#### VERITONE, INC.

#### SUPPLEMENTAL FINANCIAL INFORMATION

(Q3 2019)

This document contains the following unaudited financial and business information for the most recent seven quarters ended September 30, 2019:

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- 1. Supplemental Non-GAAP Financial Information and Reconciliation to GAAP Information
- 2. Supplemental Revenue Breakdown and Comparisons
- 3. Key Performance Indicators (KPIs)

#### **Explanatory Notes**

The accompanying financial information excludes all financial statement disclosures and other information required by generally accepted accounting principles (GAAP) and Securities and Exchange Commission (SEC) rules and regulations. However, Veritone has previously filed, or has publicly disclosed and will file, with the SEC, financial statements for each of the above noted periods that were prepared in accordance with generally accepted accounting principles and SEC rules and regulations. The accompanying financial information is derived from the books and records of Veritone that were used to prepare those financial statements. Accordingly, the accompanying information should be read in conjunction with Veritone's consolidated financial statements and notes thereto filed with the SEC for each respective period. We believe that quarter-to-quarter comparisons of results from operations, or any other similar period-to-period comparisons, should not be construed as reliable indicators of our future performance.

The accompanying financial information includes certain non-GAAP financial measures. The items excluded from these non-GAAP financial measures are detailed on the following pages. The Company presents this supplemental non-GAAP financial information because management believes such information to be important supplemental measures of performance that are commonly used by securities analysts, investors and other interested parties in the evaluation of companies in its industry. Management also uses this information internally for forecasting and budgeting. These non-GAAP measures may not be indicative of the historical operating results of Veritone or predictive of potential future results. Other companies (including the Company's competitors) may define these non-GAAP measures differently. Investors should not consider this supplemental non-GAAP financial information in isolation or as a substitute for analysis of the Company's results as reported in accordance with GAAP. In addition, Adjusted EBITDAS should not be considered as an alternative to cash flow from operating activities as a measure of liquidity.

## VERITONE, INC. SUPPLEMENTAL NON-GAAP FINANCIAL INFORMATION AND RECONCILIATION TO GAAP INFORMATION (unaudited; in thousands, except per share data)

