

REFINITIV

## DELTA REPORT

### 10-Q

VERI - VERITONE, INC.

10-Q - JUNE 30, 2024 COMPARED TO 10-Q - MARCH 31, 2024

The following comparison report has been automatically generated

**TOTAL DELTAS** 1162

■ CHANGES	264
■ DELETIONS	353
■ ADDITIONS	545

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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FORM 10-Q

(Mark One)

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended **March 31, June 30, 2024**

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from to

Commission File Number: 001-38093

**Veritone, Inc.**

(Exact name of registrant as specified in its charter)

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Delaware	47-1161641
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification No.)
1615 Platte Street, 2nd Floor, Denver, CO 80202	
(Address of principal executive offices, including zip code)	
(888) 507-1737	
(Registrant's telephone number, including area code)	

Securities registered pursuant to Section 12(b) of the Exchange Act:

Title of each class	Trading Symbol	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	VERI	The NASDAQ Stock Market LLC

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§ 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="checkbox"/>	Accelerated filer	<input checked="" type="checkbox"/>
Non-accelerated filer	<input type="checkbox"/>	Smaller reporting company	<input checked="" type="checkbox"/>
		Emerging growth company	<input type="checkbox"/>

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2) of the Exchange Act. Yes  No

As of **May 8, 2024** August 13, 2024, **37,738,677** **38,078,941** shares of the registrant's common stock were outstanding.

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VERITONE, INC.

QUARTERLY REPORT ON FORM 10-Q

**March 31, June 30, 2024**

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CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This Quarterly Report on Form 10-Q contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and we intend that such forward-looking statements be subject to the safe harbors created thereby. All statements made in this Quarterly Report on Form 10-Q that are not statements of historical fact are forward-looking statements. Without limiting the generality of the foregoing, words such as "anticipates," "believes," "could," "estimates," "expects," "intends," "continue," "can," "may," "plans," "potential," "projects," "seeks," "should," "will," "would" or similar expressions and the negatives of those expressions may identify forward-looking statements, although not all forward-looking statements contain

these identifying words. Such forward-looking statements include, but are not limited to, any statements that refer to projections of our future financial condition and results of operations, capital needs and financing plans, competitive position, industry environment, potential growth and market opportunities, acquisition, **sale or divestiture** plans and strategies, compensation plans, governance structure and policies and/or the price of our common stock.

The forward-looking statements included herein represent our management's current expectations and assumptions based on information available as of the date of this report. These statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Factors that may cause or contribute to such differences include, but are not limited to:

- **our ability to continue as a going concern, including our ability to service our debt obligations as they come due over the next twelve months;**
- 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, service our debt obligations and refinance maturing debt obligations, 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 **consummate or realize** the intended benefits of our acquisitions, **sales**, divestitures and other planned cost savings measures, including our ability to successfully integrate our recent acquisition of Broadbean (as defined in Note 3);
- our identification of existing material weaknesses in our internal control over financial reporting;
- fluctuations in our results over time;
- the impact of seasonality on our business;
- our ability to manage our growth, including through acquisitions and 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 third party technologies in our aiWARE platform, offering it for free to the public or making it prohibitive to continue to incorporate such 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 continuing economic disruption caused by macroeconomic and geopolitical factors, including the Russia-Ukraine conflict, the war in Israel, financial instability, inflation and the responses by central banking authorities to control inflation, monetary supply shifts and the threat of recession in the United States and around the world;
- **increasing high** interest rates, inflationary pressures and the threat of a recession in the United States and around the world on our business operations and those of our existing and potential customers; and
- any additional factors discussed in more detail in "Item 1. Business" and "Item 1A. Risk Factors" of Part I and "Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations" of Part II of our Annual Report on Form 10-K for the year ended December 31, 2023 and our other filings with the Securities and Exchange Commission ("SEC"), including this Quarterly Report on Form 10-Q and our future SEC filings.

All forward-looking statements are necessarily only estimates of future results, and there can be no assurance that actual results will not differ materially from expectations. You should carefully review these risks, as well as the additional risks described in other documents we file from time to time with the SEC. In light of the significant risks and uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by us or any other person that such results will be achieved, and readers are cautioned not to place undue reliance on such forward-looking information, which speak only as of the date of this report.

Moreover, we operate in an evolving environment. New risks and uncertainties emerge from time to time and it is not possible for our management to predict all risks and uncertainties, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual future results to be materially different from those expressed or implied by any forward-looking statements.

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Except as required by law, we assume no obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. We qualify all of our forward-looking statements by these cautionary statements.

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## PART I. FINANCIAL INFORMATION

### Item 1. Financial Statements

**VERITONE, INC.**  
**CONDENSED CONSOLIDATED BALANCE SHEETS**  
(in thousands, except per share and share data)  
(Uaudited)

	As of		As of	
	December		December	
	March 31, 2024	31, 2023	June 30, 2024	31, 2023
<b>ASSETS</b>				
Cash and cash equivalents	\$ 90,733	\$ 79,439	\$ 46,024	\$ 79,439
Accounts receivable, net	45,749	69,266	53,927	69,266
Expenditures billable to clients	20,043	19,608	28,949	19,608
Prepaid expenses and other current assets	15,844	14,457	13,010	14,457
Total current assets	<u>172,369</u>	<u>182,770</u>	<u>141,910</u>	<u>182,770</u>
Property, equipment and improvements, net	9,165	8,656	9,788	8,656
Intangible assets, net	77,443	83,423	71,447	83,423
Goodwill	79,828	80,247	79,828	80,247
Long-term restricted cash	929	867	933	867
Other assets	19,907	19,851	17,896	19,851
Total assets	<u>\$ 359,641</u>	<u>\$ 375,814</u>	<u>\$ 321,802</u>	<u>\$ 375,814</u>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>				
<b>LIABILITIES AND STOCKHOLDERS' EQUITY (DEFICIT)</b>				
Accounts payable	\$ 36,588	\$ 32,756	\$ 33,366	\$ 32,756
Accrued media payments	84,848	93,896	69,300	93,896
Client advances	28,295	15,452	33,341	15,452
Deferred revenue	13,415	12,813	13,466	12,813
Senior Secured Term Loan, current portion	7,750	5,813		
Contingent consideration, current	500	1,000		
Term Loan, current portion	7,750	5,813		
Accrued purchase consideration, current	919	1,000		
Other accrued liabilities	26,275	27,095	23,516	27,095
Total current liabilities	<u>197,671</u>	<u>188,825</u>	<u>181,658</u>	<u>188,825</u>
Convertible senior notes, non-current	89,717	89,572		
Senior Secured Term Loan, non-current	44,407	45,012		
Contingent consideration, non-current	450	633		
Convertible Notes, non-current	89,846	89,572		
Term Loan, non-current	43,890	45,012		
Accrued purchase consideration, non-current	600	633		
Other non-current liabilities	12,531	13,625	11,502	13,625
Total liabilities	<u>344,776</u>	<u>337,667</u>	<u>327,496</u>	<u>337,667</u>
Commitments and contingencies (Note 9)				
Stockholders' equity				
Common stock, par value \$0.001 per share; 75,000,000 shares authorized; 37,629,461 and 37,186,348 shares issued and outstanding at March 31, 2024 and December 31, 2023, respectively	38	38		
Common stock, par value \$0.001 per share; 75,000,000 shares authorized; 37,964,361 and 37,186,348 shares issued and outstanding at June 30, 2024 and December 31, 2023, respectively	39	38		
Additional paid-in capital	469,712	468,015	471,603	468,015
Accumulated deficit	(455,094)	(429,896)	(477,325)	(429,896)
Accumulated other comprehensive income (loss)	209	(10)	(11)	(10)
Total stockholders' equity	<u>14,865</u>	<u>38,147</u>	<u>11,502</u>	<u>13,625</u>
Total liabilities and stockholders' equity	<u>\$ 359,641</u>	<u>\$ 375,814</u>	<u>\$ 327,496</u>	<u>\$ 337,667</u>

Total stockholders' equity (deficit)		(5,694)	38,147
Total liabilities and stockholders' equity (deficit)		\$ 321,802	\$ 375,814

*The accompanying notes are an integral part of these condensed consolidated financial statements.*

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**VERITONE, INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS**  
**AND COMPREHENSIVE LOSS**  
(in thousands, except per share and share data)  
(Uaudited)

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Revenue	\$ 31,636	\$ 30,263	\$ 30,992	\$ 27,967	\$ 62,628	\$ 58,230
Operating expenses:						
Cost of revenue	7,046	6,809	6,580	7,765	13,626	14,574
Sales and marketing	11,804	12,690	12,674	13,124	24,478	25,814
Research and development	9,215	11,527	6,645	10,519	15,860	22,046
General and administrative	19,420	17,397	16,765	19,025	36,185	36,422
Amortization	5,991	5,429	5,990	5,714	11,981	11,143
Total operating expenses	53,476	53,852	48,654	56,147	102,130	109,999
Loss from operations	(21,840)	(23,589)	(17,662)	(28,180)	(39,502)	(51,769)
Other income (expense), net	(4,403)	355	(4,612)	3,510	(9,015)	3,865
Loss before provision for income taxes	(26,243)	(23,234)	(22,274)	(24,670)	(48,517)	(47,904)
(Benefit from) provision for income taxes	(1,045)	(271)	(43)	(1,374)	(1,088)	(1,645)
Net loss	\$ (25,198)	\$ (22,963)	\$ (22,231)	\$ (23,296)	\$ (47,429)	\$ (46,259)
Net loss per share:						
Basic and diluted	\$ (0.67)	\$ (0.63)	\$ (0.59)	\$ (0.63)	\$ (1.26)	\$ (1.26)
Weighted average shares outstanding:						
Basic and diluted	37,353,228	36,587,946	37,814,019	36,848,602	37,583,623	36,718,994
Comprehensive loss:						
Net loss	\$ (25,198)	\$ (22,963)	\$ (22,231)	\$ (23,296)	\$ (47,429)	\$ (46,259)
Foreign currency translation (loss) gain, net of income taxes	219	(766)	(220)	(997)	(1)	(1,763)
Total comprehensive loss	\$ (24,979)	\$ (23,729)	\$ (22,451)	\$ (24,293)	\$ (47,430)	\$ (48,022)

*The accompanying notes are an integral part of these condensed consolidated financial statements.*

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**VERITONE, INC.**

**CONDENSED CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY**  
 (in thousands, except share amounts)  
 (Unaudited)

Three Months Ended June 30, 2024							
	Accumulated						
	Common Stock		Additional		Other		
	Shares	Amount	Capital	Accumulated Deficit	Loss	Total	
<b>Balance as of March 31, 2024</b>	37,629,461	\$ 38	\$ 469,712	\$ (455,094)	\$ 209	\$ 14,865	
Common stock issued under employee stock plans	317,468	1	16	—	—	17	
Common stock withheld for employee taxes and other	(73,721)	—	(358)	—	—	(358)	
Common stock issued in connection with warrant exercises	91,153	—	—	—	—	—	
Stock-based compensation expense	—	—	2,233	—	—	2,233	
Net loss	—	—	—	(22,231)	—	(22,231)	
Other comprehensive gain (loss)	—	—	—	—	(220)	(220)	
<b>Balance as of June 30, 2024</b>	<b>37,964,361</b>	<b>\$ 39</b>	<b>\$ 471,603</b>	<b>\$ (477,325)</b>	<b>\$ (11)</b>	<b>\$ (5,694)</b>	

	Three Months Ended March 31, 2024						Six Months Ended June 30, 2024					
							Accumulated					
	Common Stock		Additional		Other		Common Stock		Additional		Other	
	Shares	Amount	Capital	Accumulated Deficit	Income (Loss)	Total	Shares	Amount	Capital	Accumulated Deficit	Income (Loss)	Total
<b>Balance as of December 31, 2023</b>	<b>37,186,348</b>	<b>\$ 38</b>	<b>\$ 468,015</b>	<b>\$ (429,896)</b>	<b>\$ (10)</b>	<b>\$ 38,147</b>	<b>37,186,348</b>	<b>\$ 38</b>	<b>\$ 468,015</b>	<b>\$ (429,896)</b>	<b>\$ (10)</b>	<b>\$ 38,147</b>
Common stock issued under employee stock plans	297,460	—	218	—	—	218	614,928	1	234	—	—	235
Common stock withheld for employee taxes and other	(61,304)	—	(247)	—	—	(247)	(135,025)	—	(605)	—	—	(605)
Common stock issued in connection with warrant exercises	206,957	—	—	—	—	—	298,110	—	—	—	—	—
Stock-based compensation expense	—	—	1,726	—	—	1,726	—	—	3,959	—	—	3,959
Net loss	—	—	—	(25,198)	—	(25,198)	—	—	(47,429)	—	—	(47,429)
Other comprehensive gain	—	—	—	—	219	219						

Balance as of March							
<b>31, 2024</b>	<b>37,629,461</b>	<b>\$ 38</b>	<b>\$ 469,712</b>	<b>\$ (455,094)</b>	<b>\$ 209</b>	<b>\$ 14,865</b>	
Other comprehensive gain (loss)	—	—	—	—	(1)	(1)	
<b>Balance as of June 30, 2024</b>	<b>37,964,361</b>	<b>\$ 39</b>	<b>\$ 471,603</b>	<b>\$ (477,325)</b>	<b>\$ (11)</b>	<b>\$ (5,694)</b>	

*The accompanying notes are an integral part of these condensed consolidated financial statements.*

	Three Months Ended March 31, 2023							
					Accumulated			
	Common Stock		Additional		Other		Comprehensive	
	Shares	Amount	Capital	Deficit	Loss		Total	
<b>Balance as of December 31, 2022</b>	<b>36,321,222</b>	<b>\$ 36</b>	<b>\$ 451,162</b>	<b>\$ (371,271)</b>	<b>\$ (76)</b>	<b>\$ 79,851</b>		
Common stock issued under employee stock plans	466,906	1	642	—	—	—	643	
Common stock withheld for employee taxes	(131,116)	—	(852)	—	—	—	(852)	
Common stock issued as part of contingent consideration	135,800	—	756	—	—	—	756	
Stock-based compensation expense	—	—	4,051	—	—	—	4,051	
Net loss	—	—	—	(22,963)	—	—	(22,963)	
Other comprehensive loss	—	—	—	—	(766)	—	(766)	
<b>Balance as of March 31, 2023</b>	<b>36,792,812</b>	<b>37</b>	<b>\$ 455,759</b>	<b>\$ (394,234)</b>	<b>\$ (842)</b>	<b>\$ 60,720</b>		

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	Three Months Ended June 30, 2023							
					Accumulated			
	Common Stock		Additional		Other		Comprehensive	
	Shares	Amount	Capital	Deficit	Loss		Total	
<b>Balance as of March 31, 2023</b>	<b>36,792,812</b>	<b>37</b>	<b>\$ 455,759</b>	<b>\$ (394,234)</b>	<b>\$ (842)</b>	<b>\$ 60,720</b>		
Common stock issued under employee stock plans	126,857	—	—	—	—	—	—	
Common stock withheld for employee taxes	(29,807)	—	(151)	—	—	—	(151)	
Common stock issued as part of contingent consideration	—	—	—	—	—	—	—	
Stock-based compensation expense	—	—	2,777	—	—	—	2,777	
Net loss	—	—	—	(23,296)	—	—	(23,296)	
Other comprehensive gain (loss)	—	—	—	—	(997)	—	(997)	
<b>Balance as of June 30, 2023</b>	<b>36,889,862</b>	<b>37</b>	<b>\$ 458,385</b>	<b>\$ (417,530)</b>	<b>\$ (1,839)</b>	<b>\$ 39,053</b>		

	Six Months Ended June 30, 2023							
					Accumulated			
	Common Stock		Additional		Other		Comprehensive	
	Shares	Amount	Capital	Deficit	(Loss) Income		Total	
<b>Balance as of December 31, 2022</b>	<b>36,321,222</b>	<b>\$ 36</b>	<b>\$ 451,162</b>	<b>\$ (371,271)</b>	<b>\$ (76)</b>	<b>\$ 79,851</b>		
Common stock issued under employee stock plans	593,763	1	642	—	—	—	643	
Common stock withheld for employee taxes	(160,923)	—	(1,003)	—	—	—	(1,003)	

Common stock issued as part of contingent consideration	135,800	—	756	—	—	756
Stock-based compensation expense	—	—	6,828	—	—	6,828
Net loss	—	—	—	(46,259)	—	(46,259)
Other comprehensive gain (loss)	—	—	—	—	(1,763)	(1,763)
<b>Balance as of June 30, 2023</b>	<b>36,889,862</b>	<b>\$ 37</b>	<b>\$ 458,385</b>	<b>\$ (417,530)</b>	<b>\$ (1,839)</b>	<b>\$ 39,053</b>

*The accompanying notes are an integral part of these condensed consolidated financial statements.*

**VERITONE, INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS**  
(in thousands)  
(Uaudited)

	Three Months Ended		Six Months Ended	
	March 31,		June 30,	
	2024	2023	2024	2023
<b>Cash flows from operating activities:</b>				
Net loss	\$ (25,198)	\$ (22,963)	\$ (47,429)	\$ (46,259)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:				
Depreciation and amortization	7,502	5,907	14,460	12,296
Provision for credit losses	234	(72)	548	(15)
Stock-based compensation expense	1,608	3,917	3,747	6,614
<b>Gain on sale of energy group</b>	—	(2,572)	—	—
Change in fair value of contingent consideration	—	651	—	651
Change in deferred taxes	(1,336)	(311)	(2,464)	(1,828)
<b>Amortization of debt issuance costs</b>	1,323	215	—	—
<b>Amortization of debt issuance costs and debt discounts</b>	3,027	432	—	—
Amortization of right-of-use assets	251	300	237	649
Imputed non-cash interest income	(107)	(22)	(194)	(65)
Changes in assets and liabilities:				
Accounts receivable	23,283	2,002	14,792	16,308
Expenditures billable to clients	(435)	9,304	(9,341)	70
Prepaid expenses and other assets	(1,280)	631	1,641	(3,501)
Other assets	318	234	187	(1,613)
Accounts payable	3,832	1,277	609	(7,286)
Deferred revenue	602	—	653	8
Accrued media payments	(9,048)	(19,657)	(24,596)	(34,592)
Client advances	12,843	(15,630)	17,889	(2,264)
Other accrued liabilities	1,297	2,211	(1,898)	6,652
Other liabilities	242	(1,779)	341	(2,218)
<b>Net cash provided by (used in) operating activities</b>	<b>15,931</b>	<b>(33,785)</b>	<b>—</b>	<b>—</b>
<b>Net cash used in operating activities</b>	<b>(27,791)</b>	<b>(58,533)</b>	<b>—</b>	<b>—</b>
<b>Cash flows from investing activities:</b>				
Proceeds from divestiture	1,800	504	—	—
Capital expenditures	(1,901)	(1,447)	(3,399)	(2,697)
Acquisitions, net of cash acquired	—	(1,500)	—	(50,195)

Settlement of deferred consideration for acquisitions	—	(2,690)		
Net cash used in investing activities	(1,901)	(2,947)	(1,599)	(55,078)
<b>Cash flows from financing activities:</b>				
Payment of contingent consideration	(1,000)	(7,772)		
Payment of debt principal	(1,938)	—		
Payment of purchase consideration	—	(7,772)		
Taxes paid related to net share settlement of equity awards	—	(852)	(456)	(1,003)
Proceeds from issuances of stock under employee stock plans, net	126	643	235	643
Settlement of deferred consideration for acquisitions	(1,800)	—	(1,800)	—
Net cash used in financing activities	(2,674)	(7,981)	(3,959)	(8,132)
Net increase (decrease) in cash and cash equivalents and restricted cash	11,356	(44,713)		
Net decrease in cash and cash equivalents and restricted cash	(33,349)	(121,743)		
Cash and cash equivalents and restricted cash, beginning of period	80,306	185,282	80,306	185,282
Cash and cash equivalents and restricted cash, end of period	\$ 91,662	\$ 140,569	\$ 46,957	\$ 63,539
<b>Supplemental Disclosure of Cash Flow Information</b>				
Non-cash investing and financing activities:				
Fair value of shares issued for acquisition of businesses and earn-out consideration	—	756	—	756
Stock-based compensation capitalized for software development	118	134	212	214
Lease liabilities arising from right-of-use assets	—	499	—	1,436
Shares received for sale of energy group	—	2,021		

*The accompanying notes are an integral part of these condensed consolidated financial statements.*

#### VERITONE, INC.

#### Notes to the Condensed Consolidated Financial Statements

(in thousands, except share and per share data and percentages)

(Unaudited)

#### NOTE 1. DESCRIPTION OF BUSINESS

Veritone, Inc., a Delaware corporation ("Veritone," and together with its subsidiaries, collectively, the "Company"), is a provider of artificial intelligence ("AI") computing solutions. The Company's proprietary AI operating system, aiWARE™, uses machine learning algorithms, or AI models, together with a suite of powerful applications, to reveal valuable insights from vast amounts of structured and unstructured data. The aiWARE platform offers capabilities that mimic human cognitive functions such as perception, prediction and problem solving, enabling users to quickly, efficiently and cost effectively transform unstructured data into structured data, and analyze and optimize data to drive business processes and insights. aiWARE is based on an open architecture that enables new AI models, applications and workflows to be added quickly and efficiently, resulting in a scalable and evolving solution that can be leveraged by organizations across a broad range of business sectors, serving commercial enterprises as well as **government and regulated public sector** industries.

In addition, the Company operates a full-service advertising agency **that leverages the Company's aiWARE technologies** to provide differentiated Managed Services to its **clients, customers**. The Company's advertising services include media planning and strategy, advertisement buying and placement, campaign messaging, clearance verification and attribution, and custom analytics, specializing in host-endorsed and influencer advertising across primarily radio, podcasting, streaming audio, social media and other digital media channels. The Company's advertising services also include its VeriAds Network, which is comprised of programs that enable broadcasters, podcasters and social media influencers to generate incremental advertising revenue. The Company also offers cloud-native digital content management solutions and licensing services, primarily to customers in the media and entertainment market. These offerings leverage the Company's aiWARE technologies, providing customers with unique capabilities to enrich and drive expanded revenue opportunities from their content.

On June 13, 2023, the Company acquired Broadbean (as defined in Note 3), a global leader of talent acquisition software-as-a-service technology. For further details on this acquisition, refer to Note 3.

## NOTE 2. PRESENTATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

### *Basis of Presentation*

The accompanying condensed consolidated financial statements have been prepared in accordance with generally accepted accounting principles in the United States of America ("GAAP") for interim financial statements and the rules and regulations of the Securities and Exchange Commission (the "SEC"). Accordingly, they do not contain all information and footnotes required by GAAP for annual financial statements. Such unaudited condensed consolidated financial statements and accompanying notes are based on the representations of the Company's management, who is responsible for their integrity and objectivity. The information included in this Form 10-Q should be read in conjunction with the information included in the Company's Annual Report on Form 10-K for the year ended December 31, 2023, filed with the SEC on April 1, 2024. Interim results for the three and six months ended **March 31, 2024** **June 30, 2024** are not necessarily indicative of the results the Company will have for the full year ending December 31, 2024.

The accompanying condensed consolidated financial statements have been prepared on the same basis as the annual financial statements and, in the opinion of management, reflect all adjustments which that are normal, recurring and necessary to fairly state the Company's financial position, results of operations and cash flows. All significant intercompany transactions have been eliminated in consolidation. The financial data and the other information disclosed in these notes to the condensed consolidated financial statements reflected in the three and six month periods presented are unaudited. The December 31, 2023 balance sheet included herein was derived from the audited financial statements but does not include all disclosures or notes required by GAAP for complete financial statements.

### *Liquidity, and Capital Resources and Going Concern*

These consolidated financial statements have been prepared in accordance with U.S. generally accepted accounting principles assuming the Company will continue as a going concern. concern over the next twelve months through August 2025. During the years year ended December 31, 2023 and 2022, six months ended June 30, 2024, the Company used cash in operations of \$76,421 and generated cash flows from operations of \$3,737, \$27,791, respectively, and incurred net losses of \$58,625 and \$25,557, respectively. During the three months ended March 31, 2024 and 2023, the Company generated cash flows from operations of \$15,931 and used cash in operations of \$33,785, respectively, and incurred net losses of \$25,198 and \$22,963, \$47,429, respectively. As of **March 31, 2024** **June 30, 2024**, the Company had an accumulated deficit of \$455,094 477,325. Historically, the Company has satisfied its and negative working capital needs with the net proceeds from sales of its equity securities, issuances of its convertible debt, borrowings under its term loan and the exercises of common stock options and warrants. \$39,748.

During the three months ended March 31, 2024, the Company generated cash flows from operations of \$15,931, driven principally by the timing of payments from customers and from client advances, partially offset by the Company's net loss of \$25,198. The Company used cash in investing activities of \$1,901, driven principally by capital expenditures, and used cash in financing activities of \$2,674, driven principally

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by the settlement of contingent and deferred consideration. As of March 31, 2024, the Company had cash and cash equivalents of \$91,662, including long term restricted cash of \$929. Based on the Company's Company's liquidity position as of March 31, 2024 at June 30, 2024 and the Company's Company's current forecast of operating results and cash flows, absent any other action, management determined that there is substantial doubt about the Company's ability to continue as a going concern over the twelve months following the filing of this Quarterly Report on Form 10-Q, principally driven by the Company's current debt service obligations, historical negative cash flows and recurring losses. The Company will require additional liquidity to continue its operations for the foreseeable future, including over the next twelve months.

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In the near term, and to meet its obligations as they come due, the Company expects is evaluating strategies to capture these obtain funding for future operations. These strategies may include, but are not limited to, obtaining equity financing, debt and/or further restructuring of operations to grow revenues and decrease operating expenses, which include capturing past cost reductions and potential future cost synergies from the Company's past acquisitions.

In addition, management recently commenced a formal process to divest a material non-software asset (the "Asset"), which transaction management intends to close within the twelve months following the filing of this Quarterly Report on Form 10-Q. If consummated, the sale of the Asset is expected to generate substantial cash proceeds to be used to repay a portion of the Term Loan and fund future operations. There is no assurance that such transaction will close in the subsequent twelve-month period, or at all, and as a result, these cash flows have been excluded from management's plans to remediate the doubt of going concern.

The going concern assumption contemplates the realization of assets and satisfaction of liabilities in the normal course of business. The Company expects the cost synergies coupled with the may not be able to access additional cost reduction measures to enable equity under acceptable terms, and may not be successful in future operational

restructurings or at growing its revenue base. If the Company becomes unable to continue operations for as a going concern, it may have to dispose of other or additional assets and might realize significantly less value than the foreseeable future, including over values at which they are carried on its condensed consolidated financial statements. These actions may cause the next twelve months Company's stockholders to lose all or part of their investment in the Company's common stock. The condensed consolidated financial statements do not include any adjustments that might result from the Company being unable to continue as a going concern. If the Company cannot continue as a going concern, adjustments to the carrying values and classification of its assets and liabilities and the reported amounts of income and expenses could be required and could be material.

#### **Use of Accounting Estimates**

The preparation of the accompanying condensed consolidated financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities as of the date of the accompanying condensed consolidated financial statements and the reported amounts of revenue and expenses during the reporting period. The principal estimates relate to the accounting recognition and presentation of revenue, allowance for credit losses, purchase accounting, impairment of **goodwill and long-lived assets**, **the valuation of contingent consideration**, the valuation of senior secured debt, the valuation of non-cash consideration received in barter transactions and the evaluation of its realizability, the valuation of stock awards and stock warrants and income taxes, where applicable.

There has been uncertainty and disruption in the global economy and financial markets due to a number of factors including the wars in Ukraine and Israel, the global inflationary environment and high interest rates. The war in Israel has also adversely impacted the Company's business operations because the Company has an office and personnel based in Herzliya, Israel. The Company is not aware of any specific event or circumstance that would require an update to its estimates or assumptions or a revision of the carrying value of its assets or liabilities as of the date of filing of this Quarterly Report on Form 10-Q.

These estimates and assumptions may change as new events occur and additional information is obtained. As a result, actual results could differ materially from these estimates and assumptions.

#### **Significant Customers**

During and as of the three and six months ended **March 31, 2024** **June 30, 2024**, in each case, no individual customer accounted for more than 10% of the Company's revenue and one individual customer accounted for 10% or more of accounts receivable. During and as of the three and six months ended **March 31, 2023** **June 30, 2023**, in each case, one individual customer accounted for 10% or more of the Company's revenue and **two** **one** individual **customers** customer accounted for 10% or more of the Company's accounts receivable. No individual customer accounted for 10% or more of the Company's accounts receivable as of December 31, 2023.

#### **Contract Balances**

Contract liabilities are recorded as deferred revenue when customer payments are received in advance of the Company meeting all the revenue recognition criteria. The Company recognized **\$5,742** **\$12,398** of revenue during the **three** **six** months ended **March 31, 2024** **June 30, 2024** that was included in the deferred revenue balance as of December 31, 2023.

#### **Remaining Performance Obligations**

As of **March 31, 2024** **June 30, 2024**, the aggregate amount of the transaction prices under the Company's contracts allocated to the Company's remaining performance obligations was **\$26,734** **\$31,897**, approximately **48.0** **53%** of which the Company expects to recognize as revenue over the next twelve months, and the remainder thereafter to be recognized over the next **three** **four** years. This aggregate amount excludes amounts allocated to remaining performance obligations under contracts that have an original duration of one year or less and variable consideration that is allocated to remaining performance obligations. Excluded based on this policy are balances related to Veritone Hire solutions representing gross purchase orders to be satisfied in less than one year. Revenues will be recognized net of costs to fulfill these orders.

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#### **Segment Information**

The Company operates as one reportable segment. The Company reports segment information based on the internal reporting used by the chief operating decision maker for making decisions and assessing performance as the source of the Company's reportable **segments** **segment**.

#### **Seasonality**

The Company experiences seasonal fluctuations in its revenue and operating performance as a result of the utilization of its platform and associated revenues from its Software Products & Services. In particular, Veritone Hire solutions revenues and advertising have historically been higher in the second half of each fiscal year, consistent with the

hiring and spending cycles of the Company's larger customers. The Company also experiences seasonality as a result of factors such as the timing of large projects, the length and complexity of sales cycles.

trends impacting the Company's target vertical markets and the Company's revenue recognition policies and any changes to those policies. Within a given quarter, a higher proportion of the Company's agreements are signed toward the end of such quarter. Although these seasonal factors are common in the technology industry, historical patterns should not be considered a reliable indicator of our future sales activity or performance.

#### **Significant Accounting Policies**

There have been no material changes in the Company's significant accounting policies from those disclosed in its Annual Report on Form 10-K for the year ended December 31, 2023.

#### **Recently Adopted Accounting Pronouncements**

In September 2016, the FASB issued ASU No. 2016-13, *Financial Instruments – Credit Losses (Topic 326)* which requires measurement and recognition of expected credit losses for financial assets held. This standard was effective for the Company beginning in the first quarter of fiscal year 2023. The Company adopted this guidance on January 1, 2023 and the impact of the adoption was not material to our condensed consolidated financial statements as credit losses are not expected to be significant based on historical collection trends, the financial condition of payment partners, and external market factors.

