



banzai

AI-Powered Marketing Technology Solutions

Q4 and FY 2025 Financial Results Conference Call

NASDAQ: BNZI

March 31, 2026

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

- 1** **Company Overview & Market Opportunity**
Joe Davy, Chairman & CEO
- 2** **Q4 & Full Year 2025 Highlights**
Joe Davy
- 3** **Strategic Acquisitions Update**
Joe Davy
- 4** **2026 Strategic Priorities**
Joe Davy
- 5** **Financial Results**
Dean Ditto, CFO
- 6** **Q&A Session**
All

Joe Davy
Chairman & CEO

Founder

Dean Ditto
Chief Financial Officer

30+ Years Experience

Banzai is the AI-Powered SaaS Platform for Marketing

We develop AI-powered marketing and sales solutions that make our customers' lives 10x faster and easier. Our products enable a robust customer base to target, engage, and measure both new and existing customers more effectively.

Demio

Webinar & virtual event platform
with AI moderation

OpenReel

Enterprise AI-powered remote video
production

CreateStudio

AI 3D video creation & animation
(90K+ users)

Superblocks

AI agent for building & hosting web
sites and landing pages.

Boost & Reach

Audience targeting & event
amplification

ConnectAndSell*

AI sales acceleration platform
(~\$14.7M revenue)

**Proposed acquisition, expected to close Q2 2026*

Market Opportunity

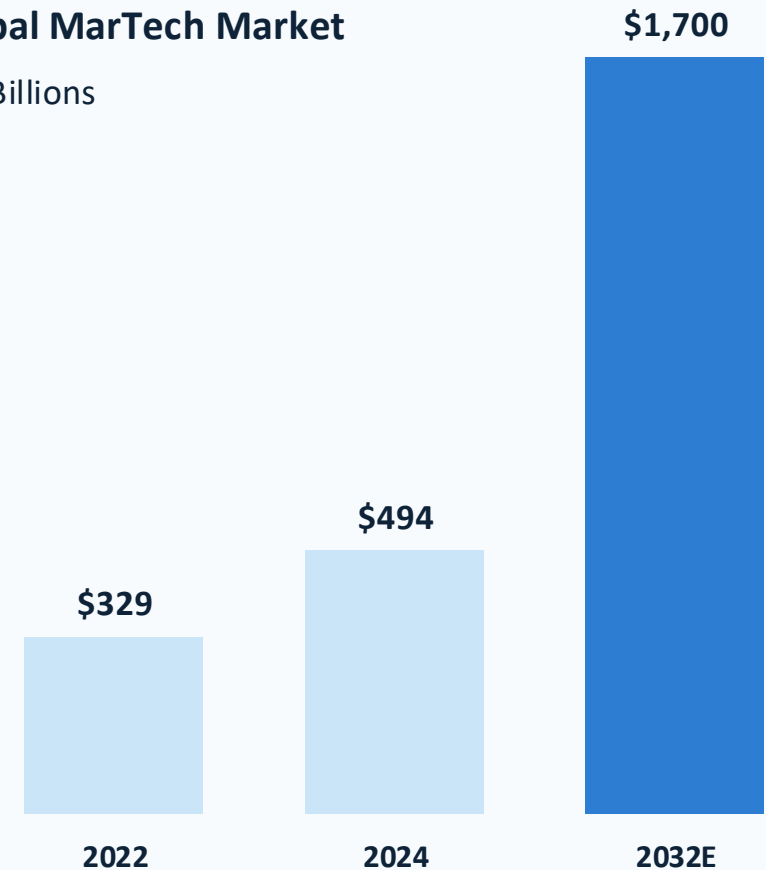
MarTech Market Growth Drivers

- Increasing enterprise digital transformation
- Surging demand for personalized customer experiences
- Proliferation of automation and AI in marketing
- Vendor complexity creating consolidation demand

The Challenge: Enterprise marketers use an average of 120+ marketing tools, leading to disjointed customer experiences and fragmented data. Banzai addresses this by centralizing essential marketing tools on a single AI-powered platform.

