VERITONE®

aiWARE™:
The OS for AI

Investor Presentation | November 2020

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 historical and forecasted financial measures presented on a non-GAAP basis, excluding (as applicable) provision for income taxes, depreciation, amortization and stock-based compensation expenses, as well as certain acquisition, integration and financing-related costs. For a reconciliation of such non-GAAP measures to the corresponding GAAP measures, please see the supplemental information available on the Investors page of the Company's website.

"We are driven by the belief that Artificial Intelligence is key to building a safer, more vibrant, transparent, and empowered society. We are determined to be an active contributor to shaping our future for the better."

NASDAQ: **VERI**

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 government and commercial initiatives 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

$15.7M	+43%	+58%
+23% YOY growth	YOY Revenue Growth	YOY Improvement
Q3 2020 Revenue	aiWARE SaaS Solutions	Non-GAAP Net Loss

KPIs

1,791	$0.6M	$2.1M
+83% YOY Growth	+28% YOY Growth	+51% YOY Growth
SaaS Accounts	Avg Gross Billings - Advertising	New Bookings - SaaS

Key Updates

VERITONE ENERGY	U.S. AIR FORCE / South China Morning Post / CBS NEWS	GovQA / GEORGEJON
New Industry Expansion	New Wins	Strategic Partnerships

Unstructured Data is Inaccessible Without AI

80% OF THE WORLD'S DATA IS
UNSTRUCTURED
GROWING 30-60%/YR**

STRUCTURED DATA

$100B TAM by 2025 | 35% CAGR**

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BUSINESS PROCESS
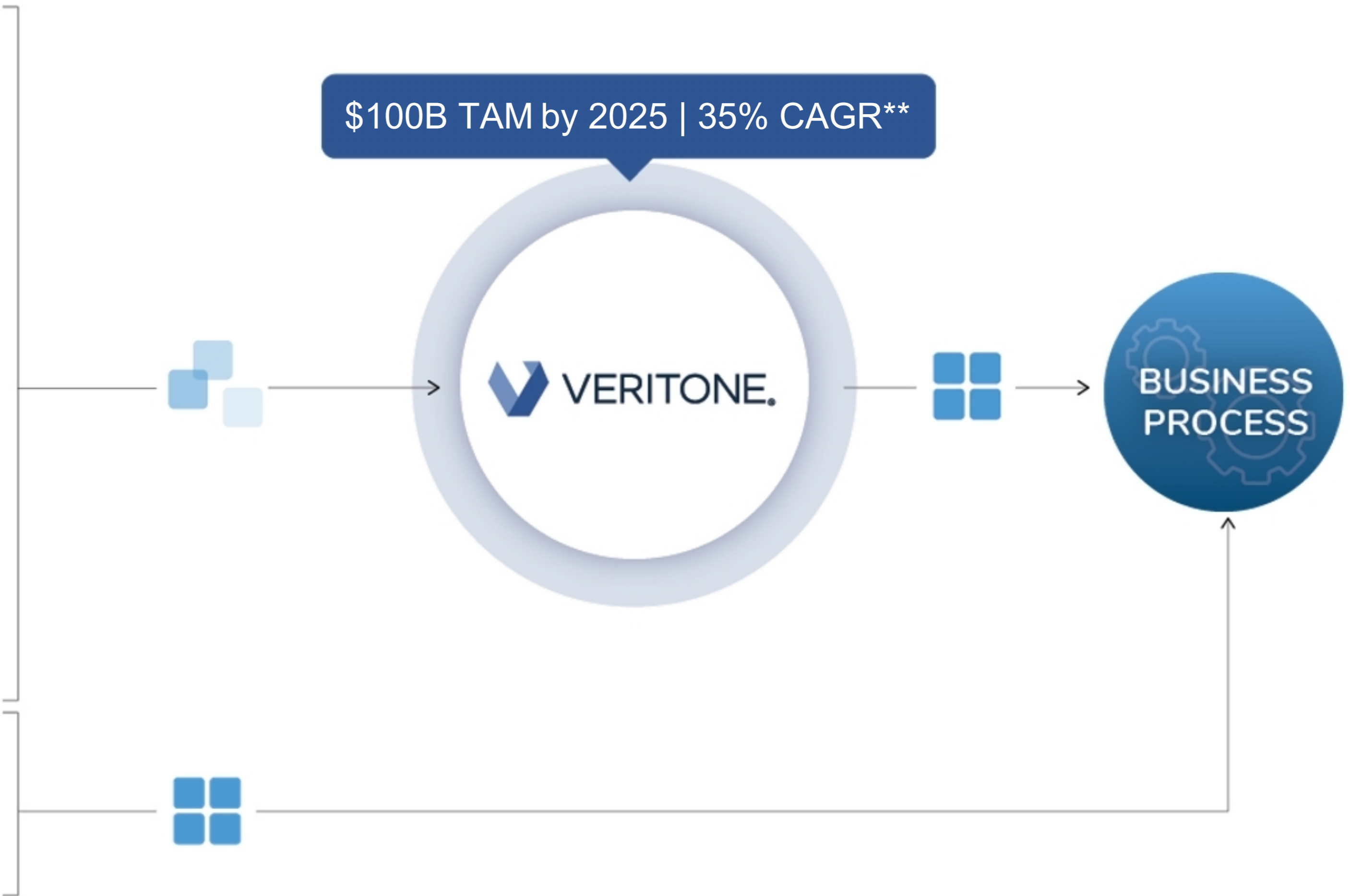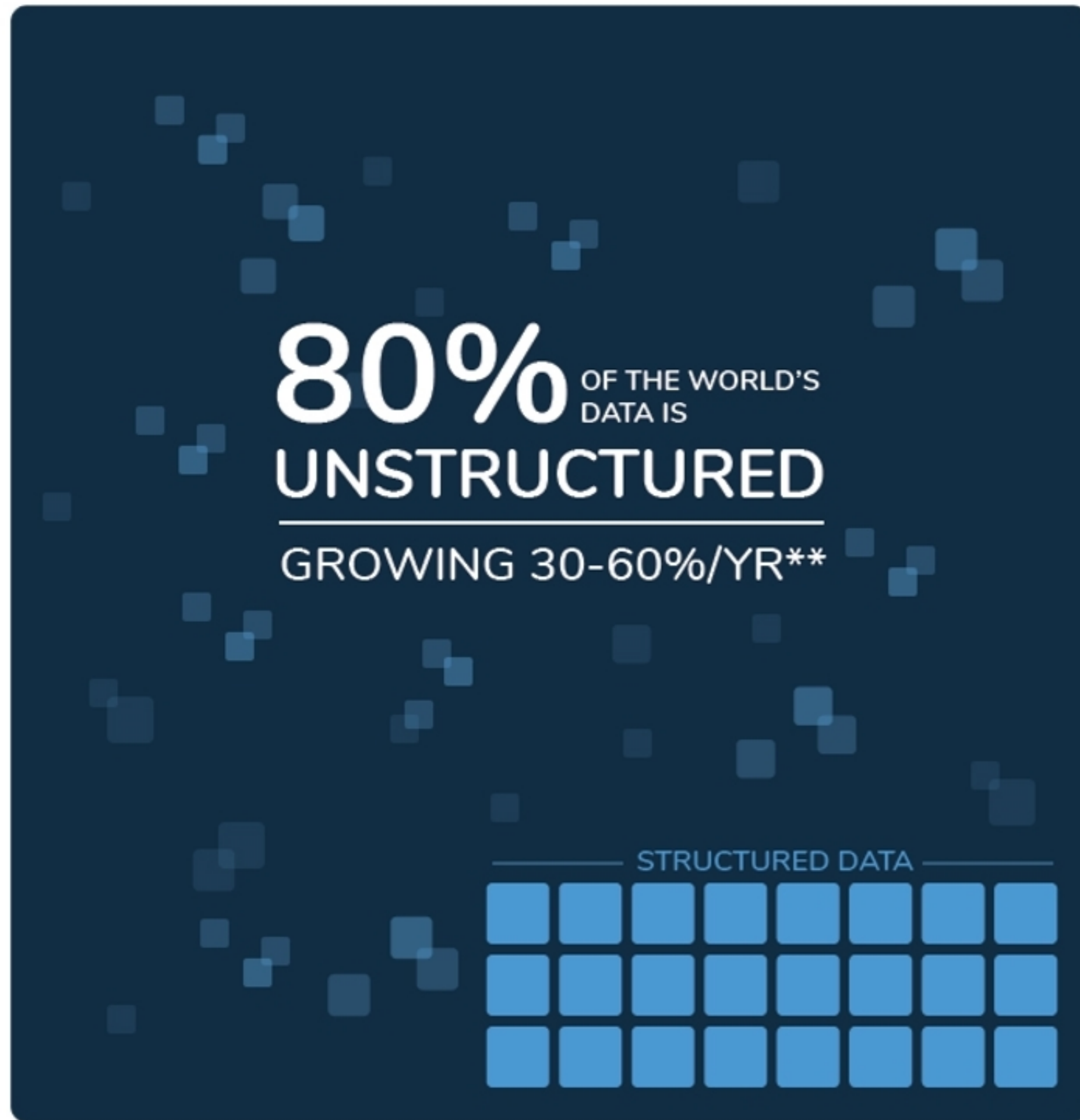
* Source: Omdia Artificial Intelligence Software Market Forecast, June 29, 2020
** Source: Gartner 2020 Strategic Roadmap for Storage, July 1, 2020