In October 2021, the FASB issued ASU No. 2021-08, *Business Combinations (Topic 805): Accounting for Contract Assets and Contract Liabilities from Contracts with Customers*, which requires entities to recognize and measure contract assets and contract liabilities acquired in a business combination in accordance with ASC Topic 606, *Revenue from Contracts with Customers*, in order to align the recognition of a contract liability with the definition of a performance obligation. The Company adopted this guidance on January 1, 2023. The adoption of this guidance did not have a material impact on the Company's condensed consolidated financial statements.

### **NOTE 3. BUSINESS COMBINATIONS AND DIVESTITURE**

#### **Broadbean Acquisition**

On June 13, 2023, the Company acquired Broadbean (as defined below), a global leader of talent acquisition software-as-a-service technology, pursuant to a securities and asset purchase agreement whereby the Company acquired (i) 100% of the issued and outstanding share capital of (a) Broadbean Technology Pty Ltd I, (b) Broadbean Technology Limited, (c) Broadbean, Inc., and (d) CareerBuilder France S.A.R.L., and (ii) certain assets and liabilities related thereto (the foregoing clauses (i) and (ii) together, "Broadbean"). The acquisition is intended to strengthen Veritone's AI-driven human resources product suite, building on the Company's previous acquisition of PandoLogic.

The total purchase consideration was \$53,301 (the "Broadbean Acquisition Consideration"), which consisted of cash payments of \$53,301 at closing. During the year ended December 31, 2023, the Company incurred \$4,214 in acquisition-related expenses. The following table summarizes the fair value of the Broadbean Acquisition Consideration:

Broadbean Acquisition Consideration	Amount
Cash consideration at closing	\$ 53,301

The allocation of the Broadbean Acquisition Consideration to tangible and intangible assets acquired and liabilities assumed is based on estimated fair values and is as follows:

Allocation of Broadbean Acquisition Consideration**	As Reported	Measurement Period Adjustment	As Adjusted	Amount
Cash and cash equivalents	\$ 3,029	\$ 4	\$ 3,033	\$ 3,033
Accounts receivable, net	7,910	(93)	7,817	7,817
Prepaid expenses and other current assets	1,008	(1)	1,007	1,007
Property, equipment and improvements, net	4,348	(4,005)	343	343
Intangible assets	27,500	—	27,500	27,500
Other assets	1,115	2,371	3,486	3,486
<b>Total assets acquired</b>	<b>44,910</b>	<b>(1,724)</b>	<b>43,186</b>	<b>43,186</b>
Accounts payable	1,369	(262)	1,107	1,107
Deferred revenue	10,134	(105)	10,029	10,029
Other accrued liabilities	4,565	489	5,054	5,054
Other non-current liabilities	7,565	(947)	6,618	6,618
<b>Total liabilities assumed</b>	<b>23,633</b>	<b>(825)</b>	<b>22,808</b>	<b>22,808</b>
Identifiable net assets acquired	21,277	(899)	20,378	20,378
Goodwill	31,947	976	32,923	32,923
<b>Total purchase consideration</b>	<b>\$ 53,224</b>	<b>\$ 77</b>	<b>\$ 53,301</b>	<b>\$ 53,301</b>

\*\*The excess of the total consideration over the tangible assets, identifiable intangible assets, and assumed liabilities is recorded as goodwill. Goodwill is primarily attributable to opportunities to cross-sell into our Commercial Enterprise customer base and to the assembled workforce. Tax deductible goodwill generated from the acquisition is \$3,728.

During the year ended December 31, 2023 As of June 30, 2024, the Company continued finalizing its valuations allocation of the assets acquired and liabilities assumed in the acquisition of Broadbean based on new information obtained about facts and circumstances that existed as of the acquisition date. During the year ended December 31, 2023, the Company recorded measurement period adjustments, as shown in the table above, purchase price has been finalized.

#### Identifiable Intangible Assets

The identifiable intangible assets acquired consisted of the customer relationships and developed technology with estimated useful lives of four to five years. The Company amortizes the fair value of these intangible assets on a straight-line basis over their respective useful lives.

Developed technology relates to Broadbean's internally developed software. The Company valued the developed technology using the relief- from- royalty method under the income approach. This method is based on the application of a royalty rate to forecasted revenue that is expected to be generated by the existing developed technology. The economic useful life was determined based on the technology cycle related to the developed technology, as well as the timing of cash flows over the forecast period. Customer relationships relate to the sales of products and services to Broadbean's existing customer base. The Company valued the customer relationships using the multi-period excess earnings method under the income approach. This method reflects the present value of the projected cash flows that are expected to be generated by the existing customer relationships less charges representing the contribution of other assets to those cash flows. The economic useful life was determined based on historical customer turnover rates, as well as the timing of cash flows over the forecast period.

The valuation of the intangible assets acquired, along with their estimated useful lives, is as follows:

	Estimated Fair Value	Estimated Useful Lives (in years)
Customer relationships	\$ 17,200	5
Developed technology	10,300	4
<b>Total intangible assets</b>	<b>\$ 27,500</b>	

#### Taxes

In connection with the acquisition of Broadbean, a net deferred tax liability of \$3,741 was established primarily relating to non-goodwill intangible assets and recorded within other non-current liabilities on the Company's condensed consolidated balance sheets. The amount of tax-deductible goodwill as of the purchase date is \$3,728. The allocation of purchase consideration to deferred tax assets and liabilities and income

**taxes payable is preliminary as the Company continues to evaluate certain balances, estimates and assumptions during the measurement period (up to one year from the acquisition date).**

#### **Unaudited Pro Forma Results**

The unaudited pro forma financial information in the table below summarizes the combined results of operations for the Company and Broadbean as if the companies were combined for the three **and six** months ended **March 31, 2024** **June 30, 2024** and **2023**, respectively. The unaudited pro forma financial

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information for all periods presented included the business combination accounting effects resulting from this acquisition, including adjustments to reflect recognition of intangible asset amortization. The unaudited pro forma financial information as presented below is for informational purposes only and is not necessarily indicative of the results of operations that would have been achieved if the acquisition had taken place at the beginning of January 1, 2023 or the results that may occur in the future.

The unaudited pro forma financial information **was** **is** as follows:

	Three Months Ended		Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023	2024	2023
Net revenue	\$ 31,636	\$ 38,559	\$ 30,992	\$ 34,735	\$ 62,628	\$ 73,293		
Loss before provision for income taxes	(26,243)	(24,701)	(22,274)	(26,801)	(48,517)	(48,824)		
Net loss	(25,198)	(24,072)	(22,231)	(22,314)	(47,429)	(44,102)		

#### **Energy Group Divestiture**

On June 30, 2023, the Company completed the sale of its energy group (the "Energy Divestiture") to GridBeyond Limited, an Ireland-based privately held company ("GridBeyond") that delivers AI-powered energy solutions, pursuant to an asset purchase agreement. The Company received 4,160,644 shares of Series B Preference Shares in GridBeyond valued at approximately \$2,021 as of June 30, 2023, as well as \$549 to be paid in cash. The Energy Divestiture resulted in a pre-tax gain of \$2,572 in **the second quarter of 2023**. The Energy Divestiture **does** **did** not meet the criteria of discontinued operations because the disposal does not have a major effect on the Company's operations and financial results. In April 2024, the Company sold its interest in GridBeyond for \$1,800 in **cash**, resulting in a loss on sale of \$172 and a foreign exchange loss of \$49, recorded in other income (expense), net.

#### **NOTE 4. DEBT**

##### **Senior Secured Term Loan**

On December 13, 2023 (the "Closing Date"), the Company and certain of its subsidiaries, as guarantors, entered into a Credit and Guaranty Agreement (the "Credit Agreement") with certain funds managed by Highbridge Capital Management, LLC and with certain other lenders (collectively, the "Lenders") and Wilmington Savings Fund Society, FSB, as administrative agent and collateral agent. The Credit Agreement provides for a \$77,500 senior secured term loan (the "Term Loan"), which was fully drawn by the Company on the Closing Date. On the Closing Date, the Company used \$37,500 of the Term Loan proceeds to repurchase \$50,000 **principal amount** of its **2026** Convertible **Senior Notes**. **Notes** (as defined below). As a result of the collective transactions at the Closing Date, the Company recorded the Term Loan at fair value and recognized a one-time gain of \$30,000 on the extinguishment of convertible debt. The initial discount on the Term Loan of \$23,807 along with the capitalized issuance costs of \$3,120 each will be amortized to interest expense over the term of the loan using the effective interest method. During the three **and six** months ended **March 31, 2024** **June 30, 2024**, \$1,332 **1,420** and \$2,752, respectively, was recognized as the amortization of initial discounts and issuance costs.

The Company is the borrower under the Credit Agreement and all indebtedness outstanding under the Credit Agreement is guaranteed by each of the Company's direct and indirect material subsidiaries (the Company and the guarantors, collectively, the "Credit Parties"). Pursuant to a Pledge and Security Agreement, dated December 13, 2023 (the "Pledge and Security Agreement"), the Term Loan is secured by a first-priority security interest in and lien on substantially all tangible and intangible property of the Credit Parties and a pledge of equity interests held by the Credit Parties. The Credit Agreement has certain customary default provisions, representations and warranties and affirmative and negative covenants, including a covenant to maintain unrestricted cash and cash equivalents of at least \$15,000 at all times. The Company was in compliance with the financial covenants at **March 31, 2024** **June 30, 2024**.

The Term Loan accrues interest at a rate of Term SOFR plus 8.50% per annum, with a 3.00% floor for Term SOFR, payable quarterly. A default interest rate of an additional 3.00% per annum applies on all outstanding obligations after the occurrence and during the continuance of an event of default.

The Credit Agreement has a term of four years from the Closing Date, with a scheduled maturity date of December 13, 2027, and requires quarterly amortization payments of 2.50% of the principal amount, commencing in June 2024, with the outstanding balance of the Term Loan payable on the scheduled maturity date.

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The Credit Agreement requires mandatory prepayments from the net cash proceeds received by the Credit Parties for among other things (i) certain asset sales, but only to the extent net cash proceeds therefrom exceed \$10,000 in the aggregate, and (ii) insurance recoveries on loss of property that are not otherwise reinvested in other assets of the Credit Parties at a 10% prepayment premium. The Credit Agreement also requires prepayment of the Term Loan in full if \$30,000 or more of aggregate principal amount of the **2026 Convertible Senior Notes** are outstanding on August 14, 2026. The Company may elect to prepay the Term Loan, in whole or in part, in cash, subject to a make-whole premium during the

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first year of the Term Loan, a 14.0% prepayment premium during the second year of the Term Loan, and a 7.0% premium during the third year of the Term Loan. The Term Loan is not repayable with the Company's common stock, \$0.001 per share (the "Common Stock") as was initially set forth in the Commitment Letter.

On the Closing Date, the Company issued warrants (the "Warrants") to the Lenders (in such capacity, the "Warrant Holders") to purchase up to 3,008,540 shares of the Company's **common stock, par value \$0.001 per share (the "Common Stock")** **Common Stock** at an exercise price of \$2.576 per share with a termination date of December 12, 2028. Refer to Note 6 for further details about the Warrants.

For the three and six months ended **March 31, 2024** **June 30, 2024**, interest expense related to the Term Loan, including amortization of initial discounts and issuance costs, was \$**4,057** **4,136** and \$**8,193**, respectively. The effective annual interest rate was approximately 31.3%.

The scheduled principal payments on the Term Loan as of **March 31, 2024** were **June 30, 2024** are as follows:

2024	\$	5,813	
Remainder of 2024	\$	3,875	
2025		7,750	7,750
2026		7,750	7,750
2027		56,188	56,188
Total	\$	77,500	75,563

#### **Convertible Senior Notes**

In November 2021, the Company issued, at par value, \$201,250 aggregate principal amount of 1.75% convertible senior notes due 2026 (the "Convertible Notes"). The issuance included the full exercise of an option granted by the Company to the initial purchasers of the Convertible Notes to purchase an additional \$26,250 aggregate principal amount of Convertible Notes. The Convertible Notes were issued pursuant to and are subject to the terms and conditions of an indenture, which is referred to as the Indenture, between the Company and U.S. Bank National Association, as trustee. The Convertible Notes were offered and sold in a private offering to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended. In December 2022, the Company repurchased \$60,000 aggregate principal amount of the Convertible Notes at approximately 65% of par (the "2022 Repurchase Transaction"). In December 2023, the Company repurchased \$50,000 aggregate principal amount of the Convertible Notes at approximately 75% of par (the "2023 Repurchase Transaction"). The Company has \$91,250 in aggregate principal amount of the Convertible Notes outstanding as of **March 31, 2024** **June 30, 2024**.

The Convertible Notes are senior, unsecured obligations of the Company and bear interest at a rate of 1.75% per year. Interest accrues from November 19, 2021 and is payable semi-annually in arrears on May 15 and November 15 of each year, beginning on May 15, 2022. The Convertible Notes will mature on November 15, 2026, unless earlier

converted, redeemed, or repurchased in accordance with the terms of the Convertible Notes.

Holders of the Convertible Notes may convert all or any portion of their Convertible Notes at their option at any time prior to the close of business on the business day immediately preceding May 15, 2026, only under the following conditions: (1) during any calendar quarter commencing after the calendar quarter ending on March 31, 2022 (and only during such calendar quarter), if the last reported sale price of the Company's common stock for at least 20 trading days (whether or not consecutive) during a period of 30 consecutive trading days ending on, and including, the last trading day of the immediately preceding calendar quarter is greater than or equal to 130% of the conversion price on each applicable trading day; (2) during the five business day period after any five consecutive trading day period (the "measurement period") in which the trading price per \$1,000 principal amount of Convertible Notes for each trading day of the measurement period was less than 98% of the product of the last reported sale price of the Company's common stock and the conversion rate for the Convertible Notes on each such trading day; (3) if the Company calls such Convertible Notes for redemption, at any time prior to the close of business on the second scheduled trading day immediately preceding the applicable redemption date; or (4) upon the occurrence of specified corporate events. On or after May 15, 2026, holders may convert all or any portion of their Convertible Notes at any time prior to the close of business on the second scheduled trading day immediately preceding the maturity date regardless of the foregoing conditions. Upon conversion, the Company will pay or deliver, as the case may be, cash, shares of its common stock or a combination of cash and shares of its common stock, at the Company's election.

The conversion rate for the Convertible Notes initially is 27.2068 shares of the Company's common stock per \$1,000 principal amount of Convertible Notes (equivalent to an initial conversion price of approximately \$36.76 per share of common stock). The conversion rate is

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subject to adjustment in some events but will not be adjusted for any accrued and unpaid interest. In addition, following certain corporate events that occur prior to the maturity date or following the Company's issuance of a notice of redemption, the Company will, in certain circumstances, increase the conversion rate for a holder who elects to convert its Convertible Notes in connection with such a corporate event or who elects to convert its Convertible Notes called (or deemed called) for redemption during the related redemption period, as the case may be.

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The Company may not redeem the Convertible Notes prior to November 20, 2024. The Company may redeem for cash all or any portion of the Convertible Notes (subject to certain limitations), at its option, on or after November 20, 2024 if the last reported sale price of the Company's common stock has been at least 130% of the conversion price then in effect for at least 20 trading days (whether or not consecutive) during any 30 consecutive trading day period (including the last trading day of such period) ending on, and including, the trading day immediately preceding the date on which the Company provides notice of redemption at a redemption price equal to 100% of the principal amount of the Convertible Notes to be redeemed, plus accrued and unpaid interest to, but excluding, the redemption date. No sinking fund is provided for the Convertible Notes.

If the Company undergoes a fundamental change prior to the maturity date, subject to certain conditions, holders may require the Company to repurchase for cash all or any portion of their Convertible Notes. The fundamental change repurchase price will be equal to 100% of the principal amount of the Convertible Notes to be repurchased, plus accrued and unpaid interest to, but excluding, the fundamental change repurchase date.

The Convertible Notes are the Company's senior unsecured obligations and rank senior in right of payment to all of the Company's indebtedness that is expressly subordinated in right of payment to the Convertible Notes; equal in right of payment with all existing and future liabilities of the Company that are not so subordinated; effectively junior to any of secured indebtedness of the Company to the extent of the value of the assets securing such indebtedness; and structurally junior to all indebtedness and other liabilities (including trade payables) and any preferred equity of the Company's current or future subsidiaries.

The net proceeds from the issuance of the Convertible Notes were approximately \$194,945, after deducting debt issuance costs. The total debt issuance costs incurred and recorded by the Company amounted to \$6,304, which were recorded as a reduction to the face amount of the Convertible Notes and are being amortized to interest expense using the effective interest method over the contractual term of the Convertible Notes. The Convertible Notes are recorded as a liability within convertible senior notes, non-current.

For the three and six months ended March 31, 2024 and 2023, June 30, 2024, interest expense related to the Convertible Notes, and including amortization of the issuance costs, was \$541,542 and \$833,1,084, respectively. For the three and six months ended June 30, 2023, interest expense related to the Convertible Notes, including amortization of issuance costs, was \$834 and \$1,667, respectively. The effective annual interest rate for the three and six months ended March 31, 2024 June 30, 2024 and 2023 was approximately 2.42%. As of March 31, 2024 June 30, 2024, the if-converted value of the Convertible Notes did not exceed the outstanding principal amount. As of March 31,

**2024** June 30, 2024, the total estimated fair value of the Convertible Notes was \$32,765 33,073, which was determined based on a market approach using actual bids and offers of the Convertible Notes in an over-the-counter market during the period. The Company considers these assumptions to be Level 2 inputs in accordance with the fair value hierarchy described in Note 6.

#### *Capped Calls*

In connection with the 2022 pricing of the Convertible Notes, with the full exercise by the initial purchasers of their option to purchase additional Convertible Notes in November 2021, the Company used approximately \$18,616 of the net proceeds from the issuance of the Convertible Notes to enter into privately negotiated capped call transactions, which are referred to as the capped calls, with various financial institutions.

The capped call transactions cover, subject to anti-dilution adjustments substantially similar to those applicable to the Convertible Notes, the number of shares of the Company's common stock underlying the Convertible Notes. The capped call transactions are expected generally to reduce the potential dilution to the Company's common stock upon conversion of the Convertible Notes and/or offset some or all of any cash payments the Company is required to make in excess of the principal amount of converted Convertible Notes, as the case may be, in the event that the market price per share of the Company's common stock, as measured under the terms of the capped call transactions, is greater than the strike price of the capped call transactions, which initially corresponds to the conversion price of the Convertible Notes and is subject to anti-dilution adjustments substantially similar to those applicable to the conversion rate of the Convertible Notes. If, however, the market price per share of the Company's common stock, as measured under the terms of the capped call transactions, exceeds the cap price of the capped call transactions, there would nevertheless be dilution and/or there would not be an offset of such potential cash payments, in each case, to the extent that such market price exceeds the cap price of the capped call transactions. The initial cap price of the capped calls is \$48.55 per share of common stock, which represents a premium of 75% over the last reported sale price of the Company's common stock of \$27.74 per share on November 16, 2021, and is subject to certain customary adjustments under the terms of the capped calls; provided that the cap price will not be reduced to an amount less than the strike price of \$35.76 per share.

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The capped call transactions are separate transactions and are not part of the terms of the Convertible Notes. The capped calls met the criteria for classification as equity and, as such, are not remeasured each reporting period and are included as a reduction to additional paid-in-capital within stockholders' equity.

In connection with the 2022 Repurchase Transaction, the Company entered into transactions to unwind a portion of the capped calls. As a result, the Company received \$276 in net proceeds from the proceeds of the unwinding of the capped calls. In connection with the 2023

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Repurchase Transaction, the Company entered into transactions to unwind a portion of the capped calls. The Company did not receive any proceeds from the unwinding of the capped calls in 2023.

#### *Credit Facility*

In August 2023, the Company entered into a three year credit agreement with Alterna Capital Solutions, LLC ("ACS") pursuant to which the Company ~~may borrow~~ might have borrowed up to \$30,000 (the "ACS Credit Facility"). Loans under the Credit Facility were secured by certain domestic receivables and other assets as determined by ACS. The ACS Credit Facility bore interest at the greater of Prime rate plus ~~1~~ 1.0% or 9.5%, and minimum annual interest of \$250 if no funds are drawn under the ACS Credit Facility in a given year. ACS was a senior secured creditor.

On December 12, 2023, in connection with the Company's entry into the Credit Agreement (as defined above), the ACS Credit Facility and the related Commercial Guarantee, dated August 8, 2023, were terminated. Immediately prior to its termination, no amounts were outstanding under the ~~Prior ACS Credit Agreement~~. Facility. The Company did not incur any early termination penalties in connection with the termination of the ACS Credit Facility and related agreements.

#### **NOTE 5. NET LOSS PER SHARE**

The following table presents the computation of basic and diluted net loss per share:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Numerator						
Net loss	\$ (25,198)	\$ (22,963)	\$ (22,231)	\$ (23,296)	\$ (47,429)	\$ (46,259)
Denominator						
Weighted-average common shares outstanding	37,353,228	36,587,946	37,814,019	36,848,602	37,583,623	36,718,994
Less: Weighted-average shares subject to repurchase	—	—	—	—	—	—
Denominator for basic and diluted net loss per share attributable to common stockholders	37,353,228	36,587,946	37,814,019	36,848,602	37,583,623	36,718,994
Basic and diluted net loss per share	\$ (0.67)	\$ (0.63)	\$ (0.59)	\$ (0.63)	\$ (1.26)	\$ (1.26)

The Company reported net losses for all periods presented and, as such, all potentially dilutive shares of common stock would have been antidilutive for such periods. The table below presents the weighted-average securities (in common equivalent shares) outstanding during the periods presented that have been excluded from the calculation of diluted net loss per share because their effect would be anti-dilutive:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Common stock options, restricted stock units and performance stock units	11,074,865	10,755,833	10,711,822	10,949,114	10,781,071	10,850,896
Warrants to purchase common stock	3,469,769	496,612	2,669,479	496,612	2,904,290	496,612
Common stock issuable in connection with convertible senior notes	2,482,621	3,842,961	2,482,621	3,842,961	2,482,621	3,842,961
	17,027,255	15,095,406	15,863,922	15,288,687	16,167,982	15,190,469

#### NOTE 6. FINANCIAL INSTRUMENTS

Fair value is defined as the exchange price that would be received for an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. Valuation techniques used to measure fair value must maximize the use of observable inputs and minimize the use of unobservable inputs. The fair value hierarchy is based on three levels of inputs that may be used to measure fair value. Level 1 and Level 2 are considered observable and Level 3 is considered unobservable, as follows:

- Level 1—quoted prices (unadjusted) in active markets for identical assets or liabilities;

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- Level 2—inputs other than Level 1 that are observable, either directly or indirectly, such as quoted prices for similar assets or liabilities; quoted prices in markets that are active; or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities; or
- Level 3—unobservable inputs that are supported by little or no market activity and that are significant to the fair value of the assets or liabilities.

#### Cash and Cash Equivalents

The Company's money market funds are categorized as Level 1 within the fair value hierarchy. As of **March 31, 2024** **June 30, 2024**, the Company's cash and cash equivalents were as follows:

	Gross			Cash and		Gross			Cash and	
	Unrealized		Fair	Cash		Unrealized		Fair	Cash	
	Cost	Losses	Value	Equivalents	Cost	Losses	Value	Equivalents	Cost	Losses
Cash	\$ 90,733	\$ —	\$ 90,733	\$ 90,733	\$ 46,024	\$ —	\$ 46,024	\$ 46,024	\$ 46,024	\$ 46,024
Total	\$ 90,733	\$ —	\$ 90,733	\$ 90,733	\$ 46,024	\$ —	\$ 46,024	\$ 46,024	\$ 46,024	\$ 46,024

As of December 31, 2023, the Company's cash and cash equivalents balances were as follows:

	Gross		Cash and	
	Unrealized		Fair	Cash
	Cost	Losses	Value	Equivalents
Cash	\$ 79,439	\$ —	\$ 79,439	\$ 79,439
Total	\$ 79,439	\$ —	\$ 79,439	\$ 79,439

#### Contingent Purchase Consideration

On September 14, 2021, the Company acquired 100% of PandoLogic, Ltd. ("PandoLogic"), a company incorporated under the laws of the state of Israel, pursuant to an Agreement and Plan of Merger, dated as of July 21, 2021 (the "PandoLogic Merger Agreement"). The total purchase consideration for PandoLogic included up to \$65,000 in contingent consideration based on achieving certain contingent consideration tied to financial performance of PandoLogic in fiscal 2021 and 2022, which amount will be paid amounts were payable in a combination of cash and common stock (the "PandoLogic Contingent Consideration"). At December 31, 2023, all Pandologic Contingent Consideration had been paid.

All of the Company's contingent consideration liabilities are categorized as Level 3 within the fair value hierarchy, except when the amount of the payout is determined to be fixed. Contingent consideration for the PandoLogic acquisition was valued at the time of acquisition using Monte Carlo simulation models. These models incorporate contractual terms and assumptions regarding financial forecasts for PandoLogic, discount rates, and volatility of forecasted revenue. The value of the Company's contingent consideration would increase if a lower discount rate was used and would decrease if a higher discount rate was used. Similarly, a higher revenue volatility assumption would increase the value of the contingent consideration, and a lower revenue volatility assumption would decrease the value of the contingent consideration. Contingent consideration for the March 2022 Acquisition (as defined below) was valued at the time of acquisition using a simple probability of achievement model, with the probability of achievement based on management's forecasted outcomes for 2022 and 2023 fiscal year results for the acquired entity. The development and determination of the unobservable inputs for Level 3 fair value measurements and fair value calculations are the responsibility of the Company's management with the assistance of a third-party valuation specialist when deemed necessary.

In September 2022, the Company and PandoLogic PandoLogic's former owners entered into an amendment to the PandoLogic Merger Agreement. This amendment provides that the PandoLogic Contingent Consideration would be no less than \$10,825, irrespective of the actual financial performance of PandoLogic for the PandoLogic Contingent Consideration period. All of the PandoLogic Contingent Consideration was paid during the year ended December 31, 2023 in a combination of cash consideration and stock consideration, with the number of shares paid equal to that stock consideration portion of the contingent consideration amount divided by a price per share of \$20.53 in accordance with the terms of the PandoLogic Merger Agreement.

On March 1, 2022, the Company acquired 100% of an influencer-based management company (the "March 2022 Acquisition"). As part of the consideration, the seller was eligible to receive up to \$4,500 in cash (the "March 2022 Acquisition Contingent Consideration"). In July 2023, the Company entered into an agreement amending the March 2022 Acquisition Contingent Consideration (the "March 2022 Acquisition Amendment"). The March 2022 Acquisition Amendment provides that the March 2022 Acquisition Contingent Consideration was reduced to \$3,500 and payment of the March 2022 Acquisition Contingent Consideration amount is now tied to employment status of the seller through December 31, 2025, irrespective of the actual financial performance of the acquired company. company, the remainder of which is to be paid ratably over the service period. As the amount became fixed under the March 2022 Acquisition Amendment, the Company determined that the March 2022 Acquisition Contingent Consideration amount should no longer be categorized as Level 3 within the fair value hierarchy at the time of the amendment.

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There are no contingent consideration liabilities outstanding as of June 30, 2024. As of December 31, 2023, the Company's contingent consideration liabilities current and non-current balances were as follows:

	Fair Value as of	Changes in		Amount Paid	Fair Value as of
	January 1, 2023	Fair Value	To Date	December 31, 2023	
<b>Level 3:</b>					
Contingent consideration, current	\$ 8,067	\$ 1,651	\$ (8,718)	\$ 1,000	
Contingent consideration, non-current	—	633	—	633	
<b>Total</b>	<b>\$ 8,067</b>	<b>\$ 2,284</b>	<b>\$ (8,718)</b>	<b>\$ 1,633</b>	

#### Stock Warrants

On the Closing Date of the Term Loan (as defined in Note 4 above), the Company issued warrants to the Lenders (in such capacity, the "Warrant Holders") to purchase up to 3,008,540 shares of the Company's common stock, par value \$0.001 per share (the "Common Stock"). During the three and six months ended March 31, 2024 June 30, 2024, 349,657 150,200 and 499,857 of these warrants were net settled in exchange for 206,957 91,153 and 298,110 shares of Common Stock, respectively. As of March 31, 2024 June 30, 2024, the Warrant Holders held warrants to purchase 2,658,883 2,508,683 shares of Common Stock.

All of the Company's outstanding stock warrants are categorized as Level 3 within the fair value hierarchy. Stock warrants are equity classified and have been recorded at their fair value, on their issuance date of December 13, 2023, using either a probability weighted expected return model, the Monte Carlo simulation model or the Black-Scholes option-pricing model. These models incorporate contractual terms, maturity, risk-free interest rates and volatility. The value of the Company's stock warrants would increase if a higher risk-free interest rate was used and would decrease if a lower risk-free interest rate was used. Similarly, a higher volatility assumption would increase the value of the stock warrants, and a lower volatility assumption would decrease the value of the stock warrants. The development and determination of the unobservable inputs for Level 3 fair value measurements and fair value calculations are the responsibility of the Company's management with the assistance of a third-party valuation specialist.

#### Investments

The Company holds a strategic investment in a technology company that was determined to not have a readily determinable fair value. This investment is carried at a cost of \$2,750 on the Company's condensed consolidated balance sheets within other assets as of March 31, 2024 June 30, 2024 and December 31, 2023 and is categorized as Level 3 within the fair value hierarchy.

As part of the Energy Divestiture, the Company acquired a strategic investment in GridBeyond that was determined not to have a readily determinable fair value. This investment is carried at a cost equal to its initial estimated fair value of \$2,021 on the Company's condensed consolidated balance sheets within other assets as of March 31, 2024 and December 31, 2023, with that initial estimated fair value based on third party valuation at the time of this transaction and is categorized as Level 3 within the fair value hierarchy. See Note 13 involving In April 2024, the sale of the Company's Company sold its investment in GridBeyond subsequent to March 31, 2024, for \$1,800 in cash, resulting in a loss on sale of \$172 and a foreign exchange loss of \$49, recorded in other income (expense), net.

Because these investments do not have readily determinable fair values, the Company has elected to measure these investments under ASC 321, *Investments – Equity Securities*, at cost minus impairments, if any, plus or minus changes resulting from observable price changes in orderly transactions for identical or similar investments. No impairment was recorded for the three and six months ended March 31, 2024 June 30, 2024. The Company re-measures its investments if there is an observable transaction in a class of security similar to the Company's investments and there were no such re-measurements for the three and six months ended March 31, 2024 June 30, 2024.

#### NOTE 7. GOODWILL AND INTANGIBLE ASSETS, NET

##### Goodwill

The carrying amount of goodwill was \$79,828 as of March 31, 2024 June 30, 2024 and \$80,247 as of December 31, 2023.

