

August 15, 2025

Company Description

Banzai International, Inc. (“Banzai” or “the Company”) has emerged as a dynamic innovator in the marketing technology (MarTech) sector, leveraging data-driven solutions to empower businesses across diverse industries. The Company offers Software as a Service (SaaS), Artificial Intelligence (AI)-enabled marketing and sales applications for businesses of all sizes. Banzai is building a comprehensive integrated platform to provide its clients with a complete streamlined product suite that communicates seamlessly with all facets of their marketing and sales operations under a unified architecture. The Company’s business model emphasizes cost-effective customer acquisition, new product introduction, and profitability. Banzai’s customer acquisition is based on a “Land and Expand” growth model, encouraging customers to start with one product and adopt more of the Company’s products over time, supported by an integrated suite that delivers a unified user experience. Banzai’s product roadmap includes both internal development and acquisitions. Internally, the Company identifies unmet customer needs to guide development. On the acquisition front, it targets profitable businesses with high-growth potential that expand its platform’s functionality. Banzai has strategically positioned itself at the forefront of the AI-driven MarTech sector, integrating AI-enabled functionalities across its platform to deliver predictive analytics, content creation, and automated workflows. The Company’s product offerings support the entire marketing funnel—from lead capture to engagement and analytics. This integrated approach aligns with the growing market demand for centralized, efficient marketing solutions, with 60% of marketers now preferring all-in-one solutions over separate specialized tools due to integration challenges.

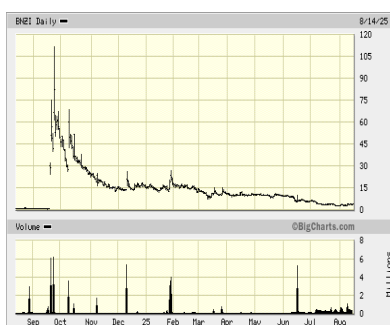
Key Points

- Banzai reported Q2 2025 earnings, delivering strong year-over-year growth with annual recurring revenue up 182% to \$12.6 million and total revenue up 205% to \$3.3 million. Gross profit rose to \$2.7 million from \$0.7 million, boosting gross margin to 83.0% from 69.1%. Operating expenses increased to \$7.4 million due to the OpenReel and Vidello acquisitions and higher overall costs, while the Company reported a net loss of \$7.8 million versus \$4.0 million last year and an Adjusted EBITDA loss of \$1.5 million, unchanged from Q2 2024.
- During the quarter, the Company secured an \$11.0 million debt facility from an institutional investor to fund acquisitions and support ongoing operations.
- Additionally, Banzai appointed Dean Ditto as Chief Financial Officer, bringing more than 30 years of strategic financial leadership experience in both public and private companies and named Michael Kurtzman as Chief Revenue Officer to lead growth initiatives and scale its video engagement, production, and webinar solutions.
- As of August 14, 2025, Banzai’s customer base exceeded 140,000, and the Company secured expanded agreements with RBC Capital Markets and other major enterprises for OpenReel.
- As of June 30, 2025, Banzai’s cash position stood at \$2.3 million, up from \$1.1 million at year-end 2024

banzai

Banzai International, Inc.
 435 Ericksen Ave
 Suite 250
 Bainbridge Island, WA
 98110
 Phone: (206) 414-1777
<https://www.banzai.io/>

BNZI-NASDAQ One-Year Chart



Ticker (Exchange)	BNZI (NASDAQ)
Recent Price (08/15/25)	\$4.00
52-week Range	\$2.65 - 112.00
Shares Outstanding (08/14/25)	2,478,587
Market Capitalization	\$10 million
Average 10-day volume	324,815
Insider Ownership >5%	40.1%
Institutional Ownership	15.1%
EPS (Qtr. ended 06/30/2024)	(\$4.08)
Employees	28

SECOND QUARTER 2025 FINANCIAL RESULTS

Banzai reported second quarter financial results for the quarter ended June 30, 2025, highlighting annual recurring revenue (ARR) as a key non-GAAP performance measure used by management to evaluate financial and operational progress. For the quarter ended June 30, 2025, ARR reached \$12.6 million, up 182% from the prior-year period.