# aiWARE Targets Massive Market Opportunities

Intelligent Process Automation

aiWARE brings AI into an overall IPA system that contains BPA, RPA, BI, and document capture.

CAGR 12.3%

$20.7B
$11.6B

2018 — 2023
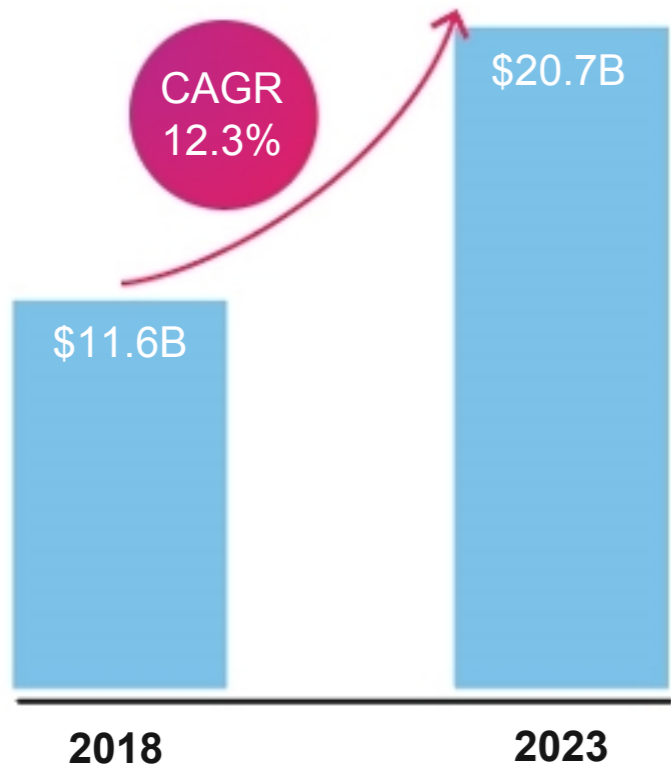
The Intelligent Process Automation market size is expected to grow to $20.7B by 2023 per IDC
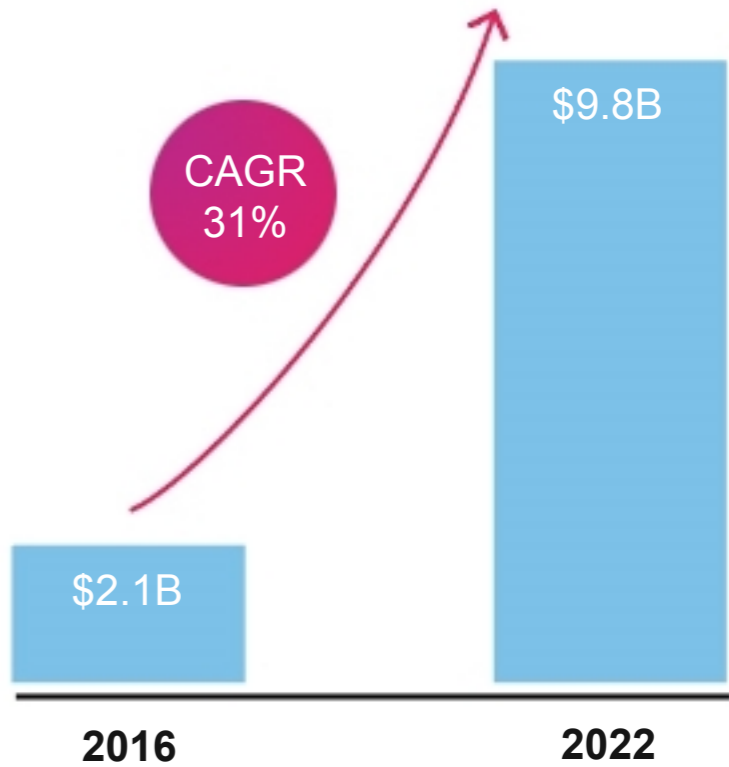
Machine Learning Operations