Company         May 100         Series of 100         Company		Quarter Ended												
CAAP gross profit		March 31, June 30,		September 30, Do			December 31, March 31,			J	June 30,	September 30,		
Depocation and amortization   48   48   32   792   370   335   561   Non-GAAP gross profit   3,872   3366   6,007   8,213   8,623   8,243   8,609   GAAP slas and marketing expenses   5,748   5,142   4,586   6,694   6,133   6,448   6,609   Depreciation and amortization   7   7   (18)   (949)   (212)   (259)   (252)   Stock-based compensation expense   5,748   4,894   4,322   5,808   5,678   5,678   5,799   GAAP research and development expenses   4,528   4,894   4,322   5,808   5,678   5,678   5,799   GAAP research and development expenses   4,528   5,146   5,218   7,203   6,938   6,351   5,730   Depreciation and amortization   (256)   (256)   (266)   (298)   (227)   (275)   (257)   Stock-based compensation expense   (242)   (266)   (995)   (662)   (308)   (306)   (307)   Machine Box contingent payments   (430)   (4,644   4,357   5,134   (4,149   6,149   Non-GAAP research and development expenses   4,730   (4,694   4,357   5,134   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494   4,494   4,494   (4,149   4,494		2018	2018		2018					2019				
Non-GAAP gross profit   S,872   S,396   G,007   S,213   S,623   S,243   S,609	· .	Φ 5,021	-		\$		\$		\$		\$		\$	8,048
CAAP sales and marketing expenses	•													
Depociation and amortization   Care	Non-GAAP gross profit	3,872		3,396		6,007		8,213		8,623		8,243		8,609
Stock-based compensation expense   3.20   2.48   2.46   2.37   2.43   2.71   2.81	GAAP sales and marketing expenses	5,748		5,142		4,586		6,994		6,133		6,448		6,609
Non-GAAP sales and marketing expenses	Depreciation and amortization	_		_		(18)		(949)		(212)		(529)		(529)
CAAP research and development expenses	Stock-based compensation expense	(320	)	(248)		(246)		(237)		(243)		(271)		(281)
Depreciation and amortization   C256   C256   C266   C298   C277   C275   C257     Stock-based compensation expense   C42   C266   C395   C662   C380   C376   C377     Stock-based compensation expense   C42   C266   C395   C662   C380   C376   C377     Non-GAAP research and development expenses   C430   C462   C452   C466   C458   C458   C458   C458   C458     Stock-based compensation expense   C430   C462   C479   C479   C474   C475   C475     Stock-based compensation expense   C4,912   C2,137   C4,040   C4,079   C4,075   C4,180   C4,608   C4,148     Cost of warrants issued   C470   C275   C470   C470   C470   C475     Stock-based compensation expense   C4,912   C2,137   C3,997   C4,075   C4,180   C4,608   C4,148     Cost of warrants issued   C470   C270   C470   C470   C470   C470   C470     Shareholder matters   C470   C470   C470   C470   C470   C470   C470   C470     Acquisition and integration-related costs   C470   C4	Non-GAAP sales and marketing expenses	5,428		4,894		4,322		5,808		5,678		5,648		5,799
Stock-based compensation expense   C42   C66   C595   C662   C380   C376   C307     Machine Box contingent payments   C	GAAP research and development expenses	4,528		5,146		5,218		7,203		6,938		6,351		5,730
Machine Box contingent payments	Depreciation and amortization	(256	)	(256)		(266)		(298)		(227)		(275)		(257)
Non-GAAP research and development expenses	Stock-based compensation expense	(242	)	(266)		(595)		(662)		(380)		(376)		(307)
CAAP general and administrative expenses   6,778   7,513   12,436   11,266   11,690   11,645   11,905   12,75	Machine Box contingent payments		<u> </u>					(1,109)		(917)		(600)		(81)
Depreciation and amortization   (51)   (169)   (240)   (279)   (324)   (247)   (275)	Non-GAAP research and development expenses	4,030		4,624		4,357		5,134		5,414		5,100		5,085
Stock-based compensation expense   (1,912)   (2,137)   (3,997)   (4,075)   (4,180)   (4,608)   (4,148)	GAAP general and administrative expenses	6,778		7,513		12,436		11,266		11,690		11,645		11,905
Cost of warrants issued   Cost of warrants   Cost	Depreciation and amortization	(51	)	(169)		(240)		(279)		(324)		(247)		(275)
Shareholder matters	Stock-based compensation expense	(1,912	)	(2,137)		(3,997)		(4,075)		(4,180)		(4,608)		(4,148)
