VERITONE®

Investor Presentation | August 2023

FORWARD LOOKING STATEMENTS & DISCLAIMERS

This presentation of Veritone, Inc. (the "Company") contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 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 our Annual Report on Form 10-K for the fiscal year ended December 31, 2022 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. Those factors include, but are not limited to: our ability to expand our aiWARE SaaS business; declines or limited growth in the market for AI-based software applications and concerns over the use of AI that may hinder the adoption of AI technologies; our requirements for additional capital to support our business growth, and the availability of such capital on acceptable terms, if at all; our reliance upon a limited number of key customers for a significant portion of our revenue, including declines in key customers' usage of our products and other offerings; our ability to realize the intended benefits of our acquisitions and divestitures, including our ability to successfully integrate our recent acquisition of Broadbean; fluctuations in our results over time; the impact of seasonality on our business; our ability to manage our growth, including through acquisitions and our further expansion into international markets; our ability to enhance our existing products and introduce new products that achieve market acceptance and keep pace with technological developments; actions by our competitors, partners and others that may block us from using the technology in our aiWARE platform, offering it for free to the public or making it cost prohibitive to continue to incorporate their technologies into our platform; interruptions, performance problems or security issues with our technology and infrastructure, or that of our third party service providers; the impact of the economic disruption caused by the recent and potential future disruptions in access to bank deposits or lending commitments due to bank failures, the impact of the continuing economic disruption caused by the recent and potential future disruptions in access to bank deposits or lending commitments due to recent bank failures, the COVID-19 pandemic and the Russian invasion of Ukraine on the business of the Company and that of our existing and potential customers and increasing interest rates, inflationary pressures and the threat of a recession in the United States and around the world. 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 for the fiscal year ended December 31, 2022, Quarterly Reports on Form 10-Q and before 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 financial results presented in accordance with generally accepted accounting principles in the United States ("GAAP"), 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.

2

IMPOSSIBLE IS OUTDATED

Veritone is a leading enterprise AI software, applications, and services provider with one mission—to create a better world. One that is safe, dynamic, transparent, and innovative through the power AI, changing how entire industries and governments operate today.

PARTNERS

Deloitte. | Microsoft
carahsoft. | accenture
snowflake | opentext™
epiq | ORACLE
alteryx | CDW·G
shi | Relativity®

CUSTOMERS

SONY PICTURES TELEVISION | CNN | POLICE | Bloomberg | NFL NETWORK

USTA | iHeartMEDIA | Fremantle | ART19 | SF

ESPN | DEPARTMENT OF JUSTICE | HBO | Westwood One | amazon

CARSON ENTERTAINMENT GROUP | AMBLIN PARTNERS | | EXTREME E | Formula E

Audacy | NCAA | Domino's

Processing ~100,000 hours Every Day...

Founded in
2014

NASDAQ:
VERI

58
Issued U.S. & Foreign Patents + 20+ Pending Applications

650+
Employees

100+
Partners including Amazon, Google, Microsoft, Oracle, & other household names

3,700+
SaaS customers including major media & entertainment names*

* This number based on Total Software Products & Services Customers. For definitions and more information, see the Supplemental Financial Information and applicable reconciliations slides in the Appendix.

VERITONE.

VERITONE AT A GLANCE

OVERVIEW

- Veritone's operating system for artificial intelligence, aiWARE^{TM}, orchestrates a diverse ecosystem of machine learning models to transform audio, video, text, and other unstructured data sources into actionable intelligence

- Multi-faceted aiWARE^{TM} platform capable of listening, watching, analyzing, and optimizing the world's information and infrastructure 24/7/365

- Cognition behind aiWARE^{TM} 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 IN Q2 2023

Financials

$28M	$14M	$63M
Q2 2023 Total Revenue	Q2 2023 Software Products & Services Revenue	Q2 2023 Cash and Cash Equivalents

KPIs

3,705	$108M	>90%
Total Software Products & Services Customers *	Annual Recurring Revenue *	Gross Revenue Retention *

06.2023

Veritone Closes Acquisition of Broadbean

Closes the acquisition of Broadbean, a global leader of software as a service (SaaS) technology that makes talent acquisition and engagement more efficient

05.2023

Veritone Redact Enhanced With New Features

Deploys product enhancements to award-winning, Veritone Redact for the legal and law enforcement sectors, delivering greater customization capabilities to enable users to operate with a higher overall degree of efficiency

*Calculated on a Pro Forma basis; for definitions and more information, see the Supplemental Financial Information and applicable reconciliations slides in the Appendix.

NASDAQ: **VERI**

INVESTMENT HIGHLIGHTS

Large and Growing Enterprise AI Market

A Leading Operating System and applications for Artificial Intelligence (AI) Driving Enterprise AI Transformation

Focused Growth and Pathway Towards Profitability Through Strategic and Organic 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