	Goodwill	Goodwill
Balance at December 31, 2023	\$ 80,247	\$ 80,247
Foreign currency translation/other	(419)	(419)
Balance at March 31, 2024	<u><u>\$ 79,828</u></u>	<u><u>\$ 79,828</u></u>
Balance at June 30, 2024	<u><u>\$ 79,828</u></u>	<u><u>\$ 79,828</u></u>

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##### Intangible Assets

The following table sets forth the Company's finite-lived intangible assets resulting from business acquisitions and other purchases, which continue to be amortized:

March 31, 2024	December 31, 2023	June 30, 2024	December 31, 2023

	Weighted Average Remaining							Weighted Average Remaining						
	Useful	Gross		Net	Gross		Net	Useful	Gross		Net	Gross		Net
	Life (in years)	Carrying Amount	Accumulated Amortization	Carrying Amount	Carrying Amount	Accumulated Amortization	Carrying Amount	Life (in years)	Carrying Amount	Accumulated Amortization	Carrying Amount	Carrying Amount	Accumulated Amortization	Carrying Amount
Software and technology	0.0	\$ 3,582	\$ (3,582)	\$ —	\$ 3,582	\$ (3,582)	\$ —	0.0	\$ 3,582	\$ (3,582)	\$ —	\$ 3,582	\$ (3,582)	\$ —
Licensed technology	0.0	500	(500)	—	500	(500)	—	0.0	500	(500)	—	500	(500)	—
Developed technology	1.5	44,100	(26,830)	17,270	44,100	(24,601)	19,499	1.3	44,100	(29,074)	15,026	44,100	(24,601)	19,499
Customer and supplier relationships	3.7	99,000	(39,977)	59,023	99,000	(36,323)	62,677	3.5	99,000	(43,616)	55,384	99,000	(36,323)	62,677
Noncompete agreements	0.0	800	(800)	—	800	(800)	—	0.0	800	(800)	—	800	(800)	—
Trademarks and trade names	2.8	2,300	(1,150)	1,150	2,300	(1,053)	1,247	2.5	2,300	(1,263)	1,037	2,300	(1,053)	1,247
Total	3.0	\$ 150,282	\$ (72,839)	\$ 77,443	\$ 150,282	\$ (66,859)	\$ 83,423	2.8	\$ 150,282	\$ (78,835)	\$ 71,447	\$ 150,282	\$ (66,859)	\$ 83,423

The following table presents future amortization of the Company's finite-lived intangible assets as of **March 31, 2024** **June 30, 2024**:

2024 (nine months)	\$ 17,973
2024 (six months)	\$ 11,977
2025	21,427
2026	16,569
2027	13,541
2028	7,870
Thereafter	63
Total	\$ 77,443
	\$ 71,447

#### Impairment Assessment

The Company determined that an indicator of impairment was present driven by the Company's assessment there is substantial doubt about the Company's ability to continue as a going concern over the twelve months following the 10Q filing date, and as a result, the Company performed a quantitative goodwill impairment assessment as of June 30, 2024 using a market approach, which estimates fair value based on the Company's market capitalization and an estimate of a reasonable range of values of a control premium. The Company determined that goodwill was not impaired, as the estimated fair value of the Company's reporting unit exceeded its carrying value. Additionally, as of June 30, 2024, the Company performed a quantitative analysis of the recoverability of each of the Company's asset groups. The result of the analyses was that the assets were not impaired, as the expected cash flows exceeded the carrying value for each asset group.

#### NOTE 8. CONSOLIDATED FINANCIAL STATEMENTS DETAILS

##### Consolidated Balance Sheets Details

###### Cash and cash equivalents

As of **March 31, 2024** **June 30, 2024** and December 31, 2023, the Company had cash and cash equivalents of **\$90,733** **46,024** and **\$79,439**, respectively, including **\$73,300** **39,311** and **\$44,481**, respectively, of cash received from advertising customers for future payments to vendors.

#### **Accounts Receivable, Net and Allowance for Credit Losses**

Accounts receivable consisted of the following:

	As of		As of	
	March 31,		December 31,	
	2024	2023	2024	2023
Accounts receivable — Managed Services <sup>(1)</sup>	\$ 25,748	\$ 38,477	\$ 30,306	\$ 38,477
Accounts receivable — Software Products & Services <sup>(2)</sup>	18,635	26,246	13,162	26,246
Accounts receivable — Other	2,120	5,723	11,419	5,723
	46,503	70,446	54,887	70,446
Less: allowance for expected credit losses	(754)	(1,180)	(960)	(1,180)
Accounts receivable, net	<b>\$ 45,749</b>	<b>\$ 69,266</b>	<b>\$ 53,927</b>	<b>\$ 69,266</b>

(1) Accounts receivable – Managed Services reflects the amounts due from the Company's advertising customers.

(2) Accounts receivable – Software Products & Services reflects the amounts due from the Company's Veritone Hire solutions customers.

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#### **Allowance for Credit Losses Accounting**

The Company maintains an allowance for expected credit losses to record accounts receivable at their net realizable value. Inherent in the assessment of the allowance for credit losses are certain judgments and estimates relating to, among other things, the Company's customers' access to capital, customers' willingness and ability to pay, general economic conditions and the ongoing relationship with customers. The Company calculates the expected credit losses on a pool basis for those receivables that have similar risk characteristics aligned with the types of accounts receivable listed in the accounts receivable table above. Allowances have been recorded for receivables believed to be uncollectible, including amounts for the resolution of potential credit and other collection issues. The allowance for expected credit losses is determined by analyzing the Company's historical write-offs and the current aging of receivables. Adjustments to the allowance may be required in future periods depending on how issues considered such as the financial condition of customers and the general economic climate may change or if the financial condition of the Company's customers were to deteriorate resulting in an impairment of their ability to make payments. The Company has not historically had material write-offs due to uncollectible accounts receivable.

#### **Prepaid Expenses and Other Current Assets**

Prepaid expenses and other current assets consisted of the following:

	As of		As of	
	March 31,		December 31,	
	2024	2023	2024	2023
Prepaid assets	\$ 6,153	\$ 5,538	\$ 4,543	\$ 5,538
Other receivables	1,473	1,805	566	1,805
Trade credits earned through barter transactions, current	6,724	6,427	7,042	6,427
Other current assets	1,494	687	859	687
Prepaid expenses and other current assets	<b>\$ 15,844</b>	<b>\$ 14,457</b>	<b>\$ 13,010</b>	<b>\$ 14,457</b>

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## Other Assets

Other assets consisted of the following:

	As of		As of	
	March 31,		June 30,	
	2024	2023	2024	2023
Trade credits earned through barter transactions, non-current	\$ 10,339	\$ 10,682	\$ 10,525	\$ 10,682
Investments	4,771	4,771	2,990	4,771
Other non-current assets	4,797	4,398	4,381	4,398
Other assets	<u>\$ 19,907</u>	<u>\$ 19,851</u>	<u>\$ 17,896</u>	<u>\$ 19,851</u>

## Property, Equipment and Improvements, Net

Property, equipment and improvements, net consisted of the following:

	As of		As of	
	March 31,		June 30,	
	2024	2023	2024	2023
Property and equipment	\$ 6,631	\$ 6,796	\$ 6,956	\$ 6,796
Internal use software development costs placed in service	9,298	8,226	10,507	8,226
Leasehold improvements	1,629	1,639	1,629	1,639
	<u>17,558</u>	<u>16,661</u>	<u>19,092</u>	<u>16,661</u>
Less: accumulated depreciation	(8,393)	(8,005)	(9,304)	(8,005)
Property, equipment and improvements, net	<u>\$ 9,165</u>	<u>\$ 8,656</u>	<u>\$ 9,788</u>	<u>\$ 8,656</u>

Depreciation expense was \$1,511,968 and \$478,2479 for the three and six months ended March 31, 2024 June 30, 2024, respectively. Depreciation expense was \$675 and \$23,153 for the three and six months ended June 30, 2023, respectively. Of the \$6,631 6,956 in property and equipment as of March 31, 2024 June 30, 2024, \$1,839 2,195 consisted of work in progress not yet placed in service for internal use software development costs. Depreciation of internal use software development costs was \$695 802 and \$282 1,497 for the three and six months ended March 31, 2024 June 30, 2024, respectively. Depreciation of internal use software development costs was \$342 and \$624 for the three and six months ended June 30, 2023, respectively.

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## Accounts Payable

Accounts payable consisted of the following:

	As of		As of	
	March 31,		June 30,	
	2024	2023	2024	2023
Accounts payable — Managed Services <sup>(1)</sup>	\$ 18,179	\$ 11,797	\$ 17,778	\$ 11,797
Accounts payable — Other	18,409	20,959	15,588	20,959
Accounts payable	<u>\$ 36,588</u>	<u>\$ 32,756</u>	<u>\$ 33,366</u>	<u>\$ 32,756</u>

<sup>(1)</sup> Accounts payable — Managed Services reflects the amounts due to media vendors for advertisements placed on behalf of the Company's advertising clients.

#### Other Accrued Liabilities

Other accrued liabilities consisted of the following:

	As of			
	March 31,		December 31,	
	2024	2023	2024	2023
Accrued compensation	\$ 4,625	\$ 4,615	\$ 4,041	\$ 4,615
Taxes payable	4,713	5,425	5,720	5,425
Current portion of operating lease liabilities	2,239	2,348	1,716	2,348
Accrued trade payables	13,640	13,749	11,676	13,749
Other	1,058	958	363	958
Other accrued liabilities	<u>\$ 26,275</u>	<u>\$ 27,095</u>	<u>\$ 23,516</u>	<u>\$ 27,095</u>

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#### Contract Liabilities

Contract liabilities consist of deferred revenue. Deferred revenue represents billings under non-cancelable contracts before the related product or service is transferred to the customer. The portion of deferred revenue that is anticipated to be recognized as revenue during the succeeding twelve-month period is recorded as deferred revenue within the Company's condensed consolidated balance sheets. Deferred revenue was comprised of the following:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2024	2024	2024	2024	2024
Deferred revenue beginning balance	\$ 12,813		\$ 13,415		\$ 12,813	
Less: revenue recognized	5,742		6,656		12,398	
Additions to deferred revenue	6,344		6,707		13,051	
Ending balance of deferred revenue	<u>\$ 13,415</u>		<u>\$ 13,466</u>		<u>\$ 13,466</u>	

#### Consolidated Statements of Operations and Comprehensive Loss Details

##### Revenue

Revenue for the periods presented were comprised of the following:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Commercial Enterprise	\$ 30,119	\$ 28,868	\$ 29,870	\$ 26,366	\$ 59,988	\$ 55,234
Public Sector	1,517	1,395	1,122	1,601	2,640	2,996
Total revenue	<u>\$ 31,636</u>	<u>\$ 30,263</u>	<u>\$ 30,992</u>	<u>\$ 27,967</u>	<u>\$ 62,628</u>	<u>\$ 58,230</u>

The Company serves two customer groups: (1) Commercial Enterprise, which consists of customers in the commercial sector, including media and entertainment customers, advertising customers, content licensing customers and Veritone Hire customers (inclusive of Broadbean customers); and (2) Public Sector, which consists of customers in the government and regulated industries sectors, including state, local and federal government, legal, and compliance customers, and which we previously referred to as Government & Regulated Industries.

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Software Products & Services consists of revenues generated from the Company's aiWARE platform and Veritone Hire solutions' talent acquisition solutions (inclusive of Broadbean), any related support and maintenance services, and any related professional services associated with the deployment and / or implementation of such solutions.

Managed Services consists of revenues generated from content licensing customers and advertising agency customers and related services.

The table below illustrates the presentation of our revenues based on the above definitions:

	Three Months Ended June 30,					
	2024			2023		
	Commercial		Public	Commercial		Public
	Enterprise	Sector	Total	Enterprise	Sector	Total
<b>Total Software Products &amp; Services</b>	\$ 14,510	\$ 1,122	\$ 15,632	\$ 12,492	\$ 1,601	\$ 14,093
Managed Services						
Advertising	10,475	—	10,475	8,417	—	8,417
Licensing	4,885	—	4,885	5,457	—	5,457
<b>Total Managed Services</b>	<b>15,360</b>	<b>—</b>	<b>15,360</b>	<b>13,874</b>	<b>—</b>	<b>13,874</b>
<b>Total Revenue</b>	<b>\$ 29,870</b>	<b>\$ 1,122</b>	<b>\$ 30,992</b>	<b>\$ 26,366</b>	<b>\$ 1,601</b>	<b>\$ 27,967</b>

	VERITONE, INC.					
	REVENUE DETAIL (UNAUDITED)					
	(in thousands)					
	Three Months Ended			Three Months Ended		
	March 31, 2024			March 31, 2023		
	Commercial	Public	Total	Commercial	Public	Total
	Enterprise	Sector		Enterprise	Sector	
<b>Total Software Products &amp; Services</b>	\$ 13,703	\$ 1,517	\$ 15,220	\$ 12,732	\$ 1,395	\$ 14,127
Managed Services						
Advertising	10,975	—	10,975	10,535	—	10,535
Licensing	5,441	—	5,441	5,601	—	5,601
<b>Total Managed Services</b>	<b>16,416</b>	<b>—</b>	<b>16,416</b>	<b>16,136</b>	<b>—</b>	<b>16,136</b>
<b>Total Revenue</b>	<b>\$ 30,119</b>	<b>\$ 1,517</b>	<b>\$ 31,636</b>	<b>\$ 28,868</b>	<b>\$ 1,395</b>	<b>\$ 30,263</b>

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	Six Months Ended June 30,					
	2024			2023		
	Commercial		Public	Commercial		Public
	Enterprise	Sector	Total	Enterprise	Sector	Total
<b>Total Software Products &amp; Services</b>	\$ 28,212	\$ 2,640	\$ 30,852	\$ 25,224	\$ 2,996	\$ 28,220
Managed Services						

Advertising	21,450	—	21,450	18,952	—	18,952
Licensing	10,326	—	10,326	11,058	—	11,058
<b>Total Managed Services</b>	<b>31,776</b>	<b>—</b>	<b>31,776</b>	<b>30,010</b>	<b>—</b>	<b>30,010</b>
<b>Total Revenue</b>	<b>\$ 59,988</b>	<b>\$ 2,640</b>	<b>\$ 62,628</b>	<b>\$ 55,234</b>	<b>\$ 2,996</b>	<b>\$ 58,230</b>

During the three and six months ended June 30, 2023, substantially all of our revenue was derived from customers located in the United States. With the June 2023 acquisition of Broadbean, we expanded our customer base throughout Europe and Asia Pacific. During the three and six months ended June 30, 2024, 33.4% and 33.1%, respectively, of the Company's consolidated revenue was from customers outside of the U.S., principally from customers located throughout Western Europe, as compared to less than 10% during the three and six months ended June 30, 2023.

#### Other Income (Expense), Net

Other income (expense), net for the periods presented was comprised of the following:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Interest expense, net	\$ (3,990)	\$ (805)	\$ (4,497)	\$ (720)	\$ (8,487)	\$ (1,525)
Gain (loss) on sale	(172)	2,572	(172)	2,572		
Other	(413)	1,160	57	1,658	(356)	2,818
Other income (expense), net	\$ (4,403)	\$ 355	\$ (4,612)	\$ 3,510	\$ (9,015)	\$ 3,865

Other in the table above consists of foreign exchange loss gains of \$413.49 and \$1,659 for the three months ended March 31, 2024 June 30, 2024 and 2023, respectively, and foreign exchange loss of \$363 and gain of \$1,160 2,820 for the three six months ended March 31, 2023 June 30, 2024 and 2023, respectively.

#### Provision for Income Taxes

In accordance with ASC 740-270, *Income Taxes*, the provision or benefit from income taxes for interim periods is determined using an estimate of the Company's annual effective tax rate, adjusted for discrete items, if any, that are taken into account in the relevant period. Each quarter, the Company updates the estimate of the annual effective tax rate, and if the estimated tax rate changes, the Company records a cumulative adjustment. A separate estimated annual effective tax rate is applied for jurisdictions where an entity anticipates an ordinary loss or has an ordinary loss for the year to date for which no tax benefit can be recognized.

The Company's effective tax rate for the three and six months ended March 31, 2024 and 2023 June 30, 2024 was 4.00.2% and 1.22.3%, respectively. The difference between the effective tax rate and the U.S. federal statutory rate of 21% is primarily due to a valuation allowance established on the Company's domestic federal and state net deferred tax assets, as well as the impact of foreign operations subject to tax in foreign jurisdictions. The Company's effective tax rate for the three and six months ended June 30, 2023 was 5.6% and 3.4%, respectively. The change in the effective tax rates for the three and six months ended June 30, 2024 as compared to the comparable prior year periods is primarily due to the impact of taxes on foreign operations and valuation allowances against domestic net deferred tax assets.

As of March 31, 2024 June 30, 2024 and December 31, 2023, the Company had net deferred tax liabilities of \$7,040 and \$9,504, respectively, which is included in other non-current liabilities in the condensed consolidated balance sheets. As of June 30, 2024, the Company continues to provide a valuation allowance against federal and state deferred tax assets that are not expected to be realizable. The Company continues to evaluate the realizability of deferred tax assets and the related valuation allowance. If the Company's assessment of the deferred tax assets or the corresponding valuation allowance were to change, the Company would record the related adjustment to income during the period in which the determination is made.

As a result of the Broadbean acquisition, the Company expects to be subject to taxation in France and Australia, in addition to already being subject to taxation in the United States, Israel, and the United Kingdom. The United States, Israel, and the United Kingdom comprise the

majority of the Company's operations. In general, the U.S. federal statute of limitations is three years. However, the Internal Revenue Service

may still adjust a tax loss or credit carryover in the year the tax loss or credit carryover is utilized. As such, the Company's U.S. federal tax returns and state tax returns are open for examination since inception. The Israeli statute of limitations period is generally four years commencing at the end of the year in which the return was filed. The UK statute of limitations period is typically twelve months following the date on which the return is filed. The Company is not currently under examination from income tax authorities in the jurisdictions in which the Company does business.

#### NOTE 9. LEASES, COMMITMENTS AND CONTINGENCIES

##### Leases

###### Lease Costs

As of **March 31, 2024** **June 30, 2024**, on its condensed consolidated balance sheet the Company had right-of-use assets of **\$2,058** **1,639** recorded within other assets, the current portion of operating lease liabilities of **\$2,239** **1,716** recorded within other accrued liabilities, and the non-current portion of operating lease liabilities of **\$601** **453** recorded within other non-current liabilities. As of December 31, 2023, on its condensed consolidated balance sheet the Company had right-of-use assets of \$1,669 recorded within other assets, the current portion of operating lease liabilities of \$2,348 recorded within other accrued liabilities, and the non-current portion of operating lease liabilities of \$308 recorded within other non-current liabilities.

The Company made cash payments for its operating leases of **\$682** **771** and **\$635** **1,453** for the three and six months ended **March 31, 2024** **June 30, 2024**, respectively, and **2023**, **\$644** and **\$1,281** for the three and six months ended **June 30, 2023**, respectively, all of which were included in cash flows from operating activities within the condensed consolidated statements of cash flows. The Company's operating leases have a weighted average remaining lease term of **1.4** **1.2** years and weighted average discount rate of **8.4** **8.2**%.

The total rent expense for all operating leases was **\$638** **647** and **\$1,285** for the three and six months ended **June 30, 2024**, respectively, and **\$546** and **\$1,092** for the three and six months ended **March 31, 2024** and **2023**, **June 30, 2023**, respectively, with short-term leases making up an immaterial portion of such expenses. For its sublease, the Company recorded sublease income of \$277 and **\$277** **554** for the three and six months ended **March 31, 2024** **June 30, 2024**, respectively, and **2023**, **\$277** and **554** for the three and six months ended **June 30, 2023**, respectively.

###### Lease Commitments

Future undiscounted lease payments for the Company's operating lease liabilities, a reconciliation of these payments to its operating lease liabilities, and related sublease income at **March 31, 2024** **June 30, 2024** are as follows:

Years ended December 31,			
2024 (nine months)	\$ 2,185		
2024 (six months)	\$ 1,460		
2025	671	748	
2026	206	206	
Total future minimum lease payments, including short-term leases	3,062	2,414	
Less: future minimum lease payments for short-term leases	(36)	(15)	
Less: imputed interest	(186)	(230)	
Present value of future minimum lease payments, excluding short-term leases	\$ 2,840	\$ 2,169	
Less: current portion of operating lease liabilities	(2,239)	(1,716)	
Non-current portion of operating lease liabilities	601	453	
Years ended December 31,	Sublease Income	Sublease Income	
2024 (nine months)	931		
2024 (six months)	620		
Total sublease income	\$ 931	\$ 620	

###### Purchase Consideration

In connection with the March 2022 Acquisition, the Company committed to make purchase consideration payments of \$1,500 within ten days of the first anniversary of the closing date of the March 2022 Acquisition and an additional \$1,500 within ten days of the second anniversary of the closing date of the March 2022 Acquisition. The first payment of \$1,500 was made during the first quarter of 2023 and the second payment of \$1,500 was made during the **three months ended March 31, 2024, first quarter of 2024**.

On June 10, 2022, the Company acquired VocaliD, Inc. ("VocaliD"), a U.S.-based company that pioneered the creation of personalized synthetic voices. In connection with its acquisition of VocaliD, the Company committed to make purchase consideration payments of \$1,000

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on the first anniversary of the closing date of the acquisition and an additional \$1,000 on the 18-month anniversary of the closing date of the acquisition. The first payment of \$1,000 was made during the second quarter of 2023 and the second payment of \$1,000 was made during the fourth quarter of 2023.

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On August 11, 2022, the Company acquired certain assets of Vision Semantics Limited ("VSL"), a U.K.-based company focused on AI-powered video analytics and surveillance software solutions. In connection with its acquisition of VSL in August 2022, the Company committed to make a purchase consideration payment of \$300 on the 18-month anniversary of the closing date of the acquisition, which the Company paid during the **three months ended March 31, 2024, first quarter of 2024**. Payment of deferred consideration for the **three six months ended March 31, 2024 June 30, 2024** and 2023 are reflected on the Company's statements of cash flows.

#### **Other Contingencies**

From time to time, the Company may be involved in litigation relating to claims arising out of its operations in the normal course of business. The Company currently is not a party to any legal proceedings, the adverse outcome of which, in management's opinion, individually or in the aggregate, would have a material adverse effect on the Company's results of operations, financial position or cash flows.

#### **NOTE 10. STOCKHOLDERS' EQUITY**

##### **Common Stock Issuances**

During the **three six months ended March 31, 2024 June 30, 2024** and 2023, the Company issued an aggregate of **236,156 479,903** and **355,790 593,763** shares of its common stock, respectively, in connection with the exercise of stock options, issuance of stock awards and vesting of restricted stock units under its stock incentive plans and stock purchases under its Employee Stock Purchase Plan (the "ESPP").

During the **three six months ended March 31, 2024 June 30, 2024** and 2023, the Company issued a total of **206,957 298,110** and **0** shares of its common stock, respectively, in connection with warrant exercises (see Note 6). During the **three six months ended March 31, 2023 June 30, 2023**, the Company issued a total of 135,800 shares of its common stock in connection with the contingent consideration arrangement related to the acquisition of **PandoLogic**, respectively, **PandoLogic**.

#### **NOTE 11. STOCK PLANS**

##### **Stock-Based Compensation**

During the **three six months ended March 31, 2024 June 30, 2024** and 2023, the Company granted options to purchase an aggregate of 0 and **226,966 233,466** shares of its common stock that are subject to time-based vesting conditions, respectively.

The Company valued these stock options using the Black-Scholes Merton option pricing model. The assumptions used to compute the grant date fair values of the stock options granted during the **three six months ended March 31, 2024 June 30, 2024** and 2023 are set forth in the table below:

Expected term (in years)	Three Months Ended		Six Months Ended	
	March 31,		June 30,	
	2024	2023	2024	2023
6.0 - 6.8	N/A	6.8	N/A	6.0 - 6.8

Expected volatility	N/A	91%	N/A	91% - 100%
Risk-free interest rate	N/A	3.6%	N/A	3.6% - 3.9%

The assumptions used in calculating the fair values of purchase rights granted under the ESPP during the **three** **six** months ended **March 31, 2024** **June 30, 2024** and 2023 are set forth in the table below:

	Three Months Ended		Six Months Ended	
	March 31,		June 30,	
	2024	2023	2024	2023
Expected term (in years)	0.5 - 2.0	0.5 - 2.0	0.5 - 2.0	0.5 - 2.0
Expected volatility	105% - 115%	71% - 101%	105% - 115%	71% - 101%
Risk-free interest rate	4.7% - 5.2%	0.1% - 4.8%	4.7% - 5.2%	0.1% - 4.8%

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The Company's stock-based compensation expense by type of award and by operating expense grouping are presented below:

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
<i>Stock-based compensation expense by type of award:</i>						
Restricted stock units	\$ 830	\$ 2,168	\$ 1,744	\$ 1,224	\$ 2,574	\$ 3,392
Performance-based stock units	—	328	(352)	142	(352)	470
Stock options	622	971	506	1,081	1,128	2,052
Employee stock purchase plan	156	450	241	250	397	700
Total stock-based compensation expense	<b>\$ 1,608</b>	<b>\$ 3,917</b>	<b>\$ 2,139</b>	<b>\$ 2,697</b>	<b>\$ 3,747</b>	<b>\$ 6,614</b>
<i>Stock-based compensation expense by operating expense grouping:</i>						
Cost of revenue	\$ (1)	\$ 20	\$ —	\$ 17	\$ (1)	\$ 37
Sales and marketing	176	176	306	529	482	705
Research and development	532	1,542	96	1,127	628	2,669
General and administrative	901	2,179	1,737	1,024	2,638	3,203
Total stock-based compensation expense	<b>\$ 1,608</b>	<b>\$ 3,917</b>	<b>\$ 2,139</b>	<b>\$ 2,697</b>	<b>\$ 3,747</b>	<b>\$ 6,614</b>

Stock-based compensation capitalized for internal-use software was **\$118.94** and **\$134.80** for the three months ended **March 31, 2024** **June 30, 2024** and 2023, respectively. Stock-based compensation capitalized for internal-use software was \$212 and \$214 for the six months ended **June 30, 2024** and 2023, respectively.

#### Equity Award Activity Under Stock Plans

##### Performance Stock Units

In connection with the Steel Holdings Consulting Agreement (as defined and further described in Note 12), on January 11, 2023, the Compensation Committee of the Board (the "Compensation Committee") approved a grant of 118,460 performance stock units (the "Steel Holdings Consulting PSUs") that were to vest upon the achievement of certain performance milestones. During the year ended December 31, 2023, certain performance milestones were achieved resulting in the vesting of 19,743 shares of the Steel Holdings Consulting PSUs on April 22, 2023 and 39,486 shares on November 15, 2023.

In January 2024, the Company entered into an amended and restated independent contractor services agreement with Steel Holdings, LLC (the "Amended Consulting Agreement"), which supersedes and replaces the Steel Holdings Consulting Agreement. Under the Amended Consulting Agreement, all equity grants that were made, other than

vested Steel Holdings PSUs but including unvested Steel Holdings PSUs, or contemplated under the Steel Holdings Consulting Agreement were terminated as of the effective date of the Amended Consulting Agreement and no further performance stock units will be issued under the Amended Consulting Agreement.

On March 16, 2023, the Compensation Committee approved a grant of 170,402 target performance stock units to be granted to the Company's named executive officers (the "Senior 2023 Senior Executive PSUs"). The awards had a grant date of March 31, 2023 and were to vest based on the achievement of revenue and non-GAAP net income targets (each equally weighted) for 2023, which achievement shall then be modified (up to a 20% increase or decrease) based on the Company's relative total stockholder return over a three-year performance period (the "TSR Modifier"), as compared with the S&P Software and Services Select Industry Index. Based on the Company's performance, the Company's named executive officers were to earn from 0% to 200% of the target number of shares of the 2023 Senior Executive PSUs. The 2023 Senior Executive PSUs, to the extent earned, were to vest on the date the Board certifies the TSR Modifier for the three-year performance period ending December 31, 2025 and the number of 2023 Senior Executive PSUs that were to vest as of such certification, all of which was to occur within 90 days of the end of the performance period ending December 31, 2025. Compensation costs recognized on the 2023 Senior Executive PSUs were to be adjusted, as applicable, for performance above or below the target specified in the award. On April 8, 2024, the Compensation Committee determined that, as of December 31, 2023, the revenue and non-GAAP net income targets were not achieved and the 2023 Senior Executive PSUs were forfeited.

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On April 8, 2024, the Compensation Committee approved grants of 200,000 and 48,000 target performance stock units to be granted to the Company's named executive officers, Ryan Steelberg and Michael Zemetra, respectively (the "2024 Senior Executive PSUs"). The awards had a grant date of April 8, 2024 and vest based on the achievement of revenue and non-GAAP net income targets (each equally weighted) for 2024, which achievement shall then be modified (up to a 20% increase or decrease) based on the Company's relative total stockholder return over a three-year performance period (the "TSR Modifier"), as compared with the S&P Software and Services Select Industry Index. Based on the Company's performance, the Company's named executive officers may earn from 0% to 200% of the target number of shares of the 2024 Senior Executive PSUs. The 2024 Senior Executive PSUs, to the extent earned, vest on the date the Board certifies the TSR Modifier for the three-year performance period ending December 31, 2026 and the number of 2024 Senior Executive PSUs that vest as of such certification, all of which shall occur within 90 days of the end of the performance period ending December 31, 2026. Compensation costs recognized on the 2024 Senior Executive PSUs shall be adjusted, as applicable, for performance above or below the target specified in the award.

The Company's performance stock unit activity for the three six months ended March 31, 2024 June 30, 2024 was as follows:

	Shares	Weighted Average Grant Date Fair Value
Unvested at December 31, 2023	229,633	\$ 5.86
Forfeited	(59,231)	\$ 5.94
Unvested at March 31, 2024	170,402	\$ 5.86

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	Shares	Weighted Average Grant Date Fair Value
Unvested at December 31, 2023	229,633	\$ 5.86
Granted	248,000	\$ 6.97
Forfeited	(229,633)	\$ 5.86
Unvested at June 30, 2024	248,000	\$ 6.97

#### Restricted Stock Units

The Company's restricted stock unit activity for the three six months ended March 31, 2024 June 30, 2024 was as follows:

	Weighted	Weighted
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	Average Grant		Average Grant	
	Shares	Date Fair Value	Shares	Date Fair Value
Unvested at December 31, 2023	1,949,514	\$ 5.40	1,949,514	\$ 5.40
Granted	3,000	\$ 3.88	647,365	\$ 5.82
Forfeited	(186,560)	\$ 6.73	(318,983)	\$ 6.58
Vested	(153,085)	\$ 7.30	(464,553)	\$ 6.37
Unvested at March 31, 2024	1,612,869	\$ 5.01		
Unvested at June 30, 2024	1,813,343	\$ 5.05		

As of **March 31, 2024** **June 30, 2024**, total unrecognized compensation cost related to restricted stock units was **\$5,729** **6,963**, which is expected to be recognized over a weighted average period of **2.1** **2.0** years.