Acquisition and integration-related costs         —	Cost of warrants issued	_		(207)		_		_		_		_		_
Performance Bridge earn-out fair value adjustment Non-GAAP general and administrative expenses	Shareholder matters	_		_		_		(116)		_		_		_
Non-GAAP general and administrative expenses         4,815         5,000         6,179         6,389         7,047         6,790         7,482           GAAP loss from operations         (13,230)         (14,453)         (16,265)         (18,042)         (16,508)         (16,736)         (16,196)           Total non-GAAP adjustments         2,829         3,331         7,414         8,924         6,992         7,441         6,439           Non-GAAP loss from operations         (10,401)         (11,122)         (8,851)         (9,118)         (9,516)         (9,295)         (9,757)           GAAP other income, net         183         133         329         263         211         51         184           Change in fair value of warrant liability         —         15         (108)         (91)         13         37         (57)           Non-GAAP other income, net         183         148         221         172         224         88         127           GAAP loss before income taxes         (13,047)         (14,320)         (15,936)         (17,779)         (16,6297)         (16,685)         (16,012)           Total non-GAAP adjustments solve fore income taxes         (10,218)         (10,974)         (8,630)         (8,946)         (9,292)	Acquisition and integration-related costs	_		_		(2,020)		(407)		_		_		_
GAAP loss from operations         (13,230)         (14,453)         (16,265)         (18,042)         (16,508)         (16,736)         (16,196)           Total non-GAAP adjustments         2,829         3,331         7,414         8,924         6,992         7,441         6,439           Non-GAAP loss from operations         (10,401)         (11,122)         (8,851)         (9,118)         (9,516)         (9,295)         (9,757)           GAAP other income, net         183         133         329         263         211         51         184           Change in fair value of warrant liability         —         15         (108)         (91)         13         37         (57)           Non-GAAP other income, net         183         148         221         172         224         88         127           GAAP loss before income taxes         (13,047)         (14,320)         (15,936)         (17,779)         (16,297)         (16,685)         (16,012)           Total non-GAAP adjustments¹         2,829         3,346         7,306         8,833         7,005         7,478         6,382           Non-GAAP basic and diluted net loss per share         (13,049)         (14,330)         (15,941)         (17,784)         (16,306)         (16,691)	Performance Bridge earn-out fair value adjustment									(139)				
Total non-GAAP adjustments         2,829         3,331         7,414         8,924         6,992         7,441         6,439           Non-GAAP loss from operations         (10,401)         (11,122)         (8,851)         (9,118)         (9,516)         (9,295)         (9,757)           GAAP other income, net         183         133         329         263         211         51         184           Change in fair value of warrant liability         —         15         (108)         (91)         13         37         (57)           Non-GAAP other income, net         183         148         221         172         224         88         127           GAAP loss before income taxes         (13,047)         (14,320)         (15,936)         (17,779)         (16,297)         (16,685)         (16,012)           Total non-GAAP adjustments on the taxes         (10,218)         (10,974)         (8,630)         (8,946)         (9,292)         (9,207)         (9,630)           GAAP net loss         (13,049)         (14,330)         (15,941)         (17,784)         (16,306)         (16,691)         (14,197)           Income tax (benefit) provision         2         10         5         5         9         6         (1,815)	Non-GAAP general and administrative expenses	4,815		5,000		6,179		6,389		7,047		6,790		7,482