Attractive Financial Model and High Gross Margins

VERITONE

SECULAR TAILWINDS SHOULD POSITION VERITONE FOR LONG-TERM GROWTH

~$900B
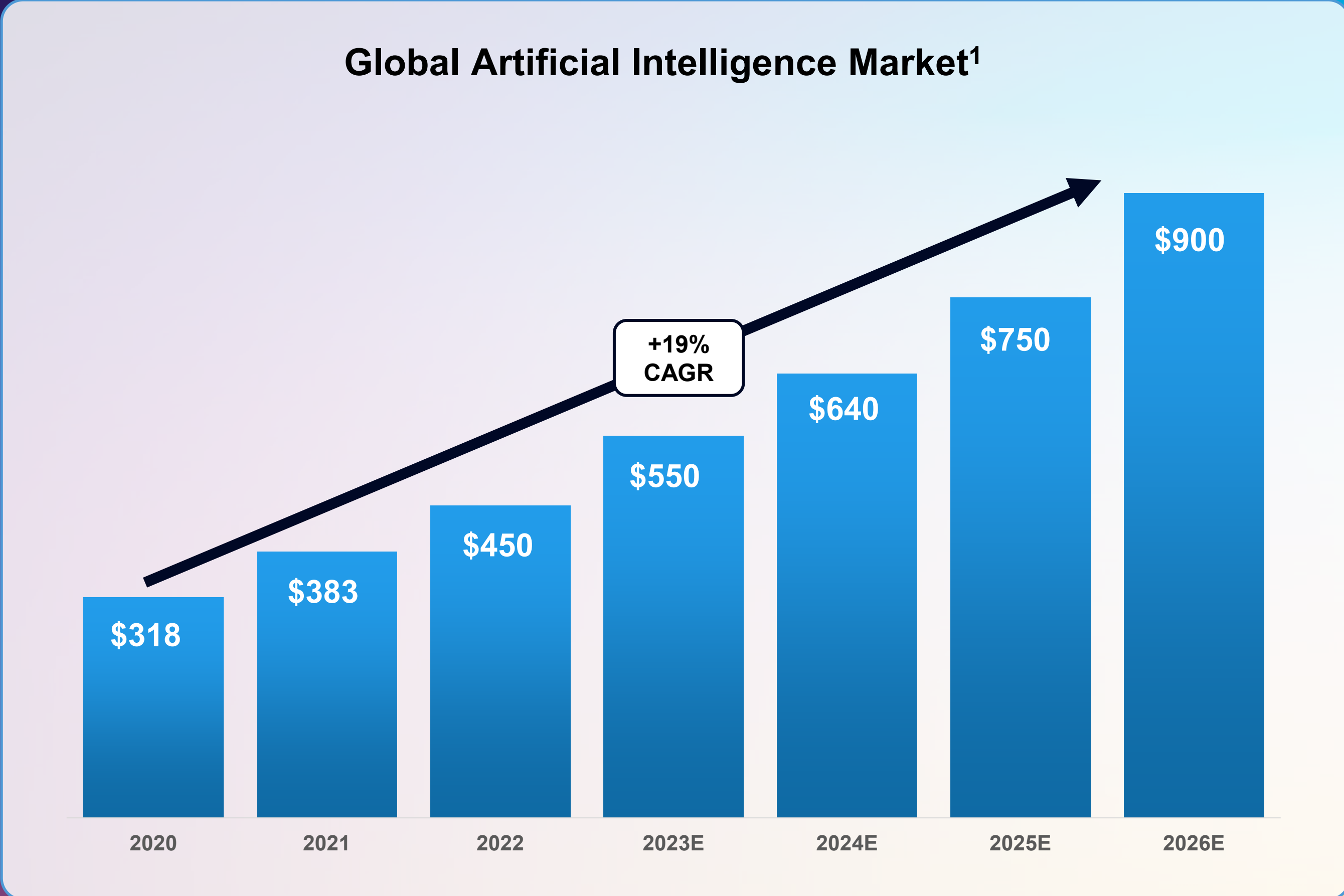Global AI market expected to grow at 19% CAGR and reach $900bn by 2026[1]

~$110B
Global enterprise AI/ML market forecasted to grow at a CAGR of 36% and reach $110B by 2030[2]

+48%
Global corporate investment in AI increased to $176B (+48% YoY) in 2021, with private AI investment at $93B, up more than 2x vs 2020[3]

#1
AI/ML was the top spending priority in 2023 (vs. #4 2022) in emerging software[4]

Global Artificial Intelligence Market[1]

+19% CAGR

2020	2021	2022	2023E	2024E	2025E	2026E
$318	$383	$450	$550	$640	$750	$900

EXTENSIBLE AI PLATFORM ACCELERATING DIGITAL TRANSFORMATION

Veritone's proven Enterprise AI platform, aiWARE™, is the foundation upon which Veritone has helped customers and partners:
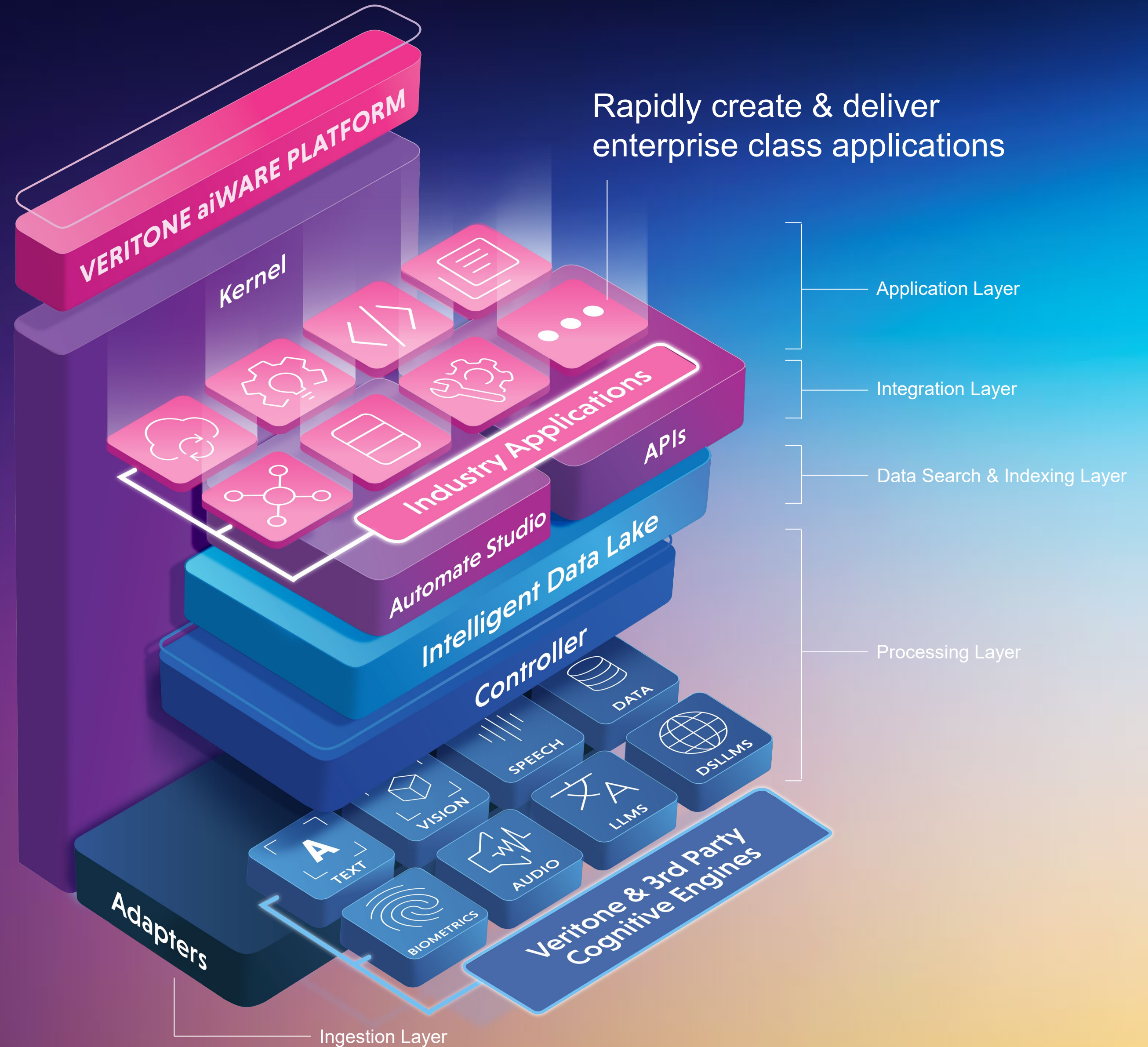
BUILD
AI-powered solutions and applications faster and cost-effectively

