



Banzai International, Inc.

Q1 about inline. We believe strong growth and acquisitions in 2024 to be strong catalysts for stock. Raising P/T to \$3.25.

COMPANY UPDATE

Rating: BUY

Ticker: BNZI

Price: \$0.17

Target: \$3.25
from (\$3.00)

Q1 about inline: Banzai recently (on May 15) reported its fiscal Q1 2024 (ending March) results. Revenue was \$1.1 million (-8% y-o-y), compared to our estimates of \$1.2 million. EPS was \$(0.26), compared to our estimates of \$(0.15). There was no Q1 guidance or consensus estimates.

Q1 lower due to product focus shift: The Q1 sales decrease was primarily due to lower Reach revenue due to a shift in Banzai's focus in 2023 to its Demio product and the phasing out of the Reach product. However, this decision was reversed in 2024 and now Banzai is revitalizing its focus on the Reach product through re-engineering and expanded sales efforts.

Maintained ARR guidance: The company maintained its qualitatively guidance target for December 2024 ARR (annual recurring revenue) to be \$8.1 - 10 million, based on organic growth and currently signed non-binding LOIs to acquire Cliently and Boast.

Adjusting estimates: We are adjusting our 2024 estimates for revenue to \$6.0 million, from \$6.4 million, and for EPS to \$(0.49) from \$(0.55). We are maintaining our 2025 revenue estimates of \$10.0 million, but adjusting it for EPS to \$(0.30) from \$(0.40).

Focus on MarTech: Banzai is a marketing technology ("MarTech") company that produces data-driven marketing and sales software solutions for businesses of all sizes. Banzai is a leading enterprise SaaS (Software as a Service) Video Engagement platform used by marketers to power webinars, trainings, virtual events, and on-demand video content. As of December 31, 2023, its customer base included over 2,770 customers in over 90 countries.

Large market potential: The MarTech industry has experienced significant growth and transformation in recent years. As companies increasingly rely on digital channels to reach customers, the demand for MarTech solutions has grown. The Winterberry Report forecasted Banzai's TAM to reach an estimated \$39 billion by 2026, a CAGR of 11.8% from 2020 to 2026.

Strong growth expected: We have modeled strong revenue growth over the next several years, due to new product and feature launches, growth in its customers, and acquisitions. For 2024, we expect revenues of \$6.0 million (+32%) and for 2025, we expect revenues of \$10.0 million (+67%).

Acquisition strategy: A key part of Banzai's growth strategy is merger and acquisitions. Banzai aims to acquire companies strategically positioned to enhance its product and service offerings, increasing the value provided to current and prospective customers. Banzai has recently announced and signed non-binding LOI to acquire 2 target companies in Q1 2024. These companies are highly profitable with rapid business growth in the MarTech space.

Positive high risks versus high rewards: Overall, concerns outweighed by growth prospects and valuation. We believe the demand for Banzai's MarTech products will grow fueled by continued strong industry growth and increased enterprise demand for MarTech products. We believe the ~billion dollars market potential presents high rewards for the risks.

Valuation attractive: We are maintaining our BUY rating, but raising our 12-month price target to \$3.25 from \$3.00, based on a NPV analysis, representing significant upside from the current share price. We believe this valuation appropriately balances out the company's high risks with its high growth prospects and large upside opportunities.

Company Description

Based in Bainbridge Island, WA, Banzai is a leading enterprise SaaS video engagement platform that produces data-driven marketing and sales solutions.

United States
Technology

June 6, 2024

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Stock Data

Exchange:	NasdaqGM
52-week Range:	0.16 – 16.57
Shares Outstanding (million):	36
Market cap (\$million):	\$6
EV (\$million):	\$20
Debt (\$million):	\$17
Cash (\$million):	\$3
Avg. Daily Trading Vol. (\$million):	\$1
Float (million shares):	14
Short Interest (million shares):	0.3
Dividend, annual (yield):	\$0 (NA%)

Revenues (US\$ million)

	<u>2024E</u> (Cur.)	<u>2024E</u> (Old)	<u>2025E</u> (Cur.)	<u>2025E</u> (Old)
Q1 Mar	1.1A	1.2E	2.0E	1.8E
Q2 Jun	1.2E	1.4E	2.1E	2.2E
Q3 Sep	1.4E	1.8E	2.1E	2.8E
Q4 Dec	<u>2.4E</u>	<u>2.0E</u>	<u>3.8E</u>	<u>3.2E</u>
Total	6.0E	6.4E	10.0E	
EV/Revs	3x		2x	

Earnings per Share (pro forma)

	<u>2024E</u> (Cur.)	<u>2024E</u> (Old)	<u>2025E</u> (Cur.)	<u>2025E</u> (Old)
Q1 Mar	(0.26)A	(0.15)E	(0.08)E	(0.12)E
Q2 Jun	(0.13)E	(0.15)E	(0.08)E	(0.11)E
Q3 Sep	(0.10)E	(0.13)E	(0.08)E	(0.09)E
Q4 Dec	<u>(0.08)E</u>	<u>(0.12)E</u>	<u>(0.05)E</u>	<u>(0.08)E</u>
Total	(0.49)E	(0.55)E	(0.30)E	(0.40)E
P/E	N/A		N/A	

Important Disclosures

Ascendant Capital Markets LLC seeks to do business with companies covered by its research team. Consequently, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making an investment decision.

For analyst certification and other important disclosures, refer to the Disclosure Section, located at the end of this report, beginning on page 19.

OVERVIEW

- Banzai recently (on May 15) reported its fiscal Q1 2024 (ending March) results.
- Revenue was \$1.1 million (-8% y-o-y), compared to our estimates of \$1.2 million.
- EPS was \$(0.26), compared to our estimates of \$(0.15).
- There was no Q1 guidance or consensus estimates.
- The company did not provide specific forward guidance.
- The company did maintain its qualitatively guidance target for December 2024 ARR (annual recurring revenue) to be \$8.1 - 10 million, based on organic growth and currently signed non-binding LOIs to acquire Cliently and Boast.
- We are adjusting our 2024 estimates for revenue to \$6.0 million, from \$6.4 million, and for EPS to \$(0.49) from \$(0.55).
- We are maintaining our 2025 revenue estimates of \$10.0 million, but adjusting it for EPS to \$(0.30) from \$(0.40).

ADDITIONAL DETAILS

- Gross profit for the quarter was \$0.7 million, compared with our estimate of \$0.7 million.
- Gross margin for the quarter was 65%, versus our expectation of 60% and 65% last year.
- Operating expenses were \$4.3 million, versus our expectation of \$3.0 million.
- Operating loss was \$3.6 million, versus our expectation of a loss of \$2.3 million.
- Net loss was \$4.5 million, versus our expectation of a loss of \$3.1 million.

The company's balance sheet had \$1 million in cash and \$17 million in debt, compared with \$2 million in cash and \$16 million in debt at the end of December. In May (current Q2), the company raised ~\$2.5 million selling stock (13.9 million shares at \$0.18/share).

Exhibit 1: Banzai Investment Summary

EXECUTIVE SUMMARY

Investment Summary Highlights

banzai

The Moment for MarTech Consolidation

The divergence between M&A volume and the growing number of marketing technology (“MarTech”) companies presents an [exciting consolidation opportunity](#).

Recurring Revenue

Banzai’s integrated platform capitalizes on [economies of scale](#) and complementary customer bases to [maximize cross-selling opportunities](#).

\$28B+ Total Addressable Market¹

[\\$28B+ total addressable market](#) across the MarTech value chain driven by tailwinds of digital channels.