aiWARE helps organizations effectively deploy, integrate and monitor AI.

CAGR 50%

$4B
$350M

2019 — 2025
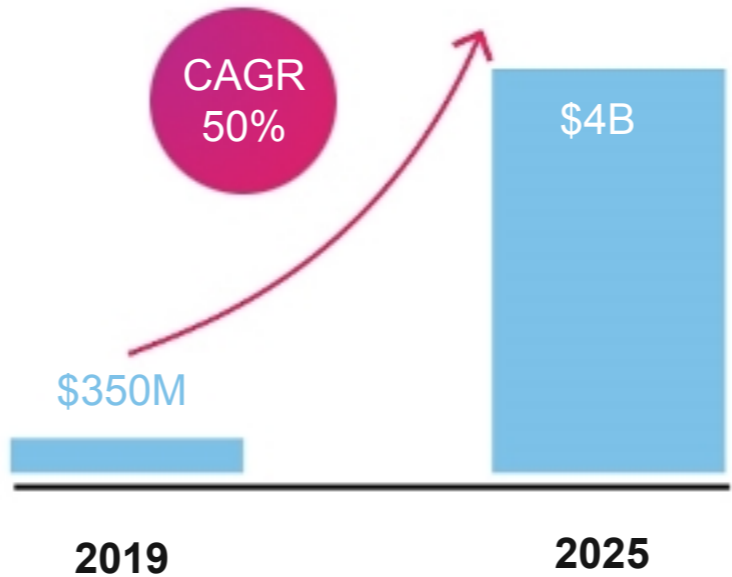
MLOps Solutions market size is expected to grow to $4B by 2025 per Cognilytica

AI Platform & Developer Tools

Addressing the deploy, integrate, and monitor functions of the full AI stack.

CAGR 31%

$9.8B
$2.1B

2016 — 2022

The AI platform market size is expected to grow to $9.8B by 2022 per Markets and Markets

2025 AI Software Market

Current Serviceable Market $34.5B+ | **Total Addressable Market $100B (35% CAGR)**

VERITONE.

The Solution: Veritone aiWARE

☑ **FAST TO MARKET**
"OS for AI" ecosystem of hundreds of best-of-breed AI engines

☑ **FUTURE PROOF**
Single development interface for apps, across AI engine vendors

☑ **ACCESSIBLE**
Low-code workflows for Business Analysts and Citizen Developers

☑ **SCALABLE**
Scalable to handle massive amounts of video, audio, data in near real-time