Total revenue for the quarter was \$3.3 million, a 205% increase compared to Q2 2024. Cost of revenue rose 68% to \$0.6 million, in line with revenue growth. Gross profit increased to \$2.7 million from \$0.7 million, with gross margin expanding to 83.0% from 69.1% a year earlier.

Operating expenses totaled \$7.4 million, up from \$4.1 million in Q2 2024, reflecting higher overall costs and the addition of expenses related to the OpenReel and Vidello acquisitions. The Company reported a net loss of \$7.8 million, compared to a \$4.0 million loss in the same quarter last year.

Adjusted EBITDA was a loss of \$1.5 million, unchanged from Q2 2024.

FIRST HALF 2025 FINANCIAL RESULTS

For the six months ended June 30, 2025, Banzai reported total revenue of \$6.6 million, up 209% from the same period in 2024. Cost of revenue increased 63% to \$1.2 million, a lower rate than revenue growth, contributing to stronger profitability. Gross profit rose to \$5.5 million from \$1.4 million, with gross margin expanding to 82.5% from 66.9% in the prior-year period.

Operating expenses totaled \$15.1 million, compared to \$8.2 million in the first half of 2024, reflecting higher overall costs and expenses from the OpenReel and Vidello acquisitions. Net loss was \$11.4 million, versus \$8.2 million a year earlier. Adjusted EBITDA was a loss of \$3.7 million, compared to a \$3.5 million loss in the prior-year period.

Net cash used in operating activities increased to \$9.0 million from \$3.8 million in the same period of 2024. Cash stood at \$2.3 million as of June 30, 2025, up from \$1.1 million at year-end 2024.

ADDITIONAL INSIGHTS FROM THE QUARTER

Sales Cycle Dynamics. With regard to Banzai's client onboarding timelines, Management explained that sales typically close in 30-60 days for mid-market clients, while enterprise deals can take over a year to finalize. This added context helps set expectations around revenue ramp-up and customer acquisition timing.

ARR Growth Targets. Beyond its current results, Banzai reaffirmed its goal of sustaining 20-30% ARR growth over the next year, paired with a longer-term aspiration to achieve \$50 million in organic revenue within three years.

Margin Expansion Confidence. Executives expressed confidence in continued margin improvement, citing ongoing integration of acquired businesses and operational efficiencies as key enablers.

Vision for AI-Driven Platform Integration. CEO Joe Davy emphasized the Company's strategic vision of building an AI-powered "flywheel" by integrating products—driving engagement, generating more data, enabling automated personalization, and ultimately improving retention and customer value.

RECENT COMPANY DEVELOPMENTS

August 14, 2025—Banzai reported financial results for the second quarter ended June 30, 2025.

August 13, 2025—Announced the appointment of Matt McCurdy as Vice President of Sales. In this role, McCurdy will drive strategic growth and expand enterprise adoption of Banzai's AI-enabled marketing and sales solutions, including Demio, CreateStudio, and OpenReel.

August 7, 2025—Announced that it would hold a conference call on Thursday, August 14, 2025, at 4:30 p.m. Eastern Time to discuss its financial results for the second quarter ended June 30, 2025, as well as review ongoing initiatives and anticipated 2025 milestones.

July 9, 2025—Announced the appointment of Dean Ditto, CPA, as Chief Financial Officer, effective July 14, 2025. He succeeds Interim CFO Alvin Yip, who will remain as Chief Accounting Officer. Mr. Ditto has over 30 years of financial leadership experience, including roles at Akerna Corp., Mydecine Innovations Group, and Sigue Corporation, as well as senior positions at OSI Systems, Countrywide Home Loans, and Ford Motor Company. He holds a B.A. in Economics and Management from Albion College and an MBA from Indiana University's Kelley School of Business.

July 3, 2025—Announced a one-for-ten reverse stock split of its Class A and Class B Common Stock, effective at market open on July 8, 2025. The move aims to raise the Class A share price and maintain Nasdaq listing compliance. Post-split, Class A shares will trade under the symbol "BNZI" with new CUSIP 06682J407. Outstanding shares will be reduced from 22,374,739 to ~2,237,474 for Class A and from 2,311,134 to ~231,113 for Class B. Fractional shares will be rounded up to the nearest whole share.

