

**banzai**  
**Investor**  
**Presentation**  
October 2023

**banzai**

## **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 business combination between Banzai International, Inc. ("Banzai" or the "Company") and 7GC & Co. Holdings Inc. ("7GC" or "VII") and related transactions (collectively, the "Potential Business Combination") 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 in any jurisdiction, or the solicitation of any vote, consent or approval in any jurisdiction in connection with the Potential Business Combination or any related transactions, nor shall there be any sale, issuance or transfer of any securities 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.

## **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 October 5, 2023. 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 VII or any of their 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. Neither VII nor Banzai has 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 VII or Banzai or their 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 or the Potential Business Combination. 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. VII and Banzai assume no obligation to update the information in this Presentation.

## **Forward Looking Statements**

Certain statements included in this Presentation are not historical facts but are forward-looking statements, including for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "project," "forecast," "predict," "potential," "seem," "seek," "future," "outlook," "target," and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, but are not limited to: (1) statements regarding estimates and forecasts of other financial and performance metrics and projections of market opportunity; (2) references with respect to the anticipated benefits of the Potential Business Combination and anticipated closing timing; (3) changes in the market for Banzai's services and technology, and expansion plans and opportunities; (4) Banzai's unit economics; (5) the sources and uses of cash of the Potential Business Combination; (6) the anticipated capitalization and enterprise value of the combined company following the consummation of the Potential Business Combination; (7) developments of Banzai; (8) current and future potential commercial and customer relationships; (9) the ability to operate efficiently at scale; (10) anticipated investments in additional capital resources, and research and development and the effect of these investments; (11) the amount of redemption requests made by VII's public stockholders; (12) the ability of the combined company to issue equity or equity-linked securities in the future; and (13) expectations related to the terms and timing of the Potential Business Combination. These statements are based on various assumptions, whether or not identified in this Presentation, and on the current expectations of VII's and Banzai's management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of VII and Banzai.

## Forward Looking Statements (cont'd)

These forward-looking statements are subject to a number of risks and uncertainties, including: changes in domestic and foreign business, market, financial, political and legal conditions; the inability of the parties to successfully or timely consummate the Potential Business Combination, including the risk that any required stockholder or regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the combined company or the expected benefits of the Potential Business Combination is not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the combined company; failure to realize the anticipated benefits of the Potential Business Combination; risks relating to the uncertainty of the projected financial information with respect to Banzai; Banzai's ability to successfully and timely develop, sell and expand its technology and products, and otherwise implement its growth strategy; risks relating to Banzai's operations and business, including information technology and cybersecurity risks, loss of key customers and deterioration in relationships between Banzai and its employees; risks related to increased competition; risks relating to potential disruption of current plans, operations and infrastructure of Banzai as a result of the announcement and consummation of the Potential Business Combination; risks that Banzai is unable to secure or protect its intellectual property; risks that the post-combination company experiences difficulties managing its growth and expanding operations; the ability to compete with existing or new companies that could cause downward pressure on prices, fewer customer orders, reduced margins, the inability to take advantage of new business opportunities, and the loss of market share; the amount of redemption requests made by VII's stockholders; the impact of geopolitical, macroeconomic and market conditions, including the COVID-19 pandemic; the ability to successfully select, execute or integrate future acquisitions into the business, which could result in material adverse effects to operations and financial conditions; and those factors discussed in the Appendix to this Presentation and set forth in the section entitled "Risk Factors" and "Special Note Regarding Forward-Looking Statements" in VII's Quarterly Report on Form 10-Q for the quarter ended June 30, 2023, VII's Annual Report on Form 10-K for the year ended December 31, 2022, and in those documents that VII has filed, or will file, with the U.S. Securities and Exchange Commission (the "SEC"). If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. The risks and uncertainties above are not exhaustive, and there may be additional risks that neither VII, nor Banzai presently know or that VII, and Banzai currently believe are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect VII's, and Banzai's expectations, plans or forecasts of future events and views as of the date of this Presentation. VII, and Banzai anticipate that subsequent events and developments will cause VII's, and Banzai's assessments to change. However, while VII, and Banzai may elect to update these forward-looking statements at some point in the future, VII, and Banzai specifically disclaim any obligation to do so. These forward-looking statements should not be relied upon as representing VII's, and Banzai's assessments as of any date subsequent to the date of this Presentation. Accordingly, undue reliance should not be placed upon the forward-looking statements.

## Trademarks

VII and Banzai own or have rights to various trademarks, service marks and trade names that they use in connection with the operation of their respective businesses. 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 VII or Banzai, an endorsement or sponsorship by or of VII or Banzai, or a guarantee that VII or 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 VII, Banzai, or the 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.

## Non-GAAP Financial Measures

Some of the financial information and data contained in this Presentation, such as Adjusted EBITDA ("Adjusted EBITDA"), Adjusted EBITDA margin and free cash flow, have not been prepared in accordance with United States generally accepted accounting principles ("GAAP"). Adjusted EBITDA is defined as net income (loss) before interest expense, income tax expense (benefit), depreciation and amortization, as adjusted to exclude non-cash items or certain transactions that management does not believe are indicative of ongoing Company operating performance, which include bad debt and distributions to shareholders. These non-GAAP financial measures, and other measures that are calculated using such non-GAAP measures, are an addition to, and not a substitute for or superior to the most directly comparable financial measures prepared in accordance with GAAP.