#### Performance-Based Stock Options

The activity during the **three** **six** months ended **March 31, 2024** **June 30, 2024** related to stock options that are subject to performance-based vesting conditions tied to the achievement of stock price goals by the Company was as follows:

	Weighted-Average						Weighted-Average					
	Options	Exercise Price	Remaining Contractual		Aggregate Intrinsic Value		Options	Exercise Price	Remaining Contractual		Aggregate Intrinsic Value	
			Term	Intrinsic	Term	Intrinsic			Term	Intrinsic	Term	Intrinsic
Unvested at December 31, 2023	3,671,310	\$ 11.29					3,671,310	\$ 11.29				
Expired	(21,840)	\$ 5.78					(40,479)	\$ 5.72				
Outstanding at March 31, 2024	3,649,470	\$ 11.32	6.2 years	\$ 1								
Exercisable at March 31, 2024	3,649,470	\$ 11.32	6.2 years	\$ 1								
Outstanding at June 30, 2024		3,630,831	\$ 11.35		6.0 years	\$ —						
Exercisable at June 30, 2024		3,630,831	\$ 11.35		6.0 years	\$ —						

The aggregate intrinsic value of the options exercised during the **three** **six** months ended **March 31, 2024** **June 30, 2024** and 2023 was \$0 and \$5, respectively. No performance-based stock options were granted during the **three** **six** months ended **March 31, 2024** **June 30, 2024** and 2023 and no performance-based stock options vested during the **three** **six** months ended **March 31, 2024**, **June 30, 2024** and 2023.

#### Stock Options

The activity during the **three** **six** months ended **March 31, 2024** **June 30, 2024** related to all other stock options was as follows:

	Weighted-Average						Weighted-Average					
	Options	Exercise Price	Remaining Contractual		Aggregate Intrinsic Value		Options	Exercise Price	Remaining Contractual		Aggregate Intrinsic Value	
			Term	Intrinsic	Term	Intrinsic			Term	Intrinsic	Term	Intrinsic
Outstanding at December 31, 2023	5,506,374	\$ 13.81					5,506,374	\$ 13.81				
Exercised	(17,521)	\$ 2.85					(23,521)	\$ 2.81				
Forfeited	(153,353)	\$ 8.86					(208,250)	\$ 10.48				
Expired	(78,939)	\$ 10.28					(214,780)	\$ 13.42				
Outstanding at March 31, 2024	5,256,561	\$ 14.04	4.1 years	\$ 1,120								
Exercisable at March 31, 2024	4,799,140	\$ 14.10	3.7 years	\$ 1,041								
Outstanding at June 30, 2024	5,059,823	\$ 14.01	3.9 years	\$ 56								

Exercisable at June 30, 2024	4,723,248	\$ 14.08	3.6 years	\$ 56
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No stock options were granted during **three** the six months ended **March 31, 2024** June 30, 2024. The weighted average grant date fair value of stock options granted during the **three** six months ended **March 31, 2023** June 30, 2023 was **\$4.21** **4.19** per share. The aggregate intrinsic value of the stock options exercised during the **three** six months ended **March 31, 2024** June 30, 2024 and 2023 was **\$30** **37** and \$10, respectively. The total grant date fair value of stock options vested during the **three** six months ended **March 31, 2024** June 30, 2024 and 2023 was **\$1,080** **2,004** and **\$1,584** **3,202**, respectively. At **March 31, 2024** June 30, 2024, total unrecognized compensation expense related to stock options was **\$4,194** **3,028** and is expected to be recognized over a weighted average period of **2.1** **1.9** years.

The aggregate intrinsic values in the tables above represent the difference between the fair market value of the Company's common stock and the average option exercise price of in-the-money options, multiplied by the number of such stock options.

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#### **Employee Stock Purchase Plan**

As of **March 31, 2024** June 30, 2024 and December 31, 2023, employee payroll deductions accrued under the ESPP totaled **\$160** **276** and \$357, respectively. During the **three** six months ended **March 31, 2024** June 30, 2024, a total of 119,954 shares of common stock were purchased under the ESPP.

#### **NOTE 12. RELATED PARTY TRANSACTIONS**

On January 4, 2023, the Company entered into an independent contractor services agreement with Steel Holdings, LLC, effective as of January 1, 2023 the Steel Holdings Consulting Agreement. Steel Holdings, LLC is an entity affiliated with Chad Steelberg, currently a director serving on the Company's Board, and formerly its Chairman of the Board and Chief Executive Officer. Under the Steel Holdings Consulting Agreement, the Company retained Mr. Steelberg as a consultant to provide ongoing Chief Executive Officer transition services and to manage and oversee the further development of the Company's aiWARE platform.

In January 2024, the Company entered into the Amended Consulting Agreement, which supersedes and replaces the Steel Holdings Consulting Agreement. Pursuant to the Amended Consulting Agreement, Mr. Steelberg will provide technical advisory services related to the Company's software, software architecture and technology strategy as requested by the Company's Chief Executive Officer until December 31, 2025, the termination date of the Amended Consulting Agreement. In consideration for such services, the Company **will agree to** pay to Steel Holdings, LLC (i) \$1,000 in cash on July 1, 2024 and (ii) \$50 per month in cash for the period from January 2024 through December 2025. The Company will reimburse Steel Holdings, LLC for reasonable and documented expenses incurred in connection with providing the services in accordance with the Company's standard travel and expense policies. All equity grants that were made, including the unvested Steel Holdings PSUs, or contemplated under the Steel Holdings Consulting Agreement were terminated as of the effective date of the Amended Consulting Agreement and no further performance stock units will be issued under the Amended Consulting Agreement, except that the vested Steel Holdings PSUs remained outstanding.

The Amended Consulting Agreement may be terminated by either party with 90 days' notice. If the Company terminates the Amended Consulting Agreement for any reason other than Steel Holdings, LLC's material breach, then any remaining cash compensation payments under the Amended Consulting Agreement will become due and payable. In the event of a Change in Control (as defined in the 2017 Plan), the Amended Consulting Agreement will terminate as of the effective date of the Change in Control and any remaining cash compensation payments will become due and payable.

The Company has determined that all future payments under the Amended Consulting Agreement are probable and estimable, and that substantially all benefits earned under the agreement relate to past services rendered. As such, the Company has accrued a liability for all future cash payments under the agreement on its condensed consolidated balance sheet as of **March 31, 2024** June 30, 2024, and recognized a resulting acceleration charge of \$1,484 to general and administrative expenses to its condensed consolidated income statement during the **three** and **six** months ended **March 31, 2024** June 30, 2024, respectively.

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During the three months ended June 30, 2024, one of the Company's subsidiaries rented a property owned by the Company's Chief Executive Officer in connection with certain promotional event services on behalf of one of its customers. Total consideration paid was less than \$100.

There were no other material related party transactions during the **three** **six** months ended **March 31, 2024** June 30, 2024.

#### **NOTE 13. SUBSEQUENT EVENTS**

In April 2024, The Company has engaged bankers to launch a formal process to sell the Company sold its investment Asset, a transaction which management intends to close within twelve months following the filing of this Quarterly Report on Form 10-Q. If consummated, this transaction is expected to generate substantial cash proceeds to be used to repay a portion of the Term Loan and fund future operations. There can be no assurance that any such transaction resulting from this process will close in GridBeyond for \$1,800 in cash, the subsequent twelve-month period, or at all.

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## Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

### Forward-Looking Statements

The following discussion and analysis of our financial condition and results of operations should be read together with and is qualified in its entirety by reference to the condensed consolidated financial statements and related notes that are included elsewhere in this Quarterly Report on Form 10-Q. This discussion contains forward-looking statements based upon current expectations that involve risks and uncertainties. Our actual results may differ materially from those anticipated in these forward-looking statements as a result of various factors, including those discussed under "Risk Factors," set forth in Part I, Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2023, and any updates thereto set forth in this Quarterly Report on Form 10-Q and our other filings with the Securities and Exchange Commission ("SEC"), including future SEC filings. See "Cautionary Note Regarding Forward-Looking Statements."

### Overview

Veritone, Inc., collectively with our subsidiaries, referred to as "Veritone," "Company," "we," "our," and "us," is a provider of Artificial Intelligence ("AI") solutions, powered by our proprietary AI operating system, aiWARE™, to deliver differentiated products and solutions to our Commercial Enterprise and Public Sector (which we previously referred to as Government & Regulated Industries) customers. Our Software Products & Services consist of revenues generated from Commercial Enterprise and Public Sector customers using our aiWARE platform and Veritone Hire solutions, any related support and maintenance services, and any related professional services associated with the deployment and/or implementation of such solutions. Our Managed Services consist of revenues generated from Commercial Enterprise customers using our content licensing services, advertising agency, influencer management and related services.

During the three and six months ended March 31, 2024 June 30, 2024, we generated revenue of \$31.6 million \$31.0 million and \$62.6 million, respectively, as compared to \$30.3 million \$28.0 million and \$58.2 million during the three and six months ended March 31, 2023 June 30, 2023, respectively. Our Software Products & Services revenue was \$15.2 million and \$14.1 million \$15.6 million during the three months ended March 31, 2024 and June 30, 2024 as compared to \$14.1 million for the same period in 2023, respectively, and represented 48% and 47% of while our consolidated Managed Services revenue for was \$15.4 million during the three months ended March 31, 2024 and 2023, respectively. The \$1.1 million increase June 30, 2024 as compared to \$13.9 million for the same period in 2023. Our Software Products & Services revenue or 7.8% year over year, was driven by \$30.8 million during the Q2 six months ended June 30, 2024 as compared to \$28.2 million for the same period in 2023, acquisition of Broadbean, which generated \$8.5 million in revenue in Q1 2024. Our while our Managed Services revenue was \$16.4 million and \$16.1 million \$31.8 million during the three six months ended March 31, 2024 and 2023, respectively, and represented 52% and 53% of our consolidated revenue June 30, 2024 as compared to \$30.0 million for the same period in 2023. During the three and six months ended March 31, 2024 and 2023, respectively. No June 30, 2024, no customer represented more than 10% of our consolidated revenue during revenue. During the three and six months ended March 31, 2024 and June 30, 2023, one customer represented approximately 18% 15% and 17%, respectively, of our consolidated revenue during the three months ended March 31, 2023, revenue.

### Recent Developments

*Appointment of Ryan Steelberg as Chairman.* Ryan Steelberg, our Chief Executive Officer, was appointed Chairman of the Board, effective January 22, 2024, replacing Chad Steelberg who resigned as Chairman of the Board on the same date. Chad Steelberg continues to serve as a member of our Board.

*Operational Realignment and Restructuring.* During the three months ended March 31, 2024, first quarter of 2024, we enacted certain operational and restructuring initiatives (the "Q1 2024 Restructuring"), the result of which was an approximate 13% reduction in our global workforce. As a result of the Q1 2024 Restructuring, we expect to reduce our annualized operating expenses by over \$13.0 million. We incurred \$2.0 million \$2.5 million in one-time severance and transition expenses in connection with the Q1 2024 Restructuring, of which \$1.3 million \$2.3 million was paid as of March 31, 2024 June 30, 2024.

*Formal Process to Divest Certain Non-software Assets.* In addition, we have engaged bankers to launch a formal process to sell certain of our non-software assets (the "Asset"). We currently have received multiple qualified bids and we aim to complete the sale of the Asset within the twelve months following the filing of this Quarterly Report on Form 10-Q. If consummated, this transaction is expected to generate substantial cash proceeds to be used to repay a portion of our Term Loan and fund future operations. There can be no assurance that any such transaction resulting from this process will ultimately be completed in the subsequent twelve-month period.

*Election of Michael Keithley as a Class I Director.* On June 13, 2024, at our 2024 annual meeting of stockholders (the "Annual Meeting"), Michael Keithley was elected as a Class I Director for a three-year term expiring at the Company's annual meeting of stockholders in 2027. Jeffrey P. Gehl resigned as a member of the Board of Directors immediately prior to the commencement of the Annual Meeting.

## Opportunities, Challenges and Risks

During the **three** six months ended **March 31, 2024** **June 30, 2024** and 2023, we derived our revenue primarily through our Commercial Enterprise customers, and secondarily, through our Public Sector customers.

We are a leader in AI-based Software Products & Services. Our proprietary AI operating system, aiWARE, uses machine learning algorithms, or AI models, together with a suite of powerful applications, to reveal valuable insights from vast amounts of structured and unstructured data. Historically, we have derived a large portion of our Software Product & Services revenue from applications we internally developed from our aiWARE platform and actively **sold across** **sell** to various customers. While management believes there is a substantial opportunity to increase revenue longer term, current economic conditions have negatively impacted parts of our consumption-based operations and financial

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results, and there is no certainty that any future investments, which could be significant and include future potential acquisitions, will result in significant enterprise revenue realization or revenue growth when compared with historical revenue. Nevertheless, we continue to see significant opportunities for growth in Software Products & Services and our aiWARE platform sales to existing and newly acquired customers, and where our AI solutions could add near and long-term value in the **public sector** **Public Sector** industries and content creation and distribution across the global media and entertainment industry.

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We believe there are significant near and long-term revenue and growth opportunities from our Software Products & Services. In June 2023, we completed the acquisition of Broadbean, a leader in subscription-based talent acquisition software-as-a-service which has approximately 3,000 subscription-based customers based throughout the world, integrated with over 100 applicant tracking systems ("ATS") and has direct access to over 2,500 job boards globally. The acquisition of Broadbean was strategic to our growth across our **hiring** **Veritone** **Hire** applications, as we plan in the near term to offer our existing product offerings to Broadbean's 3,000 customers, including programmatic advertising capabilities. Over the long term, we plan to utilize our AI capabilities to analyze complex data sets through direct access to these ATS, including future integration with aiWARE. In Public Sector markets, we see **significant** **near** **and** **long** **term** **growth** opportunities with customer adoption of our **products** **aiWARE** **platform**, **including** **our** **recently** **announced** **iDEMS** **solution**, **to** **facilitate** **and** **improve** **existing** **and** **growing** **demand** **for** **more** **robust** **digital** **evidence** **management** **systems** and services **related** **to** **AI** **technologies** **and** **with** **our** **official** **Authorization** **to** **Operate**, **of** **our** **aiWARE** **platform** **across** **the** **entire** **public** **safety** **industry**, the U.S. Department of Justice and **progress** **with** **the** **Chief** **Digital** **and** **Artificial** **Intelligence** **Officer** **and** **Department** **of** **Defense**, **including** **our** **recently** **announced** **iDEMS** **platform**. **Defense**. However, many enterprise-level opportunities with Public Sector customers can involve long sales cycles, during which we must invest significant time and resources without a guarantee of success.

Growing our existing and new Software Products & Services customer base is critical for our success. Software Products & Services revenue increased by **7.7%** **9.3%** during the **three** six months ended **March 31, 2024** **June 30, 2024** as compared to the prior year period due to the addition of Broadbean in the second quarter of 2023, partially offset by lower consumption across our legacy Veritone Hire customer base. During the **three** six months ended **March 31, 2024** **June 30, 2024**, **our** **largest** **no** customer represented **less** **than** **10%** **of** **our** **consolidated** **revenue** as compared to **18%** **one** **customer** **that** **represented** **17%** **of** **our** **consolidated** **revenue** during the **three** six months ended **March 31, 2023** **June 30, 2023**.

As a result of the recent pullback in the macroeconomic environment caused by high inflation, **rising** **high** **interest** **rates**, **higher** **unemployment** and geopolitical factors including the Russia-Ukraine conflict and the war in Israel, some of our customers reduced consumption-based and advertising spending across our Commercial Enterprise customer base, namely of our Veritone Hire solutions and Managed Services.

As of **March 31, 2024** **June 30, 2024**, our total Software Products & Services customers declined to **3,384**, **3,437**, which was a decrease of **10.3%** **7.1%** as compared to the end of the **first** **second** quarter of 2023 on a pro forma basis, giving effect to the acquisition of Broadbean as if it occurred on January 1, 2022. The decrease in customers was largely driven by planned migration of legacy CareerBuilder customers off the Broadbean software platform, which did not have a significant impact on our financial results in 2023 or for the **three** six months ended **March 31, 2024** **June 30, 2024**. **While** **we** **anticipate** **these** **trends** **to** **continue** **in** **the** **second** **quarter** **of** **2024**, **we** **expect** **the** **overall** **impact** **will** **be** **of** **this** **customer** **decline** **is** **insignificant** **to** **our** **financial** **results** **in** **2024**. To continue our effort to grow our customer base and overall revenue, we have been investing aggressively in existing customers and acquiring new customers. In addition, in February 2024, we announced certain cost reduction and restructuring initiatives, the results of which was a reduction in our global workforce of approximately 13%. Since the first quarter of 2023, we have been actively realigning and restructuring our organization, which, as of **March 31, 2024** **June 30, 2024**, is expected to result in over \$37.0 million of net annualized strategic cost reductions, which includes expected cost reductions from our Q1 2024 Restructuring. As a result of our efforts to diversify our customer base and increase sales within our existing customer base, as well as the June 2023 acquisition of Broadbean, we increased our

sales and marketing spending in the near term as compared to the trailing twelve months; however, these increased investments were partially offset by our 2023 and 2024 cost-reduction initiatives.

We believe our Software Products & Services will extend the capabilities of many third-party software platforms and products that are widely used today. For example, we believe that, when integrated with aiWARE, our Veritone Hire solutions customers will be given greater visibility and transparency in their hiring processes. Further and with the recently announced iDEMs launch, we now offer a suite of aiWARE applications to address the growing issue of unstructured digital data management faced by public safety and federal government sectors today. In addition, we recently announced that we achieved Amazon Web Services ("AWS") Advanced Tier Services status, advancing the deployment of our AI solutions and capabilities across the AWS platform, and we have historically integrated aiWARE across many platforms, including Alteryx, Snowflake and the NVIDIA® CUDA® GPU-based platform, enabling dramatic increases in aiWARE's processing speed and providing a wide range of new use cases for our technology. We are in the process of developing and marketing more specific use cases for these and future integrations, which we believe will open up new markets for our products and accelerate our long-term revenue growth opportunities.

Our non-GAAP gross margin is impacted significantly by the mix of our Software Products & Services and our Managed Services revenue in any given period because our Managed Services revenue typically has a lower overall non-GAAP gross margin than our Software Products & Services revenue. Our non-GAAP gross profit (see "Non-GAAP Financial Measures" below) is also dependent upon our ability to grow our revenue by expanding our customer base and increasing business with existing customers, and to manage our costs by negotiating favorable economic terms with cloud computing providers such as AWS and Microsoft Azure. While we are focused on continuing to improve our non-GAAP gross profit, our ability to attract and retain customers to grow our revenue will be highly dependent on our ability to implement and continually improve upon our technology and services and improve our technology infrastructure and operations as we experience increased network capacity constraints due to our growth.

We believe our operating results and performance are, and will continue to be, driven by various factors that affect our industry. Our ability to attract, grow and retain customers for our aiWARE platform is highly sensitive to rapidly changing technology and is dependent on our ability to maintain the attractiveness of our platform, content and services to our customers. Our future revenue and operating growth will

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rely heavily on our ability to grow and retain our Software Products & Services customer base, continue to develop and deploy quality and innovative AI-driven applications and enterprise-level offerings, provide unique and attractive content and advertising services to our customers, continue to grow in newer markets such as Public Sector, expand aiWARE into larger and more expansive enterprise engagements

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and manage our corporate overhead costs. While we believe we will be successful in these endeavors, we cannot guarantee that we will succeed in generating substantial long term operating growth and profitability.

Historically, we have pursued an opportunistic strategy of acquiring companies to help accelerate our organic growth. Our acquisition strategy has been threefold: (i) to increase the scale of our business in markets we are in today, (ii) to accelerate growth in new markets and product categories, including expanding our existing engineering and sales resources, and (iii) to accelerate the adoption of aiWARE as the universal AI operating system through venture or market-driven opportunities. While we believe there are strategic acquisition targets that can accelerate our entry into and expand our existing market share in key strategic markets, as well as our ability to grow our business, there is no certainty our historical or future acquisitions will achieve these objectives. Conversely, we have pursued and may continue to pursue opportunistic sales of certain business operations that are not strategic to us long-term, such as the potential sale of the Asset discussed above and the divestiture of our energy group Energy Group in the second quarter of 2023.

For the three and six months ended **March 31, 2024** **June 30, 2024**, our total revenues were **\$31.6 million** **\$31.0 million** and **\$62.6 million**, respectively, as compared to **\$30.3 million** **\$28.0 million** and **\$58.2 million** for the three and six months ended **March 31, 2023** **June 30, 2023**, respectively, an increase of **4.3%** **10.8%** and **7.6%**, respectively, over the prior year periods. For the three and six months ended **March 31, 2024** **June 30, 2024**, our total loss from operations was **\$21.9 million** **\$17.7 million** and **\$39.5 million**, respectively, as compared to **\$23.6 million** **\$28.2 million** and **\$51.8 million** for the three and six months ended **March 31, 2023** **June 30, 2023**, respectively, a decrease of **7.1%**, **37.3%** and **23.7%**, respectively, over the prior year periods. For the three and six months ended **March 31, 2024** **June 30, 2024**, our non-GAAP gross margin (calculated as described in "Non-GAAP Financial Measures" below) increased to approximately **77.7%** **78.8%** and **78.2%**, respectively, as compared to **77.5%** **72.2%** and **75.0%** for the three and six months ended **March 31, 2023** **June 30, 2023**, respectively, driven in large part by increased customer margins and the mix of revenue as compared to the prior year period. Our non-GAAP gross

margin is impacted significantly by the mix of our Software Products & Services and our Managed Services revenue in any given period because our Managed Services revenue typically has a lower overall non-GAAP gross margin than our Software Products & Services revenue. Our non-GAAP gross profit (see "Non-GAAP Financial Measures" below) is also dependent upon our ability to grow our revenue by expanding our customer base and increasing business with existing customers, and to manage our costs by negotiating favorable economic terms with cloud computing providers such as AWS and Microsoft Azure. While we are focused on continuing to improve our non-GAAP gross profit, our ability to attract and retain customers to grow our revenue will be highly dependent on our ability to implement and continually improve upon our technology and services and improve our technology infrastructure and operations as we experience increased network capacity constraints due to our growth.

During the three and six months ended **March 31, 2024** **June 30, 2024**, we reported a net loss of **\$25.2 million** **\$22.2 million** and **\$47.4 million**, respectively, as compared to a net loss of **\$23.0 million** **\$23.3 million** and **\$46.3 million** during the three and six months ended **March 31, 2023** **June 30, 2023**, respectively. During the three and six months ended **March 31, 2024** **June 30, 2024**, we reported a non-GAAP net loss of **\$7.6 million** **\$6.9 million** and **\$14.5 million**, respectively, as compared to a non-GAAP net loss of **\$9.6 million** **\$13.0 million** and **\$22.6 million** during the three and six months ended **March 31, 2023** **June 30, 2023**, respectively. To continue to grow our revenue, we will continue to make targeted investments in people, namely software engineers and sales personnel. Historically, we have also made investments in our corporate infrastructure, including new ERP and workforce systems to help us better manage the scale and growth of our business. However, considering the current challenging macro-economic environment, we have made and are continuing to make significant cost reductions to our operating structure to better streamline our business and prioritization around our growth and corresponding investments. These cost reduction initiatives began in the latter half of 2022 and will continue through 2024, and include reductions in workforce and certain legacy operating costs, as well as the integration of past acquisitions. As a result of these initiatives, we believe we will be able to accelerate our pathway toward long term profitability.

During the three and six months ended **March 31, 2023** **June 30, 2023**, substantially all of our revenue was derived from customers located in the United States. With the June 2023 acquisition of Broadbean, we expanded our customer base throughout Europe and Asia Pacific. In During the three and six months ended **March 31, 2024** **June 30, 2024**, **32.9%** **33.4%** and **33.1%**, respectively, of our consolidated revenue was from customers outside of the U.S., principally from customers located throughout Western Europe, as compared to less than 10% during the three and six months ended **March 31, 2023** **June 30, 2023**. We believe that there is a substantial opportunity for us to continue expanding our service offerings and customer base in countries outside of the United States. In the long term, we plan to expand our business further internationally in places such as Europe, Asia Pacific and Latin America, and as a result, we expect to continue to incur significant incremental upfront expenses associated with these expansion opportunities.

#### **Impact of Current Global Economic Conditions**

Global economic and business activities continue to face uncertainty as a result of macroeconomic and geopolitical factors, labor shortages, inflation rates and the responses by central banking authorities to control inflation, monetary supply shifts, recession risks, disruptions from the Russia-Ukraine conflict, and the war in Israel. In particular, business operations at our Herzliya office location where we do development work on our Veritone Hire solutions products have been, and may continue to be, impacted by the war in Israel. A small portion of our Israel-based employees, and a number of their family members, have been conscripted into military service. The extent of the impact of these factors on our operational and financial performance, including our ability to execute our business strategies and initiatives in the expected time frame, will depend on future developments, and the impact on our customers, partners and employees, all of which have

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uncertainty and cannot be predicted. These global economic conditions and any continued or new disruptions caused by these conditions may

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negatively impact our business in a number of ways. For example, our Veritone Hire solutions are sold to businesses whose financial conditions fluctuate based on general economic and business conditions, particularly the overall demand for labor and the economic health of current and prospective employers.

To the extent that economic uncertainty or attenuated economic conditions cause our customers and potential customers to freeze or reduce their headcount, and reduce their advertising spending, demand for our products and services may be negatively affected. These adverse economic conditions could also result in reductions in sales of our applications, longer sales cycles, reductions in contract duration and value, slower adoption of new technologies and increased price competition. In addition, economic recessions have historically resulted in overall reductions in spending on software and technology solutions as well as pressure from customers and potential customers for extended billing payment terms. If economic, political, or market conditions deteriorate, or if there is uncertainty around these conditions, our customers and potential customers may elect to decrease their software and technology solutions budgets by deferring or reconsidering product purchases, which would limit our ability to grow our business and negatively affect our operating results. Any of these events would likely have an adverse effect on our business, operating results and financial position.

Due to the nature of our business, the effect of these macroeconomic conditions may not be fully reflected in our results of operations until future periods. We have assessed the potential credit deterioration of our customers due to changes in the macroeconomic environment and have determined that no additional allowance for credit losses was necessary due to credit deterioration as of **March 31, 2024** **June 30, 2024**. The most significant risks to our business and results of operations are discussed in Part I, Item 1A (Risk Factors) of our Annual Report on Form 10-K for the year ended December 31, 2023, and Part II, Item 1A (Risk Factors) of this Quarterly Report on Form 10-Q.

#### Non-GAAP Financial Measures and Key Performance Indicators

In evaluating our cash flows and financial performance, we use certain non-GAAP financial measures, including Pro Forma Software Revenue, non-GAAP gross profit, non-GAAP gross margin, non-GAAP net income (loss), and non-GAAP net income (loss) per share. We also provide certain key performance indicators ("KPIs"), including Total Software Products & Services Customers, Annual Recurring Revenue, Annual Recurring Revenue (SaaS), Annual Recurring Revenue (Consumption), Total New Bookings and Gross Revenue Retention.

"Pro Forma" information provided in this quarterly report on Form 10-Q represents our historical information combined with the historical information of Broadbean (as defined below) for the applicable period on a pro forma basis as if we had acquired Broadbean on January 1, 2022. **We completed the acquisition of Broadbean on June 13, 2023, and therefore, periods commencing after June 13, 2023 are not presented on a Pro Forma basis.**

Pro Forma Software Revenue represents Software Products & Services revenue on a Pro Forma basis. Non-GAAP gross margin is defined as Non-GAAP gross profit divided by revenue. **Non-GAAP gross profit is calculated as our loss from operations with adjustments to add back sales and marketing expense, research and development expense, general and administrative expense and amortization expense.** Non-GAAP net loss (pro forma) is the Company's net loss excluding the items set forth below. Non-GAAP net income (loss) and non-GAAP net income (loss) per share is the Company's net income (loss) and net income (loss) per share, adjusted to exclude provision for income taxes, depreciation expense, amortization expense, stock-based compensation expense, changes in fair value of contingent consideration, interest income, interest expense, foreign currency gains and losses, **gain on debt extinguishment**, acquisition and due diligence costs, gain **or loss** on sale of **energy group, investment assets**, loss from business held for sale, variable consultant performance bonus expense, and severance and executive transition costs. The results for non-GAAP net income (loss), are presented below for the three and six months ended **March 31, 2024** **June 30, 2024** and 2023. The items excluded from these non-GAAP financial measures, as well as a breakdown of GAAP net loss, non-GAAP net income (loss) and these excluded items between our Core Operations and Corporate, are detailed in the reconciliation below. In addition, we have provided supplemental non-GAAP measures of gross profit, operating expenses, loss from operations, other (expense) income, net, and loss before income taxes, excluding the items excluded from non-GAAP net loss as noted above, and reconciling such non-GAAP measures to the most directly comparable GAAP measures.

We present 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 our industry. Management also uses this information internally for forecasting and budgeting. These non-GAAP financial measures are not calculated and presented in accordance with GAAP and 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 our competitors) may define these non-GAAP financial measures differently. These non-GAAP measures may not be indicative of our historical operating results or predictive of potential future results. Investors should not consider this supplemental non-GAAP financial information in isolation or as a substitute for analysis of our results as reported in accordance with GAAP.

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#### Reconciliation of GAAP net loss to Non-GAAP net income (loss)

(in thousands)

	Three Months Ended June 30,					
	2024			2023		
	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total
<b>Net loss</b>	\$ (9,026)	\$ (13,205)	\$ (22,231)	\$ (15,205)	\$ (8,091)	\$ (23,296)
(Benefit from) provision for income taxes	(43)	—	(43)	(742)	(632)	(1,374)
Depreciation and amortization	6,835	123	6,958	5,818	571	6,389
Stock-based compensation expense	698	1,441	2,139	1,929	768	2,697
Purchase consideration expense <sup>(3)</sup>	—	568	568	—	—	—
Interest expense, net	—	4,497	4,497	—	720	720
Foreign currency impact	—	(49)	(49)	(1,631)	(28)	(1,659)
Gain on debt extinguishment	—	(8)	(8)	—	—	—

Acquisition and due diligence costs <sup>(4)</sup>	—	241	241	—	4,271	4,271
Loss (gain) on sale	—	172	172	—	(2,572)	(2,572)
Contribution of business held for sale <sup>(5)</sup>	(5)	—	(5)	872	—	872
Variable consultant performance bonus expense <sup>(6)</sup>	—	—	—	237	—	237
Severance and executive transition costs	831	80	911	474	215	689
<b>Non-GAAP net loss</b>	<b>\$ (710)</b>	<b>\$ (6,140)</b>	<b>\$ (6,850)</b>	<b>\$ (8,248)</b>	<b>\$ (4,778)</b>	<b>\$ (13,026)</b>

(in thousands)

	Three Months Ended March 31,					
	2024			2023		
	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total
<b>Net loss</b>	<b>\$ (10,992)</b>	<b>\$ (14,206)</b>	<b>(25,198)</b>	<b>\$ (12,570)</b>	<b>\$ (10,393)</b>	<b>\$ (22,963)</b>
(Benefit from) provision for 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 expense, net	—	3,991	3,991	9	796	805
Foreign currency impact	—	413	413	(1,146)	(15)	(1,161)
Acquisition and due diligence costs	140	801	941	—	805	805
Contribution of business held for sale <sup>(3)</sup>	3	—	3	917	—	917
Variable consultant performance bonus expense	—	—	—	394	—	394
(4)	—	—	—	394	—	394
Severance and executive transition costs	2,267	1,583	3,850	1,027	417	1,444
<b>Non-GAAP Net Income (Loss)</b>	<b>\$ (1,178)</b>	<b>\$ (6,440)</b>	<b>\$ (7,618)</b>	<b>\$ (3,784)</b>	<b>\$ (5,771)</b>	<b>\$ (9,555)</b>

(in thousands)

	Six Months Ended June 30,					
	2024			2023		
	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total	Core Operations <sup>(1)</sup>	Corporate <sup>(2)</sup>	Total
<b>Net loss</b>	<b>\$ (20,018)</b>	<b>\$ (27,411)</b>	<b>\$ (47,429)</b>	<b>\$ (27,775)</b>	<b>\$ (18,484)</b>	<b>\$ (46,259)</b>
(Benefit from) provision for income taxes	(1,088)	—	(1,088)	(1,246)	(399)	(1,645)
Depreciation and amortization	14,244	216	14,460	11,572	724	12,296
Stock-based compensation expense	1,738	2,009	3,747	4,264	2,350	6,614
Change in fair value of contingent consideration	—	—	—	—	651	651
Purchase consideration expense <sup>(3)</sup>	—	885	885	—	—	—
Interest expense, net	—	8,488	8,488	9	1,516	1,525
Foreign currency impact	—	363	363	(2,777)	(43)	(2,820)
Gain on debt extinguishment	—	(8)	(8)	—	—	—
Acquisition and due diligence costs <sup>(4)</sup>	140	1,042	1,182	—	5,076	5,076
Loss (gain) on sale	—	172	172	—	(2,572)	(2,572)
Contribution of business held for sale <sup>(5)</sup>	(2)	—	(2)	1,789	—	1,789
Variable consultant performance bonus expense <sup>(6)</sup>	—	—	-	631	—	631
Severance and executive transition costs	3,098	1,663	4,761	1,501	632	2,133
<b>Non-GAAP net loss</b>	<b>\$ (1,888)</b>	<b>\$ (12,581)</b>	<b>\$ (14,469)</b>	<b>\$ (12,032)</b>	<b>\$ (10,549)</b>	<b>\$ (22,581)</b>

<sup>(1)</sup> 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.