July 1, 2025—Secured an \$11.0 million debt facility from an institutional investor, starting with a \$2.2 million tranche maturing June 30, 2026, at 10% interest and secured by Company assets. The Note is repayable in cash or convertible into common shares at 115% of the pre-closing stock price, with additional tranches available subject to conditions. Proceeds will fund working capital, acquisitions, and general corporate purposes.

June 17, 2025—Announced that Joe Davy, Founder and CEO of Banzai, will present at the Singular Research Summer Solstice Conference taking place on Wednesday, June 18, 2025.

June 16, 2025—Announced the appointment of Michael Kurtzman as Chief Revenue Officer of Banzai to head operations and customer-facing functions of leading video engagement, production, and webinar solutions including Demio, CreateStudio, and OpenReel, effective Monday, June 16, 2025.

Company Background

Banzai International, Inc. (“Banzai” or “the Company”) is a marketing technology (MarTech) firm offering Artificial Intelligence (AI)-enabled, data-driven, Software as a Service (SaaS) tools to improve business marketing and sales outcomes. The Company aims to build a fully integrated MarTech suite that targets all four key steps of the sales process: lead attraction, audience engagement, data enrichment, and performance measurement. By blending organic innovation with strategic acquisitions, Banzai is building a comprehensive platform to provide its clients with a complete streamlined solution that communicates seamlessly with all facets of their marketing and sales operations under a unified architecture.

Banzai has strategically positioned itself at the forefront of AI-driven marketing technology. By utilizing the power of AI to provide automated workflow solutions, AI-generated content creation, and predictive analytics and machine learning, Banzai intends to empower its customers to convert their business marketing and sales strategies into high performance customer acquisition and marketing programs across a variety of different channels.

MarTech Industry Dynamics and Banzai’s Market Opportunity

The global MarTech industry is undergoing significant growth, with the market forecasted to grow from \$493.7 billion in 2024 to \$2.4 trillion by 2033 (CAGR: 18.4%). This is driven by the rising demand for personalized, data-driven marketing and widespread AI adoption (Source: IMARC’s *Marketing Technology (MarTech) Market Size, Share, Trends and Forecast by Type, Product, Application, and Region, 2025-2033, 2024*). MarTech tools—including Customer Relationship Management (CRMs), Content Management System (CMS), analytics, and automation—enable marketers to enhance efficiency, personalize communication, and better measure outcomes. In this landscape, Banzai operates in the Business-To-Business (B2B) segment, which encompasses functions including creating and distributing content, acquiring and nurturing leads, executing and optimizing campaigns, and managing and measuring performance.

The MarTech ecosystem is increasingly fragmented, with over 14,000 products available as of 2024. This has resulted in many companies having a product stack ecosystem composed of different products and technology platforms, many of which are interdependent, leading to data integration issues with systems that do not connect seamlessly with one another (Source: Netskope Cloud Report, August 2019). This complexity has driven a market shift from “best-of-breed” stacks to integrated suites—60% of marketers now prefer all-in-one solutions over separate specialized tools due to integration challenges. This shift aligns with Banzai’s strategy of building a unified platform through development and acquisition.

Business Model and Strategic Execution

Banzai sells most of its products using a recurring subscription license model typical in SaaS businesses, with customer contracts that vary in term length from single months to multiple years. Banzai serves a diverse customer base of over 90,000 customers encompassing over 100,000 users operating in more than 90 countries. Its customers range from solo entrepreneurs and small businesses to Fortune 500 corporations, spanning various industries such as healthcare, financial services, e-commerce, technology, and media. The Company’s revenue is well diversified, with no single customer accounting for more than 1% of total revenue.

Banzai’s business model emphasizes cost-effective customer acquisition, customer retention and expansion, product improvement, and new product introduction, and is based on three key components: (1) focus on the fixed fundamental goals of sales and marketing; (2) capitalize on a “Land and Expand” growth strategy; and (3) provide an integrated, future-proof platform to gain a competitive edge.