Award-Winning Products

Customers praise [Banzai’s award-winning products](#) for their user-friendly interfaces and powerful features.

Disciplined Acquisition Playbook

Banzai has established a [clear acquisition strategy](#) with well-defined evaluation and success criteria.

19 M&A Transactions Supported by Team

The Management team has supported [19 M&A transactions in the past decade](#) as buyer, seller, or operator.

Source: Company reports.

Exhibit 2: Banzai's Marketing Technology Opportunity

COMPANY OVERVIEW

Banzai's Marketing Technology Opportunity

banzai

11,000+ MarTech SaaS companies present a major opportunity for consolidation.¹

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

Attract

Engage

Measure

Integrate

Marketing Technology is a Huge & Fast Growing Opportunity

- \$28B TAM, growing by 11.8% CAGR from 2020 to 2026²
M&A down 50%+ in 2023, creating many attractive opportunities³
- 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

Source: Company reports.

Exhibit 3: Marketing Technology (MarTech) Market

MARKET OPPORTUNITY

The Prize for Winning MarTech is Big

banzai

Marketing Technology Market

2023E Banzai TAM: **\$28.1B**

2023E Banzai SAM: **\$5.4B**

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

2023: **\$28.1B**

2026: **\$39.4B**

11.9% CAGR ('23-'26)

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

Source: Company reports.

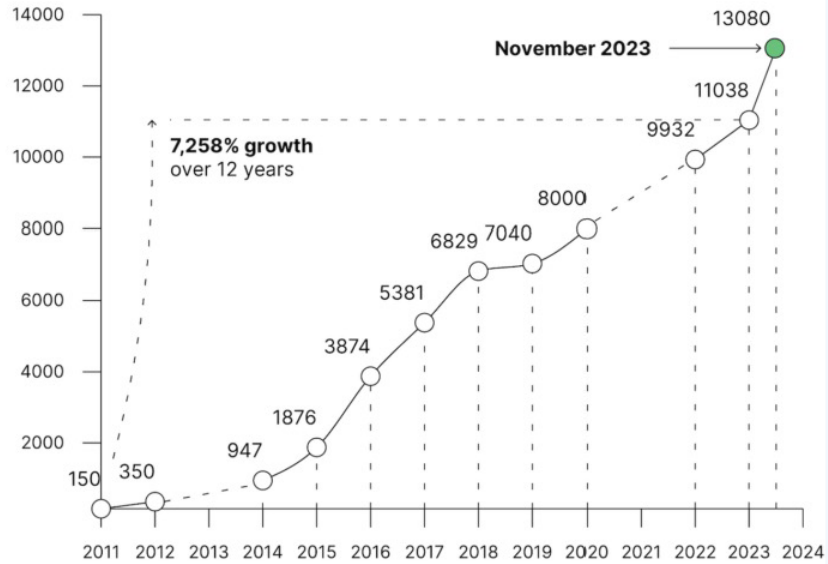
Exhibit 4: MarTech Consolidation Opportunities

MARKET OPPORTUNITY

Explosion in MarTech Vendors

banzai

7,258% Growth
in Over 12 Years

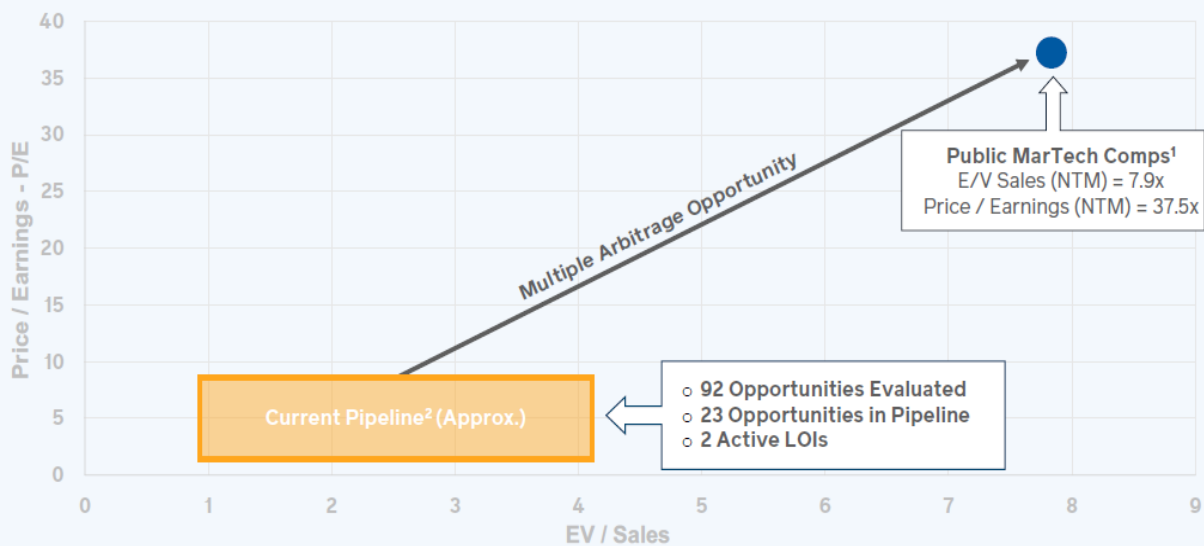


MARKET OPPORTUNITY

Buyer's Market for MarTech Industry Consolidation

banzai

Substantial multiple arbitrage opportunity from private to public market valuations.



Source: Company reports.

Exhibit 5: Banzai's Corporate Overview

Corporate Overview

Banzai develops essential marketing solutions for companies that want to grow faster, offering seamless integrations that increase customer value out of the box. We are consolidating mission-critical, sub-scale MarTech products within three key themes: Acquisition, Engagement, and Analytics, and drive growth with our secret sauce: customer expansion through cross-sales.

