

aiWARE:

The Leading Enterprise Al Platform

Needham 24th Annual Growth Conference | January 2022

Copyright © 2022 Veritone, Inc. All rights reserved. CONFIDENTIAL. Trademarks are the property of their respective owners.

Forward Looking Statements & Disclaimers

This presentation of Veritone, Inc. (the "Company") contains forward-looking statements that involve substantial risks and uncertainties. The words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "would," "could," "should," and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. The forward-looking statements contained in this presentation reflect our current views with respect to future events.

Forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation. We have included important factors in the cautionary statements included in the Annual Report on Form 10-K and other periodic reports that we have filed with the Securities and Exchange Commission (the "SEC"), particularly in the Risk Factors sections, that we believe could cause actual results or events to differ materially from the forward-looking statements that we make. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Before you invest, you should read the Company's Annual Report on Form 10-K and the other documents the Company has filed with the SEC for more complete information about the Company. You may obtain these documents for free on the Company's website or by visiting EDGAR on the SEC website at www.sec.gov.

In addition to the Company's GAAP financial results, this presentation also includes certain non-GAAP financial measures. Tables detailing the items excluded from these non-GAAP financial measures and reconciling such non-GAAP financial measures with the most directly comparable GAAP financial measures are included in the Appendix.

The Company has provided these non-GAAP financial measures 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 financial measures should not be considered as an alternative to net income (loss), operating income (loss) or any other financial measures so calculated and presented, nor as an alternative to cash flow from operating activities as a measure of liquidity. Other companies (including the Company's competitors) may define these non-GAAP measures differently. These non-GAAP measures may not be indicative of the historical operating results of the Company or predictive of potential future results. Investors should not consider these non-GAAP financial measures in isolation or as a substitute for analysis of the Company's results reported in accordance with GAAP.

This presentation also contains information using industry publications that generally state that the information contained therein has been obtained from sources believed to be reliable, but such information may not be accurate or complete. While we are not aware of any misstatements regarding the information from these industry publications, we have not independently verified any of the data from third-party sources nor have we ascertained the underlying economic assumptions relied on therein.

This presentation is being made exclusively to qualified institutional buyers ("QIBs") as defined in Rule 144A under the U.S. Securities Act of 1933, as amended (the "Securities Act"). The securities described herein have not been and will not be registered under the Securities Act and may not be offered or sold in the United States except to QIBs in reliance on Rule 144A of the Securities Act or pursuant to an exemption from, or transaction not subject to, the registration requirements of the Securities Act. This document does not constitute an offer to sell, or a solicitation of an offer to purchase, any securities in any jurisdiction where such offer or sale is not permitted. Any purchaser of such securities will be deemed to have made certain representations and acknowledgements, including, without limitation, that the purchaser is a "qualified institutional buyer" as defined under Rule 144A of the Securities Act.



NASDAQ: VERI

Veritone – A Leader in Enterprise Al

Veritone is a leader in enterprise Al software, services, and applications, helping companies transform their operations and solve the complexities of digital information today. With our Al solutions and rich partner ecosystem, our customers can address their current and future challenges, empowering them to run more efficiently, accelerate decision making, and gain a competitive edge.

PARTNERS

Deloitte.













snowflake









Audacy









F













CUSTOMERS











Bloomberg











Founded in

2014

NASDAQ:

VERI

35

Issued U.S. & Foreign Patents + 93 Pending Applications

500+

Employees

400+

SaaS customers including major media & entertainment names

100+

Partners including Amazon, Google, Microsoft, Oracle, Snowflake



NASDAQ: VERI

Veritone Mission

Veritone is a leading enterprise AI software and services provider that activates the digital transformation of organizations. Our mission is to simply create a better world. One that is safe, dynamic, transparent, and innovative. The proven AI platform, aiWARE, the first proprietary operating system (OS) for AI, was designed to achieve this mission. By acting as the foundation for companies across multiple sectors, aiWARE enables the creation of enterprise-scale AI solutions and bespoke applications for customers and partners across industries.

