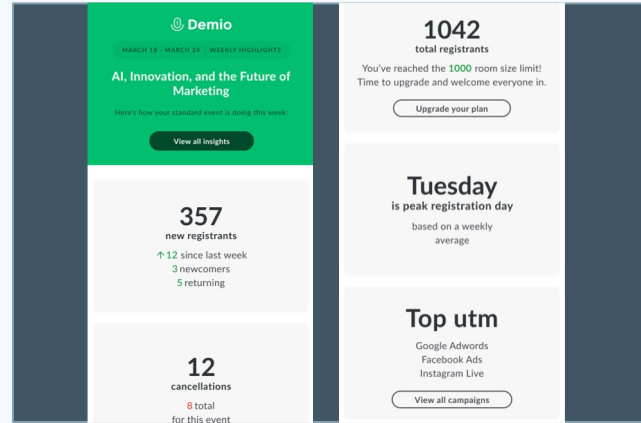


Demio: 1,200+ Customers Added through July



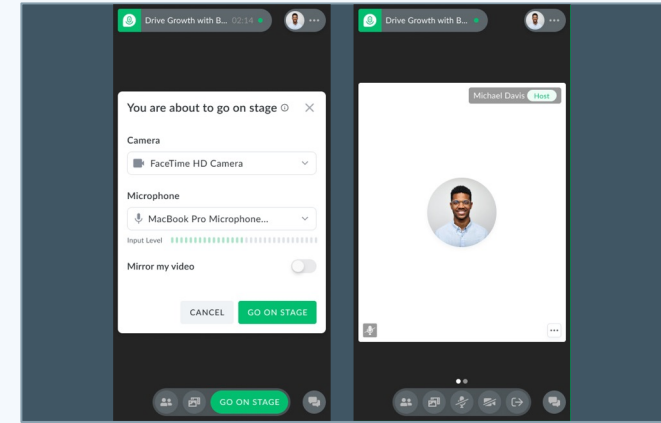
Easily Manage HubSpot Data:

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:

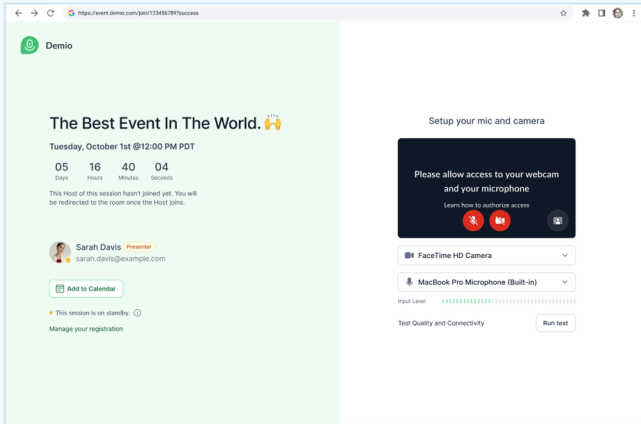
Industry-first, pre-event analytics to your inbox, tracking registrations, cancellations, room size alerts, peak days, and top channels – empowering users to make data-driven decisions and maximize attendee engagement.



AI Moderator:

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

In Q4, We're Making Big Moves to Go Up-Market



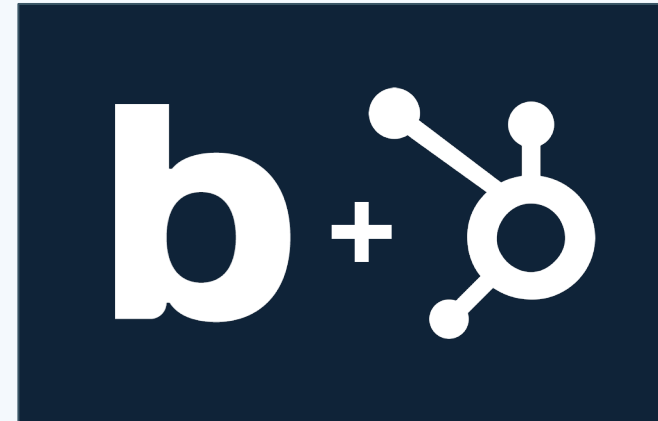
Streamlining the Room Experience and Increasing Room Size:

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.

Transformational Balance Sheet Cleanup

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

Banzai has 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.

We've Established a Strong Foundation to Grow From

- Substantially cleaned up balance sheet
- Yorkville convertible advances fully paid off
- Long-term debt maturity extended to February 2027 – substantially reduced default risk
- Substantial cash runway, funded by recent PIPE
- Strong sales & marketing execution for Reach, Demio
- New Demio AI Moderator feature
- New Reach 2.0 product release gaining market traction
- New AI product in development -- more details coming soon!

Huge potential upside given new products and cleaned up balance sheet

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
Interim CFO

Controller, [24]7.ai



Simon Baumer
CTO

VP Engineering,
Verivox



Rachel Meyrowitz
Director, Demand
Generation

The Neat Company



Sergei Dolukhanov
VP, Sales

Avalara



Q&A

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