Non-GAAP loss from operations         (10,401)         (11,122)         (8,851)         (9,118)         (9,516)         (9,295)         (9,757)           GAAP other income, net         183         133         329         263         211         51         184           Change in fair value of warrant liability         —         15         (108)         (91)         13         37         (57)           Non-GAAP other income, net         183         148         221         172         224         88         127           GAAP loss before income taxes         (13,047)         (14,320)         (15,936)         (17,779)         (16,297)         (16,685)         (16,012)           Total non-GAAP adjustments of Loss before income taxes         (10,218)         (10,974)         (8,630)         8,833         7,005         7,478         6,382           Non-GAAP loss before income taxes         (13,049)         (14,330)         (15,941)         (17,784)         (16,690)         (16,691)         (14,197)           Income tax (benefit) provision         2         10         5         5         9         6         (1,815)           Other non-GAAP adjustments         2,829         3,346         7,306         8,833         7,005         7,478	GAAP loss from operations	(13,230	)	(14,453)		(16,265)		(18,042)		(16,508)		(16,736)		(16,196)
GAAP other income, net Change in fair value of warrant liability — 15 (108) (91) 13 37 (57) (57) Non-GAAP other income, net 183 148 221 172 224 88 127 (172) (16,685) (16,012) (17,779) (16,297) (16,685) (16,012) (17,779)	Total non-GAAP adjustments	2,829		3,331		7,414		8,924		6,992		7,441		6,439
Change in fair value of warrant liability         —         15         (108)         (91)         13         37         (57)           Non-GAAP other income, net         183         148         221         172         224         88         127           GAAP loss before income taxes         (13,047)         (14,320)         (15,936)         (17,779)         (16,297)         (16,685)         (16,012)           Total non-GAAP adjustments Income taxes         (10,218)         (10,974)         (8,630)         (8,946)         (9,292)         (9,207)         (9,630)           GAAP net loss         (13,049)         (14,330)         (15,941)         (17,784)         (16,306)         (16,691)         (14,197)           Income tax (benefit) provision         2         10         5         5         9         6         (1,815)           Other non-GAAP adjustments         2,829         3,346         7,306         8,833         7,005         7,478         4,567           Non-GAAP net loss         (10,218)         (10,974)         8(8,630)         8,833         7,005         7,478         4,567           Non-GAAP adjustments         2,829         3,346         7,306         8,833         7,005         7,478         4,567      <	Non-GAAP loss from operations	(10,401	)	(11,122)		(8,851)		(9,118)		(9,516)		(9,295)		(9,757)
Non-GAAP other income, net  183  148  221  172  224  88  127  GAAP loss before income taxes  (13,047) (14,320) (15,936) (17,779) (16,297) (16,685) (16,012)  Total non-GAAP adjustments  2,829  3,346  7,306  8,833  7,005  7,478  6,382  Non-GAAP loss before income taxes  (10,218) (10,974) (8,630) (8,946) (9,292) (9,207) (9,630)  GAAP net loss  (13,049) (14,330) (15,941) (17,784) (16,306) (16,691) (14,197)  Income tax (benefit) provision  2 10 5 5 5 9 6 (1,815)  Other non-GAAP adjustments  2,829  3,346  7,306  8,833  7,005  7,478  4,567  Non-GAAP net loss  (10,218) (10,974) (8,630) (8,946) (9,292) (9,207) (9,630)  GAAP basic and diluted net loss per share  (0,81) \$ (10,974) (8,630) (15,941) (17,784) (16,306) (16,691) (14,197)  (14,197) (14,197) (15,941) (17,784) (16,306) (16,691) (14,197)  (15,941) (17,784) (16,306) (16,691) (14,197)  (16,081) (14,197) (16,081) (16,08	GAAP other income, net	183		133		329		263		211		51		184
GAAP loss before income taxes (13,047) (14,320) (15,936) (17,779) (16,297) (16,685) (16,012)  Total non-GAAP adjustments	Change in fair value of warrant liability		<u> </u>	15		(108)		(91)		13		37		(57)
Total non-GAAP adjustments	Non-GAAP other income, net	183		148		221		172		224		88		127