Removing Bias Transparency Energy Efficiency/Resilience Labor Diversity Resource Optimization



Investment Highlights

Unique Operating System for Artificial Intelligence (AI) Driving Enterprise AI Transformation

Extensible Platform Supported by Large and Growing \$100 Billion Enterprise Al Market⁽¹⁾



Sustained Growth Through Product Innovation and Accelerated by Strategic Inorganic Opportunities

Critical Enterprise Solutions with Growing, and Attractive, Blue Chip Customer base

Founder-Led Entrepreneurial Management Team with Extensive Experience in Building "Data-Centric" Businesses

Track Record of Delivering Sustained YoY Growth Coupled with Attractive Financial Model and High Gross Margins

.
(1) Represents estimated market size in 2025 from Omdia Artificial Intelligence Software Market Forecast, June 29, 2020.



Veritone at a Glance

Overview

- Veritone's operating system for artificial intelligence, aiWARE™, orchestrates a diverse ecosystem of machine learning models to transform audio, video, text, and other unstructured data sources into actionable intelligence
- Multi-faceted aiWARE™ platform capable of listening, watching, analyzing, and optimizing the world's information and infrastructure 24/7/365
- Cognition behind aiWARE™ is being used extensively across major Commercial Enterprises and Government & Regulated Industries customers today, driving down the cost, complexity and time to develop, deploy and distribute cognitively enabled applications across any cloud or on-premise infrastructure
- Industry-leading partners and customers



































Key Indicators Seeing Momentum

Financials

KPIs

\$22.7M +44% YOY growth

Q3 2021 Revenue

433 +34% YOY Growth **Pro Forma Customers**

+169%

YOY Revenue Growth

Q3 2021 Software Product & Services

\$3.3M

+61% YOY Growth Pro Forma New Bookings 46%

YOY Improvement

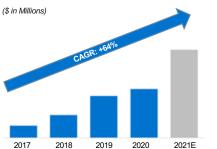
Q3 2021 Non-GAAP Net Loss

>90%

+10% YOY Growth

Pro Forma Gross Retention

5 - Year Revenue Performance(1)







Note: USD in millions.

(1) Financial estimates for the period ending 12/31/2021E include contribution from PandoLogic starting in 9/14/2021. 2021E Revenue estimates represent the midpoint of

Recent Business Momentum and Key Wins





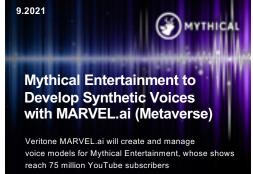




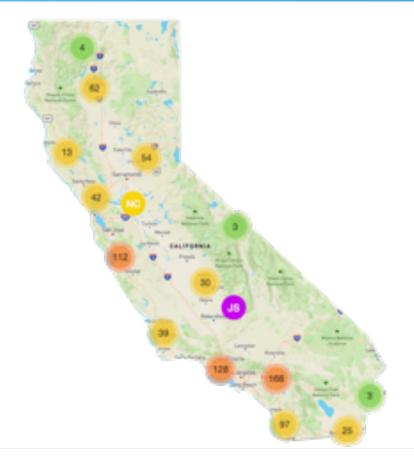








Over 1,500 Unique Users Added in Week 1



California Racial Identity Profiling Act (RIPA) requires all Law Enforcement Agencies (LEAs) to report at least 16 different data elements of every interaction.

State-provided solution has proven massively inefficient. Veritone Contact has been measured to reduce Stop Data Collection reporting time by **50-75%**.