ACCELERATE
AI enterprise implementation and adoption, increasing operational efficiency

LEVERAGE
A vast ecosystem of proprietary and third-party AI models with minimal integration costs

Rapidly create & deliver enterprise class applications

VERITONE aiWARE PLATFORM

Kernel

Industry Applications

APIs

Automate Studio

Intelligent Data Lake

Controller

DATA

SPEECH

DSLLMS

VISION

LLMS

AUDIO

TEXT

BIOMETRICS

Adapters

Veritone & 3rd Party Cognitive Engines

Application Layer

Integration Layer

Data Search & Indexing Layer

Processing Layer

Ingestion Layer

STRATEGIC PRODUCT GROWTH ACCELERATED BY INORGANIC EXPANSION

Marching Towards Profitability Through Strategic Growth

Launched aiWARE™ 1.0
- Launched initial application suite "Essentials"
- Secured first Media Customer (CBS Radio)
- Purchased Veritone One

Launched aiWARE™ 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 aiWARE™ 3.0
(Dynamic scaling enabling versatile deployment)
- 3.0 Vastly improved stability, efficiency and performance
- Announced support for NVIDIA CUDA & EGX

- Formulated Original business Plan to Build Operating System to leverage multitudes of ML Models in parallel.

- **Launched Veritone Generative AI**
- **Launched Veritone Tracker**
- **Launched Veritone Voice**

aiWARE 1.0

aiWARE 2.0

aiWARE 3.0

INCEPTION (2014)

2020

vision semantics

VOCALiD

pando logic
a Veritone company

broadbean technology

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ENTERPRISE AI PLATFORM WITH CUSTOMER-FOCUSED ALIGNMENT

ENTERPRISE AI
$900B TAM by 2026 | 19% CAGR[1]

COMMERCIAL ENTERPRISE		GOVERNMENT & REGULATED INDUSTRIES	
SOLUTIONS	SERVICES	SOLUTIONS	SERVICES
Data Insight	Veritone One	Data Insight	Redaction as a Service
Content Management & Monetization	Veritone Licensing	Biometric Identification	
Hiring Solutions	Influencer	Redaction	
Media Intelligence		Transcription & Translation	
Veritone Voice		Recruitment	

COMMERCIAL ENTERPRISE SOLUTIONS

Built to Solve Your Business Challenges

Veritone is helping some of the world's most recognizable brands close 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

Data Insight
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 AI-powered DAM and synthetic voice creation

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

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

Enterprise AI for the Metaverse
A suite of solutions including synthetic voice and avatars to extend reach and value for both the real and digital worlds

SELECTED CUSTOMERS

Audacy · BAUER · Bloomberg · CBS NEWS
CNBC · CNN · ESPN · FedEx
FORMULA·E · GIANTS · iHeart MEDIA · (Inter)
amazon · NCAA · FOX SPORTS · NBC Sports
UBER · USTA · PAC 12 · Westwood One

VERITONE MANAGED SERVICES

VERITONE ONE.
Leader in performance-based audio and creator-based video advertising, leveraging AI to achieve maximum scale and return on investment

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

TABLE ROCK
Premiere social media influencer management and content production company

GOVERNMENT & 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 AI 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

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

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

Transcription & Translation
Legal and contact center teams, automate manual work with near-real-time transcription and translation of any data source

Tracker
Track persons of interest across videos without using PII.

SELECTED CUSTOMERS

SELECTED CHANNEL PARTNERS

EXPERIENCED LEADERSHIP

RYAN STEELBERG
Co-founder, Chief Executive Officer, 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

RECRUITING AMPLIFIED

HR Technology Market Opportunity

Global HR technology market value by 2028[1]

~$196B

Companies incorporating AI/ML tech into HR processes[2]

88%

Gen AI in HR estimated market value in 2032 (+15% CAGR)[3]

+$1.6B

Veritone HR Solutions is amplifying recruitment through the combined strengths of Broadbean and PandoLogic

pando logic
a Veritone company

Leading US provider of programmatic AI-enabled talent acquisition technology

Automates manual tasks in job advertising

Maximize ROI with AI-enabled campaigns

Precision target the right audience

Leverages NLP to derive predictive-performance benchmark

broadbean technology
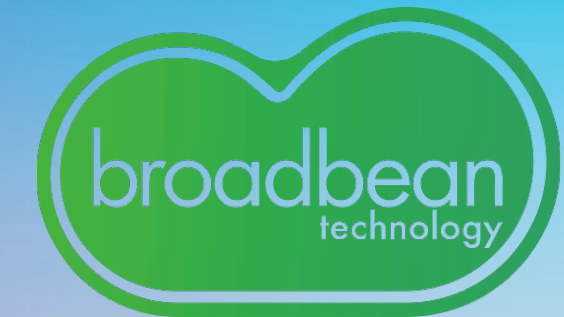
Global leader of SaaS technology in talent acquisition