Non-GAAP loss before income taxes (10,218) (10,974) (8,630) (8,946) (9,292) (9,207) (9,630)  GAAP net loss (13,049) (14,330) (15,941) (17,784) (16,306) (16,691) (14,197) Income tax (benefit) provision 2 10 5 5 9 6 (1,815) Other non-GAAP adjustments 2,829 3,346 7,306 8,833 7,005 7,478 4,567 Non-GAAP net loss (10,218) (10,974) (8,630) (8,946) (9,292) (9,207) (9,630)  GAAP basic and diluted net loss per share (0.81) (0.88) (0.88) (0.86) (0.92) (0.92) (0.84) (0.80) (0.80) (0.64) (0.64) (0.64) (0.64) (0.64) (0.64) (0.66) (0.64) (0.66) (0.64) (0.66) (0.64) (0.66) (0.64) (0.66) (0.64) (0.66	GAAP loss before income taxes	(13,047	)	(14,320)		(15,936)		(17,779)		(16,297)		(16,685)		(16,012)
GAAP net loss (13,049) (14,330) (15,941) (17,784) (16,306) (16,691) (14,197) Income tax (benefit) provision 2 10 5 5 5 9 6 (1,815) Other non-GAAP adjustments 2,829 3,346 7,306 8,833 7,005 7,478 4,567 Non-GAAP net loss (10,218) (10,974) (	Total non-GAAP adjustments <sup>1</sup>	2,829		3,346		7,306		8,833		7,005		7,478		6,382
Income tax (benefit) provision   2   10   5   5   9   6   (1,815)	Non-GAAP loss before income taxes	(10,218	)	(10,974)		(8,630)		(8,946)		(9,292)		(9,207)		(9,630)
Income tax (benefit) provision   2   10   5   5   9   6   (1,815)	GAAP net loss	(13,049	)	(14,330)		(15,941)		(17,784)		(16,306)		(16,691)		(14,197)
Non-GAAP net loss         \$ (10,218)         \$ (10,974)         \$ (8,630)         \$ (8,946)         \$ (9,292)         \$ (9,207)         \$ (9,630)           GAAP basic and diluted net loss per share         \$ (0.81)         \$ (0.88)         \$ (0.86)         \$ (0.92)         \$ (0.84)         \$ (0.80)         \$ (0.64)           Total non-GAAP adjustments to net loss per share         \$ (0.17)         \$ (0.21)         \$ (0.40)         \$ (0.46)         \$ (0.36)         \$ (0.36)         \$ (0.29)           Non-GAAP basic and diluted net loss per share         \$ (0.64)         \$ (0.67)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)           Shares used in computing non-GAAP basic and         \$ (0.64)         \$ (0.64)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)	Income tax (benefit) provision	2		10		5		5		9		6		(1,815)
GAAP basic and diluted net loss per share \$ (0.81) \$ (0.88) \$ (0.86) \$ (0.92) \$ (0.84) \$ (0.80) \$ (0.64)  Total non-GAAP adjustments to net loss per sharel \$ 0.17 \$ 0.21 \$ 0.40 \$ 0.46 \$ 0.36 \$ 0.36 \$ 0.29  Non-GAAP basic and diluted net loss per share \$ (0.64) \$ (0.67) \$ (0.46) \$ (0.46) \$ (0.46) \$ (0.48) \$ (0.48) \$ (0.44) \$ (0.43)  Shares used in computing non-GAAP basic and	Other non-GAAP adjustments	2,829		3,346		7,306		8,833		7,005		7,478		4,567
Total non-GAAP adjustments to net loss per sharel         \$ 0.17         \$ 0.21         \$ 0.40         \$ 0.46         \$ 0.36         \$ 0.36         \$ 0.29           Non-GAAP basic and diluted net loss per share         \$ (0.64)         \$ (0.67)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)           Shares used in computing non-GAAP basic and         \$ (0.64)         \$ (0.67)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)	Non-GAAP net loss	\$ (10,218	) \$	(10,974)	\$	(8,630)	\$	(8,946)	\$	(9,292)	\$	(9,207)	\$	(9,630)
Total non-GAAP adjustments to net loss per sharel         \$ 0.17         \$ 0.21         \$ 0.40         \$ 0.46         \$ 0.36         \$ 0.36         \$ 0.29           Non-GAAP basic and diluted net loss per share         \$ (0.64)         \$ (0.67)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)           Shares used in computing non-GAAP basic and         \$ (0.64)         \$ (0.67)         \$ (0.46)         \$ (0.46)         \$ (0.48)         \$ (0.44)         \$ (0.43)	GAAP basic and diluted net loss per share	\$ (0.81	) \$	(0.88)	\$	(0.86)	\$	(0.92)	\$	(0.84)	\$	(0.80)	\$	(0.64)
Non-GAAP basic and diluted net loss per share \$ (0.64) \$ (0.67) \$ (0.46) \$ (0.46) \$ (0.46) \$ (0.48) \$ (0.48) \$ (0.44) \$ (0.43) \$ Shares used in computing non-GAAP basic and	•			-	\$		S		S		\$	$\rightarrow$	\$	
Shares used in computing non-GAAP basic and					_				_		=			
* *	•	ψ (0.04	<u>, φ</u>	(0.07)	φ	(0.70)	φ	(0.70)	φ	(0.70)	φ	(0.77)	Ψ	(0.73)
		16,070	<u> </u>	16,314		18,612		19,250		19,511		20,759		22,345