Focus on Customers' Fundamental Needs

The marketing landscape is rapidly evolving due to technological advancements, prompting companies to frequently reassess their strategies. Banzai bases its product strategy in enduring customer challenges rather than chasing trends, where it focuses on four core priorities: attracting leads, engaging audiences, tracking performance, and integrating systems for better decision-making. The Company believes these needs will remain constant despite market shifts and is committed to delivering integrated solutions that address them. Its long-term vision is to build interconnected products within its ecosystem to continually solve customer problems and drive growth through acquisition, retention, and expansion. This long-term focus allows Banzai to remain relevant despite technological changes.

"Land and Expand" Growth Strategy

Banzai grows by acquiring new customers, cross-selling additional solutions to existing ones, and expanding its platform through the development and acquisition of MarTech products. Its "Land-and-Expand" strategy encourages customers to start with one product and adopt more over time, supported by a seamlessly integrated suite that delivers a unified user experience. This integrated approach aligns with the growing market demand for centralized, efficient marketing solutions, helping customers scale easily and boosting retention. As Banzai adds more solutions and grows its customer base, cross-selling opportunities increase, driving compounded growth, reducing acquisition costs, and raising average revenue per customer through features favored by high-value users.

Provide an Integrated Expansive Solution

Marketing automation platforms play a critical role in modern marketing by streamlining tasks like email campaigns, lead management, and CRM integration. Banzai has continued to support third-party platforms such as HubSpot and Salesforce as part of its strategic shift toward offering a fully integrated, scalable in-house solution. The Company is now focused on its "Land-and-Expand" strategy—encouraging customers to begin with a single solution and adopt additional tools over time. By consolidating marketing activities and data within its own platform, Banzai enhances customer retention and deepens long-term engagement.

Acquisition and Product Development Strategy

Banzai pursues growth via internal R&D and acquisitions. Internally, the Company identifies gaps and unmet customer needs to guide development. In terms of acquisitions, the Banzai targets profitable companies with product lines that expand its platform's functionality. In the past six months, the Company has acquired ClearDoc, Inc. (d.b.a. OpenReel), and Vidello, Ltd., enhancing its presence in analytics, social media, and video. Banzai's acquisition generates advantages compared to internal development, delivering critical speed-to-market, diminishing execution risk, and providing an established client/revenue base.

The Company is capitalizing on a favorable M&A market that has allowed it to acquire high value assets below replacement costs, creating a unique opportunity for value generation. Banzai aims to acquire targets at ~2x revenue multiples compared to public MarTech valuations of 6.5x to 8x revenue. For example, OpenReel was acquired for \$19.6 million after raising \$27 million. Banzai believes that the way it structures its transactions has had a positive effect in its ability to acquire assets under replacement cost. Banzai structures deals with equity components, offering sellers future upside in terms of equity appreciation, and conserving cash. This acquisition strategy not only expands the platform but creates value arbitrage opportunities that can enhance shareholder returns.

AI-Driven Innovation and Strategic Growth

With a growing product suite, disciplined acquisitions, improved financials, and a compelling AI story, Banzai aims to increase investor awareness of its business model and unlock shareholder value. The Company believes that a key competitive differentiator is its AI utilization. Rather than following trends, the Company integrates AI to enhance efficiency, boost customer outcomes, and increase upselling potential. AI-enabled features accounted for 71% of Banzai's Q1 2024 ARR, with a 92% retention rate. Banzai's R&D spending accounts for 28% of revenue—double the industry average—demonstrating its commitment to long-term technical differentiation. Its goal is to build the first

Autonomous Marketing Platform (AMP), further solidifying its leadership in predictive, AI-driven marketing solutions.

