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## Forward Looking Statements and Disclaimers

This presentation of Veritone Inc. (the "Company") contains forward-looking statements that involve substantial risks and uncertainties. These forward-looking statements include, but are not limited to, statements regarding our strategies to expand our operations, including plans to expand and grow our Artificial Intelligence (AI) platform; our ability to successfully market our products and services; the potential growth opportunities in our markets; the competitive advantages of our technology and services; the potential of our platforms and products to generate sales and revenues; and the estimated size and spending of our markets in the future. The words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "would," "could," "should," and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. The forward-looking statements contained in this presentation reflect our current views with respect to future events.

Forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation. We have included important factors in the cautionary statements included in the prospectus included in the May 2017 registration statement and the first and second quarters of 2017 10-Qs that we filed with the Securities and Exchange Commission (the "SEC"), particularly in the Risk Factors section, that we believe could cause actual results or events to differ materially from the forward-looking statements that we make. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Before you invest, you should read the entire prospectus in the registration statement filed in May 2017, the first and second quarter 2017 10-Qs, and other documents the Company has filed with the SEC for more complete information about the Company. You may obtain these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov).

VERITONE'S MISSION IS TO BE THE WORLD'S LEADING A.I. SERVICE PROVIDER,  
FOCUSING ON COGNITIVE COMPUTING,  
TO UNLOCK THE VALUE IN  
UNSTRUCTURED DATA



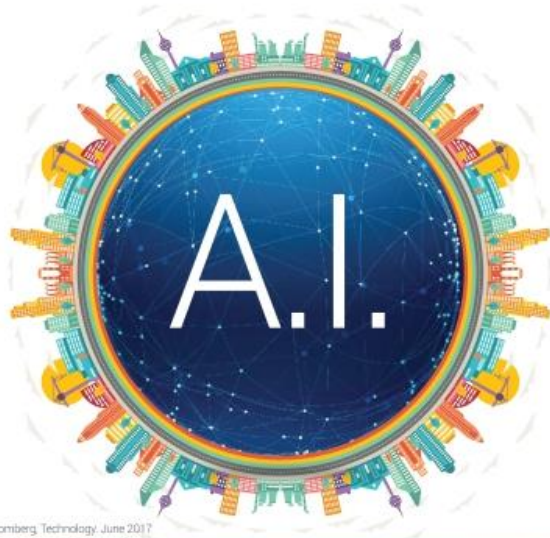
### SAAS (software)

Delivering **purpose-built applications**, targeting industries rich in unstructured data

### PAAS (platform)

Open platform, allows third parties to build their own cognitive AI engines and applications

## AI PROMISES TO TRANSFORM THE ENTERPRISE



### Operational Efficiency

Augment or replace human-constrained processes

### Product Innovation

Develop new products and services with human levels of intelligence

### Decision Support

In many cases, human intuition is wrong. A.I. promises to be an **impartial guide** in a complex world.

\$15+ Trillion boost to global DGP by 2030<sup>1</sup>

Sources: <sup>1</sup> Bloomberg Technology, June 2017

## 80% OF THE WORLD'S DATA IS UNSTRUCTURED AND LOCKED WITHOUT COGNITION<sup>1</sup>



### Computation (structured data)

Value is derived through traditional methods

### Cognition (unstructured data)

Requires **machine learning** to unlock value

90% of the world's data was created in the past 24 months<sup>2</sup>

>1 x 10<sup>21</sup> Bytes (zeta-byte) in the cloud  
Doubling every 24 months<sup>3</sup>

Sources: <sup>1</sup> Gartner, Inc. Research, June 2015  
<sup>2</sup> IBM Report, November 2016  
<sup>3</sup> IEMC-IDC Report, April 2014