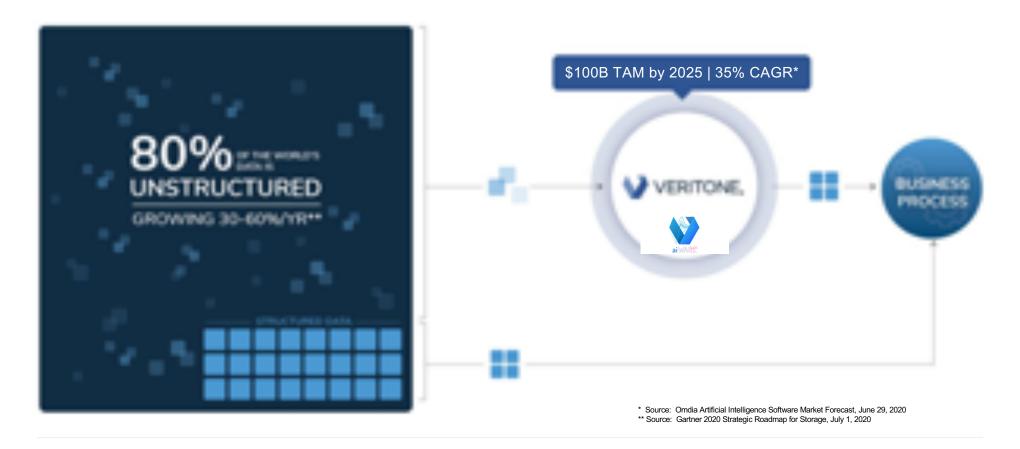
- California has ~50,000 sworn officers.
- Veritone has contracted ~20% of California reporting LEAs in less than 12 months.
- There are at least 6 other states with similar laws on the books, or in legislative processes today.
- Significant cross-selling and up-selling opportunities are being increasingly realized.

8

Investment Thesis



Unstructured Data Presents Large Market Opportunity





Extensible AI Platform Accelerating Digital Transformation



Veritone's proven Enterprise AI platform, aiWARETM, is the foundation upon which Veritone has helped customers and partners:

Build

Al-powered solutions and applications faster and cost-effectively

Accelerate

Al enterprise implementation and adoption, increasing operational efficiency

Leverage

A vast ecosystem of proprietary and thirdparty AI models with minimal integration costs

Strategic Product Growth Accelerated by Inorganic Expansion

Launched aiWare[™] 1.0

- Launched initial application suite "Essentials"
- Secured first Media Customer (CBS Radio)
- · Purchased Veritone One

Launched aiWARETM 2.0 (real-time processing)

- 2.0 enables expansion of market opportunities beyond Media
- Acquired Atigeo, Performance Bridge, Machine Box, & Wazee Digital
- Secured first major Legal Contract as well as Int'l Government win with channel partner

Launched aiWARETM 3.0 (Dynamic scaling enabling versatile deployment)

- 3.0 Vastly improved stability, efficiency and performance
- Announced support for NVIDIA CUDA & EGX



- · Launched MARVEL.ai
- Launched Automate Studio
- Launched Veritone Energy
- Integrated aiWARE™ with Relativity, Accelerate and Alteryx

WWW.RE 3.0

aWARE 1.0 a/WARE 2.0

INCEPTION (2014) 2020 POTENTIAL FUTURE VALUE



Formulated Original

System to leverage

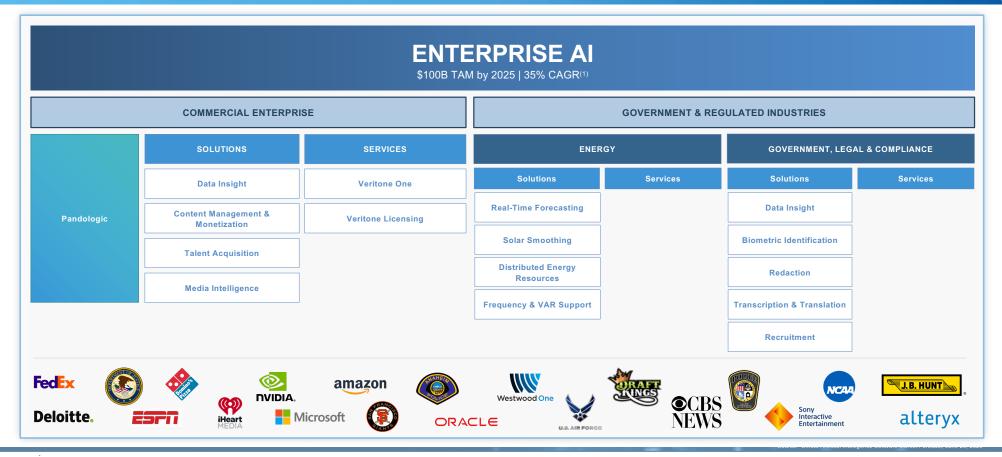
business Plan to

multitudes of ML

Models in parallel.