COMPUTATIONAL OS   COGNITIVE OS

SIMILARITIES IN OPERATING SYSTEMS
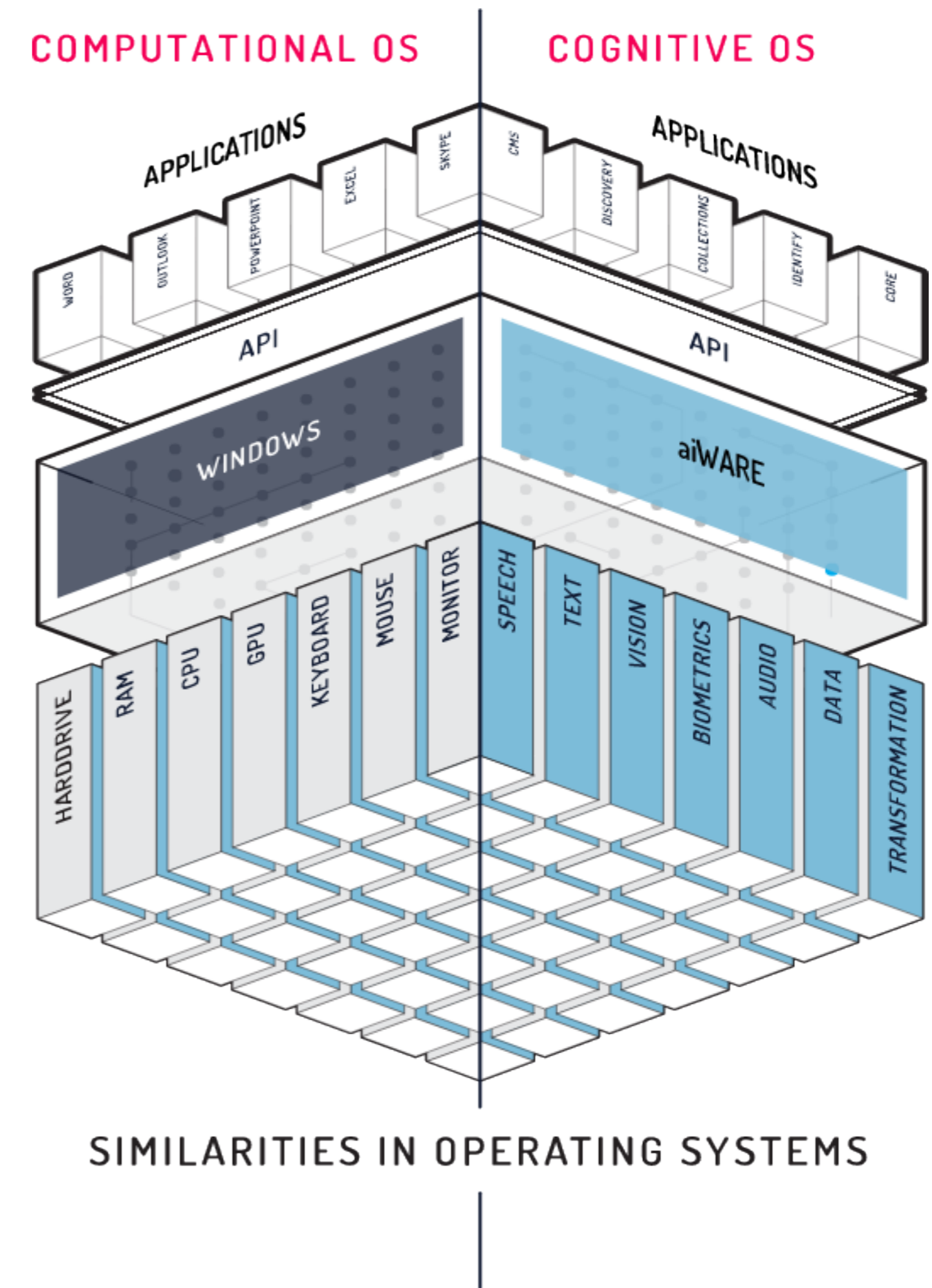
Our Industry Solutions

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National & Local Government Solutions

Intelligence to rapidly extract actionable insight from evidence

Enabling public safety agencies to safeguard citizens by rapidly extracting actionable intelligence from evidence -- accelerating investigations, surveillance, and the judicial process

VERITONE IDENTIFY
Intelligent, Rapid Suspect Identification for Law Enforcement

VERITONE REDACT
Intelligent Video Evidence Redaction for Law Enforcement and Justice

VERITONE ILLUMINATE
Intelligent, Rapid Evidence Identification & Culling for Law Enforcement and Justice

VERITONE PROTECT
Intelligent Video Surveillance and Analytics for Law Enforcement

CUSTOMERS

PARTNERS

carahsoft.   Microsoft   GovQA   Deloitte.

CDW·G   StorExcel   ORACLE   ...

Legal & Compliance Solutions

Intelligence to rapidly locate case-critical evidence and compliance risks

Enabling legal teams to quickly cull down data for eDiscovery and regulatory compliance by rapidly identifying audio, video, and text files containing keywords of interest — accelerating the review process

Learn more here ›

VERITONE ILLUMINATE
Intelligent, Rapid Evidence Identification & Culling for Law Enforcement and Justice

VERITONE TRANSLATE
Self-service Web Application for Text-to-Text and Native Document Translation

VERITONE AIWARE FOR RELATIVITY
Make unstructured audio and video searchable from directly within Relativity

VERITONE AIWARE FOR AXCELERATE
Translate documents from directly within OpenText Axcelerate

PARTNERS

Relativity · RVM · epiq · Deloitte.

CACI EVER VIGILANT · leidos · PAE · opentext™

XDD XACT DATA DISCOVERY · shi · oasis · Compliance DISCOVERY SOLUTIONS A SYSTEM ONE DIVISION

Media & Entertainment Solutions

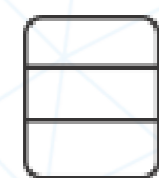## Intelligence to analyze, manage, and monetize media assets

Empowering the world's leading media companies, studios, networks and sports organizations to unlock hidden revenue streams as well as gain operational efficiencies

VERITONE ATTRIBUTE

Intelligent, Real-Time Media Attribution for Broadcasters

VERITONE CORE

Complete Digital Asset Management and Monetization

VERITONE DIGITAL MEDIA HUB

Customer Branded Digital Asset Manager

VERITONE COMMERCE

Commerce and Content Licensing for Rights Holders and Creatives

CUSTOMERS

Entercom · iHeart MEDIA · ESPN · CNBC · Tribune Media

USTA · FOX SPORTS · Westwood One · CUMULUS · HUBBARD RADIO

PARTNERS

IMT INTEGRATED MEDIA TECHNOLOGIES, INC. · JB&A DISTRIBUTION · ELEMENTS human-centered media storage · ...

AI-Enabled Content Monetization

Leveraging AI to maximize advertising efficacy and content monetization

Enabling brands and content owners to hyper target key audiences, driving business growth

Learn more here ›

VERITONE ONE

The world's largest performance audio agency

VERITONE VERIADS

Providing broadcasters, podcast and social media influencers with a range of innovative new revenue solutions

VERITONE LICENSING

Access and license footage from leading sports, news, and entertainment libraries

ADVERTISING TRADING PARTNERS

ESPN | NBC Sports | NFL NETWORK | FOX SPORTS 1

audible an amazon company | UBER | Tyler Media Oklahoma's Media Company | CLASSIC SOUL RHYTHM & BLUES WROX 97.5 FM – CLARKSDALE – AM 1450

DRAFT KINGS | HelloFRESH | SimpliSafe | ...

LICENSING CONTENT PARTNERS

CBS NEWS | Bloomberg | US OPEN | CNN | B1G

NCAA | USA TODAY | PAC 12 | ...