# WHAT HUMANS SEE



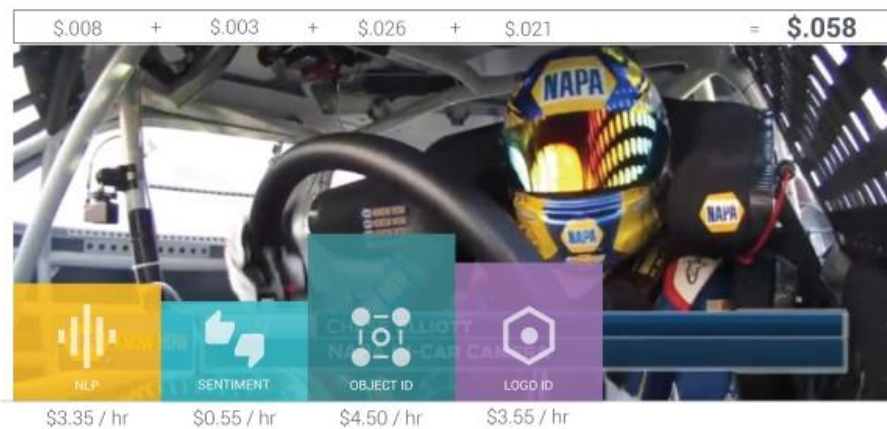
## PURPOSE-DRIVEN AI

Delivering Unique Insights and Value through a Common AI Platform.



## THE VERITONE REVENUE MODEL

The Monetization of Artificial Intelligence



(Engine Costs Per Hour are for Reference Purposes Only, and May Not Represent Current Costs)

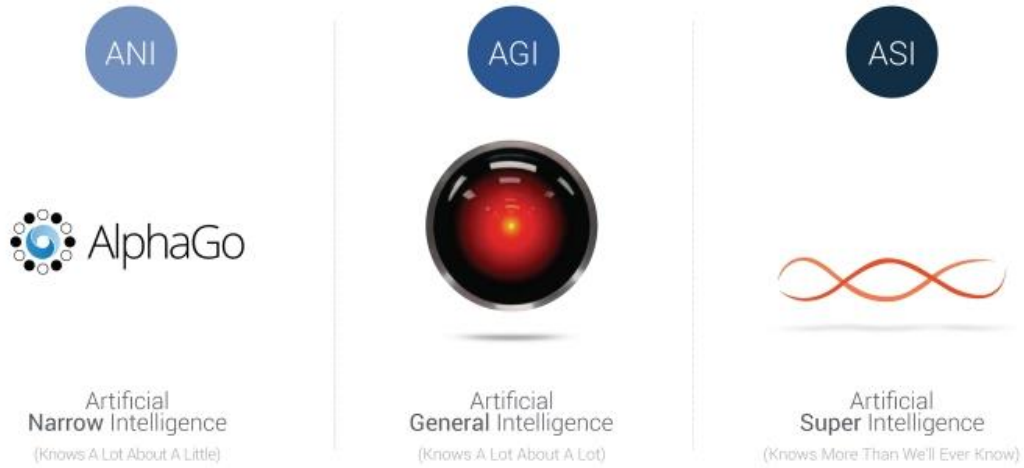
USE CASE  Media

Major US broadcaster expands from initial unpaid pilot in early 2016 to paid regional deployment to \$1.7M multi-year SAAS agreement signed in Q1 2017 (< 12 months)



