

VERITONE, INC.
SUPPLEMENTAL FINANCIAL INFORMATION
(Q1 2024)

This document contains the following unaudited supplemental financial and business information:

Page

1. Supplemental Non-GAAP Financial Information and Reconciliation to GAAP Information for 1Q:22; 2Q:22; 3Q:22; 4Q:22; 1Q23; 2Q:23; 3Q:23; 4Q:23; and 1Q24;
2. Breakdown and Reconciliation of Non-GAAP Net Income (Loss) to GAAP Net Loss for Core Operations and Corporate for the three months ended March 31, 2024; and for the three months ended March 31, 2023;
3. Reconciliation of Non-GAAP Net Income (Loss) to GAAP Net Loss for the years ended December 31, 2018, 2019, 2020, 2021, 2022 and 2023 and for the Midpoint of the Company's Guidance for the Full Year 2024, as provided on May 7, 2024;
4. Reconciliation of Non-GAAP Net Loss to GAAP Net Loss for 1Q22, 2Q:22, 3Q:22, 4Q:22, 1Q:23; 2Q:23; 3Q23; 4Q23; 1Q24; and for the Midpoint of the Company's Guidance for 2Q24, as provided on May 7, 2024;
5. Supplemental Financial Information for the available periods starting 1Q:22;
6. Supplemental Revenue Breakdown and Comparisons;
7. Reconciliation of Non-GAAP Gross Profit to Loss from Operations; and
8. Reconciliation of Revenue to Pro Forma Revenue and the calculation of Pro Forma Annual Recurring Revenue.

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 and a reconciliation of such non-GAAP results and guidance with the Company's most directly comparable GAAP results and guidance are detailed on the following pages. The Company presents 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 revenue, 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 financial measures differently. These non-GAAP financial measures may not be indicative of the historical

operating results of Veritone or predictive of potential future results. Investors should not consider this these non-GAAP financial measures in isolation or as a substitute for analysis of the Company's results as reported in accordance with GAAP.