<sup>&</sup>lt;sup>1</sup> Adjustments are comprised of the adjustments to GAAP gross profit, sales and marketing expenses, research and development expenses and general and administrative expenses listed above.

### VERITONE, INC. **Supplemental Revenue Breakdown and Comparisons** (Unaudited, Dollars in Millions)

(Unaudited, Dollars in Millions)									
D. I.D.	01 2010	02 2010	02 2010	04 2010	01 2010	02 2010	02 2010		9 Change
Revenue by Business	<u>O1 2018</u> \$3.1	O2 2018		O4 2018	O1 2019	O2 2019	O3 2019	vs Q2 2019 8%	vs Q3 2018 33%
Advertising		\$3.3	\$4.7	\$6.0	\$5.7	\$5.8	\$6.3	8% 4%	
-Excluding Acquisitions	\$3.1	\$3.3	\$4.3	\$4.7	\$4.2	\$4.3	\$4.5	4%	4%
aiWARE SaaS Solutions	\$1.3	\$0.9	\$1.4	\$2.4	\$2.8	\$2.7	\$2.4	(12%)	67%
-Excluding Acquisitions	\$1.3	\$0.9	\$1.1	\$1.5	\$1.6	\$1.7	\$1.4	(18%)	32%
aiWARE Content Licensing and Media Services	N/A	N/A	\$1.4	\$2.5	\$3.7	\$3.8	\$4.2	11%	196%
-Excluding Acquisitions	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Sales	\$4.4	\$4.2	\$7.5	\$10.9	\$12.1	\$12.3	\$12.8	4%	70%
-Excluding Acquisitions	\$4.4	\$4.2	\$5.4	\$6.2	\$5.8	\$6.0	\$5.9	(2%)	10%
								O3 201	9 Change
aiWARE SaaS Revenues (Excl. Acquisitions)	O1 2018	Q2 2018	O3 2018	O4 2018	Q1 2019	Q2 2019	O3 2019	vs Q2 2019	vs Q3 2018
Media & Entertainment	\$0.7	\$0.8	\$1.0	\$1.4	\$1.1	\$1.5	\$1.5	0%	49%
% aiWARE SaaS Revenues (Excl. Acquisitions)	53%	97%	95%	98%	65%	88%	107%		
Government	\$0.0	\$0.0	\$0.0	\$0.0	\$0.5	\$0.0	\$0.0	(27%)	89%
% aiWARE SaaS Revenues (Excl. Acquisitions)	0%	1%	2%	2%	30%	3%	2%		
Legal	\$0.6	\$0.0	\$0.0	\$0.0	\$0.1	\$0.2	\$0.1	(59%)	72%
% aiWARE SaaS Revenues (Excl. Acquisitions)	47%	3%	4%	1%	5%	10%	5%		
								O3 201	9 Change
Total aiWARE Software and Services	O1 2018	O2 2018	O3 2018	O4 2018	O1 2019	O2 2019	O3 2019	vs O2 2019	vs O3 2018
aiWARE Saas Solutions	\$1.3	\$0.9	\$1.4	\$2.4	\$2.8	\$2.7	\$2.4	(12%)	67%
aiWARE Content Licensing and Media Services	N/A	N/A	\$1.4	\$2.5	\$3.7	\$3.8	\$4.2	11%	196%
aiWARE Software and Services	\$1.3	\$0.9	\$2.8	\$5.0	\$6.4	\$6.4	\$6.5	1%	131%
% of Total Revenues	29%	21%	37%	45%	53%	52%	51%		
								Q3 201	9 Change
Total aiWARE Software and Services by Vertical	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	vs Q2 2019	vs Q3 2018
Media & Entertainment	\$0.7	\$0.8	\$2.8	\$4.9	\$4.7	\$6.2	\$6.4	3%	132%
% of Total aiWARE Software and Services	53%	97%	98%	99%	74%	97%	98%		
Government	\$0.0	\$0.0	\$0.0	\$0.0	\$0.5	\$0.1	\$0.0	(41%)	89%
% of Total aiWARE Software and Services	0%	1%	1%	0%	8%	1%	0%		
Legal	\$0.6	\$0.0	\$0.0	\$0.0	\$0.1	\$0.2	\$0.1	(59%)	72%
% of Total aiWARE Software and Services	47%	3%	1%	0%	1%	3%	1%		