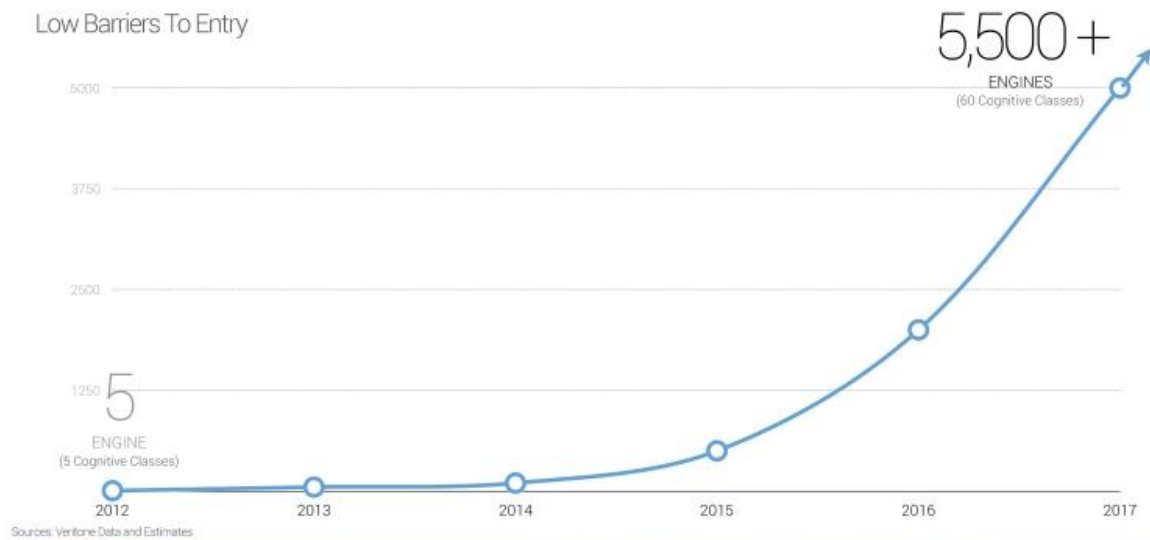
**WAIRE**<sup>TM</sup>  
Artificial Intelligence Operating System

