



# 2021 Investor Day & Tech Expo

## aiWARE Overview

# Forward Looking Statements & Disclaimers

This presentation of Veritone Inc. (the “Company”) contains forward-looking statements that involve substantial risks and uncertainties. The words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “predict,” “project,” “target,” “potential,” “would,” “could,” “should,” and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. We may not actually achieve the plans, intentions or expectations disclosed in our forward- looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. The forward-looking statements contained in this presentation reflect our current views with respect to future events.

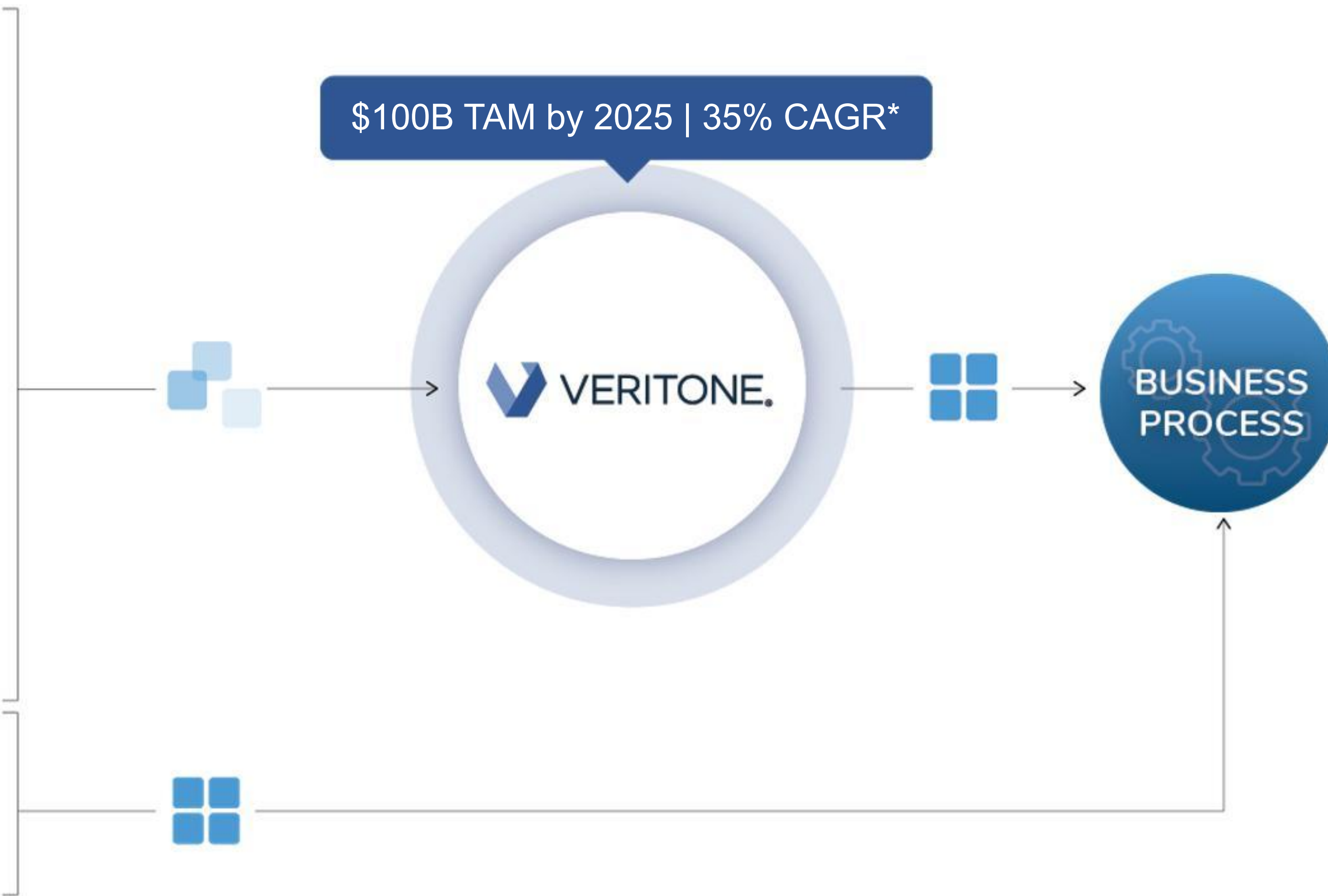
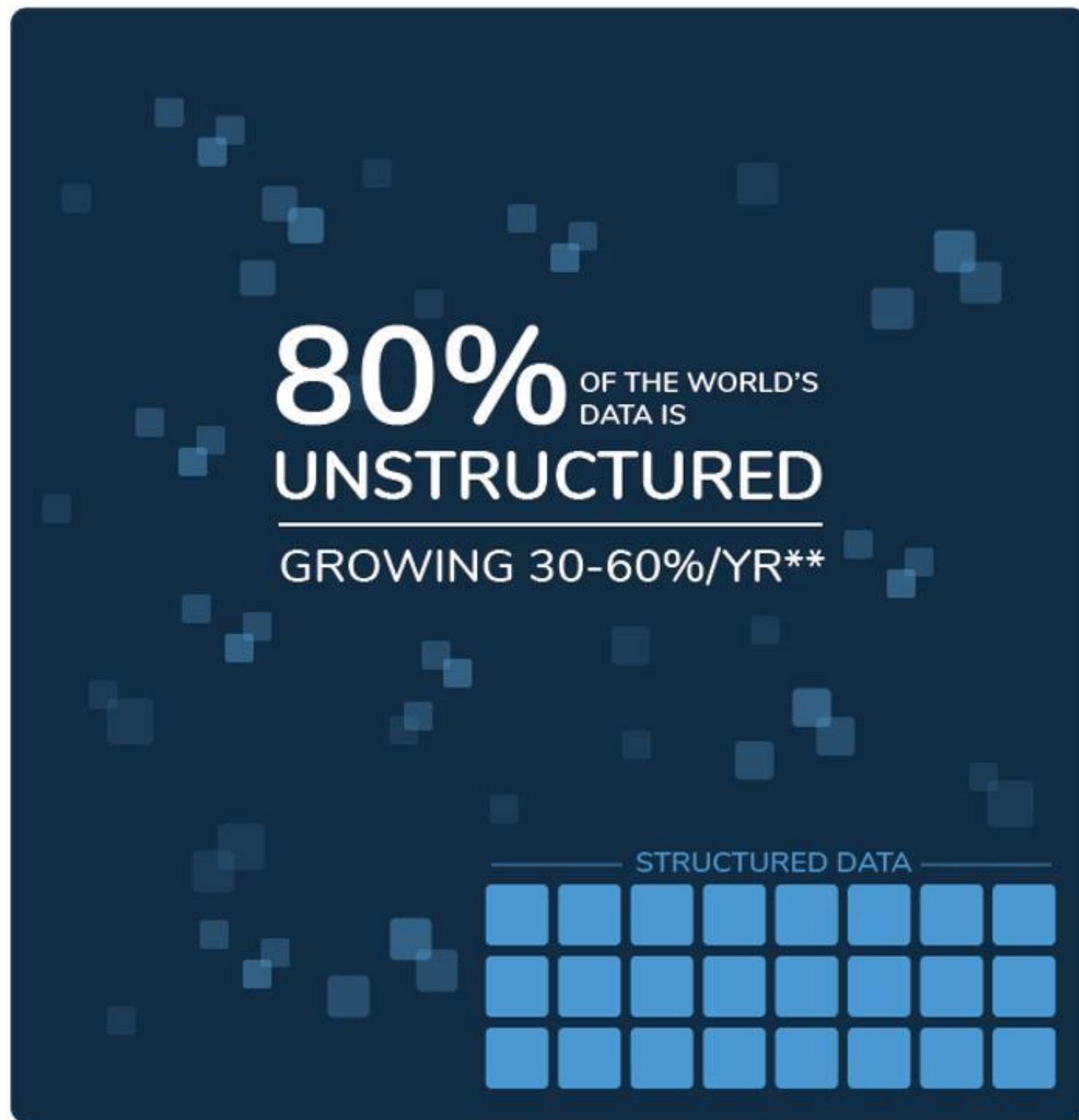
Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. We have included important factors in the cautionary statements included in the Annual Report on Form 10-K and other periodic reports that we have filed with the Securities and Exchange Commission (the “SEC”), particularly in the Risk Factors sections, that we believe could cause actual results or events to differ materially from the forward-looking statements that we make. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Before you invest, you should read the Company’s Annual Report on Form 10-K and the other documents the Company has filed with the SEC for more complete information about the Company. You may obtain these documents for free on the Company’s website or by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov).