Automated job postings across 4,700+ global distribution channels

180 countries, serving +3,000 customers

Integrated with +100 ATS partners

Global footprint in Europe, North America and Asia Pacific

[1] *Future Market Insights (June 2022)*
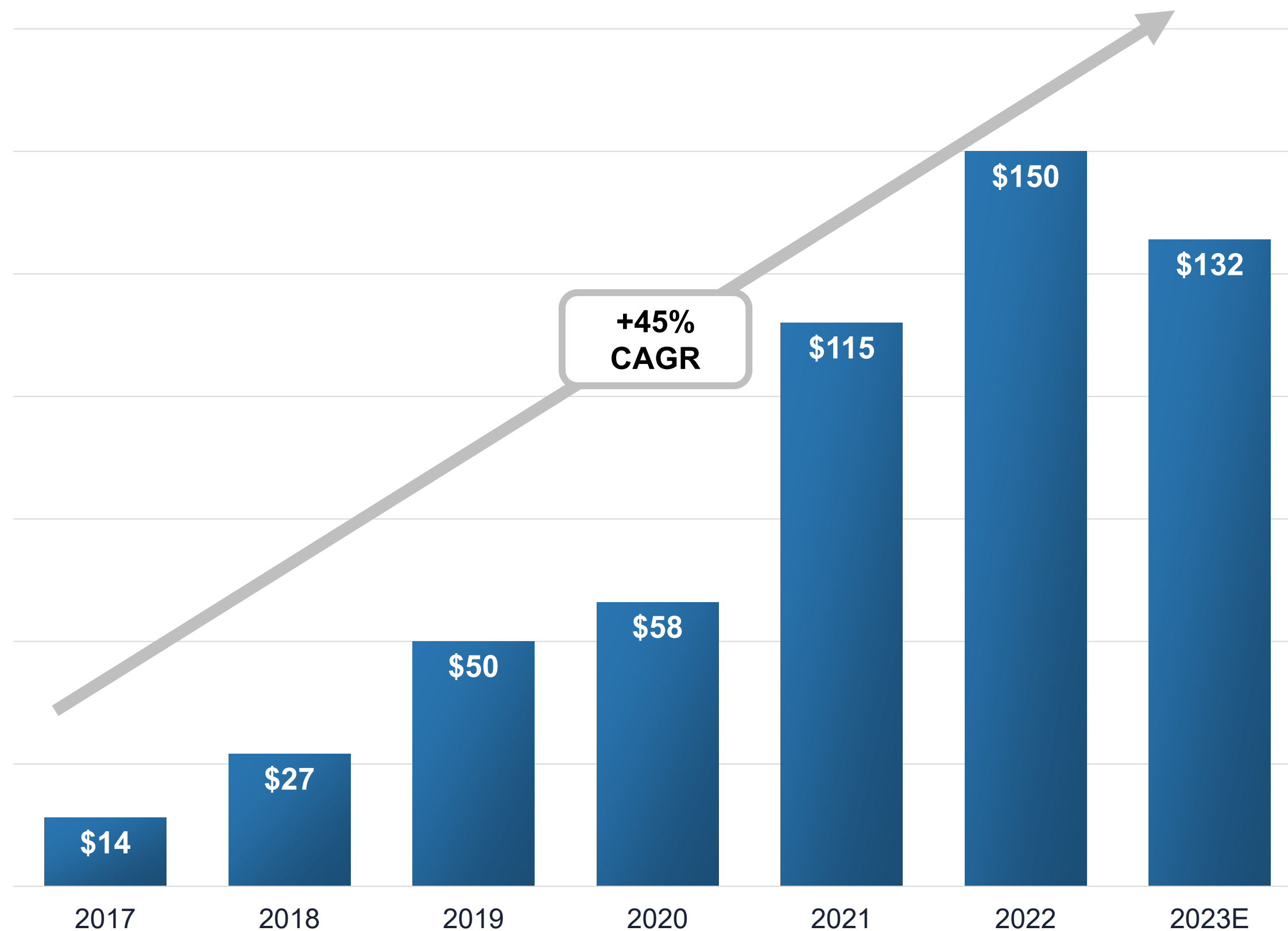[2] *Citi CHRO Survey (April 2023)*
[3] *MarketResearch.biz (July 2023)*

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FINANCIAL UPDATE

STRONG FINANCIAL PERFORMANCE

Track Record of Driving Revenue Growth[1]

($ in Millions)

Year	Revenue
2017	$14
2018	$27
2019	$50
2020	$58
2021	$115
2022	$150
2023E	$132

+45% CAGR

Fiscal 2023 Guidance		
Top Line	Total Revenue Growth (Y/Y)*	(34%)
	CAGR (FY 2017 – 2023E)	+45%
Profitability	Non-GAAP Gross Margin[2]	~80%
	Non-GAAP Net Income Margin [2]	(>23%)

2Q23 Key Performance Metrics		
Customers	Gross Revenue Retention*	>90%
	Total Software Products & Services Customers*	+3,700

*Calculated on a Pro Forma basis; for definitions and more information, see the Supplemental Financial Information and applicable reconciliations slides in the Appendix.
(1) Financial results for the period ending 6/30/2023 include contribution from PandoLogic starting in 9/14/2021 and contribution from Broadbean starting in 6/13/2023. Revenue estimates represent the midpoint of Management's Guidance Range provided August 8, 2023.
(2) Non-GAAP Gross Margin and Non-GAAP Income Margin are non-GAAP financial measures. See appendix for reconciliations to their most directly comparable GAAP measures.