## A NEW APPROACH TO AI



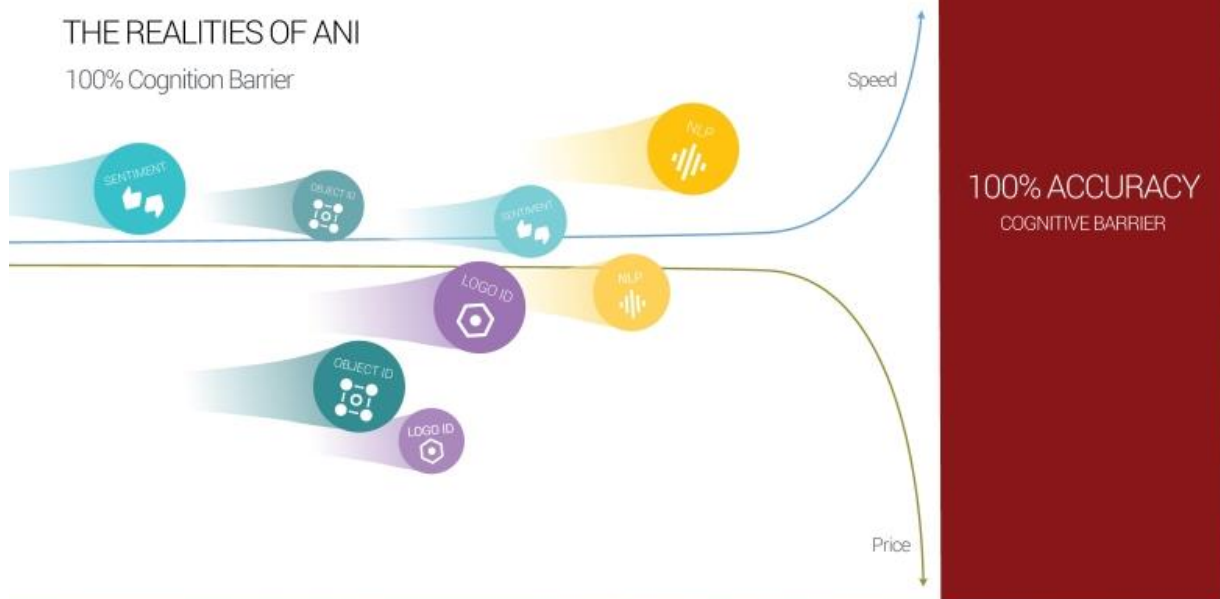
## THE REALITIES OF ANI

Low Barriers To Entry



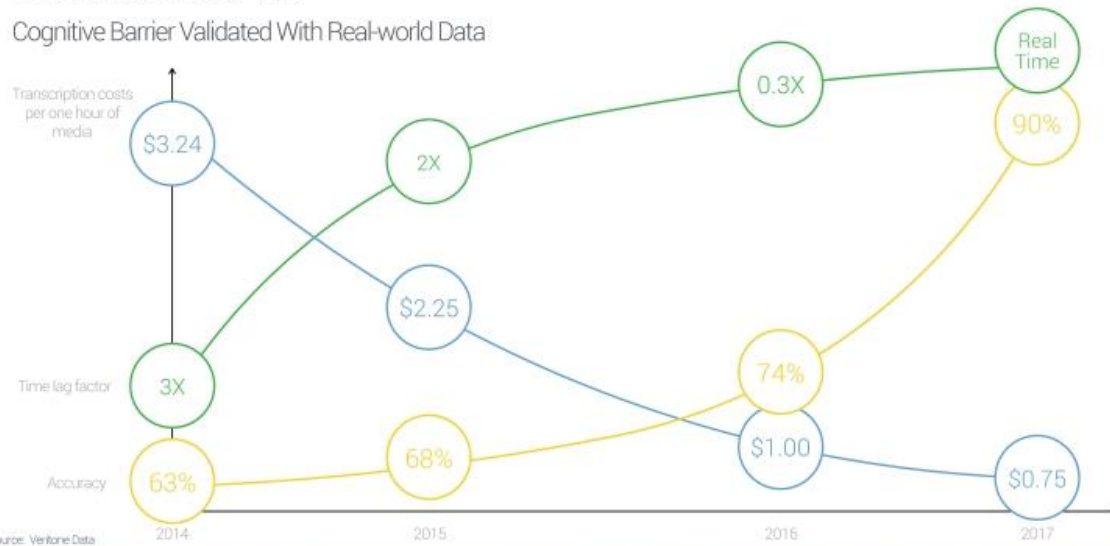
## THE REALITIES OF ANI

100% Cognition Barrier



## THE REALITIES OF ANI

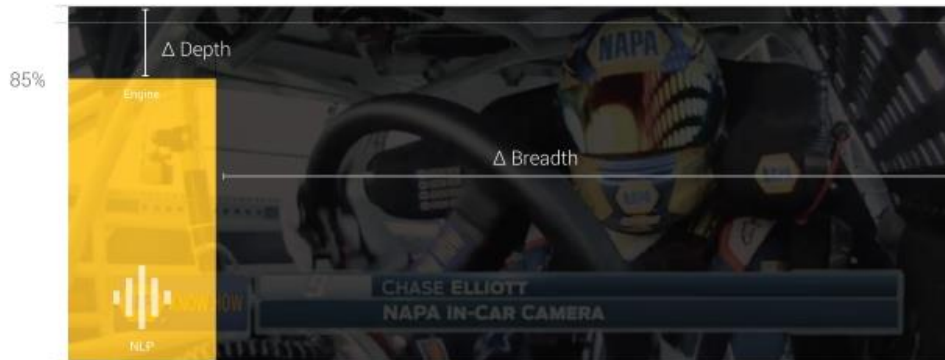
Cognitive Barrier Validated With Real-world Data





## THE REALITIES OF ANI

Single Engine Lacks the Breadth and Depth of Cognition to Solve Most Real-world Problem



Problem X

## THE REALITIES OF ANI

Single Engine Lacks the Breadth and Depth of Cognition to Solve Any Real-world Problem