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

	March 31, 2022	June 30, 2022	September 30, 2022	December 31, 2022	March 31, 2023	June 30, 2023	Sept 30, 2023	Dec 31, 2023	Mar 31, 2024
Revenue	\$ 34,407	\$ 34,235	\$ 37,196	\$ 43,890	\$ 30,263	\$ 27,967	\$ 35,133	\$ 34,197	\$ 31,636
Cost of revenue	6,923	6,705	7,097	6,707	6,809	7,765	7,187	6,495	7,046
Non-GAAP gross profit	27,484	27,530	30,099	37,183	23,454	20,202	27,946	27,702	24,590
GAAP cost of revenue	6,923	6,705	7,097	6,707	6,809	7,765	7,187	6,495	7,046
Stock-based compensation expense	(20)	(24)	(46)	(26)	(20)	(17)	5	(20)	1
Non-GAAP cost of revenue	6,903	6,681	7,051	6,681	6,789	7,748	7,192	6,475	7,047
GAAP sales and marketing expenses	11,069	12,576	13,920	13,780	12,690	13,124	12,892	13,318	11,804
Depreciation	—	—	—	—	(6)	(8)	(19)	(27)	(24)
Stock-based compensation expense	(463)	(727)	(538)	(535)	(176)	(529)	(208)	(388)	(176)
Severance and executive transition costs	—	—	(86)	—	(313)	(190)	(207)	(85)	(503)
Non-GAAP sales and marketing expenses	10,606	11,849	13,296	13,245	12,195	12,397	12,477	12,818	11,101
GAAP research and development expenses	9,883	11,068	11,784	10,854	11,527	10,519	10,410	9,634	9,215
Depreciation	—	—	—	—	(227)	(292)	(334)	(645)	(790)
Stock-based compensation expense	(1,004)	(1,247)	(1,532)	(1,273)	(1,542)	(1,127)	(953)	(823)	(532)
Variable consultant performance bonus expense	—	—	—	—	(394)	(237)	(397)	77	—
Severance and executive transition costs	—	—	(198)	—	(529)	(151)	(188)	(138)	(1,192)
Non-GAAP research and development expenses	8,879	9,821	10,054	9,581	8,835	8,712	9,269	8,105	6,701
GAAP general and administrative expenses	22,320	2,304	2,502	17,050	17,397	19,025	21,082	16,307	19,420
Depreciation	(198)	(245)	(320)	(549)	(245)	(375)	(880)	673	(697)
Stock-based compensation expense	(3,329)	(2,663)	(2,986)	(2,702)	(2,179)	(1,024)	(876)	(949)	(901)
Change in fair value of contingent consideration	(5,045)	13,830	14,291	(355)	(651)	—	(816)	(817)	—
Acquisition compensation expense	—	—	—	—	—	—	—	—	(317)
Variable consultant performance bonus expense	—	—	—	—	—	—	—	—	—
Contribution of business held for sale ⁽¹⁾	—	—	—	—	—	—	—	—	(3)
Acquisition and due diligence costs	(562)	(207)	(839)	(1,080)	(805)	(4,271)	(3,177)	(872)	(941)
Severance and executive transition costs	—	—	(81)	(175)	(602)	(348)	(390)	(504)	(2,155)
Non-GAAP general and administrative expenses	13,186	13,019	12,567	12,189	12,915	13,007	14,193	13,838	14,406
GAAP amortization	(5,016)	(5,211)	(5,504)	(5,450)	(5,429)	(5,714)	(6,624)	(5,948)	(5,991)
GAAP loss from operations	(20,804)	(3,629)	(3,611)	(9,951)	(23,589)	(28,180)	(23,062)	(17,505)	(21,840)
Total non-GAAP adjustments ⁽¹⁾	15,637	(3,506)	(2,161)	12,145	13,118	14,283	15,064	10,466	14,221
Non-GAAP net income (loss) from operations	(5,167)	(7,135)	(5,772)	2,194	(10,471)	(13,897)	(7,998)	(7,039)	(7,619)
GAAP other income (expense), net	(1,186)	(1,231)	(1,249)	18,413	355	3,510	(2,456)	29,254	(4,403)
Contribution of business held for sale ⁽¹⁾	—	—	—	—	917	872	—	(98)	—
Gain on sale of energy group	—	—	—	—	—	(2,572)	—	—	—
Gain on debt extinguishment	—	—	—	(19,097)	—	—	—	(30,023)	—
Foreign currency impact	—	—	—	—	(1,161)	(1,659)	2,294	393	413
Interest expense, net	1,182	1,183	1,305	680	805	720	218	705	3,991
Non-GAAP other income (expense), net	(4)	(48)	56	(4)	916	871	56	231	1
GAAP loss before income taxes	(21,990)	(4,860)	(4,860)	8,462	(23,234)	(24,670)	(25,518)	11,749	(26,243)
Total non-GAAP adjustments ⁽¹⁾	16,819	(2,323)	(856)	(6,272)	13,679	11,644	17,576	(18,557)	18,625
Non-GAAP net income (loss) before income taxes	(5,171)	(7,183)	(5,716)	2,190	(9,555)	(13,026)	(7,942)	(6,808)	(7,618)
GAAP net loss	(22,129)	(3,253)	(4,886)	4,711	(22,963)	(23,296)	(24,541)	12,175	(25,198)
Income tax provision	139	(1,607)	26	3,751	(271)	(1,374)	(977)	(426)	(1,045)
Other non-GAAP adjustments	16,819	(2,323)	(856)	(6,272)	13,679	11,644	17,576	(18,557)	18,625
Non-GAAP net income (loss)	\$ (5,171)	\$ (7,183)	\$ (5,716)	\$ 2,190	\$ (9,555)	\$ (13,026)	\$ (7,942)	\$ (6,808)	\$ (7,618)
Shares used in computing non-GAAP basic net gain (loss) per share	35,477	36,084	36,202	36,360	36,588	36,849	36,992	37,169	37,353
Shares used in computing non-GAAP diluted net gain (loss) per share ⁽²⁾	35,477	36,084	36,202	42,487	36,588	36,849	36,992	43,599	43,928
Non-GAAP basic net gain (loss) per share	\$ (0.15)	\$ (0.20)	\$ (0.16)	\$ 0.06	\$ (0.26)	\$ (0.35)	\$ (0.21)	\$ (0.18)	\$ (0.20)
Non-GAAP diluted net gain (loss) per share	\$ (0.15)	\$ (0.20)	\$ (0.16)	\$ 0.05	\$ (0.26)	\$ (0.35)	\$ (0.21)	\$ (0.16)	\$ (0.17)

⁽¹⁾ Adjustments are comprised of the adjustments to GAAP cost of revenue, sales and marketing expenses, research and development expenses and general and administrative expenses and other (expense) income, net (where applicable) listed above.