<sup>(2)</sup> 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.

<sup>(3)</sup> Purchase consideration expense includes consideration related to acquisitions.

<sup>(4)</sup> For the three and six months ended June 30, 2024, acquisition and due diligence costs are comprised of professional fees related to acquisitions and divestitures.

<sup>(5)</sup> Contribution of business held for sale relates to the net loss for the periods presented for our **energy group Energy Group** that we divested during the second quarter of 2023.

<sup>(6)</sup> Variable consultant performance bonus expense represents the bonus payments paid to Mr. Chad Steelberg as a result of his achievement of the performance goals pursuant to his consulting agreement with us.

For the three months ended **March 31, 2024** **June 30, 2024**, our **total** loss from operations decreased to **\$21.8 million** **\$17.7 million** compared to **\$23.6 million** **\$28.2 million** in the **three** **corresponding** prior year period. For the six months ended **March 31, 2023**, **June 30, 2024** our loss from operations decreased to **\$39.5 million** compared to

**\$51.8 million in the corresponding prior year period.** The following tables set forth the calculation of our non-GAAP gross profit and non-GAAP gross margin, followed by a reconciliation of non-GAAP to GAAP financial information presented in our condensed consolidated financial statements for three and six months ended **March 31, 2024** **June 30, 2024** and 2023.

<i>(dollars in thousands)</i>	Three Months Ended			
	March 31,			
	2024	2023	2024	2023
Revenue	\$ 31,636	\$ 30,263		
Cost of revenue	7,046	6,809		
Non-GAAP gross profit	24,590	23,454		
Non-GAAP gross margin	77.7 %	77.5 %		

<i>(dollars in thousands)</i>	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2024	2023	2024	2023
Loss from operations	\$ (17,662)	\$ (28,180)	\$ (39,502)	\$ (51,769)
Sales and marketing	12,674	13,124	24,478	25,814
Research and development	6,645	10,519	15,860	22,046
General and administrative	16,765	19,025	36,185	36,422
Amortization	5,990	5,714	11,981	11,143
Non-GAAP gross profit	\$ 24,412	\$ 20,202	\$ 49,002	\$ 43,656

<i>(dollars in thousands)</i>	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2024	2023	2024	2023
Revenue	\$ 30,992	\$ 27,967	\$ 62,628	\$ 58,230
Cost of revenue	6,580	7,765	13,626	14,574
Non-GAAP gross profit	\$ 24,412	\$ 20,202	\$ 49,002	\$ 43,656
Non-GAAP gross margin	78.8 %	72.2 %	78.2 %	75.0 %

	Three Months Ended	
	March 31,	
	2024	2023
Revenue	\$ 31,636	\$ 30,263
Cost of revenue	7,046	6,809
Non-GAAP gross profit	24,590	23,454
GAAP cost of revenue	7,046	6,809
Stock-based compensation expense	1	(20)
Non-GAAP cost of revenue	7,047	6,789
GAAP sales and marketing expenses	11,804	12,690
Depreciation	(24)	(6)
Stock-based compensation expense	(176)	(176)
Contribution of business held for sale <sup>(2)</sup>	—	(263)
Severance and executive transition costs	(503)	(313)
Non-GAAP sales and marketing expenses	11,101	11,932
GAAP research and development expenses	9,215	11,527
Depreciation	(790)	(227)
Stock-based compensation expense	(532)	(1,542)
Contribution of business held for sale <sup>(2)</sup>	—	(558)
Severance and executive transition costs	(1,192)	(529)
Non-GAAP research and development expenses	6,701	8,671
GAAP general and administrative expenses	19,420	17,397
Depreciation	(697)	(245)
Stock-based compensation expense	(901)	(2,179)
Change in fair value of contingent consideration	—	(651)
Acquisition compensation expense	(317)	—
Variable consultant performance bonus expense <sup>(3)</sup>	—	(394)
Contribution of business held for sale <sup>(2)</sup>	(3)	(96)
Acquisition and due diligence costs	(941)	(805)
Severance and executive transition costs	(2,155)	(602)
Non-GAAP general and administrative expenses	14,406	12,425
GAAP amortization	(5,991)	(5,429)
GAAP loss from operations	(21,840)	(23,589)
Total non-GAAP adjustments <sup>(1)</sup>	14,221	14,035
Non-GAAP loss from operations	(7,619)	(9,554)
GAAP other income (expense), net	(4,403)	355
Foreign currency impact	413	(1,161)
Interest expense, net	3,991	805
Non-GAAP other expense, net	1	(1)
GAAP loss before income taxes	(26,243)	(23,234)
Total non-GAAP adjustments <sup>(1)</sup>	18,625	13,679
Non-GAAP loss before income taxes	(7,618)	(9,555)

(Benefit from) provision for income taxes	(1,045)	(271)
GAAP net loss	(25,198)	(22,963)
Total non-GAAP adjustments <sup>(1)</sup>	17,580	13,408
Non-GAAP net loss	<u><u>\$ (7,618)</u></u>	<u><u>\$ (9,555)</u></u>
Shares used in computing non-GAAP basic and diluted net loss per share (in 000's)	37,353	36,588
Non-GAAP basic and diluted net loss per share	<u><u>\$ (0.20)</u></u>	<u><u>\$ (0.26)</u></u>
<b>Three Months Ended</b>		
June 30,		
	<b>2024</b>	<b>2023</b>
Revenue	\$ 30,992	\$ 27,967
Cost of revenue	6,580	7,765
Non-GAAP gross profit	<u><u>24,412</u></u>	<u><u>20,202</u></u>
GAAP cost of revenue	6,580	7,765
Stock-based compensation expense	—	(17)
Non-GAAP cost of revenue	<u><u>6,580</u></u>	<u><u>7,748</u></u>
GAAP sales and marketing expenses	12,674	13,124
Depreciation	(24)	(6)
Stock-based compensation expense	(306)	(529)
Contribution of business held for sale <sup>(2)</sup>	—	(221)
Severance and executive transition costs	<u><u>(477)</u></u>	<u><u>(190)</u></u>
Non-GAAP sales and marketing expenses	<u><u>11,867</u></u>	<u><u>12,178</u></u>
GAAP research and development expenses	6,645	10,519
Depreciation	(562)	(292)
Stock-based compensation expense	(96)	(1,127)
Contribution of business held for sale <sup>(2)</sup>	—	(559)
Severance and executive transition costs	<u><u>(265)</u></u>	<u><u>(151)</u></u>
Non-GAAP research and development expenses	<u><u>5,722</u></u>	<u><u>8,390</u></u>
GAAP general and administrative expenses	16,765	19,025
Depreciation	(382)	(377)
Stock-based compensation expense	(1,737)	(1,024)
Change in fair value of contingent consideration	—	—
Purchase consideration expense <sup>(3)</sup>	(568)	—
Variable consultant performance bonus expense <sup>(4)</sup>	—	(237)
Contribution of business held for sale <sup>(2)</sup>	5	(92)
Acquisition and due diligence costs <sup>(5)</sup>	<u><u>(241)</u></u>	<u><u>(4,271)</u></u>
Severance and executive transition costs	<u><u>(169)</u></u>	<u><u>(348)</u></u>
Non-GAAP general and administrative expenses	<u><u>13,673</u></u>	<u><u>12,676</u></u>
GAAP amortization	(5,990)	(5,714)
GAAP loss from operations	(17,662)	(28,180)
Total non-GAAP adjustments <sup>(1)</sup>	<u><u>10,812</u></u>	<u><u>15,155</u></u>
Non-GAAP loss from operations	<u><u>(6,850)</u></u>	<u><u>(13,025)</u></u>
GAAP other income (expense), net	(4,612)	3,510
		(9,015)
		3,865
<b>Six Months Ended</b>		
June 30,		
	<b>2024</b>	<b>2023</b>
Revenue	\$ 62,628	\$ 58,230
Cost of revenue	13,626	14,574
Non-GAAP gross profit	<u><u>49,002</u></u>	<u><u>43,656</u></u>
GAAP cost of revenue	6,580	7,765
Stock-based compensation expense	—	(17)
Non-GAAP cost of revenue	<u><u>6,580</u></u>	<u><u>7,748</u></u>
GAAP sales and marketing expenses	12,674	13,124
Depreciation	(24)	(6)
Stock-based compensation expense	(306)	(529)
Contribution of business held for sale <sup>(2)</sup>	—	(221)
Severance and executive transition costs	<u><u>(477)</u></u>	<u><u>(190)</u></u>
Non-GAAP sales and marketing expenses	<u><u>11,867</u></u>	<u><u>12,178</u></u>
GAAP research and development expenses	6,645	10,519
Depreciation	(562)	(292)
Stock-based compensation expense	(96)	(1,127)
Contribution of business held for sale <sup>(2)</sup>	—	(559)
Severance and executive transition costs	<u><u>(265)</u></u>	<u><u>(151)</u></u>
Non-GAAP research and development expenses	<u><u>5,722</u></u>	<u><u>8,390</u></u>
GAAP general and administrative expenses	16,765	19,025
Depreciation	(382)	(377)
Stock-based compensation expense	(1,737)	(1,024)
Change in fair value of contingent consideration	—	—
Purchase consideration expense <sup>(3)</sup>	(568)	—
Variable consultant performance bonus expense <sup>(4)</sup>	—	(237)
Contribution of business held for sale <sup>(2)</sup>	5	(92)
Acquisition and due diligence costs <sup>(5)</sup>	<u><u>(241)</u></u>	<u><u>(4,271)</u></u>
Severance and executive transition costs	<u><u>(169)</u></u>	<u><u>(348)</u></u>
Non-GAAP general and administrative expenses	<u><u>13,673</u></u>	<u><u>12,676</u></u>
GAAP amortization	(5,990)	(5,714)
GAAP loss from operations	(17,662)	(28,180)
Total non-GAAP adjustments <sup>(1)</sup>	<u><u>10,812</u></u>	<u><u>15,155</u></u>
Non-GAAP loss from operations	<u><u>(6,850)</u></u>	<u><u>(13,025)</u></u>
GAAP other income (expense), net	(4,612)	3,510
		(9,015)
		3,865

Gain on debt extinguishment	(8)	—	(8)	—
Loss (gain) on sale	172	(2,572)	172	(2,572)
Foreign currency impact	(49)	(1,659)	363	(2,820)
Interest expense, net	4,497	720	8,488	1,525
Non-GAAP other expense, net	—	(1)	—	(2)
GAAP loss before income taxes	(22,274)	(24,670)	(48,517)	(47,904)
Total non-GAAP adjustments <sup>(1)</sup>	15,424	11,644	34,048	25,323
Non-GAAP loss before income taxes	(6,850)	(13,026)	(14,469)	(22,581)
(Benefit from) provision for income taxes	(43)	(1,374)	(1,088)	(1,645)
GAAP net loss	(22,231)	(23,296)	(47,429)	(46,259)
Total non-GAAP adjustments <sup>(1)</sup>	15,381	10,270	32,960	23,678
Non-GAAP net loss	\$ (6,850)	\$ (13,026)	\$ (14,469)	\$ (22,581)
Shares used in computing non-GAAP basic and diluted net loss per share (in 000's)	37,814	36,849	37,584	36,719
Non-GAAP basic and diluted net loss per share	\$ (0.18)	\$ (0.35)	\$ (0.38)	\$ (0.61)

<sup>(1)</sup> 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 income (expense) income, net (where applicable) listed above.

<sup>(2)</sup> Contribution of business held for sale relates to the net loss for the periods presented for our energy group Energy Group that we divested during Q2 2023.

<sup>(3)</sup> Purchase consideration expense includes consideration related to acquisitions.

<sup>(4)</sup> Variable consultant performance bonus expense represents the bonus payments paid to Mr. Chad Steelberg as a result of his achievement of the performance goals pursuant to his consulting agreement with us.

<sup>(5)</sup> For the three and six months ended June 30, 2024, acquisition and due diligence costs are comprised of professional fees related to acquisitions and divestitures.

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## Supplemental Financial Information

We are providing the following unaudited supplemental financial information regarding our Software Products & Services and Managed Services as a lookback of the prior year years to explain our recent historical and year-over-year performance.

The supplemental financial information for our Software Products & Services includes: (i) Pro Forma Software Revenue, (ii) Total Software Products & Services Customers, (iii) Annual Recurring Revenue, (iv) Total New Bookings, and (iv) Gross Revenue Retention, in each case as defined in the footnotes to the table below. The supplemental financial information for our Managed Services includes: (i) average billings per active Managed Services client, and (ii) revenue.

### Software Products & Services Supplemental Financial Information

The following table sets forth the results for each of our Software Products & Services supplemental financial information.

	Quarter Ended							Quarter Ended									
	Sept 30,	Dec 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Jun 30,
	2022 <sup>(1)</sup>	2022 <sup>(1)</sup>	2023 <sup>(1)</sup>	2023 <sup>(1)</sup>	2023	2023	2024	2022 <sup>(1)</sup>	2022 <sup>(1)</sup>	2022 <sup>(1)</sup>	2022 <sup>(1)</sup>	2023 <sup>(1)</sup>	2023	2023	2024	2024	
Pro Forma Software Revenue (in 000's) <sup>(2)</sup>	\$ 28,603	\$ 35,612	\$ 22,423	\$ 20,859	\$ 20,361	\$ 19,824	\$ 15,220	\$ 26,319	\$ 26,650	\$ 28,603	\$ 35,612	\$ 22,423	\$ 20,859	\$ 20,361	\$ 19,824	\$ 15,223	\$ 15,632
Total Software Products & Services Customers <sup>(3)</sup>	3,787	3,824	3,773	3,705	3,536	3,459	3,384	3,673	3,718	3,787	3,824	3,773	3,705	3,536	3,459	3,384	3,437

Annual Recurring Revenue (SaaS) (in 000's) (4)	\$ 43,925	\$ 46,248	\$ 45,453	\$ 47,720	\$ 47,756	\$ 49,159	\$ 48,602	\$ 48,392	\$ 44,465	\$ 43,925	\$ 46,248	\$ 45,453	\$ 47,720	\$ 47,756	\$ 49,122	\$ 49,064	\$ 49,223
Annual Recurring Revenue (Consumption) (in 000's) (5)	\$ 85,091	\$ 71,754	\$ 67,242	\$ 60,229	\$ 41,543	\$ 30,967	\$ 23,510	\$ 87,445	\$ 85,901	\$ 85,091	\$ 71,754	\$ 67,242	\$ 60,229	\$ 41,543	\$ 30,967	\$ 23,510	\$ 18,701
Total New Bookings (in 000's) (6)	\$ 23,793	\$ 26,342	\$ 22,794	\$ 8,388	\$ 15,501	\$ 17,457	\$ 12,964	\$ 16,643	\$ 22,009	\$ 23,793	\$ 26,342	\$ 22,794	\$ 8,388	\$ 15,501	\$ 17,457	\$ 12,964	\$ 14,047
Gross Revenue Retention (7)	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%	>90%

<sup>(1)</sup> All of the supplemental financial information for this period is presented on a Pro Forma basis inclusive of Broadbean.

<sup>(2)</sup> "Pro Forma Software Revenue" is a non-GAAP measure that represents Software Products & Services revenue on a Pro Forma basis.

<sup>(3)</sup> "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.

<sup>(4)</sup> "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.

<sup>(5)</sup> "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.

<sup>(6)</sup> "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.

<sup>(7)</sup> "Gross Revenue Retention" represents a calculation of 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.

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The following table sets forth the reconciliation of revenue to pro forma revenue and the calculation of pro forma annual recurring revenue.

	Quarter Ended							Quarter Ended									
	Sept 30,	Dec 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Jun 30,	Sept 30,	Dec 31,	Mar 31,	Jun 30,
	2022	2022	2023	2023	2023	2023	2024	2022	2022	2022	2022	2023	2023	2023	2023	2024	2024
Software Products & Services Revenue (in 000's)	\$ 20,812	\$ 27,220	\$ 14,127	\$ 14,093	\$ 20,361	\$ 19,820	\$ 15,220	\$ 18,167	\$ 18,379	\$ 20,812	\$ 27,220	\$ 14,127	\$ 14,093	\$ 20,361	\$ 19,820	\$ 15,220	\$ 15,632
Broadbean Revenue (in 000's) (1)	7,639	8,230	8,156	8,374	8,739	8,662	8,517	6,204	6,974	7,639	8,230	8,156	8,374	8,739	8,662	8,517	8,690

Broadbean Revenue included in Software Products & Services Revenue (in 000's)	—	—	—	(1,716)	(8,739)	(8,662)	(8,517)	—	—	—	—	—	(1,716)	(8,739)	(8,662)	(8,517)	(8,690)
Pro Forma Software Revenue (in 000's)	\$ 28,451	\$ 35,450	\$ 22,283	\$ 20,751	\$ 20,361	\$ 19,820	\$ 15,220	\$ 24,371	\$ 25,353	\$ 28,451	\$ 35,450	\$ 22,283	\$ 20,751	\$ 20,361	\$ 19,820	\$ 15,220	\$ 15,632
Managed Services Revenue (in 000's)	16,384	16,670	16,136	13,874	14,772	14,377	16,416	16,240	15,856	16,384	16,670	16,136	13,874	14,772	14,377	16,416	15,360
Total Pro Forma Revenue (in 000's)	\$ 44,835	\$ 52,120	\$ 38,419	\$ 34,625	\$ 35,133	\$ 34,197	\$ 31,636	\$ 40,611	\$ 41,209	\$ 44,835	\$ 52,120	\$ 38,419	\$ 34,625	\$ 35,133	\$ 34,197	\$ 31,636	\$ 30,992
<b>Trailing Twelve Months Ended</b>								<b>Trailing Twelve Months Ended</b>									
	<b>Sept 30,</b>	<b>Dec 31,</b>	<b>Mar 31,</b>	<b>Jun 30,</b>	<b>Sept 30,</b>	<b>Dec 31,</b>	<b>Mar 31,</b>		<b>Mar 31,</b>	<b>Jun 30,</b>	<b>Sept 30,</b>	<b>Dec 31,</b>	<b>Mar 31,</b>	<b>Jun 30,</b>			
	<b>2022</b>	<b>2022</b>	<b>2023</b>	<b>2023</b>	<b>2023</b>	<b>2023</b>	<b>2024</b>		<b>2022</b>	<b>2022</b>	<b>2022</b>	<b>2022</b>	<b>2023</b>	<b>2023</b>	<b>2023</b>	<b>2024</b>	
Software Products & Services Revenue (in 000's)	\$ 97,581	\$ 84,578	\$ 80,538	\$ 76,252	\$ 75,801	\$ 68,401	\$ 69,494	\$ 72,997	\$ 85,796	\$ 97,581	\$ 84,578	\$ 80,538	\$ 76,252	\$ 75,801	\$ 68,401	\$ 69,494	\$ 71,03
Broadbean Revenue (in 000's) (1)	30,136	29,047	30,999	32,399	33,499	33,931	34,292	29,599	30,006	30,136	29,047	30,999	32,399	33,499	33,931	34,292	34,60
Broadbean Revenue included in Software Products & Services Revenue (in 000's)	—	—	—	(1,716)	(10,455)	(19,117)	(27,634)	—	—	—	—	—	(1,716)	(10,455)	(19,117)	(27,634)	(34,60)
Pro Forma Software Revenue (in 000's)	\$ 127,717	\$ 113,625	\$ 111,537	\$ 106,935	\$ 98,845	\$ 83,215	\$ 76,152	\$ 102,596	\$ 115,802	\$ 127,717	\$ 113,625	\$ 111,537	\$ 106,935	\$ 98,845	\$ 83,215	\$ 76,152	\$ 71,03
Managed Services Revenue (in 000's)	63,406	65,150	65,046	63,064	61,452	59,159	59,439	58,419	60,546	63,406	65,150	65,046	63,064	61,452	59,159	59,439	60,92
Total Pro Forma Revenue (in 000's)	\$ 191,123	\$ 178,775	\$ 176,583	\$ 169,999	\$ 160,297	\$ 142,374	\$ 135,591	\$ 161,015	\$ 176,348	\$ 191,123	\$ 178,775	\$ 176,583	\$ 169,999	\$ 160,297	\$ 142,374	\$ 135,591	\$ 131,95
Pro Forma Total Number of Customers	3,787	3,824	3,773	3,705	3,536	3,460	3,384	3,673	3,718	3,787	3,824	3,773	3,705	3,536	3,459	3,384	3,43
Pro Forma Annual Recurring Revenue (in 000's) (2)	\$ 129,016	\$ 118,002	\$ 112,695	\$ 107,949	\$ 98,549	\$ 82,127	\$ 72,112	\$ 135,837	\$ 130,366	\$ 129,016	\$ 118,002	\$ 112,695	\$ 107,949	\$ 89,299	\$ 80,089	\$ 72,574	\$ 67,92

<sup>(1)</sup> "Pro Forma Software Revenue" includes historical Software Products & Services Revenue from the past **eight (8)** **ten (10)** fiscal quarters of each of Veritone, Inc. and Broadbean and presents such revenue on a combined pro forma basis treating Broadbean as owned by Veritone, Inc. since January 1, 2022.

<sup>(2)</sup> "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.

#### Managed Services Supplemental Financial Information

The following table sets forth the results for each of the key performance indicators for Managed Services.

	Quarter Ended																				
	Sept 30, 2022		Dec 31, 2022		Mar 31, 2023		Jun 30, 2023		Sept 30, 2023		Dec 31, 2023										
	Avg billings per active Managed Services client (in 000's) <sup>(1)</sup>	\$ 747	\$ 823	\$ 771	\$ 576	\$ 620	\$ 647	\$ 793	Revenue during quarter (in 000's) <sup>(2)</sup>	\$ 10,035	\$ 11,074	\$ 9,337	\$ 6,876	\$ 8,827	\$ 8,612	\$ 9,333					
Quarter Ended																					
	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	Jun 30, 2024											
Avg billings per active Managed Services client (in 000's) <sup>(1)</sup>	\$ 684	\$ 736	\$ 747	\$ 823	\$ 771	\$ 576	\$ 620	\$ 647	\$ 793	\$ 727	Revenue during quarter (in 000's) <sup>(2)</sup>	\$ 10,735	\$ 9,625	\$ 10,035	\$ 11,074	\$ 9,337	\$ 6,876	\$ 8,827	\$ 8,612	\$ 9,333	\$ 8,402

<sup>(1)</sup> 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 customers that are active during such quarter.

<sup>(2)</sup> Managed Services revenue and metrics exclude content licensing and media services and Table Rock Management.

We have experienced and may continue to experience volatility in revenue from our Managed Services due to a number of factors, including: (i) the timing of new large customer agreements; (ii) loss of customers who choose to replace our services with new providers or by bringing their advertising placement in-house; (iii) customers who experience reductions in their advertising budgets due to issues with their own businesses; and (iv) the seasonality of the campaigns for certain large customers. We have historically generated a significant portion of our revenue from a few major customers. As we continue to grow and diversify our customer base, we expect that our dependency on a limited number of large customers will be minimized.

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#### Results of Operations

The following tables set forth our results of operations for the three **and six** months ended **March 31, 2024** **June 30, 2024** and 2023, in dollars and as a percentage of our revenue for those periods. The period-to-period comparisons of our historical results are not necessarily indicative of the results that may be expected in the future.

(dollars in thousands)	Three Months Ended				Six Months Ended			
	June 30,		June 30,		June 30,		June 30,	
			2024	2023			2024	2023
Revenue	\$ 30,992	\$ 27,967	\$ 62,628	\$ 58,230				
Operating expenses:								
Cost of revenue	6,580	7,765	13,626	14,574				
Sales and marketing	12,674	13,124	24,478	25,814				
Research and development	6,645	10,519	15,860	22,046				
General and administrative	16,765	19,025	36,185	36,422				
Amortization	5,990	5,714	11,981	11,143				
Total operating expenses	48,654	56,147	102,130	109,999				
Loss from operations	(17,662)	(28,180)	(39,502)	(51,769)				

Other income (expense), net	(4,612)	3,510	(9,015)	3,865
Loss before provision for income taxes	(22,274)	(24,670)	(48,517)	(47,904)
(Benefit from) provision for income taxes	(43)	(1,374)	(1,088)	(1,645)
Net loss	\$ (22,231)	\$ (23,296)	\$ (47,429)	\$ (46,259)

(dollars in thousands)	Three Months Ended			
	March 31,			
	2024	2023	2024	2023
Revenue	\$ 31,636	\$ 30,263	\$ 31,636	\$ 30,263
Operating expenses:				
Cost of revenue	7,046	6,809	7,046	6,809
Sales and marketing	11,804	12,690	11,804	12,690
Research and development	9,215	11,527	9,215	11,527
General and administrative	19,420	17,397	19,420	17,397
Amortization	5,991	5,429	5,991	5,429
Total operating expenses	53,476	53,852	53,476	53,852
Loss from operations	(21,840)	(23,589)	(21,840)	(23,589)
Other income (expense), net	(4,403)	355	(4,403)	355
Loss before provision for income taxes	(26,243)	(23,234)	(26,243)	(23,234)
(Benefit from) provision for income taxes	(1,045)	(271)	(1,045)	(271)
Net loss	\$ (25,198)	\$ (22,963)	\$ (25,198)	\$ (22,963)

	Three Months Ended		Three Months Ended		Six Months Ended	
	March 31,		June 30,		June 30,	
	2024	2023	2024	2023	2024	2023
Revenue	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Operating expenses:						
Cost of revenue	22.3	22.5	21.2	27.8	21.8	25.0
Sales and marketing	37.3	41.9	40.9	46.9	39.1	44.3
Research and development	29.1	38.1	21.4	37.6	25.3	37.9
General and administrative	61.4	57.5	54.1	68.0	57.8	62.5
Amortization	18.9	17.9	19.3	20.4	19.1	19.1
Total operating expenses	169.0	177.9	156.9	200.7	163.1	188.8
Loss from operations	(69.0)	(77.9)	(56.9)	(100.7)	(63.1)	(88.8)
Other income (expense), net	(13.9)	1.2	(14.9)	12.6	(14.4)	6.6
Loss before provision for income taxes	(82.9)	(76.8)	(71.8)	(88.1)	(77.5)	(82.2)
(Benefit from) provision for income taxes	(3.3)	(0.9)	(0.1)	(4.9)	(1.7)	(2.8)
Net loss	\$ (79.6)	\$ (75.9)	\$ (71.7)	\$ (83.2)	\$ (75.8)	\$ (79.4)

**Three and Six Months Ended March 31, 2024 June 30, 2024 Compared with Three and Six Months Ended March 31, 2023 June 30, 2023**

#### Revenue

	Three Months Ended June 30,					
	Three Months Ended			Three Months Ended		
	March 31, 2024		March 31, 2023		2024	
	Commercial	Public	Enterprise	Commercial	Public	Enterprise
Software Products & Services	\$ 13,703	\$ 1,517	\$ 15,220	\$ 12,732	\$ 1,395	\$ 14,127
Managed Services	16,416	—	16,416	16,136	—	16,136
<b>Revenue</b>	<b>\$ 30,119</b>	<b>\$ 1,517</b>	<b>\$ 31,636</b>	<b>\$ 28,868</b>	<b>\$ 1,395</b>	<b>\$ 30,263</b>

**Six Months Ended June 30,**

	2024						2023					
	Commercial		Public			Commercial		Public				
	Enterprise	Sector	Enterprise	Sector	Enterprise	Sector	Enterprise	Sector				
Software Products & Services	\$ 28,212	\$ 2,640	\$ 30,852	\$ 25,224	\$ 2,996	\$ 28,220						
Managed Services	31,776	—	31,776	30,010	—	30,010						
<b>Revenue</b>	<b>\$ 59,988</b>	<b>\$ 2,640</b>	<b>\$ 62,628</b>	<b>\$ 55,234</b>	<b>\$ 2,996</b>	<b>\$ 58,230</b>						

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### Commercial Enterprise

Commercial Enterprise Software Products & Services revenue increased **\$1.0 million** \$2.0 million, or **7.6% 16.2%**, in the three months ended **March 31, 2024** June 30, 2024 compared to the corresponding prior year period and increased **\$3.0 million**, or **11.8%**, in the six months ended June 30, 2024 compared to the corresponding prior year period, in each case, primarily due to the addition of Broadbean in the second quarter of 2023, partially offset by decreased revenue from consumption-based customers, including Amazon. We also realized a 3.1% increase from recurring subscription-based SaaS revenue customers for the three months ended June 30, 2024 compared to the prior year period. Commercial Enterprise Managed Services increased **\$0.3 million** \$1.5 million, or **1.7% 10.7%**, in the three months ended **March 31, 2024** June 30, 2024 compared to the corresponding prior year period and increased **\$1.8 million**, or **5.9%**, in the six months ended June 30, 2024 compared to the corresponding prior year period, in each case, primarily due to increases in advertising revenue driven by the current advertising economic environment.