Note: GAAP net loss and non-GAAP net income (loss) figures FY 2023 reflect the midpoint of the Company's financial guidance provided August 8, 2023.
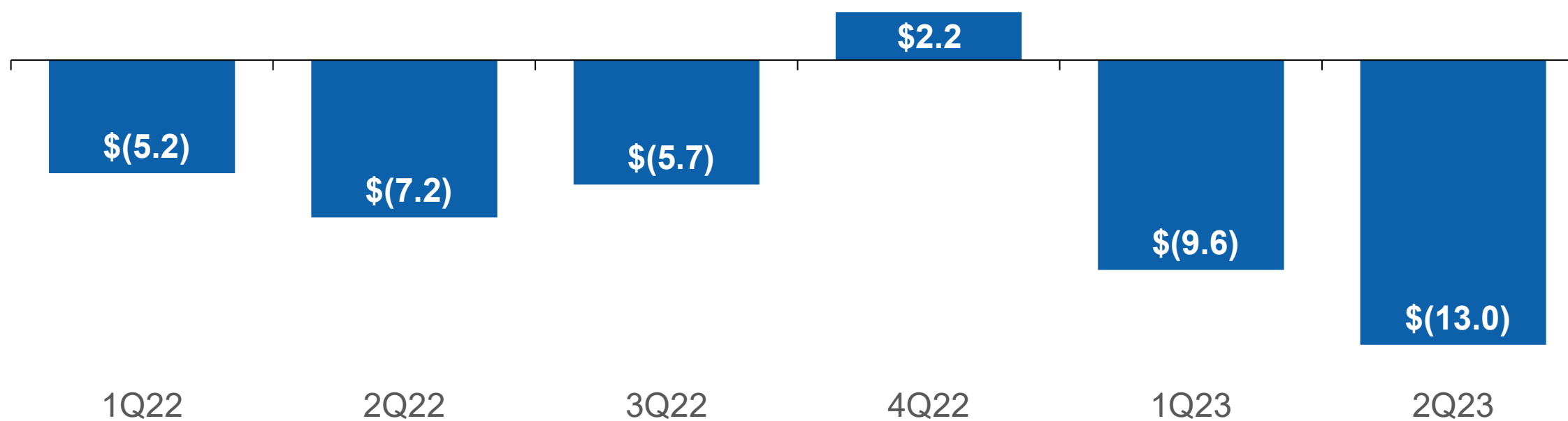
BUSINESS & FINANCIAL SUMMARY
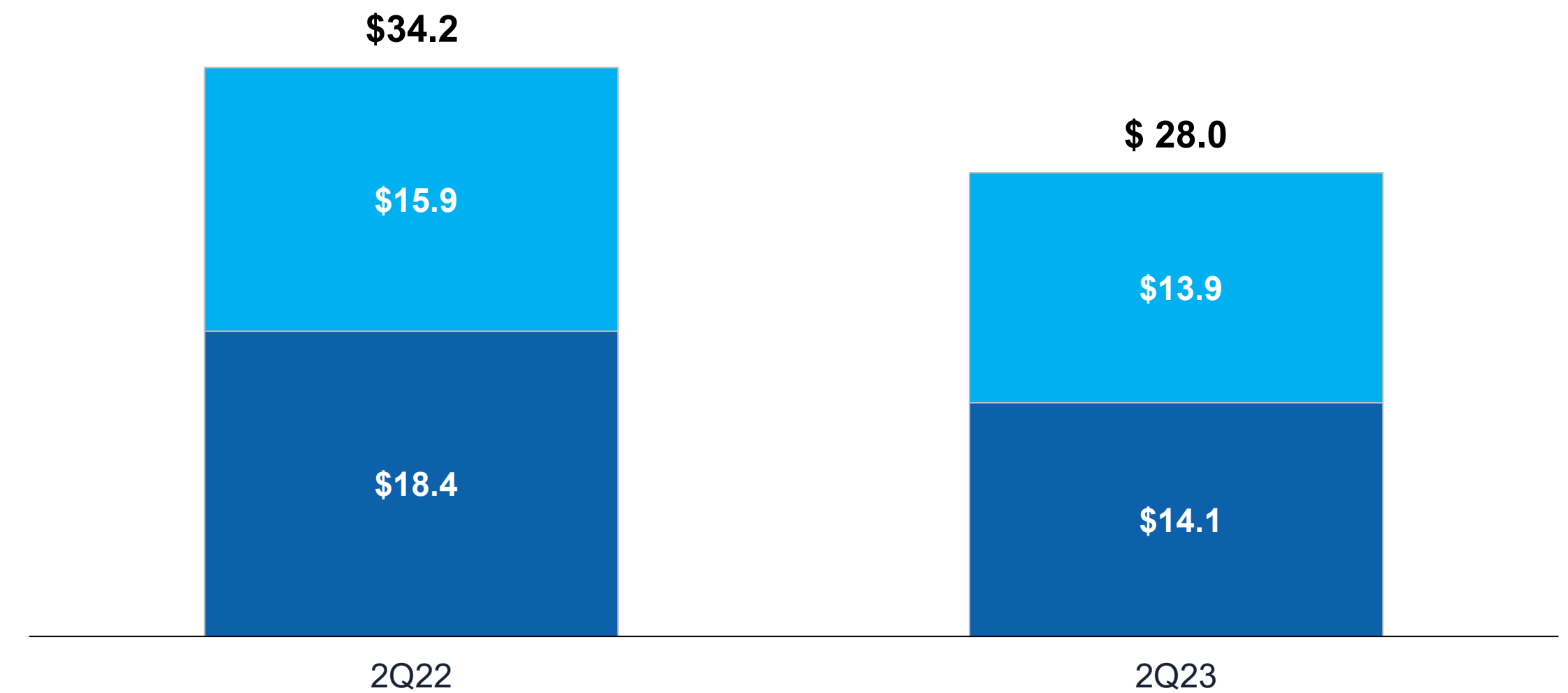
Quarterly Revenue Performance

($ in Millions)

Quarter	Revenue
1Q22	$34.4
2Q22	$34.2
3Q22	$37.2
4Q22	$43.9
1Q23	$30.3
2Q23	$28.0
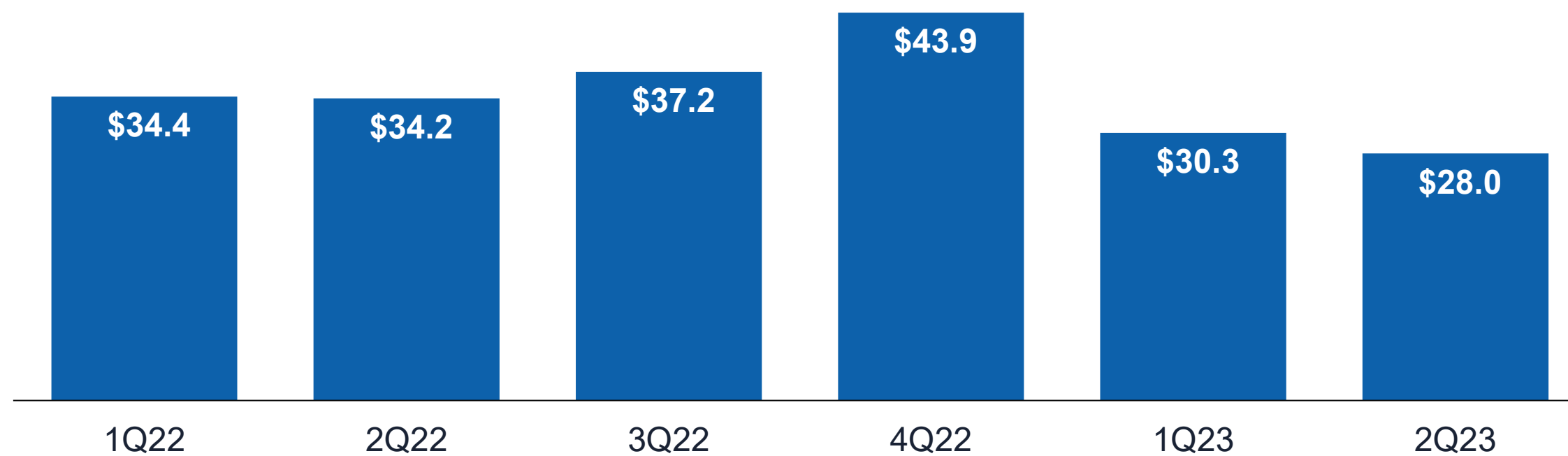
Quarterly Non-GAAP Net Income (Loss) Performance[1]

($ in Millions)

Quarter	Net Income (Loss)
1Q22	$(5.2)
2Q22	$(7.2)
3Q22	$(5.7)
4Q22	$2.2
1Q23	$(9.6)
2Q23	$(13.0)

2Q23 Revenue Summary

($ in Millions)

	2Q22	2Q23
Total	$34.2	$28.0
Managed Services	$15.9	$13.9
Software Products & Services	$18.4	$14.1