VII and Banzai believe these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to Banzai's financial condition and results of operations. Banzai's management uses these non-GAAP measures for trend analyses, for purposes of determining management incentive compensation, and for budgeting and planning purposes. VII and Banzai believe that the use of these non-GAAP financial measures provide an additional tool for investors to use in evaluating projected operating results and trends in and in comparing Banzai's financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. However, there are a number of limitations related to the use of these non-GAAP measures and their nearest GAAP equivalent. For example, other companies may calculate these non-GAAP measures differently, or may use other measures to calculate their financial performance, and therefore Banzai's non-GAAP measures may not be directly comparable to a similarly titled measures of other companies. See the Appendix for reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures.



## **Important Information for Investors and Stockholders**

The Potential Business Combination will be submitted to stockholders of VII for their consideration and approval at a special meeting of stockholders. VII has filed a registration statement on Form S-4 (the "Registration Statement") with the SEC, which includes preliminary and definitive proxy statements to be distributed to VII's stockholders in connection with VII's solicitation for proxies for the vote by VII's stockholders in connection with the Potential Business Combination and other matters as described in the Registration Statement, as well as the prospectus relating to the offer of the securities to be issued to VII's stockholders and certain of Banzai's equity holders in connection with the completion of the Potential Business Combination. After the Registration Statement has been filed, VII will mail a definitive proxy statement and other relevant documents to its stockholders as of the record date established for voting on the Potential Business Combination. VII's stockholders and other interested persons are advised to read the preliminary proxy statement/prospectus and any amendments thereto and, once available, the definitive proxy statement/prospectus, in connection with VII's solicitation of proxies for its special meeting of stockholders to be held to approve, among other things, the Potential Business Combination, because these documents will contain important information about VII, Banzai and the Potential Business Combination. Stockholders may also obtain a copy of the preliminary or definitive proxy statement, once available, as well as other documents filed with the SEC regarding the Potential Business Combination and other documents filed with the SEC by VII, without charge, at the SEC's website located at [www.sec.gov](http://www.sec.gov). Copies of these filings may be obtained free of charge on VII's "Investor Relations" website at <https://www.7gc.holdings/sec-filings> or by directing a request to [info@7gc.co](mailto:info@7gc.co). VII and Banzai and their respective directors and executive officers, under SEC rules, may be deemed to be participants in the solicitation of proxies of VII's stockholders in connection with the Potential Business Combination. Investors and security holders may obtain more detailed information regarding VII's directors and executive officers in VII's filings with the SEC, including VII's Annual Report on Form 10-K filed with the SEC on March 31, 2023. Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of proxies to VII's stockholders in connection with the Potential Business Combination, including a description of their direct and indirect interests, which may, in some cases, be different than those of VII's stockholders generally, will be set forth in the Registration Statement. Stockholders, potential investors and other interested persons should read the Registration Statement carefully before making any voting or investment decisions.

This Presentation is not a substitute for the Registration Statement or for any other document that VII may file with the SEC in connection with the Potential Business Combination. INVESTORS AND SECURITY HOLDERS ARE URGED TO READ THE DOCUMENTS FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and security holders may obtain free copies of other documents filed with the SEC by VII through the website maintained by the SEC at <http://www.sec.gov>.

## **Financial Information and Additional Information in Connection with SEC Filings**

The information in this Presentation has not been reviewed by the SEC and certain information, such as financial measures referenced herein, may not comply in certain respects with SEC rules. As a result, the information in the Registration Statement may differ from this Presentation to comply with SEC rules. The "Pro Forma" financial data included herein has not been prepared in accordance with Article 11 of the SEC's Regulation S-X, is presented for informational purposes only and may differ materially from the Regulation S-X compliant unaudited pro forma financial statements to be included in 7GC's proxy statement / prospectus in connection with the Potential Business Combination. The Registration Statement will include substantial additional information about Banzai and VII not contained in this Presentation.

INVESTMENT IN ANY SECURITIES DESCRIBED HEREIN HAS NOT BEEN APPROVED OR DISAPPROVED BY THE SEC OR ANY OTHER REGULATORY AUTHORITY NOR HAS ANY AUTHORITY PASSED UPON OR ENDORSED THE MERITS OF THE POTENTIAL BUSINESS COMBINATION OR THE ACCURACY OR ADEQUACY OF THE INFORMATION CONTAINED HEREIN. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.



# Investment Summary Highlights

## Compelling Growth Story

The divergence between M&A volume and the growing number of marketing technology ("MarTech") companies presents an **exciting consolidation opportunity**

## Attractive Retention

Banzai's integrated platform capitalizes on **economies of scale** and complementary customer bases to **maximize cross-selling opportunities**

## Strong Market Tailwinds

**\$28B+** total addressable market across the MarTech value chain driven by tailwinds of digital channels

## Differentiated Products

Customers praise **Banzai's award-winning products** for its user-friendly interfaces and thoughtful product architecture