Build Operating

Enterprise Al Platform with Customer-Focused Alignment



. (1) Represents estimated market size in 2025 from Omdia Artificial Intelligence Software Market Forecast, June 29, 2020.



Copyright © 2022 Veritone, Inc. All rights reserved. CONFIDENTIAL. Trademarks are the property of their respective owners.

Commercial Enterprise Solutions

Built to Solve Your Business Challenges

Veritone is helping some of the world's most recognizable brands accelerate the gap between traditional enterprise software and cognitive insights enabled by AI solutions and bespoke applications, empowering greater efficiencies, accelerating decision making and driving revenue growth



Gain value from your video, audio, images, text, and data through metadata extraction, search, and visualization, enhancing customer support and system integrations



Content Management & Monetization

Unlock the full potential of your content efforts with Al-powered DAM and synthetic voice creation





Talent Acquisition

Increase the number of qualified applicants, decrease the time to find and hire the best candidates, while removing inefficient HR processes





Media Intelligence

Provide proof-of-performance metrics for broadcast-to-web attribution while tracking all of your content to make it easier to reuse, provide airchecks and validate sponsorships

SELECTED CUSTOMERS











































VERITONE MANAGED SERVICES

VERITONE ONE.

Full-service performance advertising agency utilizing aiWARE™ actionable intelligence and leader in the digital influencer



Veritone Licensing

Team of experts and proprietary AI help find footage, rights and clearances for content buyers and rightsholders

Government and Regulated Industries

Government Solutions

Veritone works with some of the largest federal, state, and local government agencies, solving problems of transparency, compliance, and inefficiencies with Al solutions and bespoke applications



Data Insight

Gain value from video, audio, images, text, and data through metadata extraction, search, and visualization, enhancing customer support and system integrations



Redaction

Save time and costs while freeing up valuable resources by using Veritone Al to automate the redaction of sensitive information within audio, video and image-based evidence



Biometric Identification

Authenticate users identify callers and suspects by recognizing voices and faces in videos, images, and calls



Recruitment

Increase the number of qualified applicants, decrease the time to find and hire the best candidates, while removing inefficient HR processes



Transcription & Translation

Legal and contact center teams, automate manual work with near-realtime transcription and translation of any data source

SELECTED CUSTOMERS























SELECTED CHANNEL PARTNERS

Deloitte























Government and Regulated Industries (Cont'd)

Energy Solutions

Veritone is empowering energy companies with the technology to prepare for changing business models and help the world obtain more efficient energy systems and infrastructure



Real-time Forecasting

Al-powered Forecaster generates highly accurate energy demand, supply and price forecasts using historical and real time data modeling of predicted weather, power demand and DER device data.



Solar Smoothing

The Al-driven Optimizer leverages battery storage for solar smoothing to confidently supplement the gaps in solar power, while minimizing maintenance costs and increasing reliability of solar generation.



Distributed Energy Resources

Distributed AI agents ensure optimal economic dispatch of energy between multiple Distributed Energy Resources (DERs) allowing for autonomous, continuous operation when portions of the grid fail.



Voltage & VAR Optimization

Controls the flow of power on the distribution system to increase efficiency and reliability, reduce distribution energy losses, and accommodate new power flows, such as those originating from distributed generation

SELECTED PARTNERS









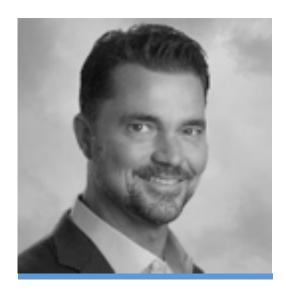
Founder-Led Visionary "Data-Centric" Team