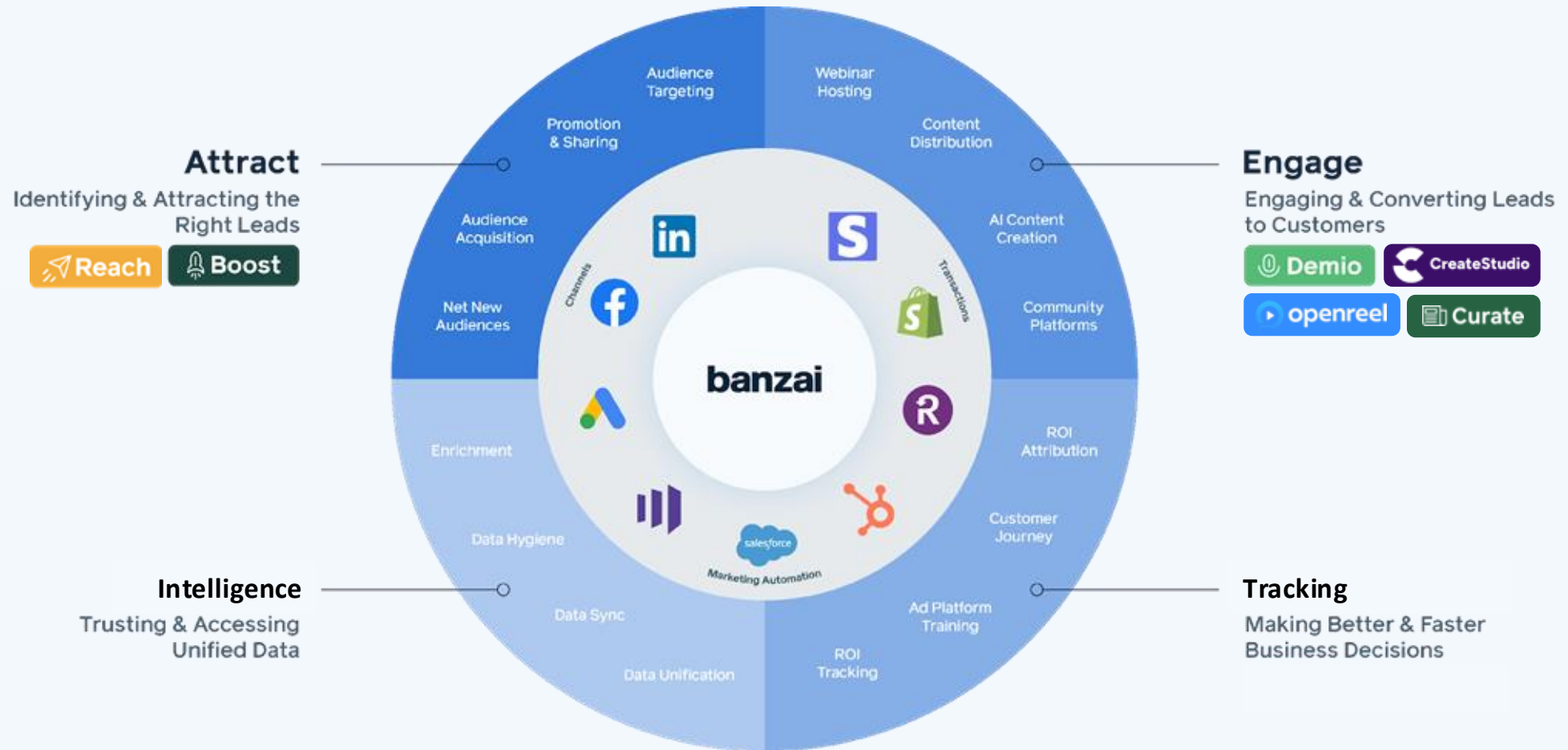
Global MarTech Market

\$ in Billions



Banzai: The AI Revenue Platform

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.



Financial Highlights

Q4 2025

\$2.8M

Q4 Revenue

+116% YoY

81.9%

Gross Margin

+1,061 bps YoY

\$2.8M

Reduction in Net Loss

36% Improvement YoY

(\$1.6M)

Adj. EBITDA

3% Improvement YoY

Full Year 2025

\$12.2M

FY Revenue

+169% YoY

82.0%

Gross Margin

+1,342 bps YoY

\$9.0M

Reduction in Net Loss

29% Improvement YoY

\$8.1M

Stockholders' Equity

+\$10.8M YoY

2025 & Subsequent Highlights

Financials & Customer

- 2025 Revenue of \$12.2 Million, up 169% from 2024.
- 2025 Net Loss improved by \$9 million compared to FY 2024.
- Stockholders' equity increased \$10.8 million to \$8.1M as of December 31, 2025
- Customer base of over 150,000 total customers who have purchased or subscribed to Banzai products.