CUSTOMER SOLUTION

The Data-Driven Marketing Technology Platform

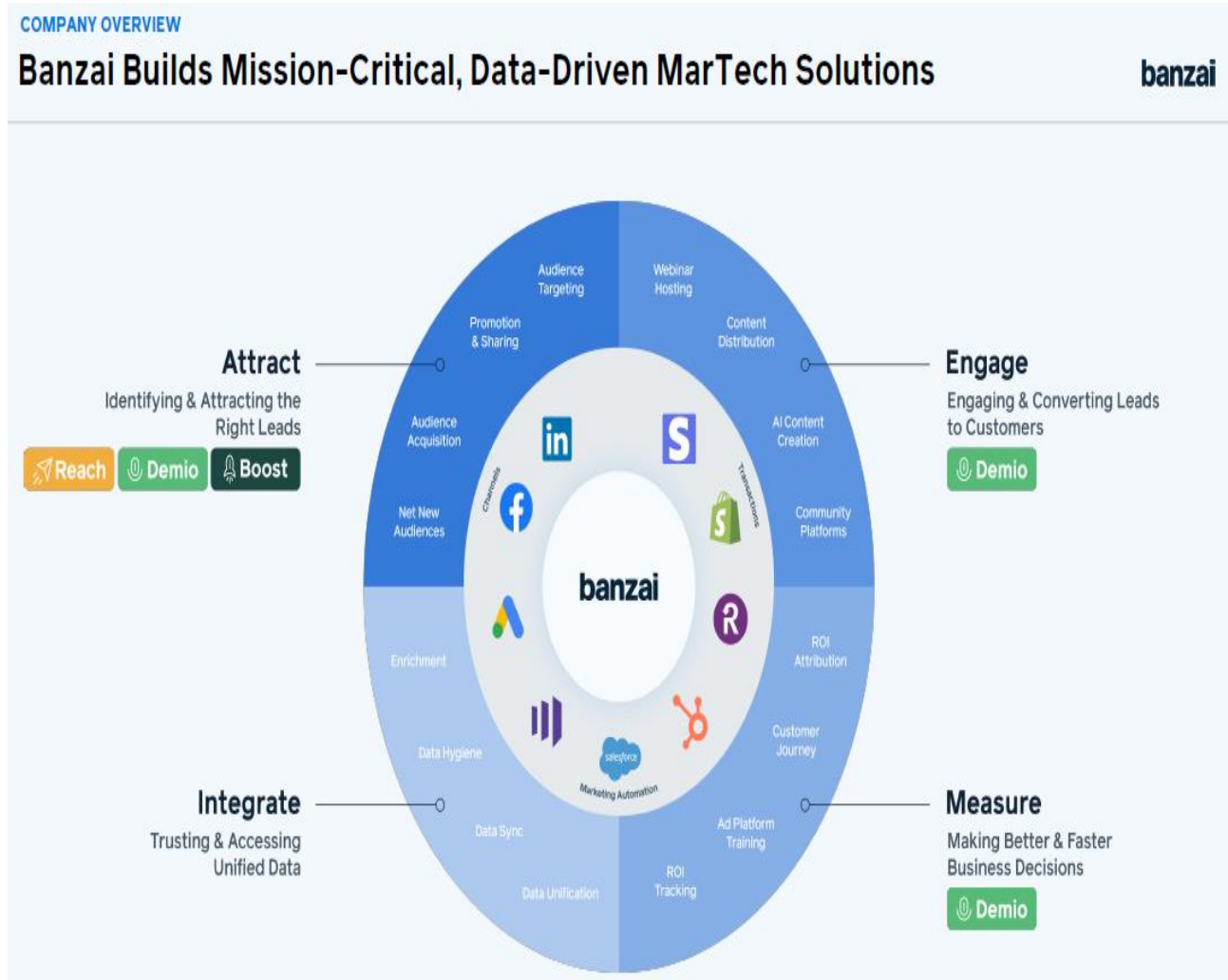
banzai

Banzai is building a platform of mission critical marketing solutions that seamlessly integrate out of the box.



Source: Company reports.

Exhibit 6: Banzai MarTech Product Overview



Source: Company reports.

Exhibit 7: Banzai's MarTech Products



Tools for Marketers Who Love Data

Create webinars, virtual events, and engaging experiences that deliver deep analytics, and actionable insights.

- Demio
- Boost
- Reach

Real World Results from Marketers Like You

<h2>60%</h2> <p>Conversion Rate</p> <p>Nutshell Case Study</p>	<h2>3x</h2> <p>Webinar Conversions</p> <p>Tinuiti Case Study</p>	<h2>15%</h2> <p>Increased Attendance Rate</p> <p>TeamGantt Case Study</p>	<h2><30m</h2> <p>First Event Set Up</p> <p>Qvalia Case Study</p>
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Source: Company report.

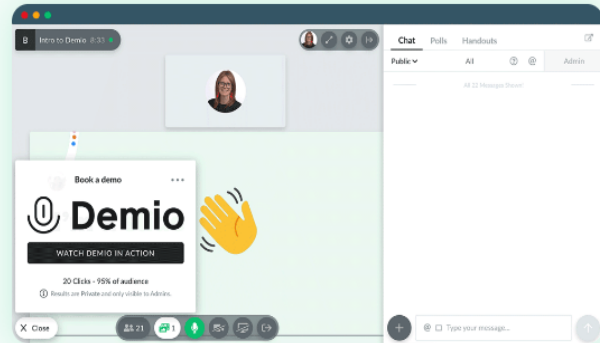
Exhibit 8: Demio



Prove Webinar Success

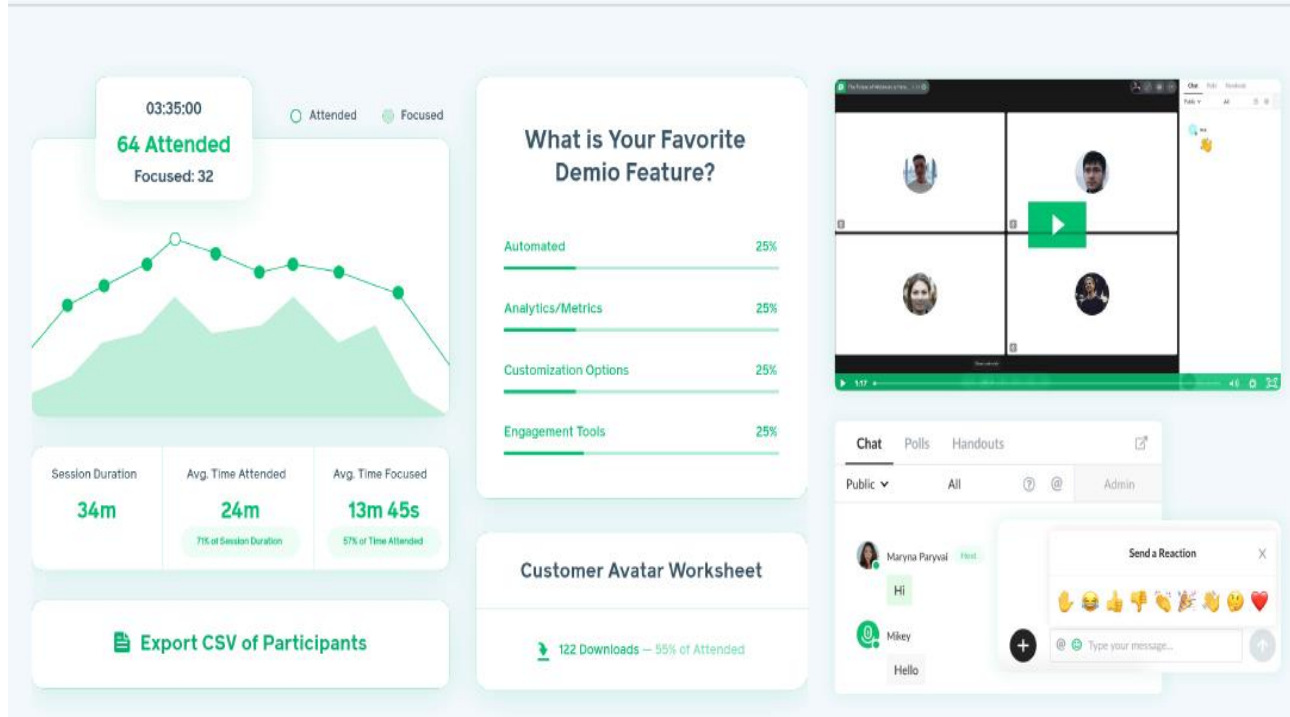
Create engaging on-demand and live video experiences with webinar analytics that unlock insights

- Invite audience participation
- Integrate Demio's data with your tech stack
- Turn engagement into data analytics
- Make your brand memorable
- Identify who was most focused



COMPANY OVERVIEW

Demio – The Top Webinar Platform for Marketers¹



Source: Company reports.