Clean Energy Solutions

AI Solutions for Clean Energy

Accelerating the world's transition to more sustainable, reliable, and affordable energy

Learn more here ›

Veritone Forecaster
Accurately predict energy supply, demand and price

Veritone Controller
Intelligent, predictive, synchronized device controllers

Veritone Optimizer
Optimizing devices, grids and pricing to maximize reliability and reduce costs.

Veritone Arbitrage
Near real-time energy buy, sell, and dispatch

Veritone Simulator
Model forecasting, optimization and device control before deploying

Veritone Has More than 20 Issued and Pending Patents Covering Our Energy Solutions

Leadership Team

Our leadership team works across our business and beyond to help chart the right course.

CHAD STEELBERG
Co-founder, Chief Executive
Officer & Chairman of the Board
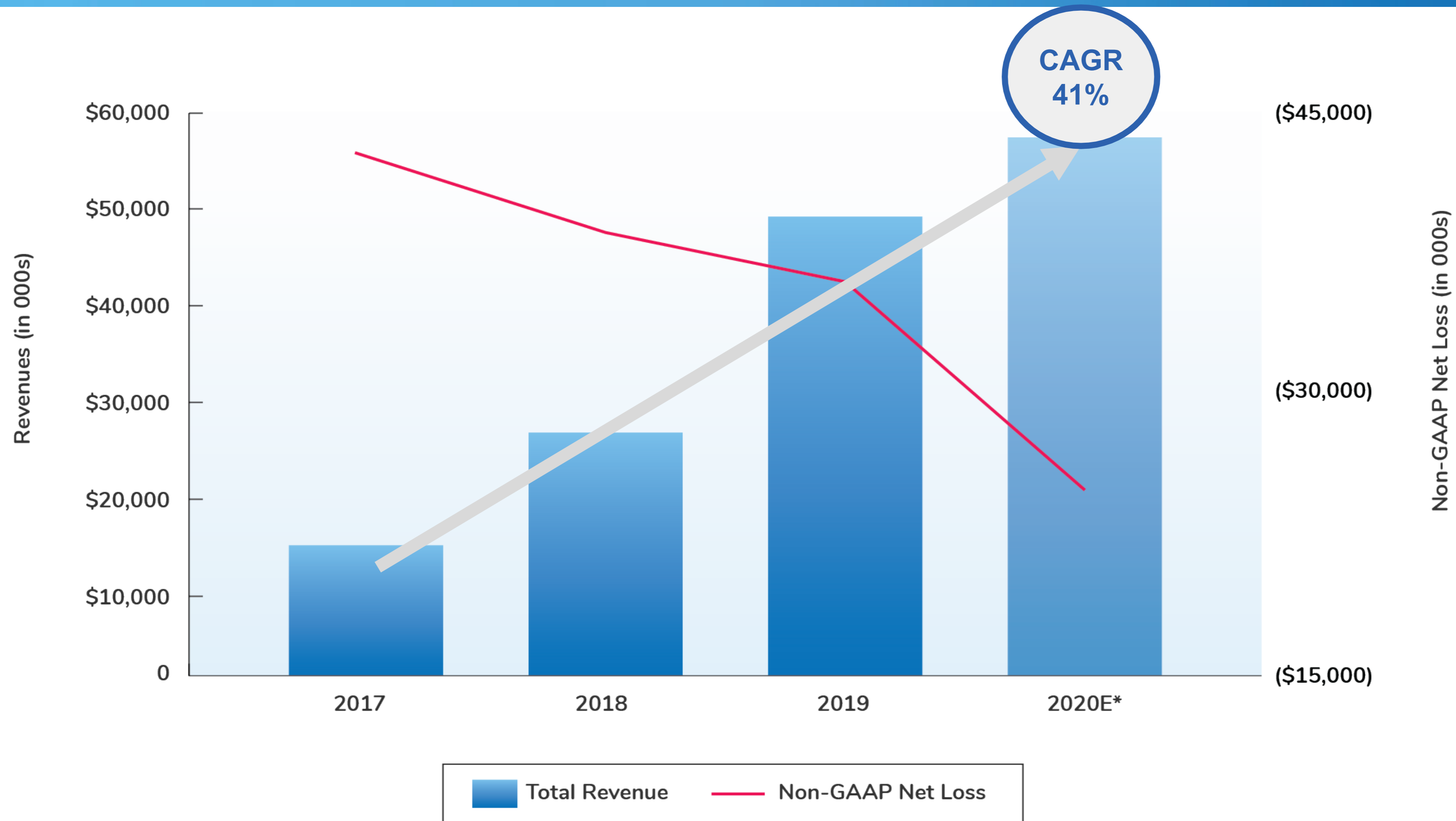
RYAN STEELBERG
Co-founder, President