CHAD STEELBERG

Co-founder, CEO & Chairman of the Board

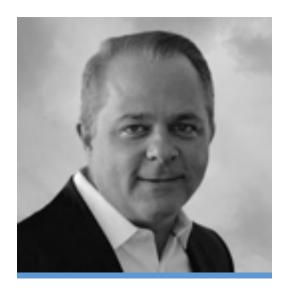
- Board Member Brand Affinity Technologies
- General Manager, Audio Division Google
- Co-Founder and CEO dMarc Broadcasting (acquired by Google)
- Co-Founder of AdForce (acquired buy CMGI)



RYAN STEELBERG

Co-founder, President

- CEO & President Brand Affinity Technologies
- Head of Radio Google
- Co-Founder and President dMarc Broadcasting (acquired by Google)
- Co-Founder, President and Board Member of AdForce (acquired buy CMGI)



MIKE ZEMETRA

Executive Vice President & Chief Financial Officer

- CFO LiveXLive Media Inc.
- Cloud Division CFO j2 Global
- CFO Global League Entertainment
- CAO Demand Media
- Manager PwC

Collectively Hold over 60 Patents



Financial Update



Robust & Consistent Prior Financial Performance



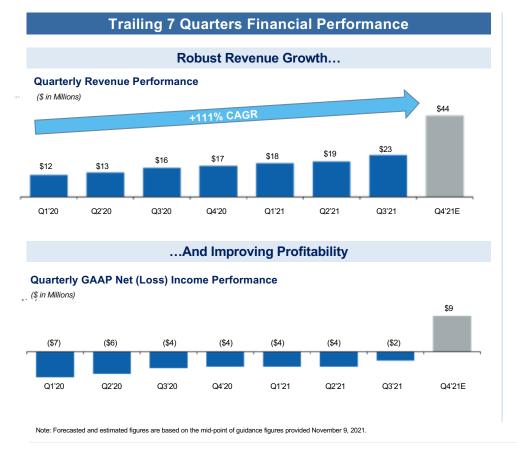
	Attractive Financial Profile: Growth & Pro	ofitability ⁽²⁾							
	Pro Forma Q3'21 Financial Metrics								
Top Line	Total Revenue Growth (Y/Y)	34%							
Тор	Software Product & Services Growth (Y/Y)	54%							
billity	Gross Margin	82%							
Profitability	Non-GAAP Net Income Margin	11%							
Customers	Gross Revenue Retention	90%+							
Custo	Customer Count	433							

Note: USD in millions.

(1) Financial estimates for the period ending 12/31/2021E include contribution from PandoLogic starting in 9/14/2021. Revenue Estimates Represent the midpoint of Management's Guidance Range provided November 9, 2021. (2) Pro Forma Q3'21 Financial Metrics (unaudited) include a full-quarter of PandoLogic.



Business and Financial Momentum





	Q3'21 CHANGE				
	Y/Y (Q3'20 – Q3'21)	Q/Q (Q2'21 – Q3'21)			
Software Products & Services	169%	62%			
Managed Services	10%	0%			
Total Sales	44%	18%			



Third Quarter 2021 Results – Summary

				Q3'21 C	HANGE
(\$ in Thousands)	Q3'20	Q2'21	Q3'21	Q/Q	Y/Y
Commercial Enterprise					
Software Products & Services	\$2,462	5,131	\$8,069	57%	227%
Managed Services	\$12,367	\$13,626	\$13,627	0%	10%
Subtotal	\$14,829	\$18,757	\$21,697	16%	46%
Government & Regulated Industries					
Software Products & Services	\$889	\$448	\$958	114%	8%
Managed Services	-	-	-		
Subtotal	\$889	\$448	\$958	114%	8%
Total Sales	\$15,718	\$19,206	\$22,654	18%	44%

Note: Software Product & Services (incl. PandoLogic) previously aiWARETM SaaS Solutions. Managed Services previously Advertising and aiWARETM Content Licensing.



Balance Sheet Summary

\$ in Thousands)	<u>September 30, 2021</u>
Cash and Cash Equivalents	\$72,645
Current Assets	\$166,467
Total Assets	\$291,196
Current Liabilities	\$173,113
Total Liabilities	\$183,530
Stockholders' Equity	\$107,666
Common Shares Outstanding (excluding options, RSUs and warrants as of November 12, 2021)	34,876,616



Appendix



Copyright @ 2021 Veritone, Inc. All rights reserved. CONFIDENTIAL. Trademarks are the property of their respective owners.