Strategic & People

- Secured \$11.0 million debt facility to support acquisitions and ongoing operations
- Institutional investor increased direct equity stake to 18.7% via warrant exercise
- Appointed Dean Ditto as CFO and Michael Kurtzman as CRO, strengthening leadership team

Acquisitions

- **ConnectAndSell:** Executed letter of intent to acquire certain assets of ConnectandSell, a profitable AI-powered sales acceleration platform, expected to more than double revenue.¹
- **SuperBlocks:** Acquired the assets of privately-held Superblocks, an Agentic AI platform for developing and hosting launch-ready SEO-optimized websites.

1) Subject to execution of definitive agreement and certain closing conditions.

Proposed Acquisition: **ConnectAndSell**

AI Sales Acceleration Platform for Healthcare, Financial Services & Technology Enterprises

~\$14.7M

Annual Revenue

86%

Gross Margin

~250

Enterprise Customers

10+

Patents (Issued & Pending)

Revenue Scale

More than doubles Banzai's annualized revenue to \$27M+ combined, establishing meaningful revenue scale on Nasdaq.

Platform Expansion

Extends Banzai's platform from marketing engagement into outbound sales execution, creating a rare end-to-end GTM solution.

Cross-Sell Opportunity

Banzai's 150K+ customers gain sales acceleration; ConnectAndSell's ~250 enterprise clients gain full-funnel marketing.

AI, Data & IP Moat

10 issued patents, AI human-voice detection in <740ms at 94% accuracy, and 24M+ conversations scored nightly.

Introducing Superblocks

The AI Agent for Marketers to Build and Launch Websites, Event Sites, Landing Pages, and More...

Acquired November 2025, Superblocks is an Agentic AI platform that enables marketers to create and host professional websites, landing pages, and web applications using conversational AI.

Natural Language Creation

Users describe what they want, and the AI agent generates the UI, functionality, and hosts the application

Platform Integration

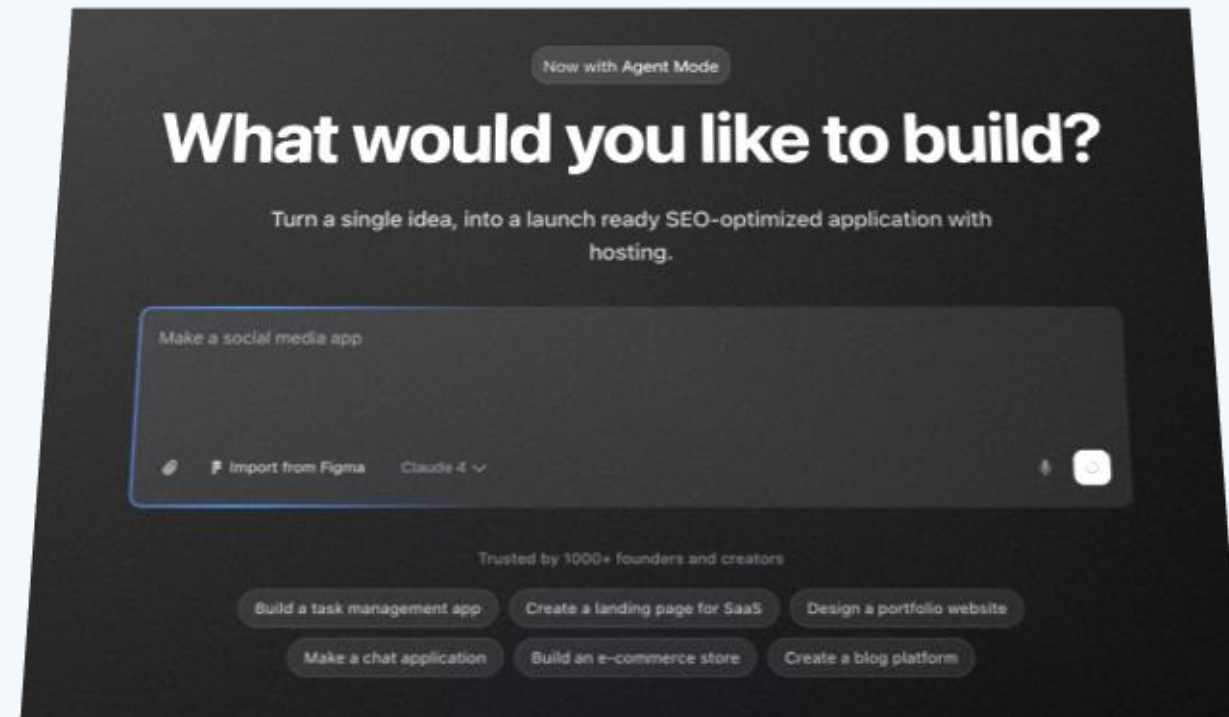
Will enables Banzai customers to build custom registration pages, event pages, video pages, and more with ease