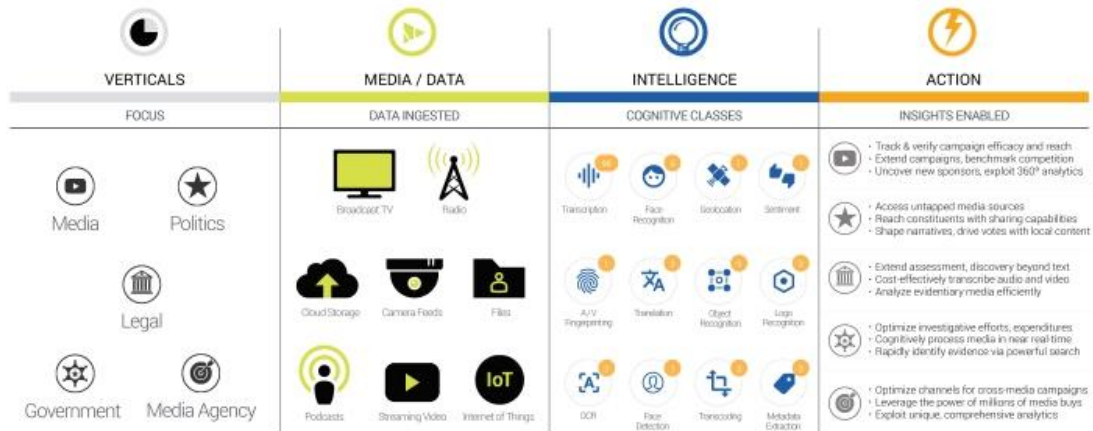
Problem X

# Veritone aiWARE™ Platform. Powerful. Proprietary. Patented.

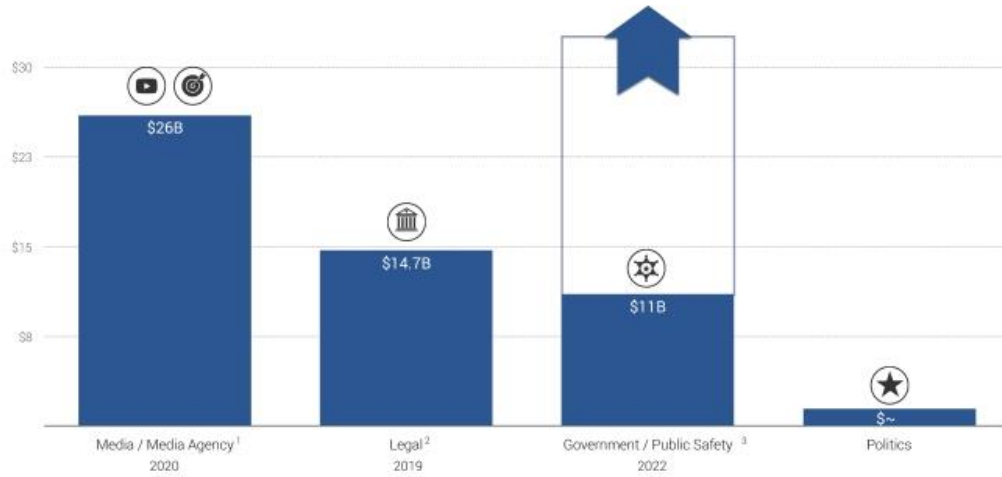


## THE PLATFORM DEPLOYED

Unleash the full potential of AI to enhance decision making across content-intensive industries