## Competitive Strategy

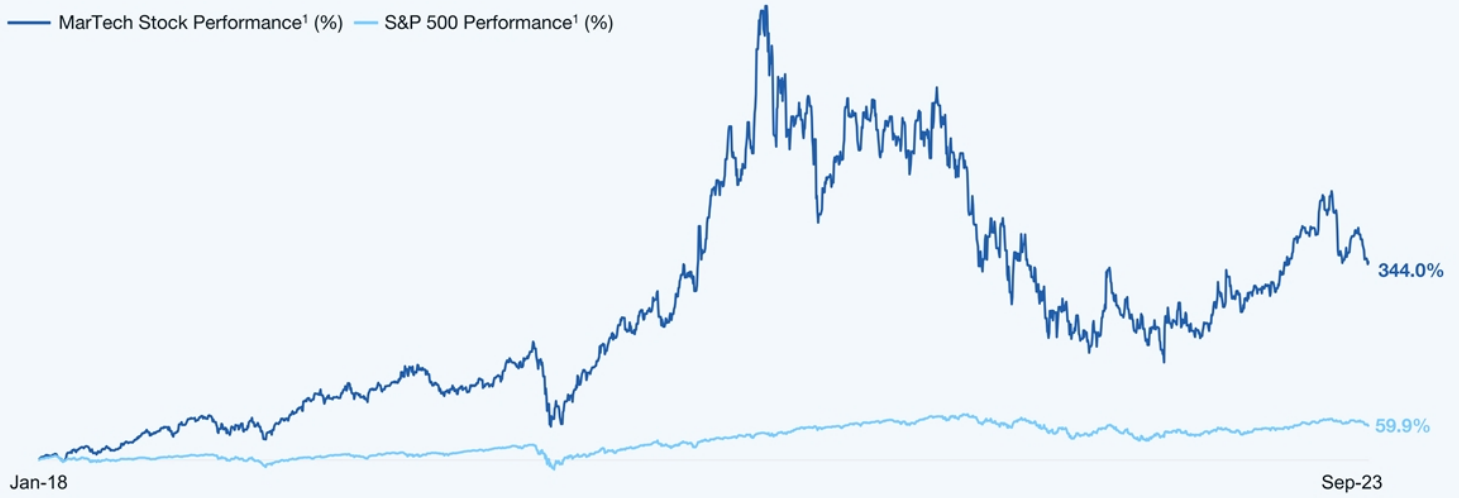
Banzai has established a **clear acquisition strategy** with well-defined evaluation and success criteria

## Experienced Management

The Management team has supported **19 M&A transactions in the past decade** as buyer, seller, or operator

# MarTech is an Attractive Vertical

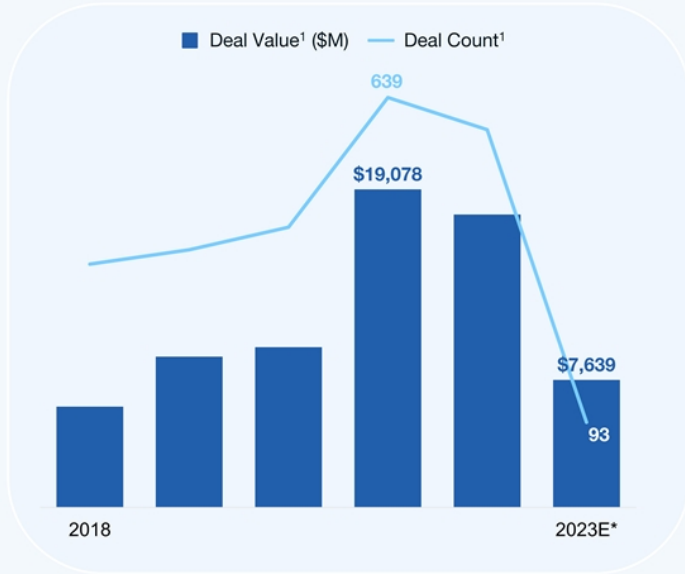
Over the past five years, MarTech has proven to be a **highly attractive investment**, yielding robust returns and **consistently outperforming the market**.



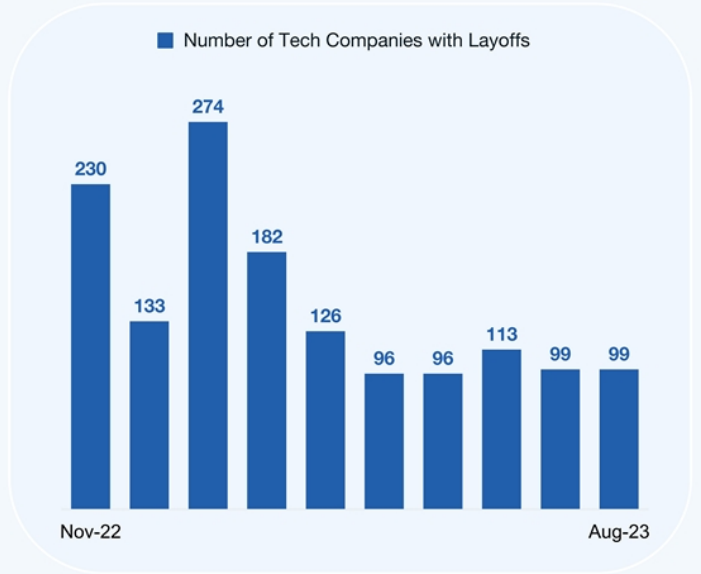
Note: MarTech Stock Performance is indexed on average performance of ADBE, CRM, HUBS, TTD, ORCL, WIX, CRTO, and MGNI; S&P 500 Performance is indexed on SP50 performance  
1) FactSet, September 2023