⁽²⁾ In Q4 2022 and Q4 2023, the shares used in computing non-GAAP diluted net earnings (loss) per share include the dilutive effects of common stock options, RSUs, and warrants as well as the common stock issuable in connection with the convertible notes and senior secured Term Loan, which for the purposes of diluted net earnings per share will be presented as if the convertible senior notes and senior secured Term Loan were converted to common shares as of January 1, 2021.

⁽³⁾ Contribution of business held for sale relates to the net loss for the periods presented for our energy group that we divested during Q2 2023. We have not recast Non-GAAP Net Loss for periods ended prior to March 31, 2023 because the change in business strategy to divest the business occurred in Q1 2023 and the prior period contributions were costs to operate the continuing business when incurred in the prior periods. The historical amounts would not have a major effect on prior period results.

VERITONE, INC.
Breakdown and Reconciliation of Non-GAAP Net Income (Loss) to GAAP Net Loss for Core Operations and Corporate
(in thousands)

	Three Months Ended March 31, 2024					
	2024			2023		
	Core Operations⁽¹⁾	Corporate⁽²⁾	Total	Core Operations⁽¹⁾	Corporate⁽²⁾	Total
Net income (loss)	\$ (10,992)	\$ (14,206)	\$(25,198)	\$ (12,570)	\$ (10,393)	\$(22,963)
(Benefit from) income taxes	(1,045)	—	(1,045)	(504)	233	(271)
Depreciation and amortization	7,409	93	7,502	5,754	153	5,907
Stock-based compensation expense	1,040	568	1,608	2,335	1,582	3,917
Change in fair value of contingent consideration	—	—	—	—	651	651
Acquisition compensation expense	—	317	317	—	—	—
Interest (income) expense, net	—	3,991	3,991	9	796	805
Foreign currency impact	—	413	413	(1,146)	(15)	(1,161)
Gain on debt extinguishment	—	—	—	—	—	—
Acquisition and due diligence costs	140	801	941	—	805	805
Gain on sale of energy group	—	—	—	—	—	—
Contribution of business held for sale ⁽³⁾	3	—	3	917	—	917
Variable consultant performance bonus expense	—	—	—	394	—	394
Severance and executive transition costs	2,267	1,583	3,850	1,027	417	1,444
Non-GAAP net (loss) income	<u>\$ (1,178)</u>	<u>\$ (6,440)</u>	<u>\$ (7,618)</u>	<u>\$ (3,784)</u>	<u>\$ (5,771)</u>	<u>\$ (9,555)</u>

⁽¹⁾ Core operations consists of our consolidated Software Products & Services and Managed Services that include our content licensing and advertising services, and their supporting operations, including direct costs of sales as well as operating expenses for sales, marketing and product development and certain general and administrative costs dedicated to these operations.

⁽²⁾ Corporate consists of general and administrative functions such as executive, finance, legal, people operations, fixed overhead expenses (including facilities and information technology expenses), other income (expenses) and taxes, and other expenses that support the entire company, including public company driven costs.

⁽³⁾ Contribution of business held for sale relates to the net loss for the periods presented for our energy group that we divested during Q2 2023. We have not recast Non-GAAP Net Loss for periods ended prior to March 31, 2023 because the change in business strategy to divest the business occurred in Q1 2023 and the prior period contributions were costs to operate the continuing business when incurred in the prior periods. The historical amounts would not have a major effect on prior period results.

VERITONE, INC.
RECONCILIATION OF NON-GAAP NET INCOME (LOSS) TO GAAP NET LOSS
(Unaudited, in thousands)