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### Public Sector

Public Sector Software Products & Services revenue increased **\$0.1 million** decreased **\$0.5 million**, or **8.7% 29.9%**, in the three months ended **March 31, 2024** June 30, 2024 compared to the corresponding prior year period and decreased **\$0.4 million**, or **11.9%**, in the six months ended June 30, 2024 compared to the corresponding prior year period, primarily due to certain one-time service revenues in the three months ended June 30, 2023 that did not recur in three months ended June 20, 2024, partially offset by organic growth in software revenues from public safety and federal customers, offset slightly by the divestiture of our energy group in the second quarter of 2023 customers. In some cases, Public Sector Software Products & Services revenue from Public Sector customers in certain markets, particularly our government customers, can involve be project-based and be impacted by the timing of such projects. As such, we expect that our revenue from these markets could fluctuate significantly from period to period.

### Operating Expenses

<i>(dollars in thousands)</i>	Three Months Ended				Three Months Ended				Six Months Ended			
	March 31,		June 30,		June 30,		June 30,		June 30,		June 30,	
	2024	2023	\$ Change	% Change	2024	2023	\$ Change	% Change	2024	2023	\$ Change	% Change
Cost of revenue	\$ 7,046	\$ 6,809	\$ 237	3.5%	\$ 6,580	\$ 7,765	\$ (1,185)	(15.3)%	\$ 13,626	\$ 14,574	\$ (948)	(6.5)%
Sales and marketing	11,804	12,690	(886)	(7.0)%	12,674	13,124	(450)	(3.4)%	24,478	25,814	(1,336)	(5.2)%
Research and development	9,215	11,527	(2,312)	(20.1)%	6,645	10,519	(3,874)	(36.8)%	15,860	22,046	(6,186)	(28.1)%
General and administrative	19,420	17,397	2,023	11.6%	16,765	19,025	(2,260)	(11.9)%	36,185	36,422	(237)	(0.7)%
Amortization	5,991	5,429	562	10.4%	5,990	5,714	276	4.8%	11,981	11,143	838	7.5%
Total operating expenses	<b>\$ 53,476</b>	<b>\$ 53,852</b>	<b>\$ (376)</b>	<b>(0.7)%</b>	<b>\$ 48,654</b>	<b>\$ 56,147</b>	<b>\$ (7,493)</b>	<b>(13.3)%</b>	<b>\$ 102,130</b>	<b>\$ 109,999</b>	<b>\$ (7,869)</b>	<b>(7.2)%</b>

**Cost of Revenue.** Cost of revenue increased/decreased by **\$0.2 million** \$1.2 million and **\$0.9 million** in the three and six months ended **March 31, 2024** June 30, 2024, respectively, compared to the corresponding prior year period, periods, in each case, primarily due to improved margins from certain of our customers and a shift in the increase mix of revenues from lower margin Managed Services products to higher margin Software Products & Services products. During the six months ended June 30, 2024, Software Products & Services products accounted for 49.3% of revenues compared to 48.5% in revenue. As the prior year period. Cost of revenues as a percentage of revenue cost of

revenue remained flat at approximately 22% improved to 21.2% and 21.8% in the three and six months ended June 30, 2024, respectively, as compared to 27.8% and 25.0% in the three and six months ended June 30, 2023, respectively.

**Sales and Marketing.** Sales and marketing expenses decreased by \$0.9 million \$0.5 million and \$1.3 million in the three and six months ended March 31, 2024 June 30, 2024, respectively, compared to the corresponding prior year period, periods, in each case, primarily due to cost reduction initiatives announced in the first quarter of 2023 and reduced advertising spend, partially offset by increased sales and marketing expense as a result of the acquisition of Broadbean in June 2023. As a percentage of revenue, sales and marketing expenses decreased to 37% from 42% 40.9% and 39.1% during the three and six months ended March 31, 2024 June 30, 2024, respectively, from 46.9% and 2023, 44.3% during the three and six months ended June 30, 2023, respectively.

**Research and Development.** Research and development expenses decreased by \$2.3 million \$3.9 million, or 20.1% 36.8%, and \$6.2 million, or 28.1%, in the three and six months ended March 31, 2024 June 30, 2024, respectively, compared with the corresponding prior year period, periods, in each case, principally due to a \$3.2 million decrease in decreased personnel-related costs due to resulting from various cost reduction initiatives, executed over the trailing twelve months, partially offset by \$0.2 million in one-time severance and transition expenses, a \$0.5 million increase increases in research and development costs from the acquisition of Broadbean in June 2023 and a \$0.3 million increase in increased capitalized costs for internal use software. As a percentage of revenue, research and development expenses decreased to 29% from 38% 21.4% and 25.3% during the three and six months ended March 31, 2024 June 30, 2024, respectively, from 37.6% and 2023, 37.9% during the three and six months ended June 30, 2023, respectively.

**General and Administrative.** General and administrative expenses increased decreased by \$2.0 million \$2.3 million, or 11.6% 11.9% in the three months ended March 31, 2024 June 30, 2024 compared with the corresponding prior year period, principally due to reductions in non-recurring professional fees largely associated with the addition of \$3.0 million in Broadbean acquisition and personnel-related costs resulting from various cost reduction initiatives, partially offset by additional costs resulting from the June 2023 Broadbean acquisition. General and administrative expenses decreased by \$0.2 million, or 0.7% in the six months ended June 30, 2024 compared with the corresponding prior year period, primarily due to the decrease in the second quarter

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of 2024, described above, partially offset by a net increase in the first quarter of 2024 compared to the prior year period, which was driven by increased costs from the June 2023 Broadbean acquisition, partially offset by expense reductions in stock based compensation and personnel related costs. As a percentage of revenue, general and administrative expenses increased to 61% from 57% in the three months ended March 31, 2024 and 2023, respectively.

**Amortization Expense.** Amortization expense increased in the three and six months ended March 31, 2024 June 30, 2024 compared with the corresponding prior year period primarily due to the addition of amortization expense related to our June 2023 acquisition of Broadbean, partially offset by certain assets being fully amortized in the third quarter of 2023.

#### Other Income (Expense), Net

Other income (expense), expense, net of \$4.6 million for the three months ended March 31, 2024 June 30, 2024 was primarily due to interest expense, net of (\$4.4) million \$4.5 million, driven by increased \$4.8 million interest expense from \$0.4 million during our Term Loan. Other income, net of \$3.5 million for the three months ended March 31, 2023 June 30, 2023 was comprised primarily of a gain on the sale of the energy group of \$2.6 million and a foreign exchange gain of \$1.7 million, offset by interest expense, net of \$0.7 million. The \$4.8 million increase Other expense, net of \$9.0 million for the six months ended June 30, 2024 was largely primarily due to a \$3.2 million increase in net interest expense, net of \$8.5 million, driven by increased interest expense from the December 2023 our Term Loan, which included \$1.3 million and a foreign exchange loss of non-cash amortization expense associated with \$0.4 million. Other income, net of 3.9 million for the initial discount and issuance costs six months ended June 30, 2023 was comprised primarily of a gain on the sale of the debt. The remaining \$1.4 million increase was largely driven energy group of \$2.6 million and a foreign exchange gain of \$2.8 million, offset by changes in foreign exchange. interest expense, net of \$1.5 million.

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#### Non-GAAP Gross Profit

For the three months ended March 31, 2024, our total loss from operations decreased to \$21.9 million compared to \$23.6 million in the corresponding prior year period. As noted above, our Our non-GAAP gross profit is calculated as our revenue less our cost of revenue as follows: for the three and six months ended June 30, 2024 and 2023. A

reconciliation of non-GAAP gross profit to loss from operations presented in our condensed consolidated financial statements for the three and six months ended June 30, 2024 and 2023 is shown below.

(dollars in thousands)	Three Months Ended				Three Months Ended				Six Months Ended			
	March 31,		June 30,		June 30,		June 30,		June 30,		June 30,	
	2024	2023	\$ Change	% Change	2024	2023	\$ Change	% Change	2024	2023	\$ Change	% Change
Revenue	\$ 31,636	\$ 30,263	\$ 1,373	4.5%								
Cost of revenue	7,046	6,809	237	3.5%								
Loss from operations	\$(17,662)	\$(28,180)	\$ 10,518	(37.3)%	\$ (39,502)	\$ (51,769)	\$ 12,267	(23.7)%				
Sales and marketing	12,674	13,124	(450)	(3.4)%	24,478	25,814	(1,336)	(5.2)%				
Research and development	6,645	10,519	(3,874)	(36.8)%	15,860	22,046	(6,186)	(28.1)%				
General and administrative	16,765	19,025	(2,260)	(11.9)%	36,185	36,422	(237)	(0.7)%				
Amortization	5,990	5,714	276	4.8%	11,981	11,143	838	7.5%				
Non-GAAP gross profit	24,590	23,454	1,136	4.8%	\$ 24,412	\$ 20,202	\$ 4,210	20.8%	\$ 49,002	\$ 43,656	\$ 5,346	12.2%
Non-GAAP gross margin	77.7%	77.5%			78.8%	72.2%			78.2%	75.0%		

(dollars in thousands)	Three Months Ended				Six Months Ended			
	June 30,		June 30,		June 30,		June 30,	
	2024	2023	\$ Change	% Change	2024	2023	\$ Change	% Change
Revenue	\$ 30,992	\$ 27,967	\$ 3,025	10.8%	\$ 62,628	\$ 58,230	\$ 4,398	7.6%
Cost of revenue	6,580	7,765	(1,185)	(15.3)%	13,626	14,574	(948)	(6.5)%
Non-GAAP gross profit	\$ 24,412	\$ 20,202	\$ 4,210	20.8%	\$ 49,002	\$ 43,656	\$ 5,346	12.2%
Non-GAAP gross margin	78.8%	72.2%			78.2%	75.0%		

The improvement in loss from operations for the three and six months ended June 30, 2024 compared to the prior year periods resulted from our increase in revenue and decrease in total operating expenses for the reasons noted above. The increase in non-GAAP gross profit and non-GAAP gross margin in the three and six months ended **March 31, 2024** June 30, 2024 compared with the corresponding prior year period periods was primarily due to an **increase** in revenue and improved Non-GAAP gross margins compared to the corresponding prior year period periods.

#### Liquidity, and Capital Resources and Going Concern

We have historically financed our business through the sale of equity and debt securities. Our principal sources of liquidity are our cash and cash equivalents, which totaled **\$90.7 million** **\$46.0 million** as of **March 31, 2024** June 30, 2024, compared with total cash and cash equivalents of \$79.4 million as of December 31, 2023. The **increase** in our cash and cash equivalents as of **March 31, 2024** June 30, 2024 as compared with December 31, 2023 was primarily due to cash **provided by** used in operating activities of **\$15.9 million** **\$27.8 million** during the **three** six months ended **March 31, 2024** June 30, 2024.

In December 2023, we and certain of our subsidiaries, as guarantors, entered into a **Credit and Guaranty Agreement** (the "Credit Agreement"), by and among the **Credit Agreement Company** and certain of our subsidiaries, as guarantors, and certain funds managed by Highbridge Capital Management, LLC and with certain other lenders (collectively, the "Lenders") and Wilmington Savings Fund Society, FSB, as administrative agent and collateral agent. The Credit Agreement provides for a \$77.5 million senior secured **Term Loan**, term loan (the "Term Loan"), which was fully drawn by us on closing of the Term Loan. Based on our liquidity position **as of March 31, 2024** at June 30, 2024 and our current forecast of operating results and cash flows, absent any other action, management determined that **we** there is substantial doubt about our ability to continue as a going concern

over the twelve months following the filing of this Quarterly Report on Form 10-Q, principally driven by our current debt service obligations, historical negative cash flows and recurring losses. We will **need** require additional liquidity to continue our operations for the foreseeable future, including over the next twelve months.

In the near term, and to meet our obligations as they come due, **we expect** management is evaluating strategies to **capture** obtain funding for future operations. These strategies may include, but are not limited to, obtaining equity financing, debt and/or further restructuring of operations to grow revenues and decrease operating expenses, which include capturing past cost reductions and potential future cost synergies from our past acquisitions coupled with acquisitions.

In addition, management recently announced a formal process to divest the Asset, which transaction management intends to close within the twelve months following the filing of this Quarterly Report on Form 10-Q. If consummated, this transaction is expected **cost savings** to generate substantial cash proceeds to be used to repay a portion of our

Term Loan and fund future operations. There is no assurance that such transaction will close in the subsequent twelve-month period, or at all, and as a result these cash flows have been excluded from management's plans to remediate the doubt of going concern.

The going concern assumption contemplates the realization of assets and satisfaction of liabilities in the normal course of business. We may not be able to access additional planned cost reduction measures through optimization of equity under acceptable terms, and may not be successful in future operational restructurings or at growing our revenue base. If we are unable to sell the Company's operational structure. We expect these cost synergies and cost reduction measures Asset on terms favorable to enable us, or at all, our ability to execute on our operating plans may be materially adversely impacted. If we become unable to continue as a going concern, we may have to dispose of other or additional assets and might realize significantly less value than the values at which they are carried on our operations for condensed consolidated financial statements. These actions may cause stockholders to lose all or part of their investment in our common stock. Our condensed consolidated financial statements do not include any adjustments that might result from our being unable to continue as a going concern. If we cannot continue as a going concern, adjustments to the foreseeable future, including over carrying values and classification of our assets and liabilities and the next twelve months, reported amounts of income and expenses could be required and could be material.

#### Cash Flows

A summary of cash flows from our operating, investing and financing activities is shown in the table below.

(in thousands)	Three Months Ended		Six Months Ended			
	March 31,	2024	2023	June 30,	2024	2023
Cash provided by (used in) operating activities		\$ 15,931	\$ (33,785)			
Cash used in operating activities		\$ (27,791)	\$ (58,533)			
Cash used in investing activities			(1,901)	(2,947)	(1,599)	(55,078)
Cash used in financing activities			(2,674)	(7,981)	(3,959)	(8,132)
Net increase (decrease) in cash, cash equivalents and restricted cash		\$ 11,356	\$ (44,713)			
Net decrease in cash, cash equivalents and restricted cash		\$ (33,349)	\$ (121,743)			

#### Operating Activities

Our operating activities generated used cash of \$15.9 million \$27.8 million in the three six months ended March 31, 2024 June 30, 2024, due primarily to our net loss of \$47.4 million, adjusted by \$19.4 million in non-cash expenses, including \$14.5 million in depreciation and amortization, \$3.7 million in stock-based compensation expense and \$3.0 million of amortized debt issuance costs. Cash generated by operating activities in the six months ended June 30, 2024 was partially offset by a net working capital impact of \$31.1 million \$0.3 million, primarily due to net cash inflow inflows from changes in accounts receivable of \$23.3 million \$14.8 million, client advances of \$12.8 million \$17.9 million, and accounts payable prepaid expenses and other current assets of \$3.8 million \$1.6 million, partially offset by net cash outflows due to the timing of accrued media payments of \$9.0 million \$24.6 million and prepaid expenses and other current assets expenditures billable to clients of \$1.3 million \$9.3 million. Cash generated by operating activities in the three months ended March 31, 2024 was partially offset by our net loss of \$25.2 million, adjusted by \$9.8 million in non-cash expenses, including \$7.5 million in depreciation and amortization, \$1.6 million in stock-based compensation expense and \$1.3 million of amortized debt issuance costs.

Our operating activities used cash of \$33.8 million \$58.5 million in the three six months ended March 31, 2023 June 30, 2023, due primarily to our net loss of \$23.0 million \$46.3 million, adjusted by \$10.6 million \$16.2 million in non-cash expenses, including \$5.9 million \$12.3 million in depreciation and amortization and \$3.9 million \$6.6 million in stock-based compensation expense, as well as the net working capital decrease of \$21.4 million \$28.4 million, primarily due to decreases in accrued media payments of \$19.7 million and client advances of \$15.6 million from our Managed Services, \$34.6 million, partially offset by decreases in expenditures billable to clients accounts receivable of \$9.3 million \$16.3 million.

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#### Investing Activities

Our investing activities for the three six months ended March 31, 2024 June 30, 2024 used cash of \$1.9 million \$1.6 million driven by capital expenditures, expenditures, partially offset by proceeds from the sale of our interest in GridBeyond Limited, an Ireland-based privately held company.

Our investing activities for the three six months ended March 31, 2023 June 30, 2023 used cash of \$2.9 million \$55.1 million primarily for \$1.5 million \$50.2 million in cash paid for the Broadbean acquisition net of cash acquired and \$2.7 million in deferred consideration paid for primarily related to our acquisition in March 2022 of an influencer-based management company, pursuant to a securities purchase agreement, Acquisition and \$1.4 million the VocaliD acquisition, and \$2.7 million in capital expenditures, expenditures, with these uses of cash partially offset by \$0.5 million in proceeds from the sale of our energy group in June 2023.

#### **Financing Activities**

Our financing activities for the **three six** months ended **March 31, 2024** **June 30, 2024** used cash of **\$2.7 million** **\$4.0 million**, driven primarily by **\$1.9 million** of principal paid **on our Term Loan and** **\$1.8 million** in deferred consideration paid related to the 2022 **acquisitions and** **\$1.0 million** for the payment of contingent consideration, **acquisitions.**

Our financing activities for the **three six** months ended **March 31, 2023** **June 30, 2023** used cash of **\$8.0 million** **\$8.1 million**, consisting of **\$7.8 million** to pay the 2022 earnout for PandoLogic and **\$0.9 million** **\$1.0 million** to pay taxes **paid** related to the net share settlement of equity awards, partially offset by **\$0.6 million** in proceeds received from the exercise of stock options and purchases of shares under our ESPP.

#### **Contractual Obligations and Known Future Cash Requirements**

As of **March 31, 2024** **June 30, 2024**, our debt obligations are comprised of our Term Loan and **our 1.75% convertible senior notes due in 2026 Convertible Notes**, **(the "Convertible Notes")**. As of **March 31, 2024** **June 30, 2024**, we have **\$77.5 million** **\$75.6 million** principal amount outstanding under our Term Loan that matures in December 2027 and **\$91.2 million** aggregate principal amount outstanding of our **2026 Convertible Senior Notes** that mature in November 2026.

As of **March 31, 2024** **June 30, 2024**, we **have future cash requirements to pay \$1.0 million in purchase consideration commitments related to the VocaliD acquisition that will be paid in 2024**. We have no other present agreements or commitments with respect to any material acquisitions of businesses or technologies or any other material capital expenditures.

As of **March 31, 2024** **June 30, 2024**, we have recorded **\$2.0 million** of gross liability for uncertain tax positions, including interest and penalties. Based upon the information available and possible outcomes, we cannot reasonably estimate the amount and period in which the liability might be paid.

#### **Critical Accounting Policies and Estimates**

The preparation of financial statements in accordance with accounting principles generally accepted in the United States requires management to make estimates and assumptions about future events that affect amounts reported in our condensed consolidated financial statements and related notes, as well as the related disclosure of contingent assets and liabilities at the date of the financial statements. Management evaluates its accounting policies, estimates and judgments on an on-going basis. Management bases its estimates and judgments on historical experience and various other factors that are believed to be reasonable under the circumstances. Actual results may differ from these estimates under different assumptions and conditions.

Our critical accounting estimates reflecting management's estimates and judgments are described in our Annual Report on Form 10-K for the year ended December 31, 2023. We have reviewed recently adopted accounting pronouncements and determined that the adoption of such pronouncements is not expected to have a material impact, if any, on our condensed consolidated financial statements. Accordingly, there have been no material changes to critical accounting policies and estimates as disclosed in our Annual Report on Form 10-K for the year ended December 31, 2023.

#### **Item 3. Quantitative and Qualitative Disclosures About Market Risk**

As a smaller reporting company, we are not required to provide the information required by Item 305 of Regulation S-K.

#### **Item 4. Controls and Procedures**

##### **Evaluation of Disclosure Controls and Procedures**

Our management, with the participation of our Chief Executive Officer and Chief Financial Officer, evaluated the effectiveness of our disclosure controls and procedures as defined in Rules 13a-15(e) and 15d-15(e) under the Exchange Act as of **March 31, 2024** **June 30, 2024**. Our disclosure controls and procedures are designed to provide reasonable assurance of achieving their objectives of ensuring that information we are required to disclose in the reports we file or submit under the Exchange Act is accumulated and communicated to our management, including our Chief Executive Officer and Chief Financial Officer, as appropriate, to enable timely decisions regarding required disclosures, and

is recorded, processed, summarized, and reported within the time periods specified in the rules and forms promulgated by the SEC. Our management recognizes that any disclosure controls and procedures, no matter how well designed and operated, can provide only reasonable assurance of achieving their objectives, and there is no assurance that our disclosure controls and procedures will operate effectively under all circumstances. Based on this evaluation, our Chief Executive Officer and Chief Financial Officer have concluded that, as of **March 31, 2024** **June 30, 2024**, our disclosure controls and procedures were not effective at the reasonable assurance level due to the following material weaknesses in internal control over financial reporting.

#### **Material Weaknesses in Internal Control over Financial Reporting**

A material weakness is a deficiency, or a combination of deficiencies, in internal control over financial reporting, such that there is a reasonable possibility that a material misstatement of the Company's annual or interim financial statements will not be prevented or detected on a timely basis.

During the preparation of **this Quarterly Report on Form 10-Q for the quarter ended June 30, 2024**, management identified a material weakness in internal control over financial reporting as the Company did not have an effective information and communication process that identified and assessed the source of and controls necessary to ensure the reliability of information used in financial reporting and for providing information required for effective activity level controls. This material weakness could have resulted in a material misstatement to the Company's interim condensed consolidated financial statements that would not be prevented or detected on a timely basis.

During the preparation of our Annual Report on Form 10-K for the fiscal year ended December 31, 2023, management identified **the following** material weaknesses in internal control over financial reporting relating to:

reporting:

- Management identified a material weakness in internal control over financial reporting relating to the consolidation process and review of financial statements specifically pertaining to the Company's design of controls to determine proper accounting for certain foreign exchange transactions and translation between Veritone, Inc. and its foreign subsidiaries. This material weakness did not result in any identified material misstatements to the financial statements. However, this material weakness could result in a material misstatement to the Company's annual or interim condensed consolidated financial statements that would not be prevented or detected on a timely basis.
- Management identified a material weakness in internal control over financial reporting relating to information technology general controls ("ITGCs") in the areas of user access and change-management over certain information technology ("IT") systems that support our financial reporting processes. The Company's business process automated and manual controls that are dependent on the affected ITGCs were also deemed ineffective because they could have been adversely impacted. These deficiencies were a result of user access and change management processes over certain IT systems.

Related to these findings, management concluded that during the year ended December 31, 2023, the Company did not maintain appropriately designed entity-level controls impacting the control environment or monitoring controls to prevent or detect material misstatements to the consolidated financial statements. Specifically, these deficiencies were attributed to (i) a lack of a sufficient number of qualified resources to perform control activities and (ii) insufficient risk assessment and monitoring activities as a result of untimely or ineffective identification of internal control risks to properly design, test, implement and assess effective internal controls over financial reporting.

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#### **Remediation of Material Weaknesses in Internal Control Over Financial Reporting**

In order to remediate the material weaknesses, management is taking remediation actions including: (i) **engaging** **engagement** of an outside firm to assist with the remediation actions in March 2024; (ii) **developing** **development** of a more robust plan and risk assessment around the proper design, testing and assessment of internal controls over financial reporting in April 2024; (iii) developing a training program addressing ITGCs and policies, including educating control owners concerning the principles and requirements of each control, with a focus on those related to user access and change management over IT systems impacting financial reporting; (iv) developing and maintaining documentation of underlying ITGCs to promote knowledge transfer upon personnel and function changes; (v) implementing an IT management review and testing plan to monitor ITGCs with a specific focus on systems supporting our financial reporting processes and (vi) hiring and training staff on proper accounting for foreign exchange translation, and transactions when consolidating foreign **subsidiaries**. **subsidiaries** and the proper, accurate and timely evaluation of the realizability of long lived assets, including **goodwill** and **intangible assets**. Management has also hired additional staff to oversee the implementation and testing of these remediation actions. To further remediate the existing material weakness identified herein, the management team, including the Chief Executive Officer and Chief Financial Officer, have reaffirmed and re-emphasized the importance of

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internal controls, control consciousness and a strong control environment. We are committed to maintaining a strong control environment and believe that these remediation efforts represent continued improvement in our control environment. We also expect to continue to review, optimize and enhance our financial reporting controls and procedures. A material weakness will not be considered remediated until the applicable remediated control operates for a sufficient period of time and management has concluded, through testing, that this enhanced control is operating effectively.

#### ***Changes in Internal Control over Financial Reporting***

There were no changes in our internal control over financial reporting (as such term is defined in Rules 13a-15(f) and 15d-15(f) of the Exchange Act) during the quarter ended **March 31, 2024** **June 30, 2024** that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

#### ***Inherent Limitations on Effectiveness of Controls***

Management recognizes that a control system, no matter how well designed and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Further, the design of a control system must reflect the fact that there are resource constraints and that management is required to apply its judgment in evaluating the benefits of possible controls and procedures relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud or error, if any, have been detected. These inherent limitations include the realities that judgments in decision making can be faulty, and that breakdowns can occur because of a simple error or mistake. Additionally, controls can be circumvented by the individual acts of some persons, by collusion of two or more people, or by management override of the controls. The design of any system of controls also is based in part upon certain assumptions about the likelihood of future events, and there can be no assurance that any design will succeed in achieving its stated goals under all potential future conditions; over time, controls may become inadequate because of changes in conditions, or the degree of compliance with policies or procedures may deteriorate. Because of the inherent limitations in a cost-effective control system, misstatements due to error or fraud may occur and not be detected.

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## **PART II. OTHER INFORMATION**

### **Item 1. Legal Proceedings**

From time to time, we may be involved in litigation relating to claims arising out of our operations in the normal course of business. We currently are not a party to any legal proceedings, the adverse outcome of which, in management's opinion, individually or in the aggregate, would have a material adverse effect on our results of operations, financial position or cash flows. Regardless of the outcome, any litigation could have an adverse impact on us due to defense and settlement costs, diversion of management resources and other factors.

### **Item 1A. Risk Factors**

Our Annual Report on Form 10-K for the year ended December 31, 2023 contains a discussion of the material risks associated with our business. Other than as set forth below, there have been no material changes to the risks described in such Annual Report on Form 10-K.

#### ***Our ability to continue as a going concern depends on, among other factors, our financial condition and operating performance, which are subject to prevailing economic and competitive conditions and certain financial, business and other factors beyond our control.***

Based on our liquidity position at June 30, 2024 and our current forecast of operating results and cash flows, absent any other action, management determined that there is substantial doubt about our ability to continue as a going concern over the twelve months following the filing of this Quarterly Report on Form 10-Q, principally driven by our current debt service obligations, historical negative cash flows and recurring losses. Our ability to continue as a going concern is dependent on our ability to service our debt obligations under the Term Loan as they become due, which, in turn, is dependent on, among other factors, our financial condition and operating performance, which are subject to prevailing economic and competitive conditions and certain financial, business and other factors beyond our control. Our determination that we may be unable to continue as a going concern may materially harm our business and reputation and may make it more difficult for us to obtain financing for the continuation of our operations, including through equity financings, incurring additional debt or otherwise, which in turn, may adversely impact our financial condition, results of operations and cash flows.

In the near term, to meet our cash obligations as they come due, we are evaluating strategies to obtain funding for future operations. These strategies may include, but are not limited to, obtaining equity financing, debt and/or further restructuring of operations to grow revenues and decrease operating expenses, which include capturing past cost reduction and potential future cost synergies from our past acquisitions. In addition, management recently commenced a formal process to divest the Asset, which transaction management intends to close within the twelve months following the filing of this Quarterly Report on Form 10-Q. If consummated, this transaction is expected to generate substantial cash proceeds to be used to pay down a portion of the Term Loan and fund future operations. There is no assurance that such transaction will close in the subsequent twelve-month period, or at all, and as a result, these cash flows have been excluded from management's plans to remediate the doubt of going concern.

The going concern assumption contemplates the realization of assets and satisfaction of liabilities in the normal course of business. We may not be able to access additional equity under acceptable terms, and may not be successful in future operational restructurings or at growing our revenue base. If we are unable to capture past cost reduction and potential future cost synergies from our past acquisitions or consummate the sale of the Asset on terms favorable to us, or at all, we would likely not have sufficient cash on hand or available liquidity to service our current debt obligations, and our ability to execute on our operating plans may be materially adversely impacted. If we become unable to continue as a going concern, we may have to dispose of other or additional assets and might realize significantly less value than the values at which they are carried on our condensed consolidated financial statements. These actions may cause stockholders to lose all or part of their investment in our common stock. If we cannot continue as a going concern, adjustments to the carrying values and classification of our assets and liabilities and the reported amounts of income and expenses could be required and could be material.

**The security or operation of our platform, networks, computer systems or data, or those of third parties upon which we rely, may be breached or otherwise disrupted, and any such breach or other disruption could have an adverse effect on our business and reputation.**

In the ordinary course of business, we process proprietary, confidential, and sensitive data, including proprietary and confidential business data, trade secrets, intellectual property, sensitive third-party data, business plans, transactions, financial information, and biometric data (collectively, sensitive information). Certain data privacy and security obligations may require us to implement and maintain specific security measures or industry-standard or reasonable security measures designed to protect our information technology systems and sensitive information. In particular, the data processed and stored in our platform, networks, and computer systems by customers in the government market may contain highly sensitive data that is subject to protection protected under government regulations, and we are obligated to comply with stringent requirements related to the security of such data, such as FedRAMP and Criminal Justice Information Services ("CJIS") security requirements.

Individuals or entities have in the past and may in the future attempt to penetrate our network, computer system or platform security, or that of our third-party hosting and storage providers and other third parties upon which we rely, and could gain access to our sensitive information, including customer data. Some actors now engage and are expected to continue to engage in cyber-attacks, including without limitation, nation-state actors for geopolitical reasons and in conjunction with military conflicts and defense activities. During times of war and other major conflicts, we, the third parties upon which we rely, and our customers may be vulnerable to a heightened risk of these attacks,

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including retaliatory cyber-attacks, that could materially disrupt our systems and operations, supply chain, and ability to produce, sell and distribute our services. For example, we have operations and third parties upon which we rely to support our business located in unstable regions and regions experiencing (or expected to experience) geopolitical or other conflicts, including in the Middle East, where businesses have experienced an increase in cyberattacks in relation to the Israel/Hamas conflict.

In addition, our network, computer system or platform may be are subject to a variety of evolving threats, including but not limited to computer malware (including as a result of advanced persistent threat intrusions), viruses, worms and computer hacking, fraudulent use attempts, phishing and other social engineering attacks (including through deep fakes, which may be increasingly more difficult to identify as fake), denial-of-service attacks, credential stuffing attacks, credential harvesting, personnel misconduct or error, ransomware attacks, supply-chain attacks and disruptions, adware, attacks enhanced or facilitated by AI, and other similar threats, all of which have become more prevalent in our industry. In particular, severe ransomware attacks are becoming increasingly prevalent and can lead to significant interruptions in our operations, loss of sensitive information and income, reputational harm, and diversion of funds. Extortion payments may alleviate the negative impact of a ransomware attack, but we may be unwilling or unable to make such payments due to, for example, applicable laws or regulations prohibiting such payments. It may be difficult and/or costly to detect, investigate, mitigate, contain, and remediate a security incident. Our efforts to do so may not be successful. Actions taken by us or the third parties with whom we work to detect, investigate, mitigate, contain, and remediate a security incident could result in outages, data losses, and disruptions of our business. Threat actors may also gain access to other networks and systems after a compromise of our networks and systems. Our data and information systems or those of third party service providers on which we rely may also fail for reasons other than malicious activity, including but not limited to software bugs, server malfunctions, software or hardware failures, service outages, loss of data or other information technology assets, telecommunications failures, earthquakes, fires, and floods.