NASDAQ: VERI

The Veritone aiWARETM Platform

Transform audio, video, text, and other data sources into actionable intelligence

FAST TO MARKET

"OS for Al" ecosystem of hundreds of best-ofbreed, ready-to-deploy Al engines

FUTURE PROOF

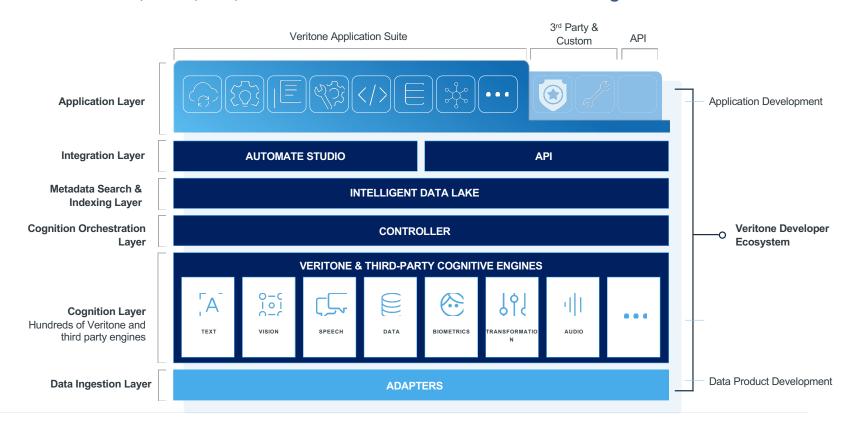
Single development interface for your apps, across AI engine vendors

ACCESSIBLE

Low-code workflows for BAs and citizen developers

SCALABLE

Scalable to handle massive amounts of video and audio, data in near real time



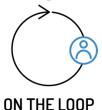


Strategic Rationale for PandoLogic

Veritone has been focused on the promise of moving humans from "In the Loop" to On the Loop"



Human involvement is required for the process to occur



ON THE LOOP

Machines do the bulk of the work. Human involvement becomes a check, to ensure processes are running normally and to verify accuracy

Creates leading AI + Human Capital Management software and SaaS solutions for employers requiring more efficient, unbiased and scalable hiring



Expands market into HR and talent acquisition with leading multinational and Fortune 100 companies



Significantly diversifies
SaaS revenues



Unlocks new growth and development opportunities as the platforms are integrated



Instant accretion and financial scale to drive additional growth acceleration



Further utilizes AI to create deeper insight, transparency and efficiencies in hiring

PandoLogic Transaction Overview







Creator of the world's first operating system for artificial intelligence, aiWARE™

Leading provider of intelligent recruitment to rapidly expanding and global markets

Accretive Transaction

- \$150 million in total value
 - \$50 million in cash + \$35 million in stock on closing
 - \$65 million cash and stock earnout based on fiscal years
 2021 and 2022 financial
- +\$50m in revenue +\$25m in EBITDA in 2021E
- Closed on September 14, 2021