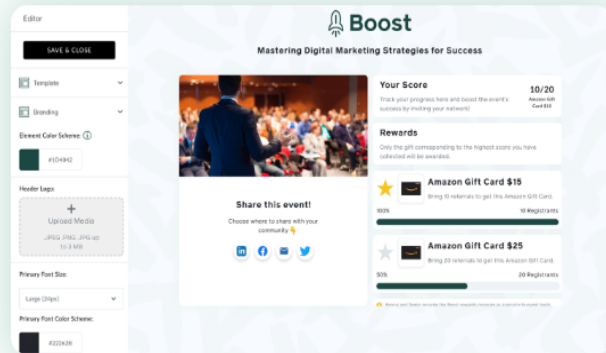
Exhibit 9: Boost



Expand Audience Reach & Event Registrations

Through automated social proof and word of mouth, your registrants become your promoters – amplifying your message, and boosting your results

- Customize promotional content
- Reward your promoters for earned registrations
- See the channels driving the most registrations
- Identify who your top promoters are



Boost

banzai

The dashboard shows the following data for registrants by channel:

Channel	Registrants
LinkedIn	876
Facebook	1876
Twitter	1287
Email	1287

Source: Company reports.

Exhibit 10: Reach

Reach

Qualified Butts in Seats at Your Event

Because identifying your target audience is easy, but reaching them is hard.

- Leverage Reach's Audience AI to access your ideal audience
- Multi-touch, multi-channel outreach campaign done for you

Virtual Event Registrants

- Amy Knight - Senior VP of Communications (Registered)
- George Hall - CMO
- Ida Hamilton - Regional Field
- Miles Strom - Senior Mana
- Natalie Bens - Head of Mark
- 2,031 Others Attending (View All)

Field Event Registrants

- Ashley Levesque - VP of Marketing (Interested)
- Amy Knight - Senior VP of Communications (Registered)
- George Hall - CMO (Registered)
- Ida Hamilton - Regional Field Marketer (Interested)
- Miles Stromer - Senior Manager of Events (Registered)
- Natalie Benson - Head of Marketing (Registered)
- 3,502 Others Attending (View All)

COMPANY OVERVIEW

Reach – Demand Generation on Autopilot

379M
Contact Database

\$1M Revenue
75% Increased Registrations
ThoughtSpot Case Study¹

70,000+
Registrations

5,000+
Campaigns

Mental Fitness: Exercises For Brain Health

Overview | List | Registrations | Admin

Status: Running Pause | Cancel

Total leads: **1351**

Contacted leads: **88%**

Open Rate: **68%**

Reply Rate: **3%**

Total Registrations: **90**

Recent Registrations:

- Concise Program
- Money Money
- Living Data
- Case North

Reg. trend over time

Filters

- Event Basics
- Registration
- Attendees
- Contacts

Functions:

Finance	HR	IT
Legal	Marketing	Medical and health
Operations	Sales	Product Development
All	Design	Government
Education	Manufacturing	E-commerce
Construction	Entertainment	Consulting
Telecommunications	Technology/Software	Other (enter below)

Company size:

1-50	\$1-100	\$11-250
250-500	\$100-1000	\$1000-10000
\$100+		

Seniority:

C-Suite	VP	Director
Head	Manager	Senior
Entry	Partner	

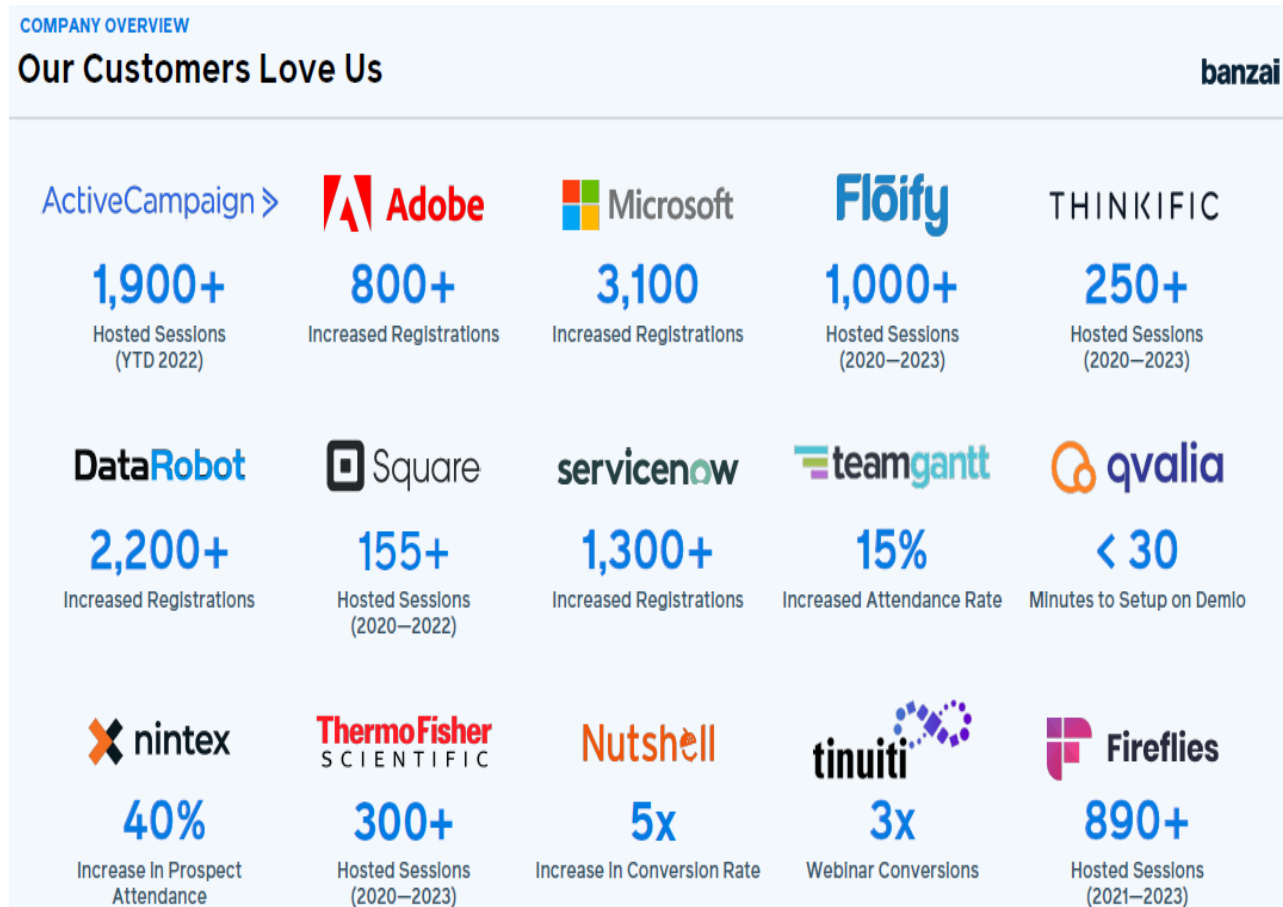
Job title keywords (include):

Job title keywords (exclude):

Back | Next

Source: Company report.

Exhibit 11: Banzai's Customers



Source: Company report.

Exhibit 12: Recent Customer Wins

Banzai Signs 169 Customers in May

June 6, 2024

Marketing technology company continues organic growth momentum with customer wins

SEATTLE, June 06, 2024 (GLOBE NEWSWIRE) -- [Banzai International, Inc.](#) (NASDAQ: BNZI) ("Banzai" or the "Company"), a leading marketing technology company that provides essential marketing and sales solutions, today announces the addition of 110 new and 59 reactivating customers during May 2024, bringing the total year-to-date sign-ups to 979.