Financial Engineering and Operational Efficiency

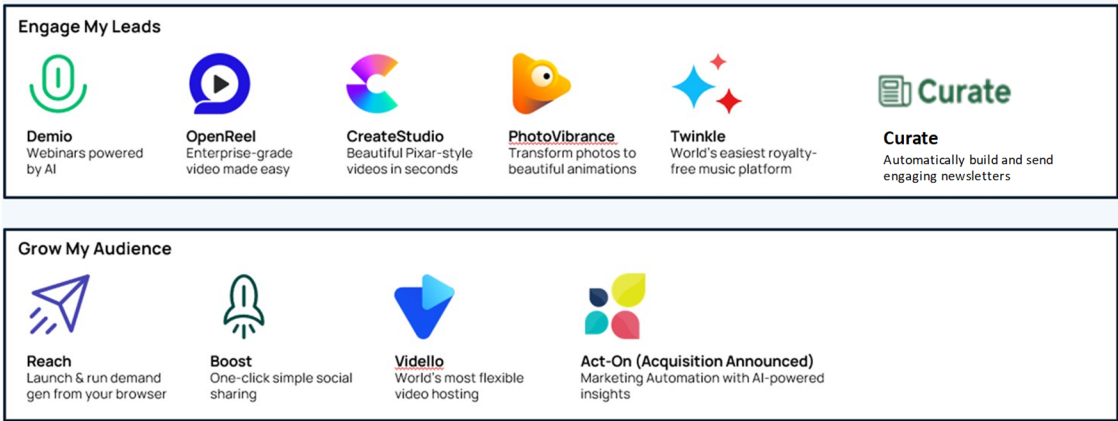
Banzai is further improving its financial position. To strengthen its balance sheet, the Company recently converted \$24.78 million in liabilities, improving stockholders’ equity by \$28.8 million. Key actions included converting \$17.32 million in debt to equity, writing off \$5.6 million in obligations, and restructuring \$8.6 million of long-term debt with extended maturity and payment-in-kind (PIK) interest, reducing cash burden. This cleanup supports long-term growth and enhances market perception.

The Company also launched a net income improvement initiative in October 2024, targeting \$13.5 million in annual cost savings through workforce reduction, vendor cost optimization, and interest expense mitigation. Banzai reduced staffing costs by 27%, consolidated operations, and renegotiated key vendor contracts. These changes align with its goal of achieving sustainable profitability while maintaining strategic momentum. The Company’s integrated platform strategy, expanding customer base, disciplined acquisition approach, and financial restructuring well positions it to capitalize on the industry’s growth and its trends of favoring integrated solutions and AI-driven tools.

PRODUCT OFFERING

Banzai has developed a comprehensive, AI-powered MarTech platform that integrates a range of mission-critical SaaS applications across marketing, sales, and customer engagement workflows. The Company’s product suite is strategically designed to offer a seamless, data-unified experience that drives demand generation, automation, and personalization—key trends underpinning MarTech market growth. Recent acquisitions and internal innovations have significantly expanded its target market and revenue potential. Banzai’s product development and acquisition strategy has allowed it to scale rapidly, with a focus on AI integration, workflow automation, and cross-product synergy. Its product suite, shown in Figure 1, supports the entire marketing funnel—from lead capture to engagement and analytics—positioning the Company competitively in a fragmented yet rapidly consolidating MarTech landscape. These innovations and acquisitions are expected to continue to propel revenue growth and valuation multiples, while enhancing operational scalability.

Figure 1
BANZAI'S PRODUCT OFFERING



Source: Banzai International, Inc.

Product Portfolio

- **Reach.** Reach is an event marketing automation platform designed to enhance audience engagement and drive marketing event registrations and attendance through targeted, multi-channel outreach campaigns. Customers use Reach to directly connect with their ideal target audience and increase registration for their events (i.e., webinars) and engagement with their content. It leverages a proprietary database of over 379 million contacts and has proven ROI, generating \$1 million in pipeline for clients like ThoughtSpot.
- **Demio.** A browser-based webinar solution, Demio is enhanced by AI features like sentiment analysis, chat moderation, and automated content repurposing, which has helped customers like Cisco and CrowdStrike increase lead conversions by 22%. The Company believes that Demio plays a key role in its “Land and Expand” growth strategy, due to its popularity, and relatively low entry price point. Banzai considers Demio an ideal “first product” that gets customers onto its platform, a strategy that is being supported by the product growth, with the Company having added 1,434 Demio customers during 2024. Once inside Banzai’s ecosystem, customers can gradually incorporate additional solutions as their needs evolve.
- **Boost.** A viral promotion add-on to Demio, Boost incentivizes attendees to share event registrations, enhancing organic reach and participation through social referrals.
- **Curate.** An AI-based newsletter automation tool that reduces production costs by 90%, integrates with Reach, and enhances brand visibility through personalized content publication and subscriber growth.
- **OpenReel.** Acquired for \$19.6 million, OpenReel is a remote video production platform that adds enterprise-grade content creation to Banzai’s stack, with clients like Merrill Lynch using it for branded video marketing and internal communications.
- **Vidello.** Acquired for up to \$7 million, Vidello adds a suite of video marketing tools, including a video hosting suite, CreateStudio (AI-driven animation), PhotoVibrance (animated visuals), and Twinkle (audio/VFX library). The acquisition added \$6.5 million in revenue and over 90,000 customers.