Al-Driven Efficiency and Performance



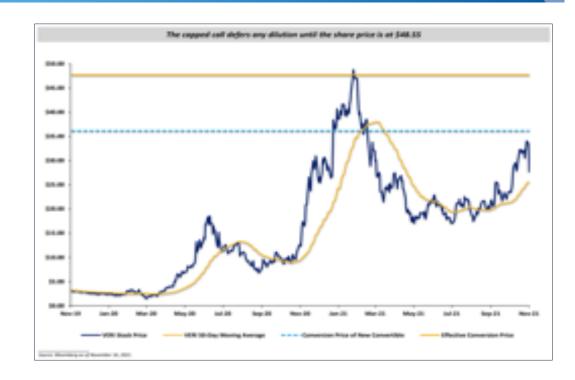
Synergistic Platforms



Fortune 100 Customers

Nov 2021 Convertible Offering

- Upsized from \$150M to \$175.0M, plus 15%
 Greenshoe in Nov 2021
 - Convertible Premium of 133% (\$36.76/share)
 - Capped Call Premium of 175% (\$48.55/share)
 - 1.75% Coupon; interest only; 3 year no call with make whole
 - Payable in cash or stock at Company discretion
 - Total cost of capital ~3.8% (including 1.75% coupon)
- Net proceeds >\$180.0M after Capped call and deal expenses, assuming full 15% greenshoe
- > \$250 million pro forma cash balance (net of fees)
- Use of Proceeds for general corporate purposes, including potential strategic acquisitions



Pro Forma Historical Financials

VERITONE, INC.
PRO FORMA INCOME STATEMENT (UNAUDITED)
(In thousands)

	91729	9770	9129	9470	9121	9221	QF21
Software Products & Services	\$5,710	\$10,516	\$14,154	\$30,870	\$10,183	\$30,072	\$21,860
Managed Services	8,796	10,266	12,367	12,416	13,610	13,626	13,627
Total Revenue	\$14,506	\$20,792	\$26,521	\$45,296	823,793	\$30,698	\$05,487
Cost of Revenue	3,400	4,000	4,878	4,500	5.270	5,726	6,301
Gross Profit	\$11,019	\$16,749	\$21,643	\$38,790	\$18,523	\$27,972	\$29,186
Gross Margin	70%	81%	82%	90%	70%	82%	42%
Total Operating Expenses	23,669	23,280	24,904	31,134	49,482	33,079	33,553
Operating Income	(\$12,660)	(\$6,601)	(\$9,261)	\$7,646	(\$30,960)	(\$5,000)	(\$4,367)
Other (Income) / Expense	(\$479)	\$279	\$310	9562	\$167	\$1,741	\$19,580
Add Back:	6,005	6,048	6,757	8,473	26,721	8,849	27,855
Non-GAAP Net Income / (Loss)	(\$6,166)	(\$792)	\$0,196	\$15,567	(\$4,400)	\$2,009	\$3,900

Note: Pro Forma Income Statement (unaudited) includes historical income statements of each of Veritone, Inc. and PandoLogic Ltd. for the prior seven (7) fiscal quarters and presents such information on a combined pro forma basis treating PandoLogic Ltd. as acquired and owned by Veritone, Inc. since January 1, 2020.



Annual GAAP to non-GAAP Reconciliation





Quarterly GAAP to non-GAAP Reconciliation

VERITONE, INC.
RECONCILIATION OF MON-GAAP NET LOSS TO GAAP NET LOSS
(Unsudded, in thousands)

	91729	9739	9729	9479	9121	9221	G0721	GH2HE.
SAAP net loss	(\$12,084)	(\$11,790)	(\$11,013)	(\$12,386)	(\$20,567)	(\$12,715)	(\$11,447)	(\$5,122)
Interest expense	-		-	-	-	-	-	-
Provision for (benefit from) income taxes	5	2	36	59	22	96	396	427
Depreciation and amortization	1,604	1,602	1,610	1,591	1,293	1,197	1,779	4,491
Stock-based exompensation expense	4,456	4,131	5,111	5,841	21,610	6,609	5,271	6,110
Business realignment and officer severance costs	-		-	143	257	90	-	-
Warrant expense	-	102	-	-	-	-	-	-
Write-off of debt discounts and debt issuance costs at IPO	(2)		-	-	-	-	-	-
Change in fair value of warrant liability	-	302	-	-	-	-	-	-
Change in fair value of Contingent consideration	(56)		-	-	-	-	296	1,344
Quin on sale of asset	-		-	-	-	-	-	-
State sales tax reserve	-		-	818	138	146	32	-
Stock offering costs	-		-	27	-	-	-	-
Charges related to subleane	-		-	16	3,367	-	-	-
Acquisition and integration-related costs	-	***	-	-	-	736	1,426	-
Non-GARP net loss	(\$4,679)	(\$5,745)	(\$4,356)	(\$0,913)	(\$3,926)	(\$3,821)	(51,210)	59,250