Customers added during May include [Nextiva](#), a leading AI-powered customer experience platform for businesses of all sizes; [ViB](#), a B2B lead generation company; [Polar](#), a leader in personal guidance for fitness, sport, and health; [Optimal Strategix Group](#), a customer-centric global technology and analytics provider; [Brightly Works](#), a trusted strategic digital solutions partner; [Orbia](#), a company with a collective focus on expanding access to health and well-being; and [The Adecco Group](#), a leading talent company.

"We continue to see customer momentum build as we move through Q2, including adding several new large accounts and key renewals in May," said Joe Davy, CEO and Founder of Banzai. "We've added nearly 1,000 logos this year so far and we look forward to providing our new and current customers with powerful solutions to engage their customers and grow their organizations."

Banzai Continues Strong Organic Growth with the Addition of Over 230 Customers in April

May 13, 2024

Customer Wins and Reactivations Momentum Carries Over into Q2 Signaling Continuous Demand

SEATTLE, May 13, 2024 (GLOBE NEWSWIRE) -- [Banzai International, Inc.](#) (NASDAQ: BNZI) ("Banzai" or the "Company"), a leading marketing technology company that provides essential marketing and sales solutions, today celebrates the Company's successful and continuous customer acquisitions efforts with the addition of 169 new and 62 reactivating customers during April 2024. Banzai previously added over 580 customers in Q1 2024, bringing the total sign-ups year-to-date to 810.

Customers added during April include well renowned names like [The Economist Impact](#), which offers partnership solutions combining think-tank rigor, media brand creativity and global influence to catalyze growth and change in the world, [Crowdstrike](#), a leader in global cybersecurity, [Vaisala Xweather](#) (HEL: VAIAS), which provides top-quality weather data enhanced with AI and machine learning, and [ConvertKit](#), a marketing technology leader in email, automation, and monetization for creators.

"During the first quarter of 2024 we saw an acceleration in customer wins and I'm excited to see the momentum continue into Q2," said Joe Davy, CEO and Founder of Banzai.

Q1 Surge: Banzai Welcomes Over 580 New Customers in Q1

April 16, 2024

Company kicks off 2024 with 46% sequential quarter new customer growth, solution expansion

SEATTLE, April 16, 2024 (GLOBE NEWSWIRE) -- [Banzai International, Inc.](#) (NASDAQ: BNZI), a leading marketing technology company providing essential marketing and sales solutions, announced exceptional customer growth in Q1 2024. Banzai added over 580 customers in Q1 2024. Of this, 400 were net new customers and 180 were reactivating customers since January 1, 2024, highlighting the effectiveness of Demio, Banzai's webinar platform, and Reach, the company's event marketing solution.

Banzai's new customer acquisition represents a quarterly increase of 46% compared to the 397 net new and reactivating customers Banzai added in Q4 2023. The majority of this increase was driven by growth in the Demio business unit, with additional momentum from sales and marketing execution in the Reach business unit.

Banzai's newly added Q1 customers include [Cisco](#), a Fortune 500 networking and security technology company; [LoanDepot](#) (NYSE: LDI), a publicly-traded online mortgage broker; [Enovis](#) (NYSE: ENOV), a leading medical technology company; [Fluence](#), a Siemens and AES Company; [Onsj](#), a leading financial technology company; [G&H](#) (AIM: GHH), a global leader in photonic engineering; and [Esper](#), a Deloitte Fast 500 device management company.

In addition, Banzai signed upgrades with customers including [Globe Life](#), a Fortune 1000 life insurance company; Western States Equipment Company, a 70-year-old northwest construction equipment company; [Spamedica](#), a major UK-based ophthalmology services provider, and [Copy.ai](#), a fast-growing generative AI startup.

"Our team's first-quarter achievements underscore Banzai's commitment to delivering exceptional value to our customers, as well as expanding the makeup of our customer base across industries and further up-market," said [Joe Davy](#), Chairman and CEO of Banzai. "We're thrilled by the momentum we've achieved so far this year, which positions us for sustained growth throughout 2024."

Source: Company report.

Exhibit 13: Q1 2024 Financial Update and Guidance (as of May 15, 2024)

Banzai Reports First Quarter 2024 Financial Results

May 15, 2024

SEATTLE, May 15, 2024 (GLOBE NEWSWIRE) -- [Banzai International, Inc.](#) (NASDAQ: **BNZI**) ("Banzai" or the "Company"), a leading SaaS marketing technology company, today reported financial results for the first quarter ended March 31, 2024.

First Quarter 2024 Financial Summary and Recent Operational Highlights

- Annual Recurring Revenue ("ARR") for March 2024 was \$4.9 million, a 14.2% increase compared to Q4 2023, and a 5% increase year-over-year.
- Revenue of \$1.1 million exceeded the operating forecast as of the previous quarter by 4%.
- Net Income increased sequentially by \$1.9 million, a 30% increase from Q4 2023.
- The Company [added over 230 customers in April](#), bringing the total number of customer wins and reactivations during the first four months of 2024 to 810.
- Banzai [unveiled Reach 2.0](#), a major milestone release of the Company's flagship marketing product. Companies using Reach 2.0 include Cisco (NASDAQ: CSCO), a Fortune 500 communications and security technology company; The Economist Impact, which offers partnership solutions combining think-tank rigor, media brand creativity and global influence to catalyze growth and change in the world; and CrowdStrike (NASDAQ: CRWD), a fast-growing cloud security software company.

"Q1 was a strong rebuilding quarter for Banzai compared to Q4 2023. Our positive quarterly growth was driven by improvements to both our Demio product and our customer acquisition efficiency. We are excited about the transformative potential of our new Reach 2.0 product and the new customers we've added so far in 2024," said Joe Davy, CEO of Banzai. "We have many new, exciting product releases coming in 2024 as Banzai continues to leverage AI and data to deliver solutions that give marketers superpowers."

End-of-Year 2024 Target

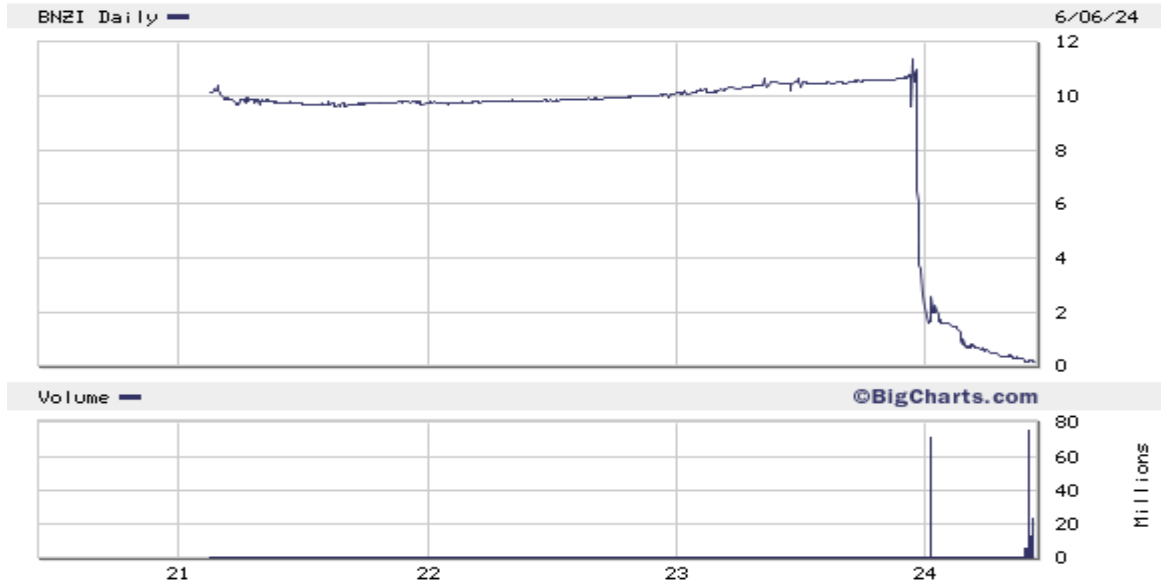
Banzai targets December 2024 ARR to be \$8.1 – \$10 million, based on the Company's March 2024 ARR, organic growth during the year as demonstrated by year-to-date 2024 customer wins and reactivations, and currently signed non-binding LOIs to acquire Cliently and Boast. The targeted December 2024 ARR does not include any additional intended acquisitions.