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024E</u>
GAAP net loss	\$ (61,104)	\$ (62,078)	\$ (47,876)	\$ (64,672)	\$ (25,557)	\$ (58,625)	\$ (70,629)
Interest expense, net	-	-	9	538	4,350	2,448	16,450
Provision for (benefit from) income taxes	22	(1,452)	76	2,699	2,309	(3,048)	(3,000)
Depreciation and amortization	3,701	5,947	6,407	9,410	22,493	26,101	30,000
Stock-based compensation expense	14,383	19,402	19,539	40,063	19,115	10,826	9,800
Severance and executive transition costs ⁽¹⁾	-	279	145	349	540	3,644	3,379
Gain on debt extinguishment	-	-	-	-	(19,097)	(30,023)	-
Amortization of debt discounts and issuance costs	-	-	-	-	-	-	-
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	-	-	-	12,074	(22,721)	2,284	-
Acquisition compensation expense	-	-	-	-	-	-	1,000
Gain on sale of energy group	-	-	-	-	-	(2,572)	-
Foreign currency impact	-	-	-	-	-	(133)	-
Costs associated with unsolicited acquisition proposal	116	-	-	-	-	-	-
Contribution of business held for sale	-	-	-	-	-	1,691	-
Variable consultant performance bonus expense	-	-	-	-	-	951	-
Performance Bridge earn-out fair value adjustment	-	139	-	-	-	-	-
Machine Box contingent payments	1,386	1,600	-	-	-	-	-
Acquisition and due diligence costs	2,427	-	-	2,698	2,688	9,125	-
Non-GAAP net income (loss)	<u>\$ (39,046)</u>	<u>\$ (36,179)</u>	<u>\$ (20,593)</u>	<u>\$ 6,832</u>	<u>\$ (15,880)</u>	<u>\$ (37,331)</u>	<u>\$ (13,000)</u>

⁽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 2024 reflect the midpoint of the Company's financial guidance provided on May 7, 2024.

VERITONE, INC.
RECONCILIATION OF NON-GAAP NET LOSS TO GAAP NET LOSS
(Unaudited, in thousands)

	<u>Q1:2022</u>	<u>Q2:2022</u>	<u>Q3:2022</u>	<u>Q4:2022</u>	<u>Q1:2023</u>	<u>Q2:2023</u>	<u>Q3:2023</u>	<u>Q4:2023</u>	<u>Q1: 2024</u>	<u>Q2: 2024</u>
GAAP net (loss) income	\$ (22,129)	\$ (3,253)	\$ (4,886)	\$ 4,711	\$ (22,963)	\$ (23,296)	\$ (24,541)	\$ 12,175	\$ (25,134)	\$ (19,000)
Interest expense, net	1,182	1,183	1,305	680	805	720	218	704	4,449	4,000
Provision for (benefit from) income taxes	139	(1,607)	26	3,751	(271)	(1,374)	(977)	(426)	(1,240)	(600)
Depreciation and amortization	5,214	5,456	5,824	5,999	5,907	6,389	7,857	5,948	7,502	7,500
Stock-based compensation expense	4,816	4,661	5,102	4,536	3,917	2,697	2,032	2,180	1,608	1,600
Severance and executive transition costs ⁽¹⁾	-	-	365	175	1,444	689	785	727	3,849	-
Gain on debt extinguishment	-	-	-	(19,097)	-	-	-	(30,023)	-	-
Warrant expense	-	-	-	-	-	-	-	-	-	-
Write-off of debt discounts and debt issuance costs at IPO	-	-	-	-	-	-	-	-	-	-
Change in fair value of warrant liability	-	-	-	-	-	-	-	-	-	-
Change in fair value of contingent consideration	5,045	(13,830)	(14,291)	355	651	-	816	817	-	-
Acquisition compensation expense	-	-	-	-	-	-	-	-	317	500
Gain on sale of asset	-	-	-	-	-	-	-	-	-	-
State sales tax reserve	-	-	-	-	-	-	-	-	-	-
Gain on sale of energy group	-	-	-	-	-	(2,572)	-	-	3	-
Foreign currency impact	-	-	-	-	(1,161)	(1,659)	2,294	393	-	-
Contribution of business held for sale	-	-	-	-	917	872	-	(98)	-	-
Variable consultant performance bonus expense	-	-	-	-	394	237	397	(77)	-	-
Stock offering costs	-	-	-	-	-	-	-	-	-	-
Lease exit charges ⁽²⁾	-	-	-	-	-	-	-	-	-	-
Acquisition and due diligence costs	562	207	839	1,080	805	4,271	3,177	872	941	-
Non-GAAP net loss	<u>\$ (5,171)</u>	<u>\$ (7,183)</u>	<u>\$ (5,716)</u>	<u>\$ 2,190</u>	<u>\$ (9,555)</u>	<u>\$ (13,026)</u>	<u>\$ (7,942)</u>	<u>\$ (6,808)</u>	<u>\$ (7,705)</u>	<u>\$ (6,000)</u>

⁽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 Q1 2024 reflect the midpoint of the Company's financial guidance provided on May 7, 2024.