Democratizes Web Development

Eliminates the need for rigid template builders or extensive web development experience

AI Platform Strategy

Advances Banzai's vision of building the comprehensive AI platform for marketing



2026 Strategic Priorities

Strengthen the Balance Sheet

Continue deleveraging through disciplined capital allocation. Stockholders' equity grew 48% in Q4 alone, with \$10.8M improvement YoY.

Execute Strategic Acquisitions

Close ConnectAndSell acquisition in Q2 2026. Maintain active M&A pipeline focused on profitable, AI-aligned businesses. Three acquisitions closed since December 2024 (OpenReel, Vidello, Superblocks).

Accelerate Organic Growth

Scale enterprise sales. BFSI and Healthcare vertical focus. Transition CreateStudio to SaaS model. Drive cross-sell across platform.

Invest in AI & Product Innovation

Continue embedding AI across all products. Leverage shared authentication, data layer, and AI capabilities across portfolio. Build deeper integrations between products.

Build the Senior Team

New leadership: Dean Ditto (CFO), Michael Kurtzman (CRO), Matt McCurdy (VP Sales). Continue attracting proven leaders with discipline and vision to execute on our growth plan.

Banzai's Growing Customer Family

Blue-chip customer base spanning healthcare, financial services, and technology across 90+ countries.