# Lower VC Funding Pressuring MarTech SaaS

## MarTech and Enterprise SaaS VC Deal Activity



## Tech Companies Continue to Downsize<sup>2</sup>

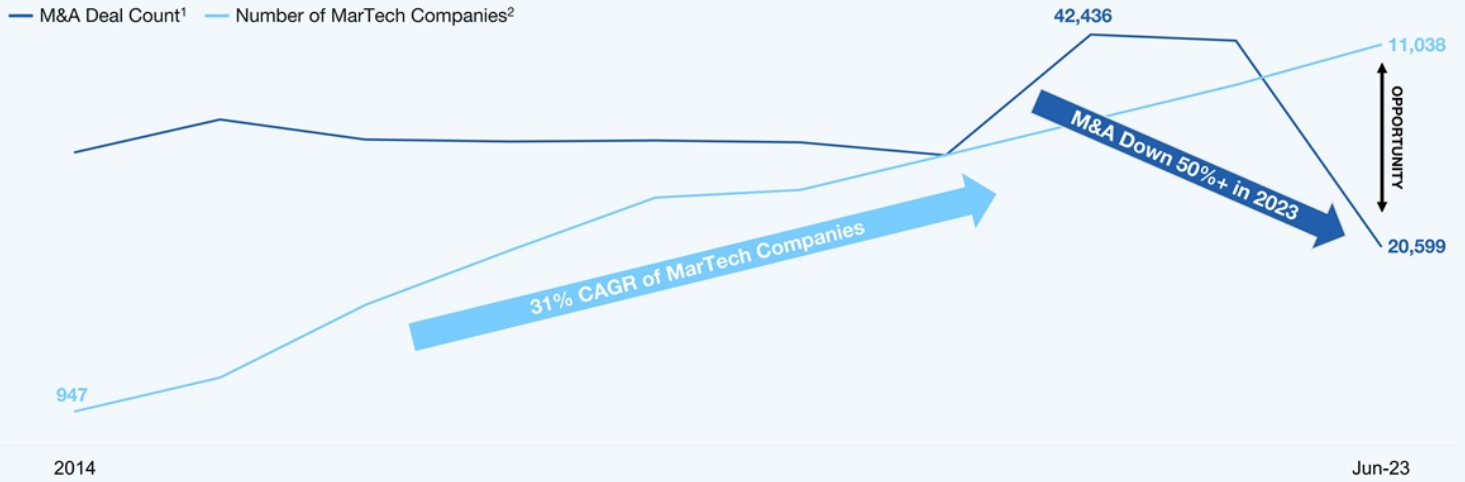


\*YTD annualized figure based on Q1 2023 deal value  
 1) PitchBook Launch Report: Enterprise SaaS, May 2023  
 2) Layoffs.fyi, September 2023



# A Unique Market Discrepancy

The **divergence** between M&A volume and the growth in the number of MarTech companies presents a **growing opportunity for consolidation**.



1) PitchBook Q2 2023 Global M&A Report, July 2023  
2) ChiefMarTec Marketing Technology Landscape, 2023

Many MarTech companies are looking to sell, but buyers are at a **10-year low**.<sup>1</sup>

**Banzai** is consolidating mission-critical, sub-scale MarTech products. Our secret sauce is **customer expansion through cross-sales**.

Marketers struggle with an explosion of SaaS vendors. Enterprises use an average of **120+ marketing tools for their daily operations**, leading to **disjointed customer experiences and messy data.**<sup>1</sup>



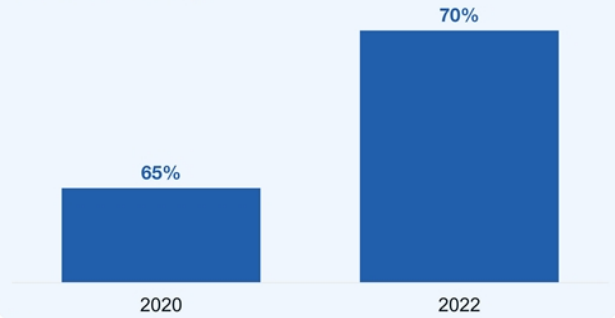
# Data is the Top Challenge for Marketers

## Marketers are Requiring Solutions that Integrate Seamlessly

Enterprises use an average of 120+ different marketing SaaS solutions.<sup>1</sup>

50% of marketers consider data centralization capabilities as the most important factor when choosing a new marketing technology solution.<sup>2</sup>

Customer data specifically remains a huge challenge for marketers — in the 2022 Marketing Data and Analytics Survey, 70% of marketing analytics consumers agreed that access to unified customer data is a major barrier to the success of marketing analytics, up from 65% in the 2020 survey.<sup>3</sup>



1) Netskope Cloud Report, August 2019

2) Winterberry Group Strategic Due Diligence Report for Banzai, April 2023

3) Gartner®, Cool Vendors™ in Marketing Data and Analytics, October 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and COOL VENDORS is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved.

Banzai develops essential marketing solutions for companies that want to grow faster, offering seamless integrations and experiences to increase customer value out of the box.