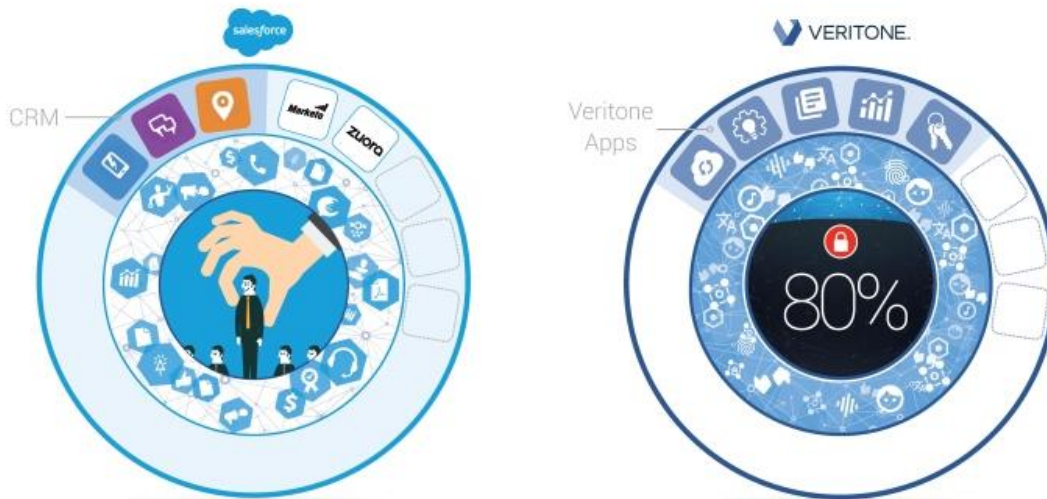


## ESTIMATED SPENDING BY VERTICAL ON ANALYTICS / BUSINESS INTELLIGENCE



1. Represents eMarketer 2020 U.S. Media Spending Forecast (March 2018), multiplied by The CMO Survey (February 2016) estimate of 11.1% of total 2020 marketing budgets being spent on data analytics.  
 2. Source: IDC Worldwide eDiscovery Forecast 2014-2019 (January 2016). Includes eDiscovery services, which represent approx. 80% of the total.  
 3. Source: Homeland Security Research Corp., Big Data & Data Analytics Market in Homeland Security and Public Safety, 2017-2022 (March 2017).

## aiWARE™ FOR THE DIGITAL UNIVERSE IS BEING DELIVERED AS A SAAS / PAAS



USE CASE  Application

Most major US companies store a significant amount of data in private data centers. **Quantum** is a market leading provider of next generation storage services and recently launched aiWARE as an integrated AI layer into their Xcellis Workflow Storage product line.



**Artificial Intelligence - Now Included**

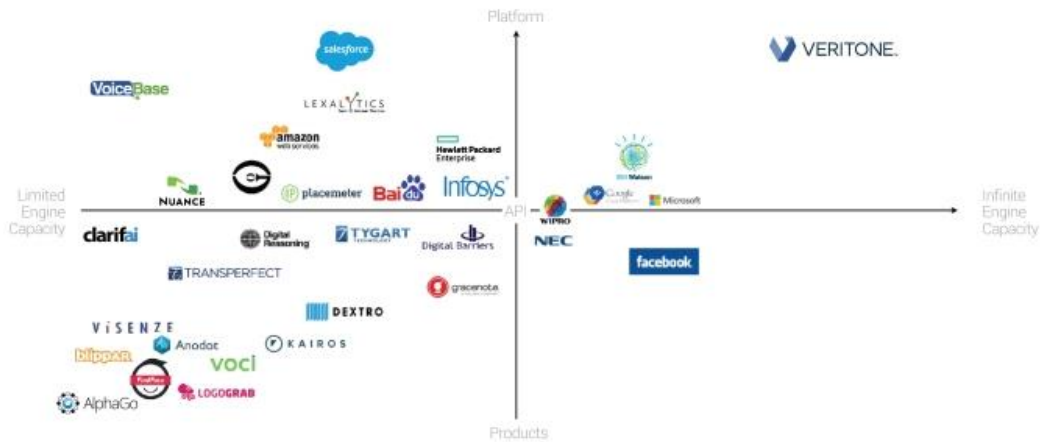
- All 100+ Veritone cognitive engines are accessible via the Quantum device
- Currently supports 32 local engines in three categories (NLP, OCR and Video Object Detection)

**Economics**

- Veritone charges a processing fee for cognitive engine execution time
- Veritone charges a license fee for aiWARE software based on the QTM device's capacity
- Veritone will pay QTM a commission on all processing fees.
- QTM will pay Veritone a \$1 million exclusivity fee, over the 12 month period beginning with the first sale of a QTM device with activated aiWARE license.





COMPETITIVE LANDSCAPE

Aggregating broad cognitive capabilities in an open platform is white space for Veritone