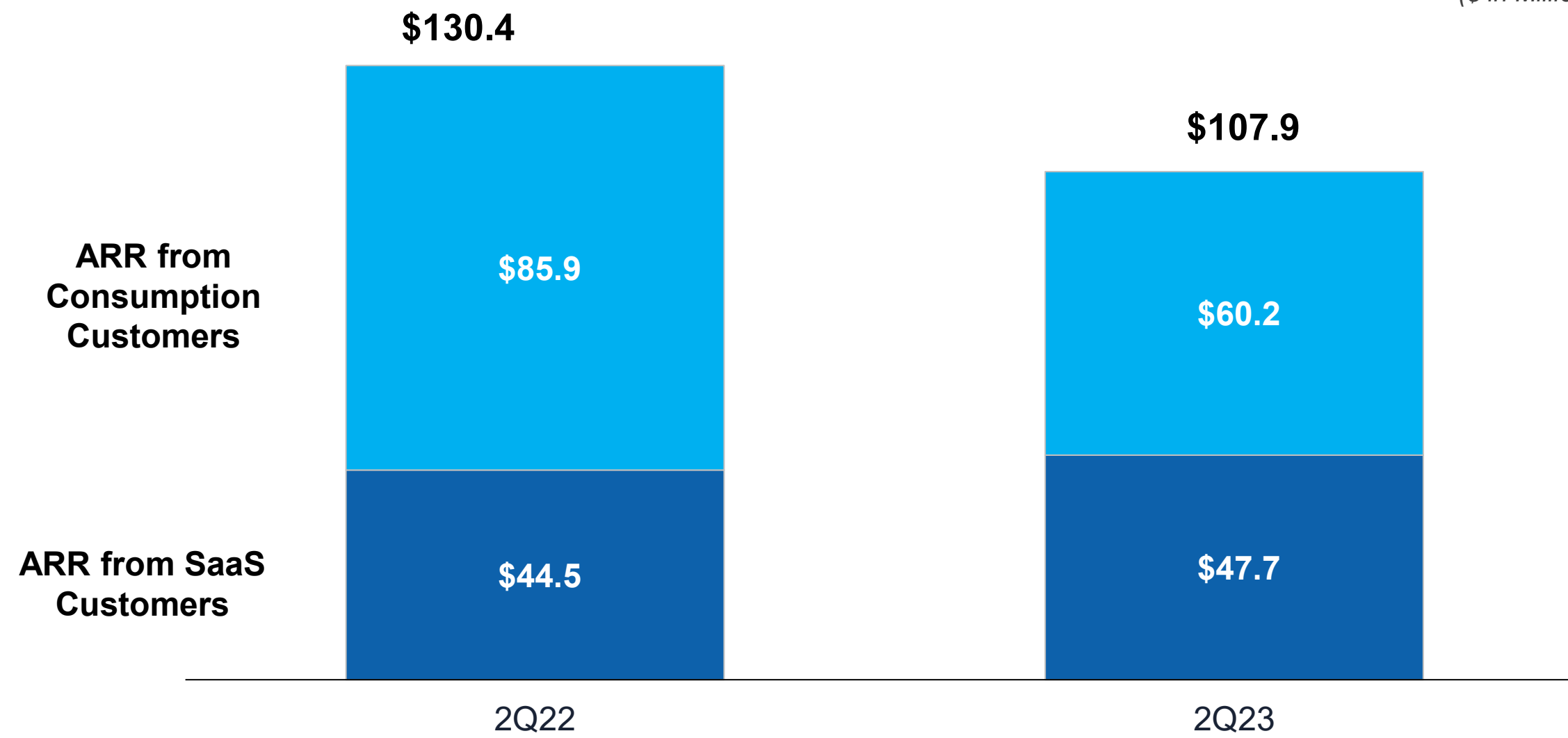|	2Q23 YoY Change
■ Managed Services	(13%)
■ Software Products & Services	(23%)
Total Sales	**(18%)**

(1) Non-GAAP Net Income (Loss) is a non-GAAP financial measure. See appendix for reconciliation to the most directly comparable GAAP measure.
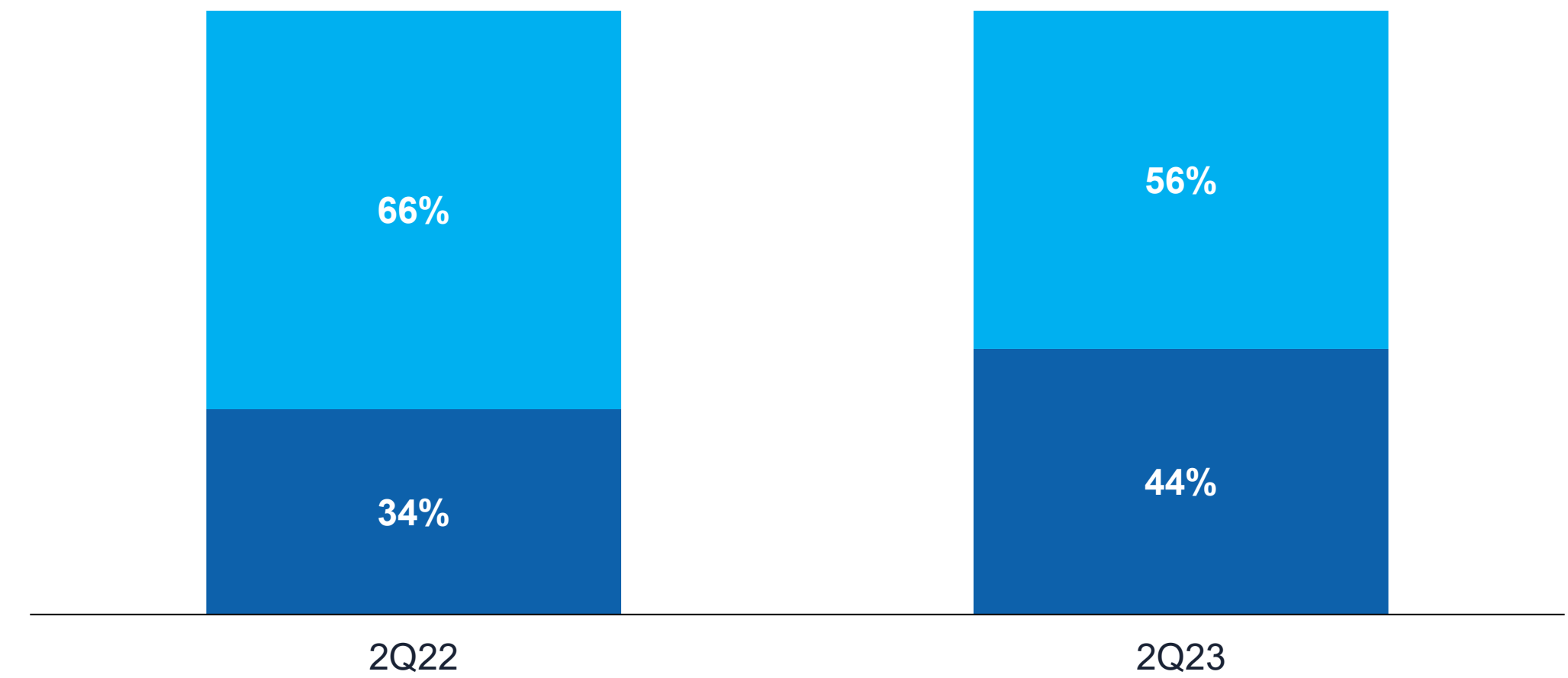
Total Revenue Mix