# Buyer Universe for Rolling Up MarTech Industry

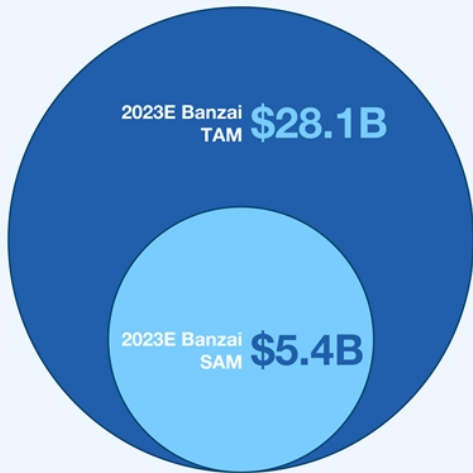
Strategic buyers are focused on whales, presenting an opportunity for **small cap consolidation**.





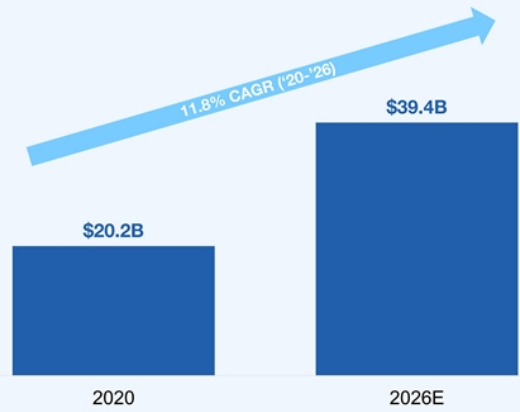
# The Prize for Winning is Big

## Banzai's Serviceable Available Market



Banzai's **Serviceable Available Market (SAM)** is expected to grow to **\$8.4B** by 2026E, at a CAGR of **16.07%** (2020-2026E)

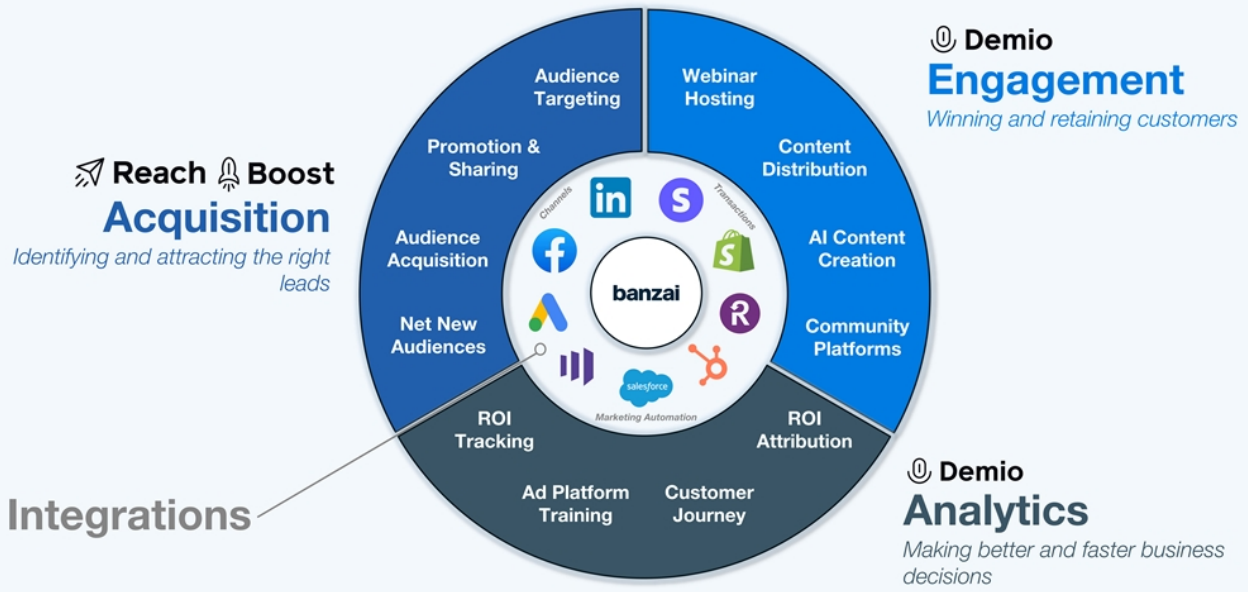
## United States B2B MarTech Spend



Banzai's **Total Available Market (TAM)** is expected to grow to **\$39.4B** by 2026E, at a CAGR of **11.8%** (2020-2026E)

# Company Overview

# Banzai Develops Mission-Critical MarTech Solutions **banzai**





## Evaluation Criteria

Financial Performance	ARR / EBITDA	YOY Growth	Regulation S-X
Strategic Fit	Product / Platform Enhancement	Cross-Sell	Market Opportunities
Customer Metrics	Growth	Churn	NRR
Synergy	Product / System Integration	Cost Efficiencies	

Banzai's **Evaluation Criteria** are structured to ensure that acquisitions are **strategically positioned for success**.



Banzai's **Success Criteria** necessitates the adherence to specified practices & KPIs to assure **optimal business operations** and **organizational success**.