HEADQUARTERS AND CORPORATE HISTORY

Banzai International, Inc. (f/k/a 7GC & Co. Holdings Inc.) was originally incorporated in Delaware in September 2020 as a blank check company formed for the purpose of effecting a merger, share exchange, asset acquisition, stock purchase, and reorganization or similar business combination with one or more businesses or entities. On December 14, 2023, 7GC & Co. Holdings Inc. completed a business combination with Legacy Banzai, a Delaware-incorporated MarTech company founded in 2015, which provides data-driven marketing and sales solutions, resulting in Legacy Banzai becoming a wholly owned subsidiary and the combined entity being renamed Banzai International, Inc. Following the merger, business operations are conducted by the newly named Banzai Operating Co Inc., one of Banzai International’s two wholly-owned subsidiaries. The Company is headquartered in Bainbridge Island, Washington and currently employs 28 individuals.

Risks and Disclosures

This Company Update has been prepared by Crystal Research Associates, LLC ("CRA") based upon information provided by the Company. CRA has not independently verified such information. Some of the information in this Update relates to future events or future business and financial performance. Such statements constitute forward-looking information within the meaning of the Private Securities Litigation Act of 1995. Such statements can only be predictions and the actual events or results may differ from those discussed due to the risks described in Banzai's statements on Forms 10-K, 10-Q, and 8-K as well as other forms filed from time to time.

The content of this report with respect to Banzai has been compiled primarily from information available to the public released by the Company through news releases, Annual Reports, and U.S. Securities and Exchange Commission (SEC) filings. Banzai is solely responsible for the accuracy of this information. Information as to other companies has been prepared from publicly available information and has not been independently verified by Banzai or CRA. Certain summaries of activities and outcomes have been condensed to aid the reader in gaining a general understanding. CRA assumes no responsibility to update the information contained in this report. In addition, CRA has been compensated by the Company in cash of fifty thousand dollars and one hundred thousand options for its services in creating the base report and for quarterly updates.

Investors should carefully consider the risks and information about Banzai's business. Investors should not interpret the order in which considerations are presented in their SEC filings as an indication of their relative importance. In addition, the risks and uncertainties overviewed in Banzai's SEC filings are not the only risks that the Company faces. Additional risks and uncertainties not presently known to Banzai or that it currently believes to be immaterial may also adversely affect the Company's business. If any of such risks and uncertainties develops into an actual event, Banzai's business, financial condition, and results of operations could be materially and adversely affected, and the trading price of the Company's shares could decline.

This report is published solely for information purposes and is not to be construed as an offer to sell or the solicitation of an offer to buy any security in any state. Past performance does not guarantee future performance. For more complete information about the risks involved in an investment in the Company as well as for copies of this report, please contact Banzai by emailing BNZI@mzgroup.us.



About Our Firm: For almost two decades, Crystal Research Associates, LLC (www.crystalra.com) has successfully articulated the exceptional stories of small- and mid-cap companies to the Wall Street investor community. Our methods are well-established and diverse, from compiling and disseminating objective, factual information for both institutional and retail investor audiences to capitalizing on our expansive line of targeted distribution channels, which include industry-leading financial data and information providers. Our distribution efforts are accompanied using prominent social media channels and by strategic and targeted appearances on national news programs and print media.

Crystal Research Associates is led by Wall Street veterans, Jeffrey Kraws and Karen Goldfarb. Together, Kraws and Goldfarb have built a unique business model, capitalizing on decades of experience as an award-winning sell-side analyst team to produce institutional-quality industry and market research in a manner that is easily understood by investors and consumers. Our firm's approach has proven successful over the years as our products are published and available on Bloomberg, Thomson Reuters/First Call, Capital IQ, FactSet, and scores of other popular forums.