SaaS and consumption-based sales model provide earnings stability and flexibility to contract companies of various size across industries

2Q23 Software Products & Services Revenue Summary	Revenue as a % of ARR

($ in Millions)

2Q22: $130.4 — ARR from Consumption Customers $85.9; ARR from SaaS Customers $44.5

2Q23: $107.9 — ARR from Consumption Customers $60.2; ARR from SaaS Customers $47.7

Revenue as a % of ARR
- 2Q22: 66% Consumption / 34% SaaS
- 2Q23: 56% Consumption / 44% SaaS

	2Q23 YoY Change
Annual Recurring Revenue (Consumption)	(30%)
Annual Recurring Revenue (SaaS)	7%

*Calculated on a Pro Forma basis; for definitions and more information, see the Supplemental Financial Information and applicable reconciliations slides in the Appendix.
(1) Financial results for the period ending 6/30/2023 include contribution from PandoLogic starting in 9/14/2021 and contribution from Broadbean starting in 6/13/2023. Revenue estimates represent the midpoint of Management's Guidance Range provided August 8, 2023.
(2) Non-GAAP Gross Margin and Non-GAAP Income Margin are non-GAAP financial measures. See appendix for reconciliations to their most directly comparable GAAP measures.

BALANCE SHEET SUMMARY

($ in Thousands)	June 30, 2023
Cash and Cash Equivalents	$62,674
Current Assets	$152,422
Total Assets	$355,922
Current Liabilities	$161,340
Total Liabilities	$316,869
Stockholders' Equity	$39,053
Common Shares Outstanding[1]	36,899,862

(1) Excluding options, RSUs and warrants as of June 30, 2023.

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APPENDIX

QUARTERLY GAAP TO NON-GAAP RECONCILIATION (UNAUDITED)

($ in Thousands)	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023 E
GAAP net loss	$ (22,129)	$ (3,253)	$ (4,886)	$ 5,032	$ (22,963)	$ (23,296)	$ (16,900)
Interest expense, net	1,182	1,183	1,305	680	805	720	700
Provision for (benefit from) income taxes	138	(1,607)	26	3,430	(271)	(1,374)	(500)
Depreciation and amortization	5,214	5,456	5,824	5,999	5,907	6,389	6,000
Stock-based compensation expense	4,816	4,661	5,102	4,536	3,917	2,697	3,000
Business realignment, severance and executive transition costs[1]	-	-	365	175	1,444	689	-
Gain on debt extinguishment	-	-	-	(19,097)	-	-	-
Change in fair value of contingent consideration	5,045	(13,830)	(14,291)	355	651	-	-
Gain on sale of energy group	-	-	-	-	-	(2,572)	-
Foreign currency impact	-	-	-	-	(1,161)	(1,659)	-
Contribution of business held for sale	-	-	-	-	917	872	-
Variable consultant performance bonus expense	-	-	-	-	394	237	200
Stock offering costs	-	-	-	-	-	-	-
Lease exit charges[2]	-	-	-	-	-	-	-
Acquisition, due diligence, and integration-related costs	561	207	839	1,080	805	4,271	-
Non-GAAP net loss	**$ (5,173)**	**$ (7,183)**	**$ (5,716)**	**$ 2,190**	**$ (9,555)**	**$ (13,026)**	**$ (7,500)**

(1) Business realignment, severance and executive transition costs consists of severance and executive transition costs in 2023, severance and executive search costs in 2022 and 2021 and business realignment and officer severance costs in 2020 and 2019.
(2) Lease exit charges consists of charges related to a sublease in 2021 and lease termination charges in 2020.
Note: GAAP net loss and non-GAAP net income (loss) figures for Q3 2023 reflect the midpoint of the Company's financial guidance provided August 8, 2023.

ANNUAL GAAP TO NON-GAAP RECONCILIATION (UNAUDITED)

($ in Thousands)	2018	2019	2020	2021	2022	2023 E
GAAP net loss	$ (61,104)	$ (62,078)	$ (47,876)	$ (65,728)	$ (25,236)	$ (79,000)
Interest expense, net	-	-	9	538	4,350	3,100
Provision for (benefit from) income taxes	22	(1,452)	76	2,699	1,988	(3,300)
Depreciation and amortization	3,701	5,947	6,407	9,410	22,493	24,600
Stock-based compensation expense	14,383	19,402	19,539	40,063	19,115	13,200
Business realignment, severance and executive transition costs[1]	-	279	145	349	540	2,100
Gain on debt extinguishment	-	-	-	-	(19,097)	-
Warrant expense	207	-	102	-	-	-
Write-off of debt discounts and debt issuance costs at IPO	-	-	-	-	-	-
Change in fair value of warrant liability	(184)	(16)	200	-	-	-
Gain on sale of asset	-	-	(56)	-	-	-
State sales tax reserve	-	-	818	306	-	-
Stock offering costs	-	-	27	-	-	-
Lease exit charges[2]	-	-	16	3,367	-	-
Change in fair value of Contingent consideration	-	-	-	13,130	(22,721)	700
Costs associated with unsolicited acquisition proposal	116	-	-	-	-	-
Contribution of business held for sale	-	-	-	-	-	1,800
Variable consultant performance bonus expense	-	-	-	-	-	1,200
Performance Bridge earn-out fair value adjustment	-	139	-	-	-	-
Machine Box contingent payments	1,386	1,600	-	-	-	-
Acquisition, due diligence, and integration-related costs	2,427	-	-	2,698	2,688	5,100
Non-GAAP net income (loss)	**$ (39,046)**	**$ (36,179)**	**$ (20,593)**	**$ 6,832**	**$ (15,880)**	**$ (30,500)**

(1) Business realignment, severance and executive transition costs consists of severance and executive transition costs in 2023, severance and executive search costs in 2022 and 2021 and business realignment and officer severance costs in 2020 and 2019.
(2) Lease exit charges consists of charges related to a sublease in 2021 and lease termination charges in 2020.
Note: GAAP net loss and non-GAAP net income (loss) figures for FY 2023 reflect the midpoint of the Company's financial guidance provided August 8, 2023.