Rule of 40

- Revenue Growth %
- EBITDA Margin %

NPV and IRR

- Actual Performance vs. Forecast  
*Assumes appropriate hurdle rate*

Customer Expansion

- Unit Economics
- Reduced Churn
- Cross-Sell

KPIs

- LTV / CAC
- CSAT / NPS
- Relative to Plan  
*Impact on Combined Entity*

# Our Secret-Sauce is Customer Expansion

Banzai's secret sauce is our Customer Expansion flywheel. As we grow our organic customer base, and as we add more solutions to our platform, our ability to drive cross-sales increases, compounding over time.



# Acquisition – Boost

**Boost**  
Mastering Digital Marketing Strategies for Success

**Your Score**  
Track your progress here and boost the event's success by inviting your network! **10/20**  
Points left out of 20

**Rewards**  
Only the gift corresponding to the highest score you have completed will be awarded.

- Amazon Gift Card \$15**  
Bring 10 referrals to get this Amazon Gift Card. **10** Registrants
- Amazon Gift Card \$25**  
Bring 20 referrals to get this Amazon Gift Card. **0** Registrants

**Share this event!**  
Choose where to share with your community.

**Edit Email - Invitation**

**Reward Name**  
Amazon Gift Card \$15

**Description**  
Bring 10 referrals to get this Amazon Gift Card.

**Upload Media**  
JPG, PNG, GIF up to 3 MB

**Points**  
10  
Points to Registration

**Boost** | Schedule | Events | Boost Registrations

Sarah Davis  
Digital Boost

Mastering Digital Marketing Strategies for Success • Launched

**Registrants**

Channel	Registrants
LinkedIn	876
Facebook	1876
Twitter	1287
Email	1287

Terms and Conditions

## Get Butts in Seats

Reach makes it easy for you to directly connect with your event's target audience.

[View More Registrations](#)

A screenshot of an event attendee list. The list includes the following entries:

- Nathan Bailey, Director of Demand Generation
- Ashley Levesque, VP of Marketing
- Amy Knight, Senior VP of Communications
- George Hall, CMO
- Ida Hamilton, Regional Field Marketer
- Miles Stroman, Senior Manager of Events
- Natalie Benson, Head of Marketing

At the bottom of the list, it says "4,502 Others Attending" with a "View All" link.

### My Event

Event Type: Regional

Event Name: Marketing Happy Hour

Address: 101 Yesler Way, Suite 600, Seattle WA...

Date: 12/21/21 | Time Start: 5:00pm | Time End: 8:00pm

Description: Join the Banzai team for drinks and merriment, celebrating our favorite pipeline heroes: Marketers.

### Target Audience

Locations: Select Your Locations

Q Search

Job Experience: Seniority

VP Level

Job Functions: Marketing; Communications

Company: Employee Size

500-1000

Revenue: 0 | 25M

### Marketing Happy Hour

Outreach Channels

- Email
- Phone
- Banzai Community

Invitations Complete

### banzai Event Registration Form

Full Name\*  
Amy Knight

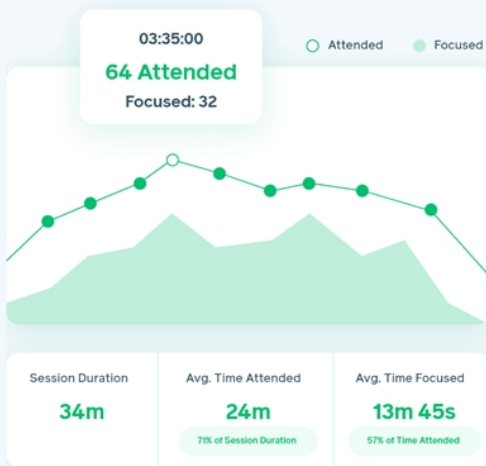
Email\*  
amy@hubspot.com

Title\*  
Senior VP of Communications

Company\*  
HubSpot

Register

# Engagement and Analytics – Demio



**Export CSV of Participants**

### Customer Avatar Worksheet

122 Downloads — 55% of Attended

Chat | Polls | Handouts

Public | All | Admin

Maryna Paryvai (Host) | Hi

Mikey | Hello

Send a Reaction

Type your message...



# Banzai Delivers Award Winning Products



# Our Customers Love Us

ActiveCampaign >

**1,900+**

Hosted Sessions  
(YTD 2022)



**800+**

Increased Registrations



**3,100**

Increased Registrations



**1,000+**

Hosted Sessions  
(2020–2023)

THINKIFIC

**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)

Note: All numbers are based on customer usage for periods 2017-2022 unless otherwise indicated

# Management Overview

# Leadership with Demonstrated Acquisition Track Record **banzai**

Cohesive management team with long working history at **Avalara, Verivox, and other leading companies** that has supported **19 M&A transactions** over the past decade.