VERITONE, INC.
SUPPLEMENTAL FINANCIAL INFORMATION

	Mar 31, 2022	Jun 30, 2022	Sept 30, 2022	Dec 31, 2022	Mar 31, 2023	Jun 30, 2023	Sept 30, 2023	Dec 31, 2023	Mar 31, 2024
Software Products & Services Supplemental Financial									
Pro Forma Software Revenue (in 000's) ⁽¹⁾	\$ 26,319	\$ 26,857	\$ 28,629	\$ 35,656	\$ 22,417	\$ 20,860	\$ 20,361	19,820	15,223
Total Software Products & Services Customers ⁽²⁾	3,673	3,718	3,787	3,824	3,773	3,705	3,536	3,460	3,384
Annual Recurring Revenue (SaaS) (in 000's) ⁽³⁾	\$ 48,392	\$ 44,465	\$ 43,925	\$ 46,248	\$ 45,453	\$ 47,720	\$ 47,456	\$ 48,026	\$ 48,602
Annual Recurring Revenue (Consumption) (in 000's) ⁽⁴⁾	\$ 87,445	\$ 85,901	\$ 85,091	\$ 71,754	\$ 67,242	\$ 60,229	\$ 50,803	\$ 34,102	\$ 23,510
Total New Bookings (in 000's) ⁽⁵⁾	\$ 16,643	\$ 22,009	\$ 23,793	\$ 26,342	\$ 22,794	\$ 8,388	\$ 15,501	\$ 17,457	\$ 12,964
Gross Revenue Retention ⁽⁶⁾	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%
	Mar 31, 2022	Jun 30, 2022	Sept 30, 2022	Dec 31, 2022	Mar 31, 2023	Jun 30, 2023	Sept 30, 2023	Dec 31, 2023	Mar 31, 2024
Managed Services Supplemental Financial Information									
Avg billings per active managed service client (in 000's) ⁽⁷⁾	\$ 684	\$ 736	\$ 747	\$ 823	\$ 771	\$ 576	\$ 630	\$ 647	\$ 793
Revenue during quarter (in 000's) ⁽⁸⁾	\$ 10,735	\$ 9,625	\$ 10,035	\$ 11,074	\$ 9,337	\$ 6,876	\$ 9,117	\$ 8,612	\$ 9,333

⁽¹⁾ Software Revenue - Pro Forma" is a non-GAAP measure that represents Software Products & Services revenue on a Pro Forma basis.

⁽²⁾ "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.

⁽³⁾ "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.

⁽⁴⁾ "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 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 (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.

⁽⁵⁾ "Total New Bookings" 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 (e.g., fees for cognitive processing, storage, professional services and other variable services), in each case on a Pro Forma basis.

⁽⁶⁾ "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.

⁽⁷⁾ Avg billings per active Managed Services customer for each quarter reflects the average quarterly billings per active Managed Services customer over the twelve-month period through the end of such quarter for Managed Services clients that are active during such quarter.

⁽⁸⁾ Managed Services revenue and metrics exclude content licensing and media services.

VERITONE, INC.
SUPPLEMENTAL REVENUE BREAKDOWN AND COMPARISONS

(Unaudited, Dollars in Thousands)

<u>Revenue by Business</u>	<u>Q1 2022</u>	<u>Q2 2022</u>	<u>Q3 2022</u>	<u>Q4 2022</u>	<u>Q1 2023</u>	<u>Q2 2023</u>	<u>Q3 2023</u>	<u>Q4 2023</u>	<u>Q1 2024</u>
Commercial Enterprise									
Software Products & Services	17,386	17,508	19,800	26,055	12,732	12,492	18,885	18,301	13,702
Managed Services	16,240	15,856	16,384	16,670	16,136	13,874	14,772	14,376	16,416
Sub-total	33,626	33,364	36,184	42,725	28,868	26,366	33,657	32,677	30,119
Government & Regulated Industries									
Software Products & Services	781	871	1,012	1,165	1,395	1,601	1,476	1,520	1,517
Managed Services	-	-	-	-	-	-	-	-	-
Sub-total	781	871	1,012	1,165	1,395	1,601	1,476	1,520	1,517
Total revenue	\$ 34,407	\$ 34,235	\$ 37,196	\$ 43,890	\$ 30,263	\$ 27,967	\$ 35,133	\$34,197	\$31,636

