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Veritone to Sponsor Snowflake Summit 2022: The World of Data Collaboration

Veritone aiWARE helps Snowflake users tap into hard-to-reach, unstructured data sources such as video, images, audio, and text

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), creator of aiWARE, a hyper-expansive enterprise AI platform, today announced its sponsorship of the Snowflake Summit 2022, a flagship event running June 13 to 16 in Las Vegas that focuses on the "World of Data Collaboration."

"As a key technology partner of Snowflake, we are proud to sponsor this premier event," said Greg Loose, Veritone's aiWARE Chief Operating Officer. "With Veritone's aiWARE and the Snowflake Data Cloud, Snowflake customers are leveraging AI-powered analytics to tap into hard-to-reach, unstructured data sources such as video, images, audio, and text. The event not only underscores these benefits but also gives attendees access to hundreds of technical, data and business experts about what is possible and next for enterprises in the data cloud."

Hosting its largest user conference to date, Snowflake's first-of-its-kind event will feature new innovations coming to the data cloud, spotlighting keynote speakers from leading companies in technology, media, financial services and more. The four-day event also includes a variety of breakout sessions, technical certifications, hands-on labs, a developer zone, industry experts and more—all centered on collaborating around data. Announcements and sessions at Snowflake Summit will showcase how Snowflake is empowering data scientists and developers to collaborate with data, enabling them to create new products and apps that help drive business forward in the data cloud.

"Through our partnership, Snowflake customers can query and analyze their data within Snowflake's platform or within aiWARE's cognitively-enabled applications, including data that is typically inaccessible without human intervention," said Tarik Dwiek, Head of Technology Alliances at Snowflake. "With a significant percentage of the world's data unstructured, aiWARE and Snowflake's Data Cloud have the potential to deliver significant global impact among Snowflake's thousands of customers."

Veritone's aiWARE enterprise AI platform and the Automate Studio low-code workflow tool, integrated with Snowflake, helps enterprises efficiently manage both tabular and unstructured data and leverage this data in near-real-time, event-driven processes. aiWARE's cloud-based, scalable architecture delivers insight across massive enterprise data sets, helping drive informed and autonomous decision-making throughout the entire organization.

Veritone aiWARE is an enterprise AI platform that makes it easy for developers to rapidly build, scale, and operationalize AI-enabled applications. Unlike point solutions, aiWARE offers a full stack of ingestion adapters, best-of-breed AI models, a data lake, low-code

workflow and integration tools, and vertical apps that accelerate enterprise AI implementation and adoption.

For more information, visit www.veritone.com/integrations/snowflake/ or watch the Snowflake/Veritone partnership announcement webinar at https://www.veritone.com/webinar/unlock-video-audio-and-text-insights-with-snowflake-and-veritone/.

About Veritone

Veritone (NASDAQ: VERI) is a leader in enterprise artificial intelligence (AI) software and solutions. Serving organizations in both commercial and regulated sectors, Veritone's software, services, and industry applications accelerate and maximize digital migration, empowering the largest and most recognizable brands in the world to run more efficiently, accelerate decision making and increase profitability. Veritone's hyper-expansive Enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. Through professional and managed services, as well as its robust partner ecosystem, Veritone develops and builds AI solutions that solve the problems of today and tomorrow. To learn more, visit Veritone.com.

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This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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