**Joe Davy**  
CEO

GM, Avalara  
Founded Banzai in 2016



**Mark Musburger**  
CFO

Director, Avalara



**Simon Baumer**  
CTO

VP Engineering,  
Verivox



**Ashley Levesque**  
VP of Communications



**Rachel Stanley**  
VP of Customer Experience



# Executive Team M&A Track Record

<p>2022</p> <p>aboalarm / volders</p>	<p>2022</p> <p>preis24 / Undisclosed</p>	<p>2021</p> <p>demio / banzai</p>	<p>2020</p> <p>High Attendance / banzai</p>	<p>2020</p> <p>Afilias / donuts</p>	<p>2018</p> <p>GETSAFE Broker Business Unit / verivox</p>
<p>2018</p> <p>GETSAFE Digital Brokerage Business / verivox</p>	<p>2017</p> <p>Outbank / verivox</p>	<p>2017</p> <p>Rightside / donuts</p>	<p>2017</p> <p>budurl / donuts</p>	<p>2015</p> <p>VAT APPLICATIONS / Avalara</p>	<p>2015</p> <p>EZtax / Avalara</p>
<p>2015</p> <p>Avalara MyLodgeTax / Avalara</p>	<p>2014</p> <p>FUELQUEST / INSITE360</p>	<p>2014</p> <p>TOPTARIF / verivox</p>	<p>2013</p> <p>Tax Technology Services / Avalara</p>	<p>2010</p> <p>TAXCIENT / Avalara</p>	<p>2007</p> <p>eFileSolutions / Avalara</p>

Note: List does not include all M&A transactions executed by the management team

# Transaction Summary



# 7GC & Co Holdings Platform

**\$2.0B TECHNOLOGY CAPITAL DEDICATED TO PRIVATE GROWTH, TOP TIER FUNDS AND SPAC INVESTING**

## 1. 7GC & Co Fund I & Fund II

- ✓ \$225M target AUM across Fund I & II with over 400 investments evaluated since 2018

## 2. Strategic Co-Investment

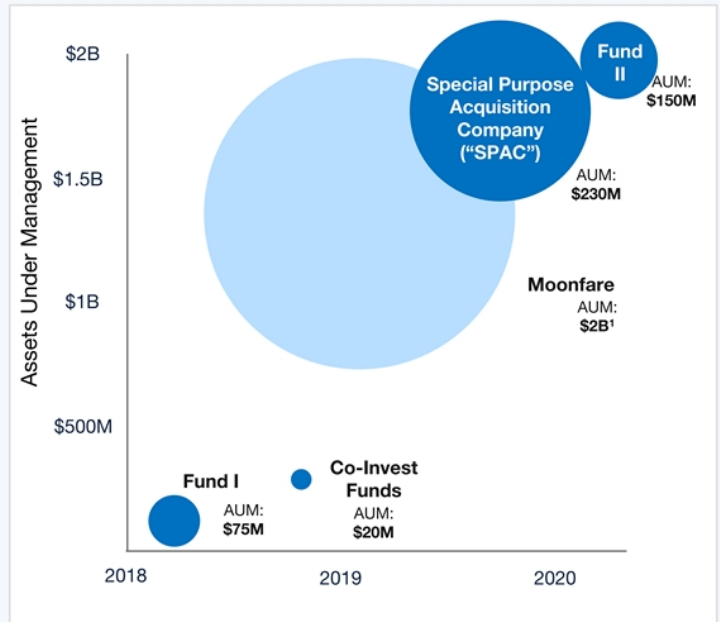
- ✓ Existing LPs receive access to participate alongside 7GC in oversubscribed rounds like Capsule (2020 Forbes Next-Billion Dollar Startup) and hims (exited via IPO)

## 3. 7GC & Co Holdings Inc. ("VII")

- ✓ Raised an upsized 4.5x oversubscribed \$230M IPO targeting the technology industry; 7GC Fund sponsored

## 4. MOONFARE

- ✓ Digital-first investing platform that has invested over \$1B into most prominent VC and PE firms in the world including Founders Fund, KKR, EQT, and The Carlyle Group



1) 7GC; Moonfare Website: Moonfare doubles Assets under Management to over €2 billion

# Business Combination Summary

## Business Combination Structure

- 7GC & Co. Holdings Inc. ("VII") intends to complete a business combination (the "Business Combination") with Banzai International, Inc. ("Banzai"), a leading full-stack performance marketing platform
- The Business Combination is targeted to close in the second half of 2023, subject to the satisfaction of customary closing conditions

## Valuation

- The Business Combination values Banzai at \$100 million
- Existing Banzai shareholders are expected to roll over 100% of their equity as part of the Business Combination

## Capital Structure

- The Business Combination is expected to be funded by a combination of cash held in the VII trust account and common stock to be received by Banzai shareholders
- The Business Combination is expected to result in no new debt and approximately \$35 million net cash on the balance sheet<sup>1</sup>
- Banzai is supported by a \$100 million share subscription facility from GEM

1) Assumes no redemptions of VII public stockholders from the VII trust account

# Next Steps and Timeline

Item	Status
\$100 PIPE Agreement	Complete
BCA Executed	Complete
Banzai 2021 / 2022 Audits	Complete
Banzai H1 Review	Complete
Fairness Opinion	Complete
S-4 Draft	Complete
Initial S-4 Filing	Complete
PIPE Raise	In Progress
SEC Review & Merger Completed	In Progress

# Investment Summary Highlights

## Compelling Growth Story

The divergence between M&A volume and the growing number MarTech companies presents an **exciting consolidation opportunity**

## Attractive Retention

Banzai's integrated platform capitalizes on **economies of scale** and complementary customer bases to **maximize cross-selling opportunities**

## Strong Market Tailwinds

**\$28B+** total addressable market across the MarTech value chain driven by tailwinds of digital channels

## Differentiated Products

Customers praise **Banzai's award-winning products** for its user-friendly interfaces and thoughtful product architecture

## Competitive Strategy

Banzai has established a **clear acquisition strategy** with well-defined evaluation and success criteria