Remote work has become more common and has increased risks to our platform, network, computer systems, and data, as more of our employees utilize network connections, computers and devices outside our premises or network, including working at home, while in transit and in public locations. Additionally, future or past business transactions (such as acquisitions or integrations) could expose us to additional cybersecurity risks and vulnerabilities, as our platform, network, or computer systems could be negatively affected by vulnerabilities present in acquired or integrated entities' systems and technologies. Furthermore, we may discover security issues that were not found during due diligence, and it may be difficult to integrate companies into our information technology environment and security program.

These and other threats, attacks, disruptions, outages, or accidents involving us or our third party service providers could result in the unauthorized, unlawful, or accidental acquisition, modification, destruction, loss, alteration, encryption, disclosure, access, unavailability or misappropriation of our proprietary or confidential information, including of our customers and their employees or third parties, and/or damage to our or our third party service providers' platform, network, or computer systems. For instance, in the second quarter of 2024, we were recently made aware of an article posted by a security researcher which identified a temporary vulnerability related to two Azure environments related to a limited number of government customers. This vulnerability was not present in our commercial environment, which operates on a different system. The vulnerability was remediated in March 2024, but as of June 30, 2024, and we have notified our potentially affected customers customers. Our investigation into and are currently investigating response to the matter. matter and this issue has concluded and has not resulted in the loss of any of our customers.

While we have implemented security measures designed to protect against security incidents, there can be no assurance that these measures will be effective. We take steps designed to detect, mitigate and remediate vulnerabilities in our information systems (such as our hardware and/or software, including that of third parties upon which we rely). However, we may not be able to detect and remediate all vulnerabilities because the threats and techniques used to exploit a vulnerability may change frequently and are often sophisticated in nature, and as a result, such vulnerabilities could be exploited but may not be detected until after a security incident has occurred. Further, we may experience delays in developing and deploying remedial measures and patches designed to address identified vulnerabilities. Even if we have issued or otherwise made patches or information for vulnerabilities in our software applications, products or services, our customers may be unwilling or unable to deploy such patches and use such information effectively and in a timely manner. These vulnerabilities could be exploited and result in a security incident.

Applicable data privacy and security obligations may require us, or we may voluntarily choose, to notify relevant stakeholders, including affected individuals, customers, regulators, and investors, of security incidents, incidents or vulnerabilities, or to take other actions, such as providing credit monitoring and identity theft protection services. Such disclosures and related actions are costly, and the disclosure or the failure to comply with such applicable requirements could lead to adverse consequences. An actual or perceived security breach of our platform, network or computer systems, or those of our technology service providers or third party vendors, could result in adverse consequences such as the loss of business, financial losses, reputational damage, negative publicity, government enforcement actions (for example, regulatory investigations, orders, fines, penalties, audits, and inspections), additional reporting requirements and/or oversight, litigation (including class claims), indemnity obligations, damages for contract breach, civil and criminal penalties (including for violation of applicable laws, regulations or contractual obligations), restrictions on processing sensitive data (including personal data), diversion of management attention, interruptions in our operations (including availability of data), significant costs, fees and other monetary payments for remediation, and other similar harms.

Our contracts may not contain limitations of liability, and even where they do, there can be no assurance that limitations of liability in our contracts are sufficient to protect us from liabilities, damages, or claims related to our data privacy and security obligations. We cannot be sure that our insurance coverage will be adequate or sufficient to protect us from or to mitigate liabilities arising out of our privacy and security

practices, that such coverage will continue to be available on commercially reasonable terms or at all, or that such coverage will pay future claims.

If we fail or are perceived to have failed to maintain the reliability, security and availability of our platform, network, or computer systems, or if customers believe that our platform does not provide adequate security for the storage of sensitive information or its transmission over the Internet, we may lose existing customers and we may not be able to attract new customers, negatively impacting our ability to grow and operate our business. If we experience security breaches or cyber-attacks or fail to comply with security requirements related to our secure government cloud environment, we may lose our ability to obtain or maintain a FedRAMP certification, which could result in the loss of business from customers in the government market. Any of the foregoing could have a material adverse effect on our business, results of operations and financial position and negatively impact our ability to grow and operate our business.

The reliability and continuous availability of our platform and services is critical to our success. However, software such as ours can contain errors, defects, security vulnerabilities or software bugs that are difficult to detect and correct, particularly when such vulnerabilities are first introduced or when new versions or enhancements of our product are released. Additionally, even if we are able to develop a patch or other fix to address such vulnerabilities, such fix may be difficult to push out to our customers or otherwise be delayed. Furthermore, our business depends upon the appropriate and successful implementation of our platform and services by our customers. If our customers fail to use our platform or services according to our specifications, our customers may suffer a security incident on their own systems or other adverse consequences. Even if such an incident is unrelated to our security practices, it could result in our incurring significant economic and operational costs in investigating, remediating, and implementing additional measures to further protect our customers from their own vulnerabilities, and could result in reputational harm. In addition to experiencing a security breaches, incident, third parties may gather, collect, or infer sensitive information about us from public sources, data brokers, or other means that reveal competitively sensitive details about our organization and could be used to undermine our competitive advantage or market position. Additionally, our sensitive information or sensitive information of our customers could be leaked, disclosed, or revealed as a result of or in connection with the use of generative AI technologies by our employees, personnel, or vendors.

#### Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

During the three and six months ended March 31, 2024 June 30, 2024, we issued 206,957 91,153 and 298,110 shares of our common stock ("Common Stock Stock") to certain Warrant Holders upon the exercise of 349,657 150,200 and 499,857 warrants held by them, them, respectively. Each warrant was cashless exercised at a strike price of \$2.5760. The shares of Common Stock issued upon exercise of these warrants were issued in reliance on an exemption from registration provided by Section 3(a)(9) of the

Securities Act. Each of the Warrant Holders represented that they were acquiring the warrants and, upon any exercise thereof, will acquire shares of Common Stock issuable upon such exercise, for **its such Warrant Holder's** own account and not with a view to distribution or resale in violation of the Securities Act or any applicable state securities law.

#### Item 3. Defaults Upon Senior Securities

None.

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#### Item 4. Mine Safety Disclosures

Not applicable.

#### Item 5. Other Information

None.

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#### Item 6. Exhibits

Exhibit No.	Description of Exhibit
2.1†	<a href="#">Securities and Asset Purchase Agreement, dated as of May 27, 2023, by and among Veritone, Inc., Veritone UK Ltd., CareerBuilder, LLC, CareerBuilder International Holding B.V. and CareerBuilder France Holding, LLC (incorporated by reference to Exhibit 2.1 to the Registrant's Current Report on Form 8-K filed on May 31, 2023).</a>
3.1	<a href="#">Third Amended and Restated Certificate of Incorporation of the Registrant (incorporated by reference to Exhibit 3.1 to the Registrant's Current Report on Form 8-K filed on May 23, 2017).</a>
3.2	<a href="#">Amended and Restated Bylaws of the Registrant (incorporated by reference to Exhibit 3.2 to the Registrant's Current Report on Form 8-K filed on May 23, 2017).</a>
10.1*†	<a href="#">Amended and Restated Independent Contractor Services Agreement, dated January 23, 2024, between Veritone, Inc. and Steel Holdings, LLC (incorporated by reference to Exhibit 10.1 to the Registrant's Current Report on Form 8-K filed on January 23, 2024).</a>
31.1	<a href="#">Certification pursuant to Rule 13a-14(a) or Rule 15d-14(a) of the Exchange Act.</a>
31.2	<a href="#">Certification pursuant to Rule 13a-14(a) or Rule 15d-14(a) of the Exchange Act.</a>
32.1+	<a href="#">Certifications pursuant to Rule 13a-14(b) or Rule 15d-14(b) of the Exchange Act and 18 U.S.C. Section 1350.</a>
101.INS	Inline XBRL Instance Document – the instance document does not appear in the Interactive Data File <b>because as</b> its XBRL tags are embedded within the Inline XBRL document.
101.SCH	Inline XBRL Taxonomy Extension Schema With Embedded Linkbase Documents.

\* Indicates a management contract or compensatory plan or arrangement.

† The Company has omitted portions of the referenced exhibit pursuant to Item 601(a)(5) of Regulation S-K under the Securities Act. The Company agrees to furnish supplementally a copy of all omitted exhibits, schedules and annexes to the Securities and Exchange Commission upon request.

+ The certifications furnished as Exhibit 32.1 accompany this Quarterly Report on Form 10-Q pursuant to 18 U.S.C. Subsection 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, and shall not be deemed "filed" by the Registrant for purposes of Section 18 of the Exchange Act and are not to be incorporated by reference into any of the Registrant's filings under the Securities Act, irrespective of any general incorporation language contained in any such filing.

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#### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Veritone, Inc.

May 10, August 14, 2024

By: /s/ Michael L. Zemetra

Michael L. Zemetra

Executive Vice President, Chief Financial Officer and Treasurer

(Principal Financial and Accounting Officer)

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Exhibit 10.3

HIGHBRIDGE TACTICAL CREDIT MASTER FUND, L.P.  
C/O HIGHBRIDGE CAPITAL MANAGEMENT, LLC

HIGHBRIDGE TACTICAL CREDIT INSTITUTIONAL  
FUND, L.P.  
C/O HIGHBRIDGE CAPITAL MANAGEMENT, LLC

CONTEXT PARTNERS MASTER FUND, L.P.

RIVERVIEW GROUP LLC

TENOR OPPORTUNITY MASTER FUND LTD.

WHITEBOX ADVISORS LLC, on behalf of certain  
managed funds

SILVERBACK ASSET MANAGEMENT, LLC, on behalf  
of certain managed funds

**PRIVATE AND CONFIDENTIAL**

November 7, 2023

**Veritone, Inc.**

2420 17<sup>th</sup> Street, Office 3002  
Denver, Colorado

Commitment Letter

Ladies and Gentlemen:

You have informed Highbridge Tactical Credit Master Fund, L.P. ("**Highbridge TCF**"), Highbridge Tactical Credit Institutional Fund, Ltd ("**Highbridge ERSA**" and together with Highbridge TCF, "**Highbridge**"), Context Partners Master Fund, L.P. ("**Context**"), Whitebox Relative Value Partners, LP ("**Whitebox RVP**"), Whitebox GT Fund, LP ("**Whitebox GT**"), Whitebox Multi-Strategy Partners, LP ("**Whitebox Multi**"), Pandora Select Partners, LP ("**Pandora**"), Riverview Group LLC ("**Riverview**"), Tenor Opportunity Master Fund Ltd. ("**Tenor**"), Silverback Convertible Master Fund Limited ("**Silverback Convertible**"), Blackwell Partners LLC\_Series B ("**Blackwell**"), KASAD 2, L.P. ("**KASAD**") and Silverback Opportunistic Credit Master Fund Limited (collectively with Highbridge TCF, Highbridge ERSA, Context, Riverview, Whitebox RVP, Whitebox GT, Whitebox Multi, Pandora, Riverview, Tenor, Silverback Convertible, Blackwell and KASAD, the "**Commitment Parties**", "**we**" or "**us**") that Veritone, Inc. ("**you**" or the "**Company**") intends to establish a credit facility having the terms set forth in **Annex B** and consisting of a \$77.5 million senior secured term loan facility (the "**Credit Facility**"). The proceeds of the Credit Facility shall be used (i) to repurchase an aggregate \$50.0 million principal amount of existing convertible senior notes of the Company pursuant to that certain Indenture, dated as of November 19, 2021, by and among the Company and U.S Bank National Association, as Trustee (the "**2026 Convertible Senior Notes**") as more fully described on **Annex C** hereto, (ii) for general corporate purposes, and (iii) to pay fees and out-of-pocket expenses in connection with the Credit Facility.

Each of the Commitment Parties is pleased to advise you of its commitment to severally, and not jointly, provide the portion of the principal amount of the Credit Facility set forth opposite

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such Commitment Party's name on **Annex C** hereto, subject to the terms and conditions set forth in this letter and in the term sheet set forth on **Annex B** hereto (the "**Term Sheet**") (this letter collectively with **Annexes A, B, and C**, the "**Commitment Letter**"); capitalized terms used but not defined herein shall have the meanings given to them in the attached **Annex B**. Our commitments are subject solely to the conditions set forth in the Term Sheet.

It is agreed that a third party selected by the Commitment Parties will act as sole administrative agent, collateral agent and documentation agent in connection with the Credit Facility (in such capacities, the "**Administrative Agent**"), with all fees and expenses of the Administrative Agent (including, without limitation, any fees and expenses of counsel to the Administrative Agent) paid by Company. It is understood and agreed that no other agents or co-agents and no arrangers, co-arrangers, bookrunners, managers, or co-managers will be appointed, no other titles will be awarded, and no compensation (other than compensation expressly contemplated by this Commitment Letter) will be paid to any Lender or any other person by you or any of your affiliates in order to obtain any commitment to participate in the Credit Facility, unless you and we shall so agree.

Notwithstanding anything in this Commitment Letter (including each of the annexes attached hereto), the Credit Documents or any other letter agreement or other undertaking concerning the financing of the Credit Facility to the contrary, the terms of the Loan Documents shall be in a form such that they do not impair the availability or funding of the Credit Facility on the Initial Funding Date if the conditions set forth in the Term Sheet are satisfied (it being understood that to the extent any security interest in any collateral is not or cannot be provided and/or perfected on the Initial Funding Date (other than the pledge and perfection of the security interest in the equity interests of each of the Company's direct wholly-owned U.S. subsidiaries and other assets pursuant to which a lien may be perfected by the filing of a financing statement under the Uniform Commercial Code or any filings with the U.S. Patent and Trademark Office) after your use of commercially reasonable efforts to do so or without undue burden or expense, then the provision and/or perfection of a security interest in such Collateral shall not constitute a condition precedent to the availability of the Credit Facility on the Initial Funding Date, but instead shall be required to be delivered within 60 days after the Initial Funding Date (or such later date after the Initial Funding Date as we shall agree) pursuant to arrangements to be mutually agreed by the us and the Company acting reasonably) (the foregoing provision, the "**Certain Funds Provision**").

By executing this Commitment Letter, Company agrees on its behalf and on behalf of its affiliates that from the date hereof until the date which is 30 days after the date hereof, Company and its affiliates (i) will cease any discussion with other potential financing providers (other than financing sources for the Credit Facility) and will not directly or indirectly engage in discussion with, provide any information to, or transmit any letter of intent, indicative terms or other document or response to any person or entity other than the Commitment Parties in connection with soliciting or receiving from such financing provider, person or entity a proposal, commitment, exclusivity arrangement or definitive agreement to provide debt or equity financing (including any modification, extension, or continuation of existing credit facilities), and (ii) will not enter into any definitive agreement for a debt or equity financing (including any modification, extension, or continuation of existing credit facilities, but not including definitive agreements for the Credit Facility), in either the case of clause (i) or clause (ii) above, that is in lieu of, inconsistent with, or

reasonably expected to interfere with the Credit Facility if the Commitment Parties are ready, willing and able to provide the proceeds of the Credit Facility on the terms and conditions substantially as set forth in this Commitment Letter.

The terms of this Commitment Letter are intended as an outline of certain of the material terms of the Credit Facility, but do not include all of the terms, conditions, covenants, representations, warranties, default clauses and other provisions that will be contained in the Loan Documents. The Loan Documents shall include, in addition, provisions that are customary or typical for financings of this type.

By executing this Commitment Letter, you agree to (i) within 45 days of the execution of this Commitment Letter, (x) issue to the Commitment Parties (and, as applicable, one or more of the funds managed, advised or sub-advised by the Commitment Parties and/or for which they act as trading manager) warrants having the terms of the Warrants set forth in the Term Sheet with respect to twenty percent (20%) of the aggregate number of shares of Common Stock to be represented by Warrants as set forth in the Term Sheet and (y) execute a registration rights agreement as contemplated by the Term Sheet with the Commitment Parties (and, as applicable, one or more of the funds managed, advised or sub-advised by the Commitment Parties and/or for which they act as trading manager), and (ii) reimburse the Commitment Parties from time to time on demand for all reasonable out-of-pocket fees and expenses (including, but not limited to, the reasonable fees, disbursements and other charges of legal counsel to the Commitment Parties (limited to a single special counsel and UK local counsel to the Commitment Parties) and search fees, due diligence expenses, appraisal, environmental and audit costs and expenses, and advisor and consultant fees and expenses) incurred in connection with the Credit Facility, the preparation of the definitive documentation therefor and the other transactions contemplated hereby, and in the case of clause (ii), in an amount not to exceed \$550,000 for any such fees and expenses accrued through (and inclusive of) the Initial Funding Date. To avoid doubt, the warrants issued pursuant to clause (i) shall form a part of the Warrants to be issued as set forth in the Term Sheet and shall not be in addition to such Warrants. You agree that your obligations to make the payments and execute the agreements in this paragraph shall survive the termination of this Commitment Letter or any commitment or undertaking hereunder and shall be effective regardless of whether any of the other transactions contemplated hereby are consummated.

In addition, in connection with arrangements such as this, it is our policy to receive indemnification. You agree to the provisions with respect to indemnity and other matters set forth in **Annex A**, which is incorporated by reference into this Commitment Letter.

We hereby notify you that pursuant to the requirements of the USA PATRIOT Act, Title III of Pub. L. 107-56 (signed into law October 26, 2001) (the “**Act**”) and the requirements of 31 C.F.R. §1010.230 (the “**Beneficial Ownership Regulation**”), each Lender is required to obtain, verify and record information that identifies each borrower and guarantor under the Credit Facility, which information includes the name and address and other information of each such person or entity that will allow each Lender to identify each such person or entity in accordance with the Act and the Beneficial Ownership Regulation. This notice is given in accordance with the requirements of the Act and is effective for each Lender.

Please note that this Commitment Letter may not be disclosed to any third party or circulated or referred to publicly without our prior written consent except, after providing written notice to the Commitment Parties, pursuant to a subpoena or order issued by a court of competent jurisdiction or by a judicial, administrative or legislative body or committee; provided, however, that we hereby consent to disclosure of this Commitment Letter (x) to the officers, directors, agents and advisors of the Company who are directly involved in the consideration of the Credit Facility to the extent such persons agree to hold the same in confidence, (y) as required by applicable law or compulsory legal process (in which case you agree to inform us promptly thereof to the extent permitted by law), and (z) pursuant to a filing on Form 8-K or Form 10-Q with the U.S. Securities and Exchange Commission; provided that the Company may elect to file the Commitment Letter as an exhibit to its Form 10-K for the year ended December 31, 2023. You agree (i) to publicly file a Current Report on Form 8-K no later than 9:30 a.m., New York City time, on November 8, 2023 (the "**Announcement 8-K**") that will disclose all material information regarding the terms of this Commitment Letter and the Credit Facility and all other confidential information communicated to us or any of our affiliates to the extent that you believe such confidential information constitutes material non-public information, and (ii) that, upon the public filing of the Announcement 8-K, we and our affiliates will not be under any contractual obligation to refrain from trading in any securities issued by you or any of your affiliates.

We will use all confidential information provided to us by or on behalf of you hereunder for the purpose of providing the services which are the subject of this Commitment Letter and in connection with the evaluation, closing, administration and enforcement of the Credit Facility, and shall treat confidentially all such information and shall not publish, disclose or otherwise divulge, such information; provided that nothing herein shall prevent us and any of our affiliates from disclosing any such information (a) pursuant to the order of any court or administrative agency or in any pending legal, judicial or administrative proceeding, or otherwise as required by applicable law, rule or regulation or compulsory legal process based on the advice of counsel (in which case we agree (except with respect to any audit or examination conducted by bank accountants or any regulatory authority exercising examination or regulatory authority), to the extent practicable and not prohibited by applicable law, rule or regulation, to inform you promptly thereof prior to disclosure), (b) upon the request or demand of any regulatory authority having jurisdiction over us or any of our affiliates (in which case we agree (except with respect to any audit or examination conducted by bank accountants or any regulatory authority exercising examination or regulatory authority), to the extent practicable and not prohibited by applicable law, rule or regulation, to inform you promptly thereof prior to disclosure), (c) to the extent that such information becomes publicly available other than by reason of improper disclosure by us or any of our affiliates or any related parties thereto in violation of any confidentiality obligations owing to you, the Company or any of your or its respective affiliates (including those set forth in this paragraph), (d) to the extent that such information is received by us or any of our affiliates from a third party that is not, to our knowledge, subject to any contractual or fiduciary confidentiality obligations owing to you, the Company or any of your or its respective affiliates or related parties, (e) to the extent that such information is independently developed by us or any of our affiliates without the use of any confidential information and without violating the terms of this Commitment Letter, (f) to our affiliates and to our and their respective directors, officers, employees, legal counsel, independent auditors, professionals and other experts or agents who need to know such information in connection with the Credit Facility and who are informed of the confidential nature of such information and are or have been advised of their obligation to keep information of this type

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confidential,(g) to potential or prospective lenders, participants or assignees and to any direct or indirect contractual counterparty to any swap or derivative transaction relating to you or any of your subsidiaries, in each case who agree to be bound by the terms of this paragraph (or language substantially similar to this paragraph); provided that the disclosure of any such information to us or any lenders or prospective lenders or participants or prospective participants referred to above shall be made subject to the acknowledgment and acceptance by such lender or prospective lender or participant or prospective participant that such information is being disseminated on a confidential basis (on substantially the terms set forth in this paragraph or as is otherwise reasonably acceptable to you and us, including, without limitation, as agreed in any marketing materials) in accordance with our standard syndication processes or customary market standards for dissemination of such type of information, or (h) for purposes of enforcing our rights hereunder in any legal proceedings and for purposes of establishing a defense in any legal proceedings. The provisions of this paragraph shall survive the termination of this Commitment Letter; provided that our and our affiliates', if any, obligations under this paragraph shall terminate automatically and be superseded by the confidentiality provisions in the Loan Documents upon the execution thereof. Notwithstanding the foregoing,

no notice, consultation or other compliance with this paragraph shall be required if we are requested or required to disclose confidential information pursuant to a broad or routine audit, examination or request for information by any legal, judicial, governmental, administrative, or regulatory authority that is not specific to the confidential information provided hereunder.

In the ordinary course of its activities, the Commitment Parties and our affiliates may actively trade the debt and equity securities (or related derivative securities) of the Company and other companies which may be the subject of the arrangements contemplated by this letter, including any of their respective affiliates, and may at any time hold long and short positions in such securities. The Commitment Parties or our affiliates may also co-invest with, make direct investments in, and invest or co-invest client monies in or with funds or other investment vehicles managed by other parties, and such funds or other investment vehicles may trade or make investments in securities or other debt obligations of the Company or other companies which may be the subject of the arrangements contemplated by this letter and any of their respective affiliates.

The Commitment Parties may have economic interests that conflict with those of the Company. You agree that the Commitment Parties will each act under this letter as an independent contractor and that nothing in this Commitment Letter or otherwise will be deemed to create an advisory, fiduciary or agency relationship or fiduciary or other implied duty between any Commitment Party, on the one hand, and the Company and its shareholders or its affiliates, on the other hand. You acknowledge and agree that (i) the transactions contemplated by this Commitment Letter are arm's-length commercial transactions between the Commitment Parties, on the one hand, and the Company, on the other hand, (ii) in connection therewith and with the process leading to such transaction the Commitment Parties are each acting solely as a principal and not the agent or fiduciary of the Company, its management, shareholders, creditors or any other person, (iii) the Commitment Parties have not assumed an advisory or fiduciary responsibility in favor of the Company with respect to the transactions contemplated hereby or the process leading thereto or any other obligation to the Company except the obligations expressly set forth in this Commitment Letter and (iv) the Company has consulted its own legal and financial advisors to the extent it deemed appropriate. The Company further acknowledges and agrees that it is responsible for making its own independent judgment with respect to such transactions and

the process leading thereto. The Company agrees that it will not claim that the Commitment Parties have rendered advisory services of any nature or respect, or owes a fiduciary or similar duty to the Company, in connection with such transaction or the process leading thereto.

The provisions of the immediately preceding four paragraphs shall remain in full force and effect regardless of whether any definitive documentation for the Credit Facility shall be executed and delivered, and notwithstanding the termination of this Commitment Letter or any commitment or undertaking hereunder.

Each of the parties hereto agrees that this Commitment Letter is a binding and enforceable agreement with respect to the subject matter contained herein (it being understood and agreed that the availability and funding of the Credit Facility is subject to conditions precedent), including the good faith negotiation of the Credit Documents by the parties hereto in a manner consistent with this Commitment Letter. Promptly following the execution of this Commitment Letter, the parties hereto shall proceed with the negotiation in good faith of the Credit Documents.

This Commitment Letter may not be assigned by the Company without the prior written consent of each other party hereto (and any purported assignment without such consent shall be null and void), is intended to be solely for the benefit of the parties hereto and is not intended to confer any benefits upon, or create any rights in favor of, any person other than the parties hereto. The Commitment Parties may assign their respective commitments hereunder, in whole or in part (including, for example, the commitment to provide the Credit Facility), to (i) any of their respective affiliates, (ii) any fund, investor, entity or account that is managed, sponsored or advised by any person managing, sponsoring or advising any of the Commitment Parties or (iii) any Commitment Party (any such person, an **"Eligible Assignee"**). This Commitment Letter may not be amended or any term or provision hereof or thereof waived or modified except by a written agreement signed and delivered by each of the parties hereto. Notwithstanding anything set forth herein to the contrary, (a) no Commitment Party shall be relieved, released or novated from its obligations hereunder (including its obligation to fund any portion of the Commitment on the Initial Funding Date) in connection with any assignment or other transfer until after the initial funding of the Credit Facility on the Initial Funding Date, (b) no such assignment or other transfer shall become effective with respect to any portion of the Commitment until the initial funding of the Credit Facility on the Initial Funding Date, and (c) unless the Company

agrees in writing, each Commitment Party shall retain exclusive control over all rights and obligations with respect to its portion of the Commitment, including all rights with respect to consents, waivers, modifications, supplements and amendments, until the Initial Funding Date has occurred.

Our commitment hereunder shall terminate upon the first to occur of (i) at our election, a material breach by the Company under this Commitment Letter, and (ii) December 15, 2023 unless the closing of the Credit Facility, on the terms and subject to the conditions contained herein, shall have been consummated on or before such date.

In addition, please note that the Commitment Parties do not provide accounting, tax or legal advice. Notwithstanding anything herein to the contrary, the Company (and each employee, representative or other agent of the Company) may disclose to any and all persons, without limitation of any kind, the tax treatment and tax structure of this potential transaction and all materials of any kind (including opinions or other tax analyses) that are provided to the Company

relating to such tax treatment and tax structure. However, any information relating to the tax treatment or tax structure shall remain subject to the confidentiality provisions hereof (and the foregoing sentence shall not apply) to the extent reasonably necessary to enable the parties hereto, their respective affiliates, and their respective affiliates' directors and employees to comply with applicable securities laws. For this purpose, "**tax treatment**" means U.S. federal or state income tax treatment, and "**tax structure**" is limited to any facts relevant to the U.S. federal income tax treatment of the transactions contemplated by this Commitment Letter but does not include information relating to the identity of the parties hereto or any of their respective affiliates.

This Commitment Letter may be executed in any number of counterparts, each of which when executed shall be an original, and all of which, when taken together, shall constitute one agreement. Delivery of an executed counterpart of a signature page of this Commitment Letter by facsimile or other electronic transmission shall be effective as delivery of a manually executed counterpart hereof. Any party delivering an executed counterpart of this Commitment Letter via facsimile or other electronic transmission shall, at our request, also deliver to us or our counsel a manually executed original, but the failure to do so does not affect the validity, enforceability or binding effect of this Commitment Letter.

**THIS COMMITMENT LETTER SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAWS.** Each of the parties hereto agrees that any suit or proceeding arising in respect to this arrangement or any matter referred to in this Commitment Letter will be tried exclusively in the U.S. District Court for the Southern District of New York or, if that court does not have subject matter jurisdiction, in any state court located in the City of New York and each of the parties hereto agrees to submit to the jurisdiction of, and to venue in, such courts. **ANY RIGHT TO TRIAL BY JURY WITH RESPECT TO ANY ACTION OR PROCEEDING ARISING IN CONNECTION WITH OR AS A RESULT OF EITHER OUR COMMITMENT OR ANY MATTER REFERRED TO IN THIS COMMITMENT LETTER IS HEREBY WAIVED BY EACH OF THE PARTIES HERETO.** The provisions of this paragraph shall remain in full force and effect regardless of whether any definitive documentation for the Credit Facility shall be executed and delivered, and notwithstanding the termination of this Commitment Letter or any commitment or undertaking hereunder.

**THIS COMMITMENT LETTER REPRESENTS THE FINAL AGREEMENT BETWEEN THE PARTIES WITH RESPECT TO THE SPECIFIC MATTERS HEREOF, SETS FORTH THE ENTIRE UNDERSTANDING OF THE PARTIES HERETO, SUPERSEDES ANY PRIOR AGREEMENTS AMONG THE PARTIES HERETO WITH RESPECT TO THE CREDIT FACILITIES AND MAY NOT BE CONTRADICTED BY EVIDENCE OF PRIOR, CONTEMPORANEOUS, OR SUBSEQUENT ORAL AGREEMENTS OF THE PARTIES. THERE ARE NO UNWRITTEN ORAL AGREEMENTS BETWEEN THE PARTIES.**

[Remainder of page intentionally left Blank]

Please confirm that the foregoing is in accordance with your understanding by signing and returning to the Commitment Parties the enclosed copy of this Commitment Letter, together, if not previously executed and delivered, on or before the close of business on November 8, 2023, whereupon this Commitment Letter shall become a binding agreement between us. If not signed and returned as described in the preceding sentence by such date, this offer will terminate on such date. We look forward to working with you on this matter.