# VERITONE, INC. KEY PERFORMANCE INDICATORS (KPIs) (Unaudited)

Advertising	Q1 2018		Q2 2018		Q3 2018		Q4 2018		Q1 2019		Q2 2019		Q3 2019	
Including acquisition 1:														
Net new advertising clients added during quarter		14		14		10		14		14		21		11
Clients with active advertising campaigns during of		60		74		78		115		107		108		111
Average advertising spend per active client														
during quarter (in 000's)	\$	490	\$	425	\$	540	\$	478	\$	486	\$	497	\$	505
Net revenue during quarter (in 000's)	\$	3,121	\$	3,308	\$	4,730	\$	5,986	\$	5,714	\$	5,842	\$	6,291
Excluding acquisitions:														
Net new advertising clients added during quarter		14		14		10		14		14		21		11
Clients with active advertising campaigns during of		60		74		78		76		71		71		73
Average advertising spend per active client														
during quarter (in 000's)	\$	490	\$	425	\$	540	\$	616	\$	604	\$	542	\$	537
Net revenue during quarter (in 000's)	\$	3,121	\$	3,308	\$	4,296	\$	4,681	\$	4,186	\$	4,299	\$	4,473
aiWARE SaaS Solutions	Q	1 2018	Q	2 2018	Q	3 2018	Q	4 2018	Q	1 2019	Q	2 2019	Q	3 2019
Including acquisitions <sup>2</sup> :														
Total customers at quarter end		70		86		93		123		129		136		153
Total accounts on platform at quarter end		591		625		634		840		911		941		980
Active cognitive engines at quarter end		184		214		252		287		343		357		401
Hours of data processed during quarter	2,	805,000	2,	729,000	2,	830,000	3,	566,000	4,	061,000	4,	015,050	3,	606,151
Total contract value of new bookings received														
during quarter (in 000's)	\$	237	\$	583	\$	226	\$	1,196	\$	1,316	\$	1,362	\$	1,384
Monthly recurring revenue under agreements in														
effect at quarter end (in 000's)	\$	169	\$	214	\$	191	\$	544	\$	494	\$	545	\$	547
Net revenue during quarter (in 000's)	\$	1,267	\$	860	\$	1,406	\$	2,426	\$	2,754	\$	2,677	\$	2,350
Excluding acquisitions:														
Total customers at quarter end		70		86		93		97		103		107		129
Total accounts on platform at quarter end		591		625		634		814		885		913		952
Active cognitive engines at quarter end		184		214		252		287		343		357		401
Hours of data processed during quarter	2,	805,000	2,	729,000	2,	830,000	3,	566,000	4,	061,000	4,	015,050	3,	606,151
Total contract value of new bookings received														
during quarter (in 000's)	\$	237	\$	583	\$	226	\$	898	\$	736	\$	765	\$	650
Monthly recurring revenue under agreements in														
effect at quarter end (in 000's)	\$	169	\$	214	\$	191	\$	229	\$	235	\$	283	\$	273
Net revenue during quarter (in 000's)	\$	1,267	\$	860	\$	1,077	\$	1,474	\$	1,639	\$	1,735	\$	1,427

<sup>&</sup>lt;sup>1</sup> The results of Performance Bridge are included in the results for each KPI for the Company's Advertising business for the two most recent full quarters. In addition, Performance Bridge's net revenues are included for the portion of the third quarter of 2018 following the closing date of that acquisition.

<sup>2</sup> The results related to Wazee Digital and Machine Box offerings are included in the results for the following KPIs for the Company's aiWARE SaaS Solutions business for the two most recent full quarters: (i) total number of customers, (ii) total accounts on the platform, (iii) total contract value of new bookings, and (iv) monthly recurring revenue under active agreements. In addition, net revenues from the Wazee Digital and Machine Box offerings are included for the portion of the third quarter of 2018 following the closing date of that acquisition.