MIKE ZEMETRA
Executive Vice President & Chief
Financial Officer

JEFFREY COYNE
Executive Vice President, General
Counsel & Secretary

Operational & Financial Update

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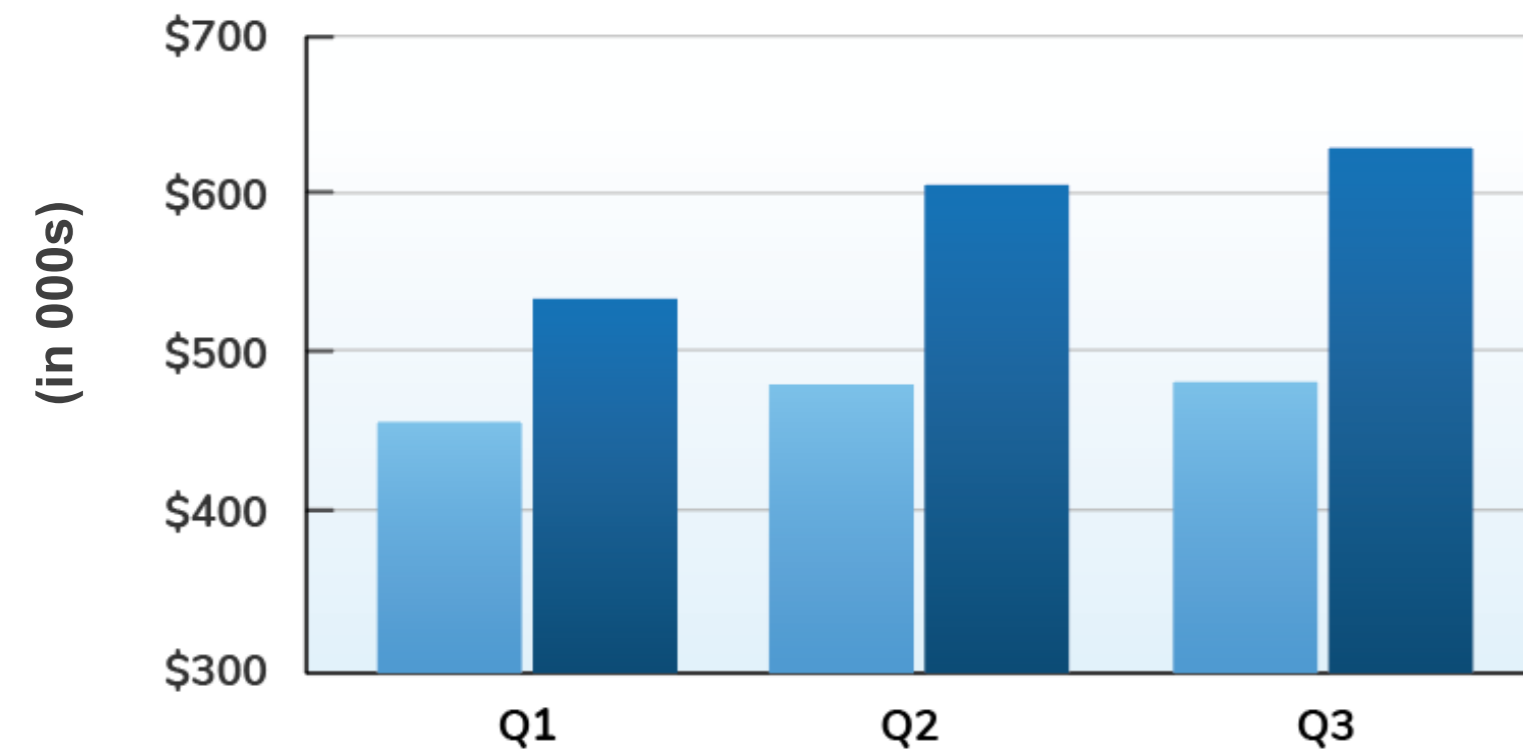
Revenue Growth and Reduced Net Losses
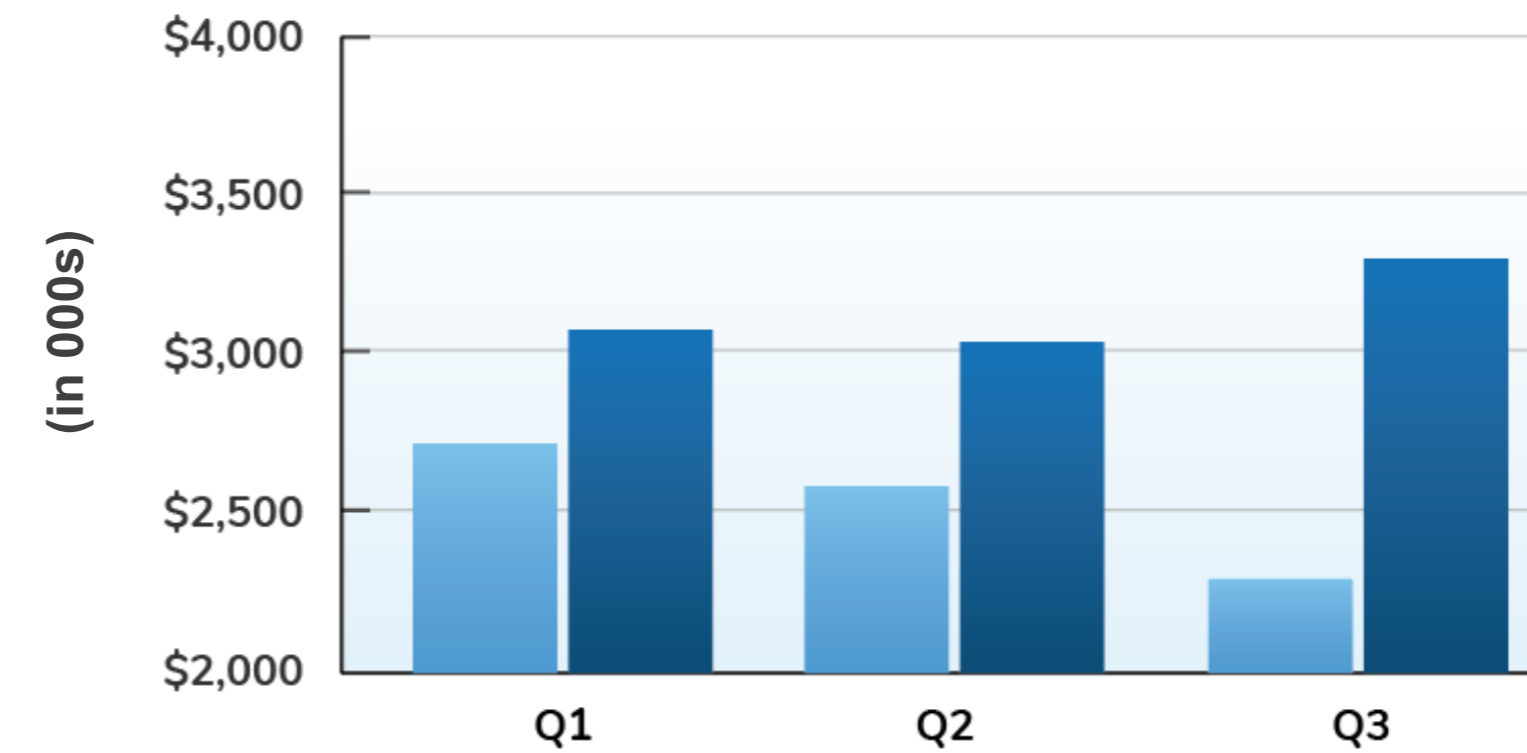