The midpoint target, or \$9.1 million, foresees a 97% increase in ARR, which would be equally attributable to organic growth and the acquisitions currently under LOI. Banzai's management anticipates tracking the Company's progress to its targeted December 2024 ARR as part of the Company's 2024 quarterly earnings reports.

Annual recurring revenue refers to revenue, normalized on an annual basis, that Banzai expects to receive from its customers for providing them with products or services. The December 2024 ARR information provided above is based on Banzai's current estimates of internal growth, the completion of the Cliently and Boast acquisitions and those companies contributing ARR based on current levels and is not a guarantee of future performance. These statements are forward-looking and actual ARR may differ materially. Refer to the "Forward-Looking Statements" section below for information on the factors that could cause Banzai's actual ARR to differ materially from these forward-looking statements.

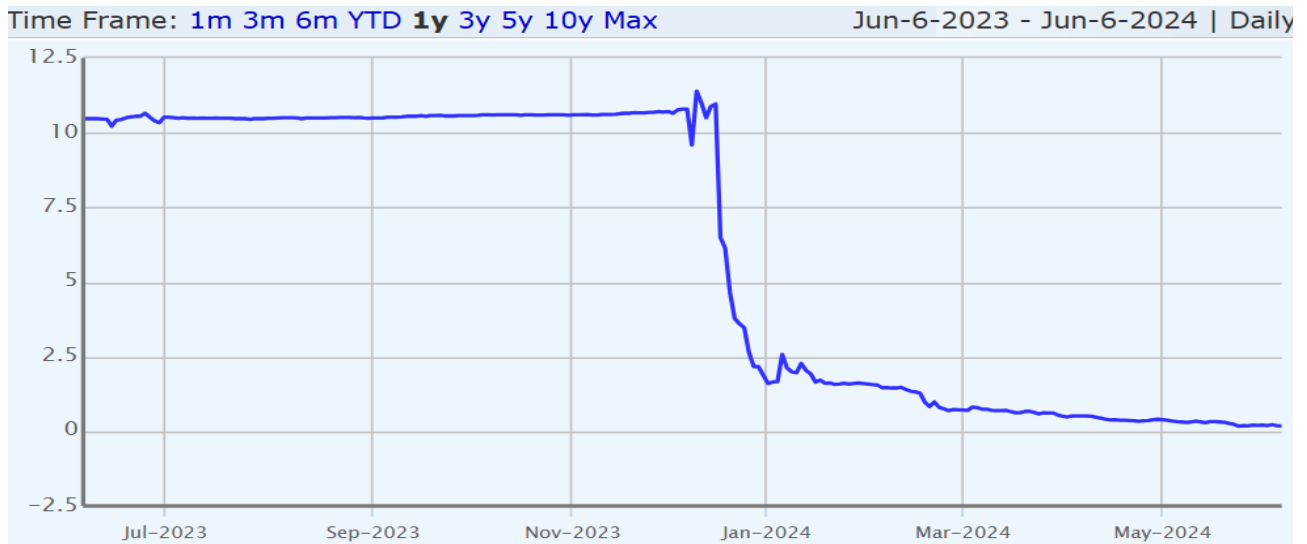
Source: Company report.

Exhibit 14: Banzai International, Inc. Stock Price (4-years since IPO in December 2020)



Source: <https://bigcharts.marketwatch.com/>

Exhibit 15: Banzai's Stock Price (since merger on December 14, 2023)



Source: Capital IQ

FINANCIAL MODEL

Banzai International, Inc.

Income Statement (\$ mils)	2021	9-Months			2022	Mar-23	6-Months		2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	Mar-25	Jun-25	Sep-25	Dec-25	2025
Fiscal Year End: December 31	FY-A	Q1/2/3A	Q4A	FY-A	Q1A	Q2/3A	Q4A	FY-A	Q1A	Q2E	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E	
Total Revenue	5.207	4.312	1.021	5.333	1.177	2.302	1.083	4.561	1.079	1.175	1.350	2.403	6.008	1.997	2.056	2.147	3.809	10.009	
Cost of Revenues	2.072	1.448	0.509	1.957	0.412	0.720	0.312	1.445	0.381	0.411	0.473	0.841	2.106	0.619	0.637	0.665	1.181	3.103	
Gross Profit	3.135	2.864	0.512	3.376	0.765	1.581	0.771	3.117	0.698	0.764	0.878	1.562	3.901	1.378	1.419	1.481	2.628	6.906	
General & administrative	11.006	7.227	2.048	9.275	3.170	5.767	3.968	12.905	4.309	3.500	3.500	3.500	14.809	3.500	3.500	3.500	3.500	14.000	
Depreciation & amortization	0.481	0.007	0.003	0.010	0.002	0.003	0.002	0.007	0.002	0.002	0.002	0.002	0.006	0.002	0.002	0.002	0.002	0.006	
Restructuring and other	1.634	0.303	0.000	0.303	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
Total operating expenses	13.121	7.537	2.051	9.588	3.172	5.770	3.969	12.912	4.310	3.502	3.502	3.502	14.815	3.502	3.502	3.502	3.502	14.006	
Operating income (loss)	(9.986)	(4.673)	(1.539)	(6.212)	(2.408)	(4.189)	(3.199)	(9.796)	(3.612)	(2.738)	(2.624)	(1.940)	(10.914)	(2.124)	(2.083)	(2.020)	(0.873)	(7.100)	
Interest income (expense)	(1.213)	(1.498)	(0.882)	(2.380)	(0.921)	(2.572)	(2.060)	(5.554)	(1.029)	(0.840)	(0.905)	(0.905)	(3.680)	(0.905)	(0.905)	(0.905)	(0.905)	(3.621)	
Other income (expense)	0.809	(2.821)	(4.055)	(6.876)	(0.433)	2.507	(1.131)	0.943	0.140	0.000	0.000	0.000	0.140	0.000	0.000	0.000	0.000	0.000	
Income before income taxes	(10.390)	(8.992)	(6.477)	(15.469)	(3.762)	(4.255)	(6.390)	(14.406)	(4.501)	(3.578)	(3.529)	(2.845)	(14.453)	(3.029)	(2.988)	(2.926)	(1.779)	(10.721)	
Income taxes	(0.409)	0.015	(0.015)	0.000	0.003	0.014	(0.017)	0.000	(0.001)	0.000	0.000	0.000	(0.001)	0.000	0.000	0.000	0.000	0.000	
Net income (loss)	(9.981)	(9.007)	(6.462)	(15.469)	(3.765)	(4.268)	(6.373)	(14.406)	(4.500)	(3.578)	(3.529)	(2.845)	(14.452)	(3.029)	(2.988)	(2.926)	(1.779)	(10.721)	
Nonrecurring/noncash adjustments	0.000			0.000				0.000					0.000					0.000	
Net income (pro forma)	(9.981)	(9.007)	(6.462)	(15.469)	(3.765)	(4.268)	(6.373)	(14.406)	(4.500)	(3.578)	(3.529)	(2.845)	(14.452)	(3.029)	(2.988)	(2.926)	(1.779)	(10.721)	
EBITDA	(8.118)	(3.888)	(0.939)	(4.827)	(0.626)	(1.882)	(8.336)	(10.844)	(1.508)	(2.435)	(2.321)	(1.636)	(7.900)	(1.820)	(1.779)	(1.717)	(0.570)	(5.887)	
Shares, Basic	7.557	8.039		6.441	6.382	8.164	6.854	6.854	17.356	28.600	35.700	35.800	29.364	35.900	36.000	36.100	36.200	36.050	
Shares, Diluted	7.557	8.039		6.441	6.382	8.164	6.854	6.854	17.356	28.600	35.700	35.800	29.364	35.900	36.000	36.100	36.200	36.050	
EPS Basic (pro forma)	(\$1.32)	(\$1.12)		(\$2.40)	(\$0.59)	(\$0.52)	(\$0.93)	(\$2.10)	(\$0.26)	(\$0.13)	(\$0.10)	(\$0.08)	(\$0.49)	(\$0.08)	(\$0.08)	(\$0.08)	(\$0.05)	(\$0.30)	
EPS Diluted (pro forma)	(\$1.32)	(\$1.12)		(\$2.40)	(\$0.59)	(\$0.52)	(\$0.93)	(\$2.10)	(\$0.26)	(\$0.13)	(\$0.10)	(\$0.08)	(\$0.49)	(\$0.08)	(\$0.08)	(\$0.08)	(\$0.05)	(\$0.30)	
Margins																			
Gross margin	60%	66%	50%	63%	65%	69%	71%	68%	65%	65%	65%	65%	65%	69%	69%	69%	69%	69%	
General & administrative	211%	168%	201%	174%	269%	251%	367%	283%	399%	298%	259%	146%	247%	175%	170%	163%	92%	140%	
Operating margin	-192%	-108%	-151%	-116%	-205%	-182%	-296%	-215%	-335%	-233%	-194%	-81%	-182%	-106%	-101%	-94%	-23%	-71%	
Tax rate, GAAP	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Net margin	-192%	-209%	-633%	-290%	-320%	-185%	-589%	-316%	-417%	-305%	-261%	-118%	-241%	-152%	-145%	-136%	-47%	-107%	
Y/Y % change																			
Total Revenue				2%			6%	-14%	-8%			122%	32%	85%	75%	59%	59%	67%	
Gross margin				8%			50%	-8%	-9%			103%	25%	97%	86%	69%	68%	77%	
General & administrative				-16%			94%	39%	36%			-12%	15%	-19%	0%	0%	0%	-5%	
Operating income (loss)				-38%			108%	58%	50%			-39%	11%	-41%	-24%	-23%	-55%	-35%	
Net income (loss)				55%			-1%	-7%	20%			-55%	0%	-33%	-16%	-17%	-37%	-26%	
EPS Diluted (pro forma)				82%			#DIV/0!	-12%	-56%			-91%	-77%	-67%	-34%	-18%	-38%	-40%	