VERITONE, INC.
RECONCILIATION OF NON-GAAP GROSS PROFIT TO LOSS FROM OPERATIONS
(in thousands)

	Three Months Ended	
	March 31,	
	2024	2023
Loss from operations	\$ (21,840)	\$ (23,589)
Sales and marketing	11,804	12,690
Research and development	9,215	11,527
General and administrative	19,420	17,397
Amortization	5,991	5,429
Non-GAAP gross profit	\$ 24,590	\$ 23,454

VERITONE, INC.
Software Products & Services Supplemental Financial Information

	Sept 30, 2022	Dec 31, 2022	Mar 31, 2023	Jun 30, 2023	Sept 30, 2023	Dec 31, 2023	Mar 31, 2024
Software Products & Services Revenue (in 000's)	\$ 20,812	\$ 27,220	\$ 14,127	\$ 14,093	\$ 20,361	\$ 19,820	\$ 15,220
Broadbean Revenue (in 000's) ⁽¹⁾	7,639	8,230	8,156	8,374	8,739	8,662	8,517
Broadbean Revenue included in Software Products & Services Revenue (in 000's)	—	—	—	(1,716)	(8,739)	(8,662)	(8,517)
Pro Forma Software Revenue (in 000's)	\$ 28,451	\$ 35,450	\$ 22,283	\$ 20,751	\$ 20,361	\$ 19,820	\$ 15,220
Managed Services Revenue (in 000's)	16,384	16,670	16,136	13,874	14,772	14,377	16,416
Total Pro Forma Revenue (in 000's)	<u>\$ 44,835</u>	<u>\$ 52,120</u>	<u>\$ 38,419</u>	<u>\$ 34,625</u>	<u>\$ 35,133</u>	<u>\$ 34,197</u>	<u>\$ 31,636</u>

	Sept 30, 2022	Dec 31, 2022	Mar 31, 2023	Jun 30, 2023	Sept 30, 2023	Dec 31, 2023	Mar 31, 2024
Software Products & Services Revenue (in 000's)	\$ 97,581	\$ 84,578	\$ 80,538	\$ 76,252	\$ 75,801	\$ 68,401	\$ 69,494
Broadbean Revenue (in 000's) ⁽¹⁾	30,136	29,047	30,999	32,399	33,499	33,931	34,292
Broadbean Revenue included in Software Products & Services Revenue (in 000's)	—	—	—	(1,716)	(10,455)	(19,117)	(27,634)
Pro Forma Software Revenue (in 000's)	\$ 127,717	\$ 113,625	\$ 111,537	\$ 106,935	\$ 98,845	\$ 83,215	\$ 76,152
Managed Services Revenue (in 000's)	63,406	65,150	65,046	63,064	61,452	59,159	59,439
Total Pro Forma Revenue (in 000's)	<u>\$ 191,123</u>	<u>\$ 178,775</u>	<u>\$ 176,583</u>	<u>\$ 169,999</u>	<u>\$ 160,297</u>	<u>\$ 142,374</u>	<u>\$ 135,591</u>
Pro Forma Total Number of Customers	3,787	3,824	3,773	3,705	3,536	3,460	3,384
Pro Forma Annual Recurring Revenue (in 000's) ⁽²⁾	\$ 129,016	\$ 118,002	\$ 112,695	\$ 107,949	\$ 98,549	\$ 82,127	\$ 72,112

⁽¹⁾ "Pro Forma Software Revenue" includes historical Software Products & Services revenue from the past eight (8) fiscal quarters of each of Veritone, Inc. and Broadbean (unaudited) and presents such revenue on a combined pro forma basis treating Broadbean as owned by Veritone, Inc. since January 1, 2022.

⁽²⁾ "Pro Forma Annual Recurring Revenue" represents an annualized calculation of the monthly recurring revenue in the last period of the calculated quarter, combined with the trailing twelve month calculation for all non-recurring and/or consumption based revenue for all active customers.