CAGR 41%

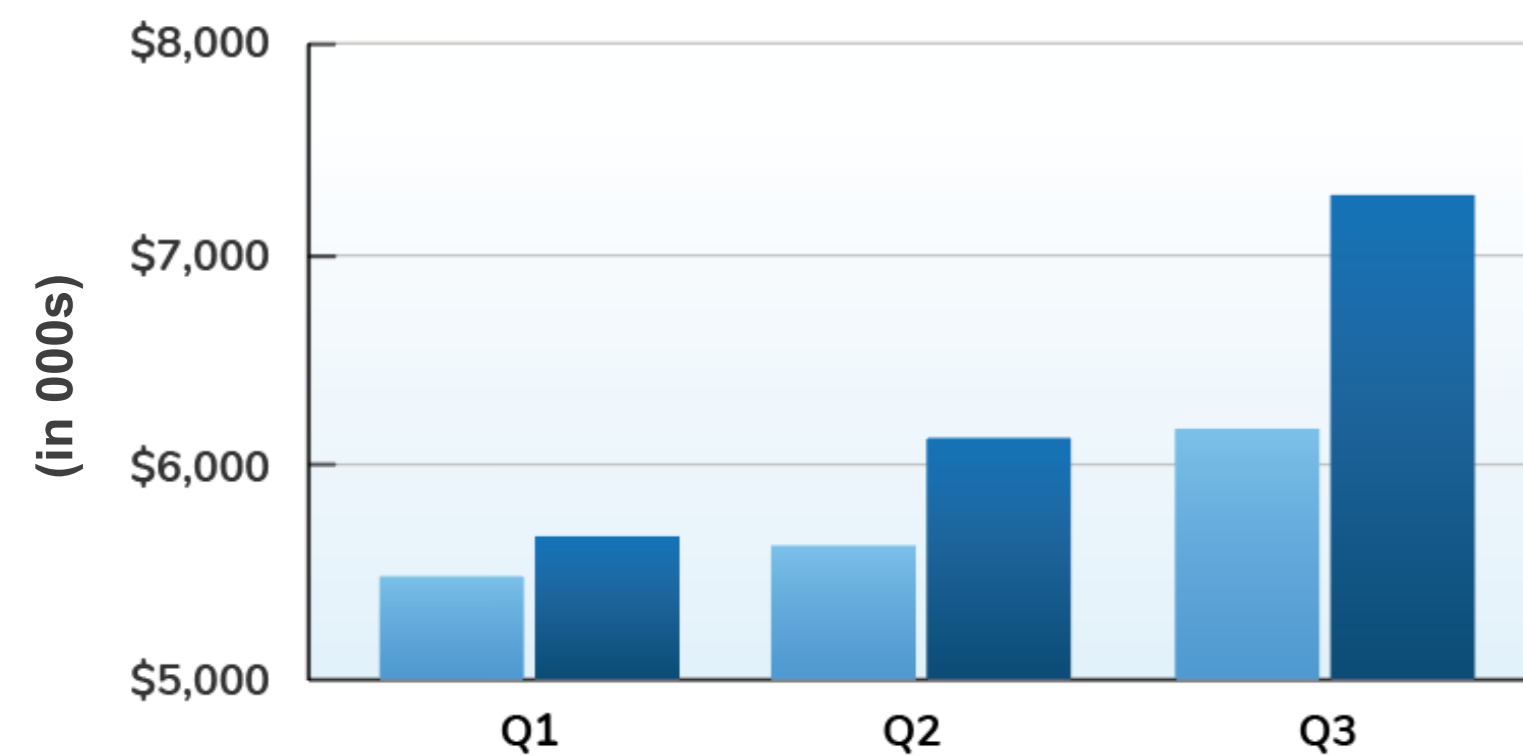* Based on mid-point of guidance

Third Quarter 2020 Results - KPIs

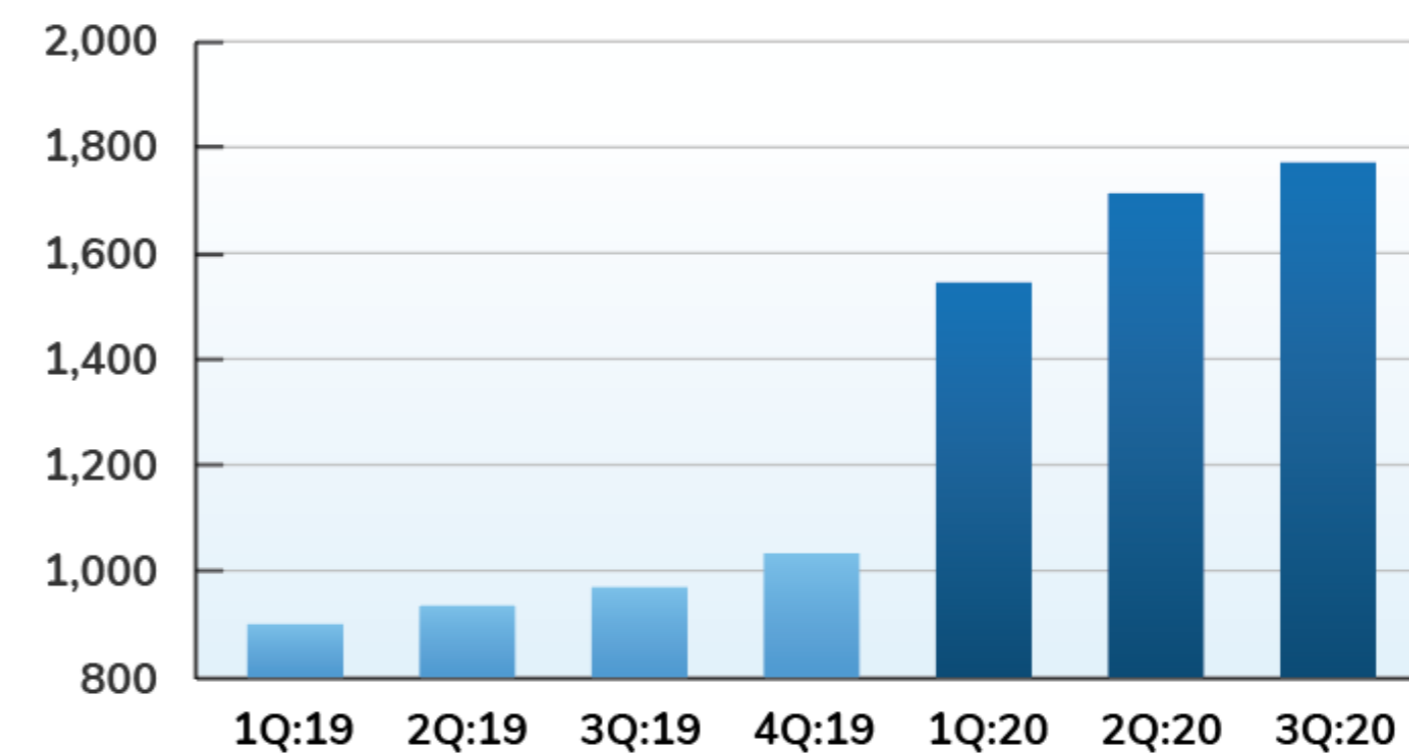**Average Gross Billings per Active Client**