Source: Company reports and Ascendant Capital Markets estimates.

Banzai International, Inc.

Balance Sheet (\$ mils)	Dec-21	Dec-22	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25
Fiscal Year End: December 31	Q4A	Q4A	Q3A	Q4A	Q1A	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Assets												
Cash and cash equivalents	1.787	1.023	0.397	2.094	1.027	1.704	0.227	(1.655)	(9.989)	(12.421)	(14.657)	(9.021)
Short term investments						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Accounts receivable, net	0.075	0.068	0.094	0.105	0.035	0.131	0.150	0.267	0.444	0.457	0.477	0.846
Deferred contract acquisition costs, c	0.091	0.070	0.022			0.000	0.000	0.000	0.000	0.000	0.000	0.000
Deferred income taxes						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Prepaid expenses and other	0.668	0.264	0.143	0.741	1.074	1.169	1.343	1.202	0.999	1.028	1.073	1.905
Total current assets	2.620	1.425	0.656	2.940	2.136	3.004	1.720	(0.186)	(8.547)	(10.936)	(13.107)	(6.270)
Property and equipment, net	0.011	0.012	0.006	0.005	0.003	0.002	(0.000)	(0.002)	(0.003)	(0.005)	(0.006)	(0.008)
Leases	0.307	0.307	0.178	0.134	0.090	0.090	0.090	0.090	0.090	0.090	0.090	0.090
Intangibles, net	2.172	2.172	2.172	2.172	2.172	2.172	2.172	2.172	2.172	2.172	2.172	2.172
Deferred income tax						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Deferred offering costs		1.525	2.291			0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other	0.091	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038
Total assets	4.893	5.479	5.341	5.288	4.439	5.305	4.020	2.113	(6.250)	(8.640)	(10.813)	(3.977)
Liabilities and stockholders' equity												
Accounts payable	0.439	1.100	2.396	6.440	8.337	8.930	10.260	7.209	7.988	8.225	8.586	15.236
Accrued expenses	0.361	0.745	0.617	5.261	3.863	4.113	4.725	8.411	1.997	2.056	2.147	3.809
Deferred revenue	1.060	0.930	0.891	1.214		0.000	0.000	0.000	0.000	0.000	0.000	0.000
Deferred income tax						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Leases		0.285	0.305	0.234		0.000	0.000	0.000	0.000	0.000	0.000	0.000
Warrant liabilities	0.004	2.782	4.577	1.216	0.693	0.693	0.693	0.693	0.693	0.693	0.693	0.693
Other	1.000	9.755	7.436	6.559	4.104	4.104	4.104	4.104	4.104	4.104	4.104	4.104
Short term debt	7.980	13.686	20.344	16.165	16.805	18.105	18.105	18.105	18.105	18.105	18.105	18.105
Total current liabilities	10.844	29.284	36.567	37.090	33.802	35.945	37.887	38.523	32.888	33.184	33.635	41.948
Deferred income taxes						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Leases		0.234	0.002		0.159	0.159	0.159	0.159	0.159	0.159	0.159	0.159
Deferred revenue					1.245	1.245	1.245	1.245	1.245	1.245	1.245	1.245
Warrant liabilities						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Other long term liabilities	3.470	0.075	0.075	0.075	0.075	0.075	0.075	0.075	0.075	0.075	0.075	0.075
Long term debt						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total other liabilities	3.470	0.309	0.077	0.075	1.479	1.479	1.479	1.479	1.479	1.479	1.479	1.479
Preferred stock	6.318	6.318	6.318			0.000	0.000	0.000	0.000	0.000	0.000	0.000
Common stock	0.001	0.001	0.001	0.002	0.002	0.304	0.605	0.907	1.209	1.511	1.812	2.114
Additional paid-in capital	1.151	1.927	2.771	14.889	20.422	20.422	20.422	20.422	20.422	20.422	20.422	20.422
Retained earnings	(16.892)	(32.360)	(40.394)	(46.766)	(51.267)	(54.845)	(58.374)	(61.219)	(64.248)	(67.236)	(70.161)	(71.940)
Other						2.000	2.000	2.000	2.000	2.000	2.000	2.000
Accumulated other comprehensive income						0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total stockholders' equity	(9.421)	(24.114)	(31.303)	(31.876)	(30.843)	(32.119)	(35.347)	(37.890)	(40.617)	(43.303)	(45.927)	(47.404)
Total stockholders' equity and liabili	4.893	5.479	5.341	5.288	4.439	5.305	4.020	2.113	(6.250)	(8.640)	(10.813)	(3.977)

Balance Sheet Drivers

	Dec-21	Dec-22	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25
	Q4A	Q4A	Q3A	Q4A	Q1A	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Prepaid as % of total rev	13%	26%		68%	99%	99%	99%	50%	50%	50%	50%	50%
A/P as % of total rev	8%	108%		595%	772%	760%	760%	300%	400%	400%	400%	400%
Accrued exp related as % of total rev	7%	73%		486%	358%	350%	350%	350%	100%	100%	100%	100%
Activity Ratios												
A/R Days Sales Outstanding	0	6		9	3	10	10	10	20	20	20	20
Book & Cash Value (per share)												
Book Value per Share (diluted)	-\$1.25											
Cash per Share (diluted)	\$0.24											
Net cash per Share (diluted)	-\$0.82											

Source: Company reports and Ascendant Capital Markets estimates

Banzai International, Inc.