## Experienced Management

The Management team has supported **19 M&A transactions in the past decade** as buyer, seller, or operator

# Appendix

# Today's Presenters

## banzai



**Joe Davy**  
CEO and Founder

- Senior executive with track record of growing and scaling businesses
- Grew Banzai from 2 people to more than 50 with no outside capital
- GM, Avalara. Ran CertCapture and TrustFile business units



**Mark Musburger**  
CFO

- Senior executive with track record of growing and scaling businesses
- Previously CFO for Corvee and Sr. Director at Identity Digital.
- Director at Avalara. Ran budget across all departments, representing \$180 million in revenue



## ZC & Co. Holdings



**Jack Leeney**  
Chairman and CEO

- Proven growth technology investing track record
- Co-Founder & Managing Partner of 7 Global Capital
- 2x SPAC Board Director – Porch.com & Appreciate



**Chris Walsh**  
CFO and COO

- Proven growth technology investing track record
- Vice President of 7 Global Capital
- Founding member at Empros Capital, technology-focused merchant bank



# Marketing Technology Opportunity

11,000+ MarTech SaaS companies present a major opportunity for consolidation<sup>1</sup>

Banzai is building and acquiring mission-critical Marketing Technology solutions across three themes, to create a suite of seamlessly integrated solutions for our customers



Acquisition



Engagement



Analytics

## Marketing Technology is a Huge and Fast Growing Opportunity

\$28B TAM, growing by 11.8% CAGR from 2020 to 2026<sup>2</sup>  
M&A down 50%+ in 2023, creating many attractive opportunities<sup>3</sup>

Banzai currently serves 3,000+ customers, presenting a great opportunity for customer organic & inorganic expansion

Experienced team who has successfully executed on SaaS strategy

Recurring revenue model, high profit margins, and significant operating leverage combined with rapid growth

1) ChiefMarTec Marketing Technology Landscape, 2023

2) Winterberry Group Strategic Due Diligence Report for Banzai, April 2023

3) From 2021 through June 30, 2023; PitchBook Q2 2023 Global M&A Report, July 2023



# Risk Factor Summary

Actual events, circumstances, or results are difficult or impossible to predict and may differ materially from those contemplated in any forward-looking statements made in this Presentation and are due to a variety of risks and uncertainties including, but not limited to, that Banzai: is dependent upon customer renewals, the addition of new customers, increased revenue from existing customers and the continued growth of the market for its platform; may fail to adapt and respond effectively to rapidly changing technology, evolving industry standards and changing customer needs or requirements, and its platform may become less competitive; may not successfully execute on its strategy and continue to develop and effectively market solutions that anticipate and respond to the needs of its customers, its business, operating results and financial condition may suffer; may fail to properly manage its technical operations infrastructure, experience service outages, undergo delays in the deployment of its applications, or its applications may fail to perform properly, as a result may be subject to liabilities and its reputation and operating results may be adversely affected; has in the past completed acquisitions and may acquire or invest in other companies or technologies in the future, which could divert management's attention, fail to meet its expectations, result in additional dilution to its stockholders, increase expenses, disrupt operations or harm operating results; may fail to further enhance its brand and maintain its existing strong brand awareness, its ability to expand its customer base will be impaired and its financial condition may suffer; may fail to effectively develop and expand its marketing, sales, customer service, operations, and capabilities could harm its ability to increase its customer base and achieve broader market acceptance of its platform; has experienced rapid growth and organizational change in recent periods and expects continued future growth, and if Banzai fails to manage its growth effectively, Banzai may be unable to execute its business plan, maintain high levels of service or address competitive challenges adequately; and faces significant competition, which may adversely affect its ability to add new customers, retain existing customers and grow its business. Other risks and uncertainties include changes in domestic and foreign business, market, financial, political and legal conditions; the inability of the parties to successfully or timely consummate the Business Combination, including the risk that any required stockholder or regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the combined company; failure to realize the anticipated benefits of the Business Combination; risks relating to the uncertainty of the projected financial information with respect to Banzai; Banzai's ability to successfully and timely develop, sell and expand its technology and products, and otherwise implement its growth strategy; risks relating to Banzai's operations and business, including information technology and cybersecurity risks, loss of customers and deterioration in relationships between Banzai and its employees; risks related to increased competition; risks relating to potential disruption of current plans, operations and infrastructure of Banzai as a result of the announcement and consummation of the Business Combination; risks that the post-combination company experiences difficulties managing its growth and expanding operations; the amount of redemption requests made by 7GC's stockholders; the impact of geopolitical, macroeconomic and market conditions, including the COVID-19 pandemic; the ability to successfully select, execute or integrate future acquisitions into the business, which could result in material adverse effects to operations and financial conditions; and those factors discussed in VII's Quarterly Report on Form 10-Q for the quarter ended June 30, 2023, VII's Annual Report on Form 10-K for the year ended December 31, 2022, and in those documents that VII has filed, or will file, with the SEC. If any of these risks materialize or its assumptions prove incorrect, actual results could differ materially from the results implied by statements made in this Presentation. There may be additional risks that neither VII nor Banzai presently know or that VII and Banzai currently believe are immaterial that could also cause actual results to differ from those contained in forward-looking statements. Accordingly, you should not place undue reliance on its forward-looking statements.