150,000+

Total Customers

90+

Countries Served

250+

Healthcare Customers

240+

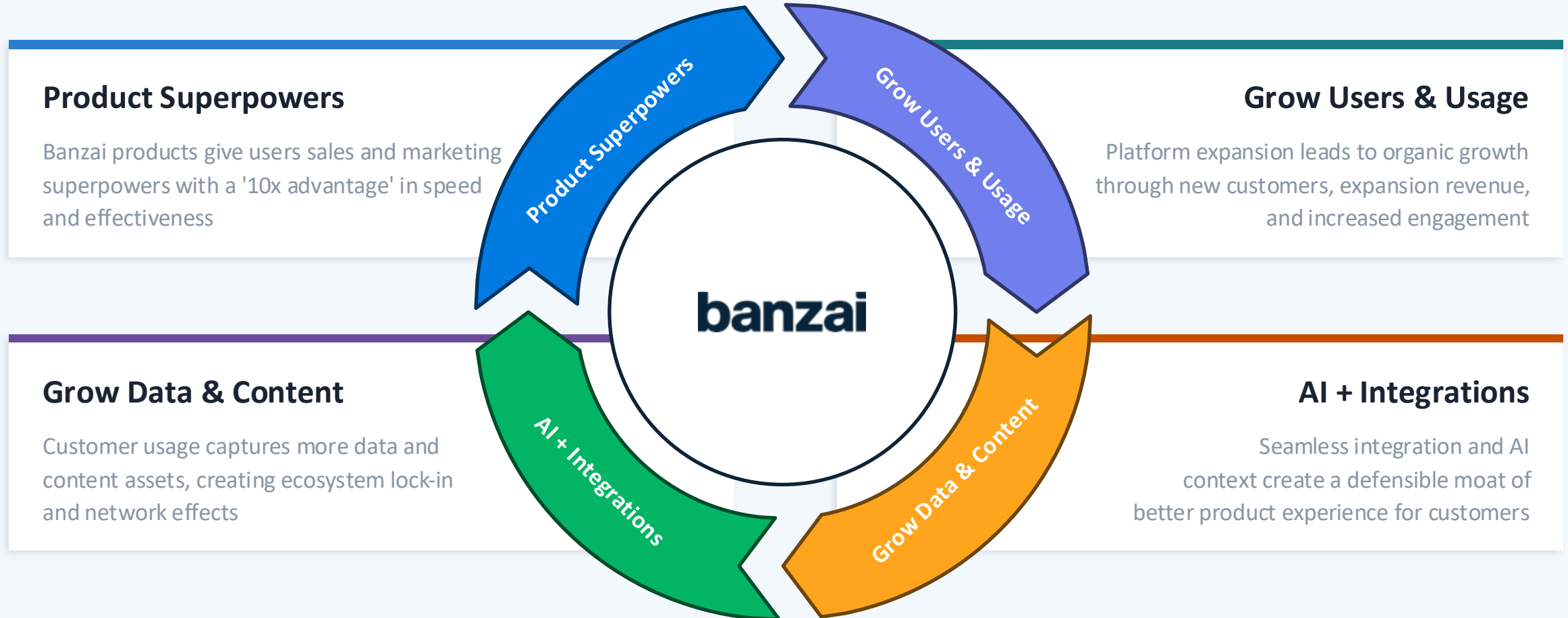
Multi-Host Demio Enterprise



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

Vision: A Flywheel Driving Customer Loyalty

Continued platform expansion drives organic growth through new customers, deeper engagement, and AI-powered insights.



Acquisition Strategy

Building long-term value through disciplined, strategically aligned acquisitions

Acquisition Framework

- Customer alignment with enterprise & mid-market profile
- Profitability or clear path to profitability
- Strategic fit across Attract, Engage, Convert, Measure
- AI and data moat potential
- Reasonable valuation and deal structure
- [Active M&A pipeline with additional opportunities under evaluation](#)

Recent Track Record

OpenReel

Enterprise video production

Dec 2024

Vidello

Video hosting & marketing

Jan 2025

Superblocks

AI web development

Nov 2025

ConnectAndSell¹

AI sales acceleration

Q2 2026E

Estimated Pro Forma Combined Revenue: ~\$27 million²

1) Proposed; subject to definitive agreement and closing conditions.

2) Estimate based on pro-forma combined FY 2025 revenue of Banzai and ConnectAndSell, Inc. on an unaudited basis.

Q4 2025 Financial Summary

\$ in Millions	Three Months Ended December 31,			Year Ended December 31,		
	2025	2024	Δ YoY	2025	2024	Δ YoY
Revenue	\$2.8	\$1.3	116%	\$12.2	\$4.5	169%
Gross Profit	\$2.3	\$0.9	148%	\$10.0	\$3.1	221%
Gross Margin	81.9%	71.3%	1,061 BPS	82.0%	68.6%	1,342 BPS
Total Operating Expenses	\$6.6	\$4.8	36%	\$28.4	\$16.6	72%
Operating Income (Loss)	(\$4.3)	(\$3.9)	9%	(\$18.5)	(\$13.5)	37%
Net Income (Loss)	(\$5.0)	(\$7.9)	(36%)	(\$22.5)	(\$31.5)	(29%)
Adjusted EBITDA (Loss)	(\$1.6)	(\$1.7)	(3%)	(\$7.3)	(\$6.5)	12%

\$ in Millions	December 31, 2025	Dec. 31, 2024
Cash & Cash Equivalents	\$0.3	\$1.1

Closing Summary

Strong Revenue Growth

Q4 revenue up 116% YoY to \$2.8M; FY2025 up 169% to \$12.2M

Expanding Margins

Gross margin expanded to 82% in FY2025 (+1,342 bps), reflecting higher-margin acquired products

Balance Sheet Improvement

Stockholders' equity grew \$10.8M to \$8.1M; eliminated ~\$4.8M of senior secured debt

Transformative M&A

Proposed acquisition expected to double revenue; three acquisitions closed since Dec 2024

Massive Customer Base

150,000+ customers across 90+ countries including blue-chip enterprises across multiple industries

Positioned for 2026

\$11M debt facility secured; strengthened leadership team; active M&A pipeline; BFSI / healthcare verticals

We are focused on generating sustainable value for our shareholders through disciplined growth, strategic acquisitions, and operational excellence.

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