[Signatures on Next Page]

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Very truly yours,

**Highbridge Tactical Credit Master Fund, L.P.**

**By: Highbridge Capital Management, LLC as Trading Manager and not in its individual capacity**

By: /s/ Steve Ardonini

Name: Steve Ardonini

Title: Managing Director

Head of Operations

HIGHBRIDGE CAPITAL MANAGEMENT, LLC

**Highbridge Tactical Credit Institutional Fund, Ltd.**

**By: Highbridge Capital Management, LLC as Trading Manager and not in its individual capacity**

By: /s/ Steve Ardonini

Name: Steve Ardonini

Title: Managing Director

Head of Operations

HIGHBRIDGE CAPITAL MANAGEMENT, LLC

[Signature Page to the Commitment Letter]

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**CONTEXT PARTNERS MASTER FUND, L.P.**

By: /s/ Charles E. Carnegie

Name: Charles E. Carnegie

Title: Managing Member

Context Capital Management, LLC

General Partner

**RIVERVIEW GROUP LLC**

By: [Removed]

By: [Removed]

By: /s/ [Removed]

Name: [Removed]

Title: [Removed]

**TENOR OPPORTUNITY MASTER FUND LTD.**

By: /s/ Daniel Kochav

Name: Daniel Kochav

Title: Director

[Signature Page to the Commitment Letter]

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**WHITEBOX RELATIVE VALUE PARTNERS, LP**

By: Whitebox Advisors LLC its Investment

Manager

By: /s/ Andrew Thau

Name: Andrew Thau

Title: Senior Legal Analyst

**WHITEBOX GT FUND, LP**

By: Whitebox Advisors LLC its Investment  
Manager

By: /s/ Andrew Thau

Name: Andrew Thau  
Title: Senior Legal Analyst

**WHITEBOX MULTI-STRATEGY PARTNERS, LP**

By: Whitebox Advisors LLC its Investment  
Manager

By: /s/ Andrew Thau

Name: Andrew Thau  
Title: Senior Legal Analyst

**PANDORA SELECT PARTNERS, LP**

By: Whitebox Advisors LLC its Investment  
Manager

By: /s/ Andrew Thau

Name: Andrew Thau  
Title: Senior Legal Analyst

[Signature Page to the Commitment Letter]

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**Blackwell Partners, LLC\_Series B**

By: Silverback Asset Management, LLC  
Its Trading Manager

By: /s/ Laura Kleber

Name: Laura Kleber  
Title: CCO

**Silverback Opportunistic Credit Master  
Fund Limited**

By: Silverback Asset Management, LLC  
Its Trading Manager

By: /s/ Laura Kleber

Name: Laura Kleber  
Title: CCO

[Signature Page to the Commitment Letter]

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**Silverback Convertible Master Fund Limited**

By: Silverback Asset Management, LLC  
Its Trading Manager

By: /s/ Laura Kleber

Name: Laura Kleber  
Title: CCO

**KASAD 2, LP**

By: Silverback Asset Management, LLC  
Its Trading Manager

By: /s/ Laura Kleber

Name: Laura Kleber  
Title: CCO

[Signature Page to the Commitment Letter]

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ACCEPTED AS OF THE DATE ABOVE:

VERITONE, INC.

By: /s/ Ryan Steelberg

Name: Ryan Steelberg

Title: Chief Executive Officer

[Signature Page to the Commitment Letter]

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Annex A

*In the event that the Commitment Parties, or any of their respective affiliates, officers, partners, directors or equivalents, agents, employees and controlling persons or any Eligible Assignee, as the case may be, (each of the foregoing, an “**Indemnified Person**”), becomes involved in any capacity in any action, proceeding or investigation brought by or against any person or entity, including any of your affiliates, shareholders, partners, members, or other equity holders, in connection with or as a result of either this arrangement or any matter referred to in this Commitment Letter (a “**Proceeding**”), you agree to (i) reimburse such Indemnified Person for its reasonable and documented legal and other expenses (including the cost of any investigation and preparation) incurred in connection therewith and (ii) indemnify and hold each Indemnified Person harmless against any and all losses, claims, damages, penalties, expenses or liabilities to any person or entity arising in connection with or as a result of any Proceeding, whether brought by you, your affiliates or any third party **and without regard to the exclusive or contributory negligence of any Indemnified Person**, in each case, except to the extent that such have been found by a final, non-appealable judgment of a court of competent jurisdiction to have resulted from the bad faith, gross negligence or willful misconduct of such Indemnified Person in performing the services that are the subject of this Commitment Letter or material breach by any Indemnified Person of the terms of this Commitment Letter. Your reimbursement, indemnity and contribution obligations under this paragraph shall be in addition to any liability that you may otherwise have and shall be binding upon and inure to the benefit of any successors, assigns, heirs and personal representatives of you, any Indemnified Person, any such affiliate and any such person. You*

also agree that neither any Indemnified Person nor any of its affiliates, partners, directors, agents, employees or controlling persons shall have any liability **based on its or their exclusive or contributory negligence or otherwise** to you or any person or entity asserting claims on behalf of or in right of you or any other person or entity in connection with or as a result of either this arrangement or any matter referred to in this Commitment Letter, except to the extent that any losses, claims, damages, penalties, liabilities or expenses incurred by you have been found by a final, non-appealable judgment of a court of competent jurisdiction to have resulted directly from the bad faith, gross negligence or willful misconduct of such Indemnified Person in performing the services that are the subject of this Commitment Letter or material breach by any Indemnified Person of the terms of this Agreement; *provided, however,* that in no event shall such Indemnified Person or such other parties have any liability for any indirect, consequential or punitive damages in connection with or as a result of such Indemnified Person's or such other parties' activities related to this Commitment Letter. **Any right to trial by jury with respect to any action or proceeding arising in connection with or as a result of either this arrangement or any matter referred to in this Commitment Letter is hereby waived by the parties hereto.** You agree that any suit or proceeding arising in respect to this arrangement or any matter referred to in this Commitment Letter will be tried exclusively in the U.S. District Court for the Southern District of New York or, if that court does not have subject matter jurisdiction, in any state court located in the City of New York and you agree to submit to the jurisdiction of, and to venue in, such courts. The provisions of this Annex A shall survive any termination or completion of the arrangement provided by this Commitment Letter, and this Commitment Letter shall be governed by and construed in accordance with the laws of the State of New York without regard to principles of conflicts of laws.

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Annex B

Term Sheet

(attached)

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TERM SHEET

DATED NOVEMBER 7, 2023

CONFIDENTIAL

SENIOR SECURED CREDIT FACILITY

**Borrower:** Veritone, Inc., a Delaware corporation (the "Company").

**Guarantors:** Each of the direct and indirect material subsidiaries of the Company (collectively, the "Guarantors" and together with the Company, the "Credit Parties").

**Administrative Agent:** A third party selected by the Commitment Parties (in such capacity, "Agent").

**Lenders:** Highbridge TCF, Highbridge ERSA, Context Partners Master Fund, L.P., Whitebox Relative Value Partners, LP, Whitebox GT Fund, LP, Whitebox Multi-Strategy Partners, LP, Pandora Select Partners, LP, Riverview Group LLC, Tenor Opportunity Master Fund Ltd., Silverback Convertible Master Fund Limited, Blackwell Partners LLC\_Series B, KASAD 2, L.P. and Silverback Opportunistic Credit Master Fund Limited (each, a "Lender" and, collectively, the "Lenders").

**Credit Facility:** \$77,500,000 senior secured term loan facility (the "Term Loan Facility") and such amount, the "Total Facility Amount".

**Uses of Proceeds:** Amounts funded under the Credit Facility on the Initial Funding Date shall be used (i) to repurchase an aggregate \$50,000,000 principal amount of existing convertible senior notes of the Company issued pursuant to that certain Indenture, dated as of November 19, 2021, by and among the Company and U.S. Bank National Association, as Trustee (the "2026 Convertible Senior Notes") as more fully described on Annex C to the Commitment Letter, (ii) for general corporate purposes, and (iii) to pay fees and out-of-pocket expenses in connection with the Credit Facility. The repurchase of the 2026 Convertible Senior Notes will be documented through a customary note purchase agreement.

**Initial Funding Date:** The date on which the conditions set forth herein are satisfied (or waived by the Commitment Parties in writing) and the initial funding under the Credit Facility shall take place.

**Maturity Date:** The date that is 4 years after the Initial Funding Date (the "Maturity Date").

**Interest Rates:** All rates shall be calculated on a 360-day basis:

**Current/Cash-Pay Rate:** A floating rate of Term SOFR + 8.50%, with a 3.00% floor for Term SOFR, payable up to quarterly for Term SOFR borrowings.

**Default Rate:** 3.00% in addition to the Current/Cash-Pay Rate payable on demand.

**Availability:** The full amount of the Term Loan Facility must be drawn in a single drawing on the Initial Funding Date. Amounts repaid under the Term Loan Facility may not be reborrowed.

**Amortization:** The loans under the Term Loan Facility (the "Term Loans") shall be repayable in equal consecutive quarterly installments on March 10, June 10, September 10 and December 10 of each year in an annual amount equal to 10% of the principal amount of the Term Loans (commencing on June 10, 2024), with the final balance of the Term Loans payable on the Maturity Date.

Subject to the conditions and limitations below, the Company may make any amortization payment in shares of the Company's common stock, par value \$0.001 per share (the "Common Stock"), by delivering notice to the Lenders of the Company's intent to make

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such amortization payment in shares of Common Stock no less than 17 trading days prior to the applicable amortization payment date.

The number of shares of Common Stock issuable in respect of each amortization payment shall be determined over the fifteen (15) consecutive trading day period starting on the ending on the trading day immediately preceding the applicable amortization payment date (such period, the "Amortization Averaging Period"). On each trading day during the Amortization Averaging Period (each, an "Amortization Averaging Day"), one fifteenth (1/15<sup>th</sup>) of the aggregate principal amount subject to such amortization payment will be equitized into shares of Common Stock at a price per share equal to 95% of the volume weighted average price of the Common Stock on such trading day (such price per share, the "Amortization Equitization Price"). If the Amortization Equitization Price on any Amortization Averaging Day is less than the sum of (i) \$0.0125 and (ii) the "Minimum Price", as computed pursuant to Nasdaq Rule 5635(d), as of the date when the Commitment Letter is executed (the "Minimum Price"), the aggregate principal amount to be equitized on such day shall instead be paid in cash. Settlement of any shares of Common Stock issuable with respect to any Amortization Averaging Day shall occur within one standard settlement cycle following the fifth, tenth and fifteenth trading day of such Amortization Averaging Period (or immediately following any termination of the Amortization Averaging Period for any reason), assuming such day is treated as the trade date for such settlement.

The Company's ability to make any amortization payment in shares of Common Stock is subject to the following conditions and limitations:

- The Equity Payment Conditions described below are satisfied throughout the entirety of the Amortization Averaging Period. In the event that any of the Equity Payment Conditions are not satisfied at any point during an Amortization Averaging Period, the Amortization Averaging Period shall immediately terminate, with the date of such failure constituting part of the Amortization Averaging Period or

such failure of the Equity Payment Conditions occurs after the end of trading on such day, and the Company shall pay all remaining equitized principal amounts subject to such amortization payment in cash.

- The Company may not exercise its option to make any amortization payment in shares of Common Stock if the applicable Amortizing Averaging Period would overlap with any Equitization Averaging Period (as defined below) resulting from an Optional Equitization defined below).

**Mandatory Prepayments:** Following the Initial Funding Date, the Borrower and each of its subsidiaries shall be required to make the following mandatory prepayments (subject to certain exceptions and materiality thresholds to be negotiated in the definitive Credit Documents (as defined below)):

- (i) *Asset Sales:* Prepayments in the amount equal to sixty percent (60%) net after-tax cash proceeds of the sale or other disposition of any property or assets of any Credit Party or its respective subsidiaries in excess of \$10,000,000 in the aggregate during the term of the Credit Facility, other than net cash proceeds of sales or other dispositions of inventory in the ordinary course of business.
- (ii) *Insurance Proceeds:* Prepayments in the amount of all of the net cash proceeds of condemnation/insurance on account of any loss or taking of any property or assets of any Credit Party or its respective subsidiaries, other than net cash proceeds that are reinvested in other assets useful in the business of the Credit Parties within a time period to be negotiated in the Credit Documents.
- (iii) *Incurrence of Indebtedness:* Prepayments in an amount equal to all of the net cash proceeds received from the incurrence of indebtedness by any Credit Party or its respective subsidiaries (other than indebtedness expressly permitted pursuant to the Credit Documents).

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- (iv) *Convertible Senior Notes Trigger.* Prepayment in an amount equal to all of the outstanding Term Loans as at such date if \$30,000,000 or more of aggregate principal amount of 2026 Convertible Senior Notes are outstanding on August 14, 2026.
- (v) *Equitization.* Prepayments in the amounts and manner, and at the times, set forth under "Optional Equitization" below.

**Voluntary Prepayments:** The Company may prepay the Term Loans, in whole or in part, in cash subject to payment of any applicable Prepayment Premium as described below.

**Prepayment Premium:** Voluntary prepayments of the Term Loan Facility in cash shall be subject to the premium set forth in the chart below (the "*Prepayment Premium*"):

Months	Prepayment Premium
0-12	Make Whole Premium
13-24	14.00%
25-36	7.00%
Thereafter	0%

**"Make-Whole Premium"** means, with respect to any prepayment on any date, the present value (which shall not be less than zero) of an amount equal to: (a) 14.00% of the aggregate principal amount of the Term Loan subject to such prepayment, replacement or acceleration (as applicable); plus (b) any required remaining scheduled interest that would have accrued on such Term Loan from such date of prepayment, replacement or acceleration (as applicable) to and excluding the first anniversary of the Initial Funding Date, calculated using the then-applicable Current/Cash Pay Rate (but excluding the Default Rate, if applicable), discounted at a rate equal to the sum of (i) the treasury rate for a security maturing on the 12 month anniversary of the Initial Funding Date plus (ii) 50 basis points.

Mandatory prepayments of the Term Loan Facility in cash shall be subject to a premium equal to the lesser of (x) 10.00% and (y) the Prepayment Premium that would be applicable to a voluntary prepayment of the Term Loan Facility on such date.

**Optional Equitization:** The Company may, in the Company's sole discretion, prepay the Term Loans up to the aggregate principal amounts set forth below, together with the payment of a 13.00% prepayment premium on such amounts (the "*Equitization Premium*"), in shares of Common Stock (each, a "*Optional Equitization*") if the closing price per share of the Common Stock on the Nasdaq Stock Market ("*Nasdaq*") exceeds the applicable Threshold Price set forth below for any 20 trading days, whether or not consecutive, during any 30 consecutive trading day period occurring entirely after the Initial Funding Date (the "*Threshold Price Condition*"):

Aggregate Principal Amount	Threshold Price
\$7,500,000	\$3.91
\$10,000,000	\$4.50

\$20,000,000		\$5.50
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To exercise any Optional Equitization, the Company shall provide written notice to the Lenders of the occurrence of any Optional Equitization and the aggregate principal amount to be prepaid pursuant to such event no more than two trading days after the applicable Threshold Price Condition has been satisfied.

The number of shares of Common Stock issuable in each Optional Equitization shall be determined over the fifteen (15) consecutive trading day period starting on the second trading day after notice of the Optional Equitization is delivered to the Lenders (as it may be extended, the "**Equitization Averaging Period**"), which period shall be subject to extension as described below. On each trading day during the Equitization Averaging Period (each, an "**Equitization Averaging Day**"), one fifteenth (1/15<sup>th</sup>) of the aggregate

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principal amount subject to such Optional Equitization (plus the Equitization Premium) will be equitized into shares of Common Stock at a price per share equal to 95% of the volume weighted average price of the Common Stock on such trading day (such price per share, the "**Equitization Price**"). If the Equitization Price on any Equitization Averaging Day is less than 75% of the applicable Threshold Price, such trading day shall no longer constitute an Equitization Averaging Day and (i) the Equitization Averaging Period shall be extended to the next trading day immediately following the end of the Equitization Averaging Period prior to such extension, provided that the Equitization Averaging Period shall be extended by no more than ten (10) trading days in the aggregate, and (ii) if the Equitization Averaging Period has already been extended by ten (10) trading days in the aggregate pursuant to clause (i), then the Equitization Averaging Period shall end and any remaining aggregate principal amount shall remain outstanding. Settlement of any shares of Common Stock issuable with respect to any equitization occurring on any Equitization Averaging Day shall occur within one standard settlement cycle, assuming such Equitization Averaging Day is treated as the trade date for such settlement.

Each Optional Equitization is subject to the following conditions and limitations:

- The Optional Equitization at each Threshold Price shall not be exercised for more than the applicable aggregate principal amount listed above.
- The Optional Equitization with regard to only one Threshold Price Condition may be triggered at any time.
- If the Threshold Price Conditions with regard to multiple Threshold Prices have been satisfied based on the trading price of the Common Stock, the Optional Equitization with respect to the lowest such Threshold Price shall occur before the Optional Equitization with regard to any other Threshold Price.
- The Equity Payment Conditions described below are satisfied throughout the entirety of the Equitization Averaging Period. In the event that any of the Equity Payment Conditions are not satisfied at any point during any Equitization Averaging Period, the Equitization Averaging Period shall immediately terminate, with the date of such failure constituting part of the Equitization Averaging Period or if such failure of the Equity Payment Conditions occurs after the end of trading on such day, and the Company shall pay all remaining equitized principal amounts subject to such Optional Equitization (together with all applicable Equitization Premiums) in cash and the Optional Equitization with regard to the applicable Threshold Price shall be deemed to be completed with regard to the applicable aggregate principal amount paid in shares of Common Stock or cash.
- The Company may not exercise an Optional Equitization if the applicable Equitization Averaging Period would overlap with the Amortization Averaging Period.

**Equity Payment Conditions:** The Equity Payment Conditions will include the following:

- No default or event of default shall have occurred and remain ongoing.
- One or more registration statements registering the resale of all shares of Common Stock issuable pursuant to the terms of the Common Stock Facility (without regard to any limitation on issuance) shall be effective, with a current prospectus covering such resales available for use.
- No failure by the Company to file current public information (as contemplated by Rule 144) shall have occurred and be continuing.
- The Common Stock remains listed, and the shares of Common Stock to be issued have been approved for listing on Nasdaq.

- Trading in shares of Common Stock has not been suspended on Nasdaq, nor has any such suspension or any delisting of the common stock by threatened in writing by Nasdaq or any action been taken by the Company for the voluntary delisting or deregistration of Common Stock.
- The Company shall have timely delivered all shares of Common Stock required to be delivered upon any exercise of the Warrants (as defined below), and, following any applicable payment in shares of Common Stock, the Company shall have sufficient shares of Common Stock authorized and reserved to allow for the settlement of any exercise of the Warrants.
- No public announcement of any pending, proposed or intended change of control shall have occurred that has not been abandoned or consummated.
- The shares of Common Stock to be issued have been duly authorized and are validly issued, fully paid and non-assessable.
- The shares of Common Stock can be issued to each Lender in compliance with beneficial ownership limitations to be specified in the Credit Facility (to be no less than 4.9%, and initially set at, 9.9%).
- Delivery of the Common Stock occurs through DTC into the existing CUSIP for the Common Stock with no DTC chill or halt in effect.
- No dispute shall exist between the Company, the Lenders, Nasdaq and FINRA regarding any of the terms of the payment in shares of Common Stock.
- The Company is not (and has not provided information to the Lender that would put the Lender) in possession of any material, non-public information regarding the Company or the Common Stock (i) at the time any election to make a payment in shares of Common Stock (ii) at any time during the applicable measurement period.

**Documentation Principles:** The definitive documentation for the Credit Facility (the “**Credit Documents**”) will contain those conditions to borrowing, mandatory prepayments, representations, warranties, covenants and events of default set forth in, and will otherwise be consistent with, this Term Sheet and will be based on a precedent credit agreement to be mutually agreed among the Company and Highbridge; provided that the Credit Documents shall give due regard to (i) the location of the business of the Credit Parties and their subsidiaries and their respective jurisdictions of organization (including as to representations, warranties, covenants and events of default that are customary and specific to the regulatory regimes of such jurisdictions) and (ii) the operational and strategic requirements of the Credit Parties and their respective subsidiaries in light of their consolidated capital structure, size, industry and practices.

**Collateral:** All obligations of the Company and Guarantors under the Credit Documents shall be secured by a first-priority (subject only to customary permitted liens) perfected lien on and security interest in all now owned and hereafter acquired tangible and intangible assets of the Company and the Guarantors, including all equity interests owned by the Company or any Guarantor and all cash and cash equivalents held by the Credit Parties (the “**Collateral**”).

**Financial Covenant:** The Company shall at all times maintain minimum Liquidity of \$15,000,000. “**Liquidity**” shall be defined as unrestricted cash and cash equivalents (as determined under U.S. GAAP) of the Credit Parties that is deposited in accounts subject to control agreements granting “control” over such accounts to the Agent (or a substantially similar arrangement in the applicable jurisdiction).

**Affirmative Covenants:** Customary and appropriate for transactions of this type (to be applicable to Borrower and its subsidiaries and subject to exceptions and materiality thresholds

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to be agreed in the definitive documents), and limited to delivery of monthly, quarterly, and annual financial statements and other information, delivery of notices of events of default and other material events, maintenance of existence, payment of taxes and claims, maintenance of properties and insurance, books and records, inspections, lender meetings, environmental, further assurances, compliance with laws, delivery of other information reasonably required by the Agent or a Lender, compliance with and policies regarding sanctions, anti-terrorism, anti-money laundering (“**AML**”), anti-bribery and corruption (“**ABC**”), foreign corrupt practices act (“**FCPA**”), and data privacy.

**Negative Covenants:** Customary and appropriate for transactions of this type (to be applicable to Borrower and its subsidiaries and subject to exceptions and materiality thresholds to be agreed in the definitive documents), and limited to limitations on use of proceeds, indebtedness, liens, guarantees,

negative pledges, restricted payments and voluntary redemptions or prepayments of subordinated, junior lien and other Junior Debt, investments, fundamental changes, disposition of assets, acquisitions, sale-leasebacks, transactions with affiliates, conduct of business, changes to material contracts and organizational documents, fiscal year, accounting policies, and deposit accounts, in each case, with customary exceptions to be agreed in the Credit Documents; *provided*, that (x) the indebtedness covenant shall not permit material debt other than (1) the Credit Facility and (2) unsecured indebtedness or indebtedness secured on a junior lien basis to the Term Loan Facility not to exceed an amount to be agreed (the "**Junior Debt**"), which shall be used to repurchase convertible senior notes under the 2026 Convertible Senior Note Facility and shall be subject to the following terms and conditions: (i) such Junior Debt shall not mature until the date that 91 days outside the latest Maturity Date of the Term Loan Facility and shall not have a shorter weighted average life to maturity than the Term Loan Facility; (ii) no Junior Debt shall be secured by any lien on any property or asset other than the Collateral or be guaranteed by any person other than the Guarantors; (iii) no Junior Debt shall require any mandatory prepayment or amortization; and (iv) lien subordination of any such Junior Debt shall be subject to a intercreditor agreement reasonably satisfactory to Highbridge, (v) the restricted payment covenant will only permit tax distributions, payment of administrative expenses of the Company and other distributions in the ordinary course of business and (vi) the covenants shall contain customary and appropriate restrictions on investments in and transfer to subsidiaries of the Borrower which are not Guarantors.

#### Representations and

**Warranties:** Customary and appropriate for transactions of this type (to be applicable to Borrower and its subsidiaries), and limited to: organizational status and good standing; power and authority, qualification, execution, delivery, binding effect and enforceability of the Credit Documents; with respect to the Credit Documents, no violation of, or conflict with, law, organizational documents or agreements; compliance with law (including PATRIOT ACT, anti-money laundering laws, FCPA and OFAC); litigation; margin regulations; material governmental approvals; Investment Company Act; accurate and complete disclosure; accuracy of financial statements; no Material Adverse Effect; no event of default; taxes; ERISA; subsidiaries; intellectual property; environmental laws; labor matters; use of proceeds; ownership of properties; creation and perfection of liens and other security interests; and consolidated solvency of the Company and its subsidiaries on the Initial Funding Date; subject, in the case of each of the foregoing representations and warranties, to customary qualifications and limitations for materiality to be provided in the Credit Documents consistent with the Documentation Principles.

**"Material Adverse Effect"** means, with respect to the Credit Parties, (a) a material adverse change in, or a material adverse effect on, the operations, business, properties or financial

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condition of such Persons, taken as a whole, (b) a material impairment of the ability of such persons, taken as a whole, to perform their respective payment obligations under the Credit Documents, (c) a material impairment of the rights and remedies of the Agent or any Lender under the Credit Documents, or (d) a material impairment of the legality, validity, binding effect or enforceability against any Credit Party of any material Credit Document to which it is a party).

**Events of Default:** Customary and appropriate for transactions of this type (subject to exceptions, grace periods and materiality thresholds to be agreed in the definitive documents), and limited to payment default, cross-default to other indebtedness, breach of covenants, breach of representations, bankruptcy/insolvency defaults, judgment default, employee benefit plans, change of control, invalidity of guarantees, impairment of security in the Collateral, and delisting of Common Stock.

#### Other Conditions and

**Requirements:** The availability of the Credit Facility set forth in this Commitment Letter shall be subject solely to the satisfaction of the following conditions:

- Definitive loan documentation governing the Credit Facility (collectively, the "**Credit Documents**") reasonably satisfactory to Highbridge, to the extent applicable, satisfactory legal opinions, customary closing certificates, a customary solvency certificate, corporate records, documents from public officials, officers' certificates and third-party consents (if any) shall have been delivered;
- Subject to the Certain Funds Provision, all documents and instruments required to create and perfect the Agent's security interest in Collateral shall have been executed and delivered to the Agent (including customary lien searches in each relevant jurisdiction) as applicable, be in proper form for filing;
- Since the date of this Commitment Letter, no fact, circumstance, occurrence, change or event has occurred that constitutes, or would reasonably be expected to have, individually or in the aggregate, a material adverse change in, or a material adverse effect on,

operations, business, properties or financial condition of such Persons, taken as a whole;

- Each Specified Representation shall be true and correct in all material respects (or in all respects in the case of any such representation or warranty qualified by materiality or "material adverse effect") ("**Specified Representations**" means the representations and warranties to be included in the Credit Documents relating to organizational power and authority of the Borrower and Guarantors as to execution, delivery and performance of the Credit Documents; due organization of the Borrower and the Guarantors; the due authorization, execution, and delivery of the Credit Documents by the Borrower and Guarantors; validity and enforceability of the applicable Credit Documents against the Borrower and Guarantors; no conflicts of the Credit Documents (limited to the execution and delivery of the Credit Documents by the Borrower and Guarantors, incurrence of the indebtedness thereunder and the granting of the guarantees and the security interests in respect thereof) with charter documents of the Borrower and Guarantors; the solvency of the Borrower and its subsidiaries on a consolidated basis on the Initial Funding Date after giving effect to the transactions contemplated hereunder; Federal Reserve margin regulations; Investment Company Act; use of proceeds of the Credit Facility on the Initial Funding Date not violating the PATRIOT Act, OFAC or FCPA; and creation, validity and perfection of security interests (subject to the Certain Funds Provision);
- The Agent shall have received, so long as requested in writing at least ten business days prior to the Initial Funding Date, at least ten days prior to the Initial Funding Date, (a) all documentation and other information required by regulatory

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authorities under applicable "know your customer" and anti-money laundering rules and regulations, including, without limitation, the PATRIOT Act and (b) a certification regarding beneficial ownership required by 31 C.F.R. § 1010.230; Payment of all fees and expenses required to be paid on the Initial Funding Date pursuant to the Commitment Letter and Fee Letter shall have been paid out of the proceeds of amounts funded under the Credit Facilities, with respect to expenses to the extent invoiced at least three (3) days prior to the Initial Funding Date;

- Immediately prior to giving effect to the borrowings under the Credit Facility on the Initial Funding Date and the use of proceeds the sum of the Company's unrestricted cash and cash equivalents on hand (as determined under GAAP) shall be at least \$55 million.

**Warrants:** On the Initial Funding Date, the Lenders shall earn and be granted, pro rata based on their funded amounts, warrants (the "**Warrants**") to purchase an aggregate number of shares of Common Stock equal to (i) \$7,750,000 divided by (ii) the Minimum Price as of the date of this Commitment Letter. The Warrants will be exercisable for a period of five years following the Initial Funding Date at a price per share of Common Stock equal to the Minimum Price as of the date of this Commitment Letter. The Warrants will be detachable, immediately exercisable by cashless exercise (not for cash) and freely transferable, subject to compliance with applicable law, and will be in a form satisfactory to the Lenders.

The Warrants will also contain the following rights (all in a form satisfactory to the Lenders):

- Settlement of any exercise within the then applicable standard settlement cycle, with "buy-in", liquidated damages and exercise revocations provisions for failures to deliver within the standard settlement cycle.
- Customary anti-dilution adjustments, including full protection against future dividends (with no permitted dividend amount).
- Change in control protection (other than for a change in control for which the consideration consists solely of public equity securities based on the Black-Scholes valuation of the Warrants at the greater of the 30-day realized volatility or 100% assumed volatility).
- Beneficial ownership blocker provisions shall be no less than 4.9%, and initially fixed at, 9.9% ownership.

**Registration Rights:** On the Initial Funding Date, the Company and the Lenders will enter into a registration rights agreement in a form satisfactory to the Lenders pursuant to which the Company will provide the Lenders with resale shelf registration rights with regard to any shares of Common Stock issuable pursuant to the Credit Facility and the Warrants. The initial shelf registration statement registering the resale of such shares of Common Stock shall be filed by the Company within 30 days following the Initial Funding Date.

**Choice of Law:** State of New York.

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Annex C

**Commitments under the Credit Facility**

[Redacted pursuant to Item 601(a)(5) of Regulation S-K]

**Bond Repurchase Schedule**

[Redacted pursuant to Item 601(a)(5) of Regulation S-K]

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**EXHIBIT 31.1**

**CERTIFICATION PURSUANT TO  
RULE 13a-14(a) OR RULE 15d-14(a) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

I, Ryan Steelberg, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Veritone, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15 and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

(b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting

Date: May 10, 2024 August 14, 2024

By: /s/ Ryan Steelberg

Ryan Steelberg

President and Chief Executive Officer

*(Principal Executive Officer)*

**EXHIBIT 31.2**

**CERTIFICATION PURSUANT TO  
RULE 13a-14(a) OR RULE 15d-14(a) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

I, Michael L. Zemetra, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Veritone, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15 and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting

Date: May 10, 2024 August 14, 2024

By: /s/ Michael L. Zemetra

Michael L. Zemetra

Executive Vice President, Chief Financial Officer and Treasurer

*(Principal Financial and Accounting Officer)*

**EXHIBIT 32.1**

**CERTIFICATIONS PURSUANT TO RULE 13a-14(b) OR RULE 15d-14(b)  
OF THE SECURITIES EXCHANGE ACT OF 1934  
AND 18 U.S.C. SECTION 1350**

Each of the undersigned hereby certifies, pursuant to Rule 13a-14(b) or Rule 15d-14(b) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and 18 U.S.C. Section 1350, in his capacity as an officer of Veritone, Inc., that, to his knowledge, the Quarterly Report on Form 10-Q of Veritone, Inc. for the period ended **March 31, 2024** **June 30, 2024** fully complies with the requirements of Section 13(a) or 15(d) of the Exchange Act and that the information contained in such report fairly presents, in all material respects, the financial condition and results of operations of Veritone, Inc.

Date: **May 10, 2024** **August 14, 2024**

By: /s/ Ryan Steelberg

Ryan Steelberg

President and Chief Executive Officer

*(Principal Executive Officer)*

Date: **May 10, 2024** **August 14, 2024**

By: /s/ Michael L. Zemetra

Michael L. Zemetra

Executive Vice President, Chief Financial Officer and Treasurer

*(Principal Financial and Accounting Officer)*

A signed original of this written statement required by 18 U.S.C. Section 1350 has been provided to Veritone, Inc. and will be retained by Veritone, Inc. and furnished to the Securities and Exchange Commission or its staff upon request.

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