Cash Flow Statement (\$ mils)		2021	9-Months	Sep-22	Dec-22	2022	Mar-23	6-Months	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	Mar-25	Jun-25	Sep-25	Dec-25	2025
Fiscal Year End: December 31		FY-A	Q1/2/3A	Q4A	FY-A	Q1A	Q2/3A	Q4A	FY-A	Q1A	Q2E	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E		
Cash flow from operating activities																					
Net income	(9.982)		(9.007)	(6.462)	(15.469)	(3.765)		(4.268)	(6.373)	(14.406)	(4.500)	(3.578)	(3.529)	(2.845)	(14.452)	(3.029)	(2.988)	(2.926)	(1.779)	(10.721)	
Depreciation	0.007		0.007	0.003	0.010	0.002		0.003	0.002	0.007	0.002	0.002	0.002	0.002	0.006	0.002	0.002	0.002	0.002	0.006	
Amortization	0.474		0.111	0.041	0.152	0.043		0.087	(0.130)	0.000	0.044				0.044					0.000	
Debt related amortization exper	0.366		0.685	0.946	1.631	0.684		2.491	1.394	4.570	0.608				0.608					0.000	
Stock comp	0.803		0.631	0.140	0.770	0.402		0.428	0.415	1.246	0.302	0.302	0.302	0.302	1.207	0.302	0.302	0.302	0.302	1.207	
Deferred income taxes										0.306	0.306				0.000	0.000	0.000	0.000	0.000	0.000	
Change in fair value of warrant	(0.478)		2.801	4.169	6.970	0.496		(2.499)	(4.703)	(6.706)	0.021				0.021					0.000	
Lease										(0.112)	(0.112)				0.000					0.000	
A/R reserve	0.232		0.218	(0.125)	0.093	(0.068)		0.072	(0.106)	(0.102)	(0.002)				(0.002)					0.000	
Writedowns and impairments	1.634		0.303	0.000	0.303						0.375				0.375					0.000	
Other gains/losses	(0.522)		0.057	0.000	0.057						(0.157)				(0.157)					0.000	
Other									5.288	5.288					0.000					0.000	
Changes in operating assets and liabilities:																					
Accounts receivable	(0.274)		(0.285)	0.198	(0.086)	0.075		(0.105)	0.095	0.065	0.073	(0.096)	(0.019)	(0.117)	(0.160)	(0.177)	(0.013)	(0.020)	(0.369)	(0.579)	
Deferred contract acquisition cc	0.046		0.001	0.020	0.021			0.048	(0.048)	0.000					0.000					0.000	
Prepaid expenses & other curre	(0.302)		0.385	0.019	0.404	(0.032)		0.152	(0.528)	(0.408)	(0.187)	(0.095)	(0.174)	0.141	(0.314)	0.203	(0.030)	(0.045)	(0.831)	(0.703)	
Income tax															0.000					0.000	
Other assets			0.057	(0.004)	0.053	(0.127)		0.127	(1.438)	(1.438)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
Accounts payable	(0.257)		(0.168)	0.829	0.661	1.176		0.120	0.044	5.340	1.897	0.593	1.330	(3.051)	0.770	0.779	0.237	0.361	6.650	8.027	
Accrued expenses	0.054		0.375	0.010	0.385	(0.200)		0.072	4.577	4.449	(0.525)	0.250	0.613	3.686	4.024	(6.414)	0.059	0.090	1.663	(4.602)	
Deferred revenue	0.319		(0.118)	(0.012)	(0.130)	0.103		(0.143)	0.323	0.284	0.031				0.031					0.000	
Other liabilities	1.037		(0.777)	(0.216)	(0.992)	(0.268)		(0.150)	0.485	0.067	(0.097)	0.000	0.000	0.000	(0.097)	0.000	0.000	0.000	0.000	0.000	
Net cash (used in) provided by	(6.843)		(4.725)	(0.443)	(5.168)	(1.479)		(3.563)	3.491	(1.551)	(2.117)	(2.623)	(1.477)	(1.881)	(8.098)	(8.335)	(2.431)	(2.236)	5.637	(7.366)	
Cash flow from investing activities																					
Purchases of property and equi	(0.002)		(0.009)	(0.001)	(0.011)										0.000	0.000	0.000	0.000	0.000	0.000	
Purchases of short-term investments												0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
Acquisitions	(3.576)														0.000					0.000	
Other	0.009														0.000					0.000	
Net cash used in investing acti	(3.569)		(0.009)	(0.001)	(0.011)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
Cash flow from financing activities																					
Issuance of debt	8.099		5.936	0.000	5.936	1.500		3.668	5.038	10.206	2.250	1.300	0.000	0.000	3.550	0.000	0.000	0.000	0.000	0.000	
Repayment of debt	(0.644)										(1.200)				(1.200)					0.000	
Issuance of stock	3.964		0.005	0.000	0.005	0.006		0.008	0.017	0.031		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
Proceeds from stock option exercises															0.000					0.000	
Other			(0.248)	(1.277)	(1.525)			(0.766)	(6.849)	(7.615)		2.000			2.000					0.000	
Dividends and distributions															0.000					0.000	
Cash provided by (used in) fina	11.419		5.693	(1.277)	4.416	1.506		2.909	(1.794)	2.621	1.050	3.300	0.000	0.000	4.350	0.000	0.000	0.000	0.000	0.000	
Effect of exchange rate on cash															0.000					0.000	
Net increase (decrease) in cash	1.007		0.959	(1.722)	(0.763)	0.026		(0.653)	1.697	1.070	(1.067)	0.677	(1.477)	(1.881)	(3.748)	(8.335)	(2.431)	(2.236)	5.637	(7.366)	
Beginning cash and equivalents	0.779		1.787	2.745	1.787	1.023		1.050	0.397	1.023	2.094	1.027	1.704	0.227	2.094	(1.655)	(9.989)	(12.421)	(14.657)	(1.655)	
Ending cash and equivalents	1.787		2.745	1.023	1.023	1.050		0.397	2.094	2.094	1.027	1.704	0.227	(1.655)	(1.655)	(9.989)	(12.421)	(14.657)	(9.021)	(9.021)	

Source: Company reports and Ascendant Capital Markets estimates

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Banzai International, Inc.

- Ascendant Capital Markets, LLC has received compensation for advisory or investment banking services from the company in the past 12 months.

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Total return is defined as price appreciation plus dividend yield.

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Rating	Count	Percent	Investment Banking Services Past 12 months	
			Count	Percent
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Sell	1	2%	0	0%
Total	56	100%	18	32%

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