aiWARE SaaS Solutions Net Revenues

Advertising Net Revenues

Total Accounts on Platform at Quarter End

2019
2020

Balance Sheet Summary
(As of 9/30/2020)

	(in Thousands)
Cash and Equivalents	$55,170
Current Assets	$97,009
Total Assets	$119,582
Current Liabilities	$83,904
Total Liabilities	$85,155
Shareholder's Equity	$34,427
Common Shares Outstanding (excluding anti-dilutive options and warrants)	27,593

Thank You

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Additional Materials

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- aiWARE SaaS delivered solid Q/Q and Y/Y growth, driven by strength in the GLC market and emerging Energy market.

- Advertising again benefitted from strength in digital and social platform advertising due to our focus in those markets, which more than offset macro headwinds.

- Content Licensing continued to be negatively impacted by sporting event cancellations / postponements due to COVID-19, but grew revenues Q/Q, due primarily to the US Tennis Open tournament being held in September.

($ in Thousands)	3Q:19	2Q:20	3Q:20	3Q:20 CHANGE	
				Q/Q	Y/Y
Advertising	$6,291	$7,038	$8,764	25%	39%
aiWARE SaaS	$2,350	$3,002	$3,351	12%	43%
aiWARE Content Licensing	$4,164	$3,228	$3,603	12%	(13%)
Total Sales	**$12,805**	**$13,268**	**$15,718**	**18%**	**23%**

Third Quarter 2020 Results - KPIs

	1Q:19	2Q:19	3Q:19	4Q:19	1Q:20	2Q:20	3Q:20
Advertising							
Average gross billing per active client (in 000s)[1]	$469	$488	$490	$511	$533	$614	$625
Net revenues during quarter (in 000s)	$5,714	$5,842	$6,197	$6,517	$5,881	$6,140	$7,372
aiWARE SaaS Solutions							
Total accounts on platform at quarter end	911	941	980	1,069	1,587	1,753	1,791
New bookings received during quarter (in 000s)[2]	$1,316	$1,351	$1,384	$2,522	$1,397	$2,319	$2,083
Total contract value of new bookings received during quarter (in 000s)[3]	$2,092	$1,351	$1,724	$12,872	$2,312	$2,502	$2,469
Net revenues during quarter (in 000s)	$2,754	$2,677	$2,350	$2,872	$3,108	$3,002	$3,351

1 For each quarter, reflects the average gross quarterly billings per client over the twelve-month period through the end of such quarter for clients that are active during such quarter.

2 Represents the contractually committed fees payable during the first 12 months of the contract term, or the non-cancellable portion of the contract term (if shorter), for new contracts received in the quarter, excluding any variable fees under the contract (i.e., fees for cognitive processing, storage, professional services and other variable services).

3 Represents the total fees payable during the full contract term for new contracts received in the quarter (including fees payable during any cancellable portion and an estimate of license fees that may fluctuate over the term), excluding any variable fees under the contract (i.e., fees for cognitive processing, storage, professional services and other variable services).

Third Quarter 2020 Results and Guidance
(As of 11/9/2020)

($ in Thousands)	3Q:19A	4Q:19A	1Q:20A	2Q:20A	3Q:20A	4Q:20 Guidance
Advertising (Net)	$6,291	$6,517	$6,001	$7,038	$8,764	
aiWARE SaaS	$2,350	$2,872	$3,108	$3,002	$3,351	
aiWARE Content & Licensing	$4,164	$3,059	$2,795	$3,228	$3,603	
Total Net Revenue	**$12,805**	**$12,448**	**$11,904**	**$13,268**	**$15,718**	**$16,000 - $16,400**
Non-GAAP Gross Profit	**$8,609**	**$8,912**	**$8,654**	**$9,505**	**$11,165**	
Non-GAAP GM%	*67.2%*	*71.6%*	*72.7%*	*71.6%*	*71.0%*	
Non-GAAP Op. Expenses	**$18,366**	**$17,051**	**$15,406**	**$15,226**	**$15,417**	
Non-GAAP Net Loss	**($9,630)**	**($8,053)**	**($6,679)**	**($5,745)**	**($4,256)**	**($4,500) - ($4,000)**
Cash and Equivalents	**$49,188**	**$44,065**	**$49,165**	**$50,081**	**$54,315**	