REVENUE TO NON-GAAP RECONCILIATION (UNAUDITED)

($ in Thousands)	2023 E
Revenue	$ 131,500
Cost of Revenue	26,214
Non-GAAP Gross Profit	$ 105,286
Non-GAAP Gross Margin	80.0%

($ in Thousands)	2023 E
Revenue	$ 131,500
Non-GAAP Net Loss[1]	(30,500)
Non-GAAP Net Loss Margin	(23.2)%

[1] See page 21 for reconciliation.

Note: GAAP net loss and non-GAAP net income (loss) figures FY 2023 reflect the midpoint of the Company's financial guidance provided August 8, 2023.

SECOND QUARTER 2023 REVENUE SUMMARY

($ in Thousands)	Q2 2022	Q1 2023	Q2 2023	Q2 2023 CHANGE Q/Q	Y/Y
Commercial Enterprise					
Software Products & Services	$17,508	$12,732	$12,492	(2%)	(29%)
Managed Services	$15,856	$16,136	$13,874	(14%)	(13%)
Subtotal	**$33,364**	**$28,868**	**$26,366**	**(9%)**	**(21%)**
Government & Regulated Industries					
Software Products & Services	$871	$1,395	$1,601	15%	84%
Managed Services	-	-	-	-	-
Subtotal	**$871**	**$1,395**	**$1,601**	**15%**	**84%**
Total Sales	**$34,235**	**$30,263**	**$27,967**	**(8%)**	**(18%)**

Note: Software Product & Services previously aiWARE™ SaaS Solutions. Managed Services previously Advertising and aiWARE™ Content Licensing.

SUPPLEMENTAL FINANCIAL INFORMATION

Our customer composition is diverse and includes various segments across our verticals, each with different purchasing trends and pricing models. In order to provide enhanced visibility into our growth composition and broad customer base, we have added ARR as a key metric and defined our customer count methodology.

DEFINITIONS

"**Total Software Products & Services Customers**" includes Software Products & Services customers as of the end of each respective quarter set forth above with net revenues in excess of $10 and also excludes any customers categorized by us as trial or pilot status. In prior periods, we provided "Ending Software Customers," which represented Software Products & Services customers as of the end of each fiscal quarter with trailing twelve-month revenues in excess of $2,400 for both Veritone, Inc. and PandoLogic Ltd. and/or deemed by the Company to be under an active contract for the applicable periods. Total Software Products & Services Customers is not comparable to Ending Software Customers. Total Software Products & Services Customers includes customers based on revenues in the last month of the quarter rather than on a trailing twelve month basis. Total Software Products & Services Customers includes customers based on revenues in the last month of the quarter rather than on a trailing twelve month basis and excludes any customers that are on trial or pilot status with us rather than including customers with active contracts. Management uses Total Software Products & Services Customers and we believe Total Software Products & Services Customers are useful to investors because it more accurately reflects our total customers for our Software Products & Services customers inclusive of Broadbean.

"**Annual Recurring Revenue**" is calculated as Annual Recurring Revenue (SaaS), which is an annualized calculation of the monthly recurring revenue in the last month of the calculated quarter for all active Software Products & Services customers, combined with Annual Recurring Revenue (Consumption), which is the trailing twelve month calculation of all non-recurring and/or consumption-based revenue for all active Software Products & Services customers. In prior periods, we provided "Average Annual Revenue," which was calculated as the aggregate of trailing twelve-month Software Products & Services revenue divided by the average number of customers over the same period for both Veritone, Inc. and PandoLogic Ltd. Pro Forma Annual Recurring Revenue is not comparable to Average Annual Revenue. Annual Recurring Revenue is on a Pro Forma basis, is not averaged among active customers and uses a calculation of recurring revenue as described above instead of annual revenue. Management uses "Annual Recurring Revenue" and we believe Annual Recurring Revenue is useful to investors because Broadbean significantly increases our mix of subscription-based SaaS revenues as compared to non-recurring and/or consumption-based revenues.

"**Annual Recurring Revenue (SaaS)**" represents   an annualized calculation of monthly recurring revenue during the last month of the applicable quarter for all Total Software Products & Services customers, in each case on a Pro Forma basis. In prior periods, we provided "Average Annual Revenue," which was calculated as the aggregate of trailing twelve-month Software Products & Services revenue divided by the average number of customers over the same period for both Veritone, Inc. and PandoLogic Ltd.. Annual Recurring Revenue is not comparable to Average Annual Revenue (SaaS). Annual Recurring Revenue (SaaS) includes only subscription-based SaaS revenue, is not averaged among active customers and uses a calculation of recurring revenue as described above instead of annual revenue. Management uses "Annual Recurring Revenue (SaaS)" and we believe Annual Recurring Revenue (SaaS) is useful to investors because Broadbean significantly increases our mix of subscription-based SaaS revenues as compared to Consumption revenues and the split between the two allows the reader to delineate between predictable recurring SaaS revenues and more volatile Consumption revenues.

"**Annual Recurring Revenue (Consumption)**" represents the trailing twelve months of all non-recurring and/or consumption based revenue for all active Total Software Products & Services customers. In prior periods, we provided "Average Annual Revenue," which was calculated as the aggregate of trailing twelve-month Software Products & Services revenue divided by the average number of customers over the same period for both Veritone, Inc. and PandoLogic Ltd.. Annual Recurring Revenue (Consumption) is not comparable to Average Annual Revenue. Annual Recurring Revenue (Consumption) includes only non-recurring and/or consumption-based revenue, is not averaged among active customers and uses a calculation of recurring revenue as described above instead of annual revenue. Management uses "Annual Recurring Revenue (Consumption)" and we believe Annual Recurring Revenue (Consumption) is useful to investors because Broadbean significantly increases our mix of subscription-based SaaS revenues as compared to Consumption revenues and the split between the two allows the reader to delineate between predictable recurring SaaS revenues and more volatile Consumption revenues.

"**Gross Revenue Retention**" represents calculate our dollar-based gross revenue retention rate as of the period end by starting with the revenue from Software Products & Services Customers as of the 3 months in the prior year quarter to such period, or Prior Year Quarter Revenue. We then deduct from the Prior Year Quarter Revenue any revenue from Software Products & Services Customers who are no longer customers as of the current period end, or Current Period Ending Software Customer Revenue. We then divide the total Current Period Ending Software Customer Revenue by the total Prior Year Quarter Revenue to arrive at our dollar-based gross retention rate, which is the percentage of revenue from all Software Products & Services Customers from our Software Products & Services as of the year prior that is not lost to customer churn. All numbers used to determine Gross Revenue Retention are calculated on a Pro Forma basis.

"**Non-GAAP Gross Margin**" is defined as Non-GAAP gross profit divided by revenue.

THANK YOU

NASDAQ: **VERI**