## COMPETITIVE DIFFERENTIATION

Veritone's platform has four unique & defining characteristics

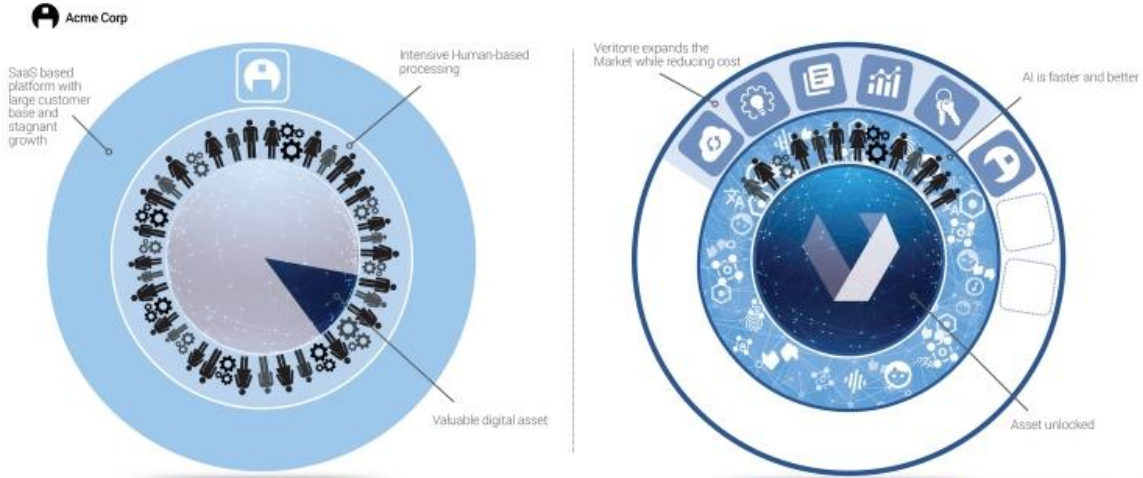
 COMMON AI PLATFORM	(operational Q3-17)  APPLICATION DEVELOPMENT	 ORCHESTRATED COGNITION	 CLOUD / ON-PREM
<p><b>SAAS</b> - Veritone delivers its cognitive solutions through a suite of simple to use, web applications that operate on a common, fully federated, secure platform.</p> <ul style="list-style-type: none"> <li>- self service</li> <li>- up and running in less than 30 minutes</li> <li>- shared infrastructure delivers optimal pricing</li> </ul>	<p><b>PAAS</b> - Veritone enables third parties to develop their own cognitive engines, applications and data adapters via a well defined SDK and easy to use Developer Application.</p> <ul style="list-style-type: none"> <li>- shared access to customers &amp; revenue</li> <li>- shared access to training data and better cognition.</li> </ul>	<p><b>CONDUCTOR</b> - 100+ engines and counting. More than any other single provider on earth. We expect to have thousands and an advanced AI to orchestrate it all.</p> <ul style="list-style-type: none"> <li>- optimized engine selection and results</li> <li>- competitive marketplace drives value and performance</li> </ul>	<p><b>aiWARE</b> - deploy thousands of instances across the internet, bringing the power of Veritone to your unstructured data, wherever it resides.</p> <ul style="list-style-type: none"> <li>- deploy on-prem or in the cloud.</li> <li>- better security, performance &amp; reliability</li> </ul>

## TEAM

		 Chad Steelberg Chairman & CEO		 Ryan Steelberg President	
 Pete Collins CFO	 Jeff Coyne EVP & General Counsel	 Al Brown SVP Engineering	 John Newsom EVP Enterprise	 Scott Bogdan SVP Operations	 Mydung Tran Nachman SVP Corporate Development

# VERITONE A.I. IS A POWERFUL M&A ACCELERATOR

Strong organic revenue growth, coupled with strategic M&A acceleration



## KPIs

\$000's	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017	2017 Outlook
<b>Ai Platform</b>							
# of Accounts	4	8	14	23	57	169	425
# of Hours of Data Processed	190,000	178,000	331,000	447,000	367,000	438,000	3,000,000
# of A.I. Engines	11	19	28	41	48	69	150 (85)
Bookings (TCV) (\$000's)	\$ 156	\$ 126	\$ 264	\$ 223	\$ 1,947	\$ 151	
MRR (\$000's)	\$ 22	\$ 24	\$ 70	\$ 46	\$ 60	\$ 132	
Net Revenue (\$000's)	\$ 40	\$ 73	\$ 98	\$ 296	\$ 209	\$ 348	
<b>Media Agency</b>							
Active customers	30	35	35	44	39	45	
Media \$'s placed / customer (\$000's)	\$ 603	\$ 499	\$ 539	\$ 481	\$ 670	\$ 695	
Net Revenue (\$000's)	\$ 2,036	\$ 1,938	\$ 2,223	\$ 2,207	\$ 2,899	\$ 3,739	