In addition to the Company’s GAAP financial results, this presentation also includes certain historical and forecasted financial measures presented on a non-GAAP basis, excluding (as applicable) provision for income taxes, depreciation, amortization and stock-based compensation expenses, as well as certain sales tax, lease termination and subleasing, severance, acquisition, integration and financing-related costs. For a reconciliation of such non-GAAP measures to the corresponding GAAP measures, please see the supplemental information available on the Investors page of the Company’s website.



# Unstructured Data is Inaccessible Without AI



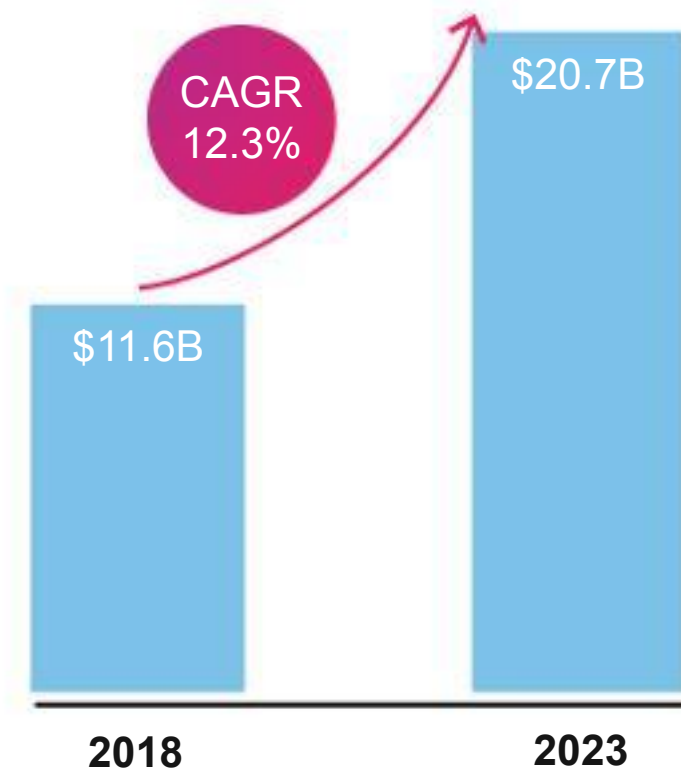
\* Source: Omdia Artificial Intelligence Software Market Forecast, June 29, 2020

\*\* Source: Gartner 2020 Strategic Roadmap for Storage, July 1, 2020

# Veritone aiWARE Targets Massive Market Opportunities

## Intelligent Process Automation

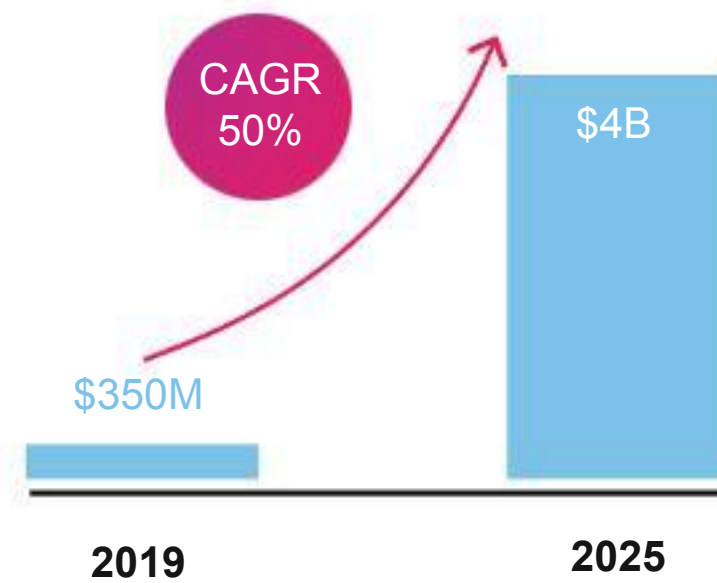
aiWARE brings AI into an overall IPA system that contains BPA, RPA, BI, and document capture.



The Intelligent Process Automation market size is expected to grow to \$20.7B by 2023 per [IDC](#)

## Machine Learning Operations

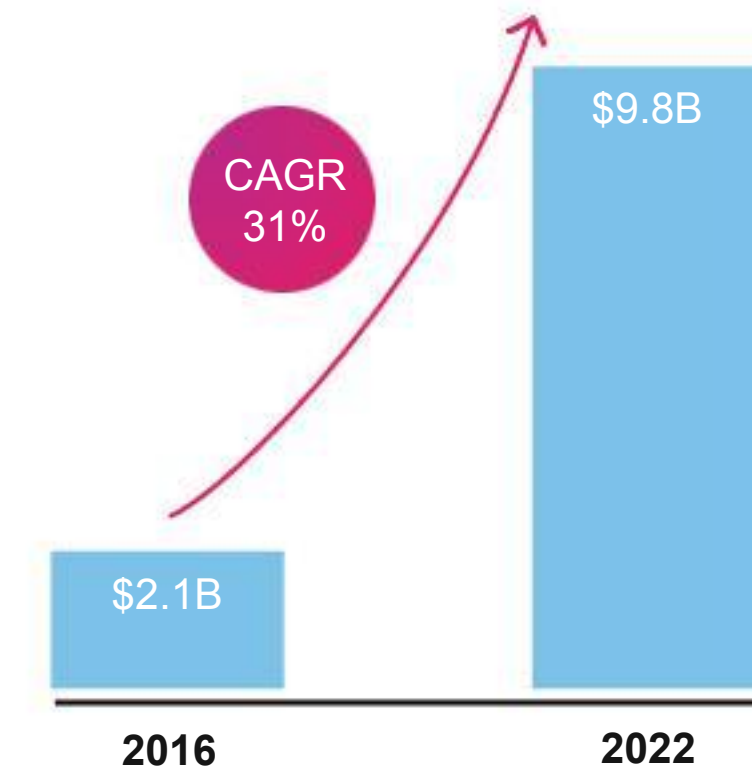
aiWARE helps organizations effectively deploy, integrate and monitor AI.



MLOps Solutions market size is expected to grow to \$4B by 2025 per [Cognilytica](#)

## AI Platform & Developer Tools

Addressing the deploy, integrate, and monitor functions of the full AI stack.



The AI platform market size is expected to grow to \$9.8B by 2022 per [Markets and Markets](#)

## 2025 AI Software Market

Current Serviceable Market \$34.5B+

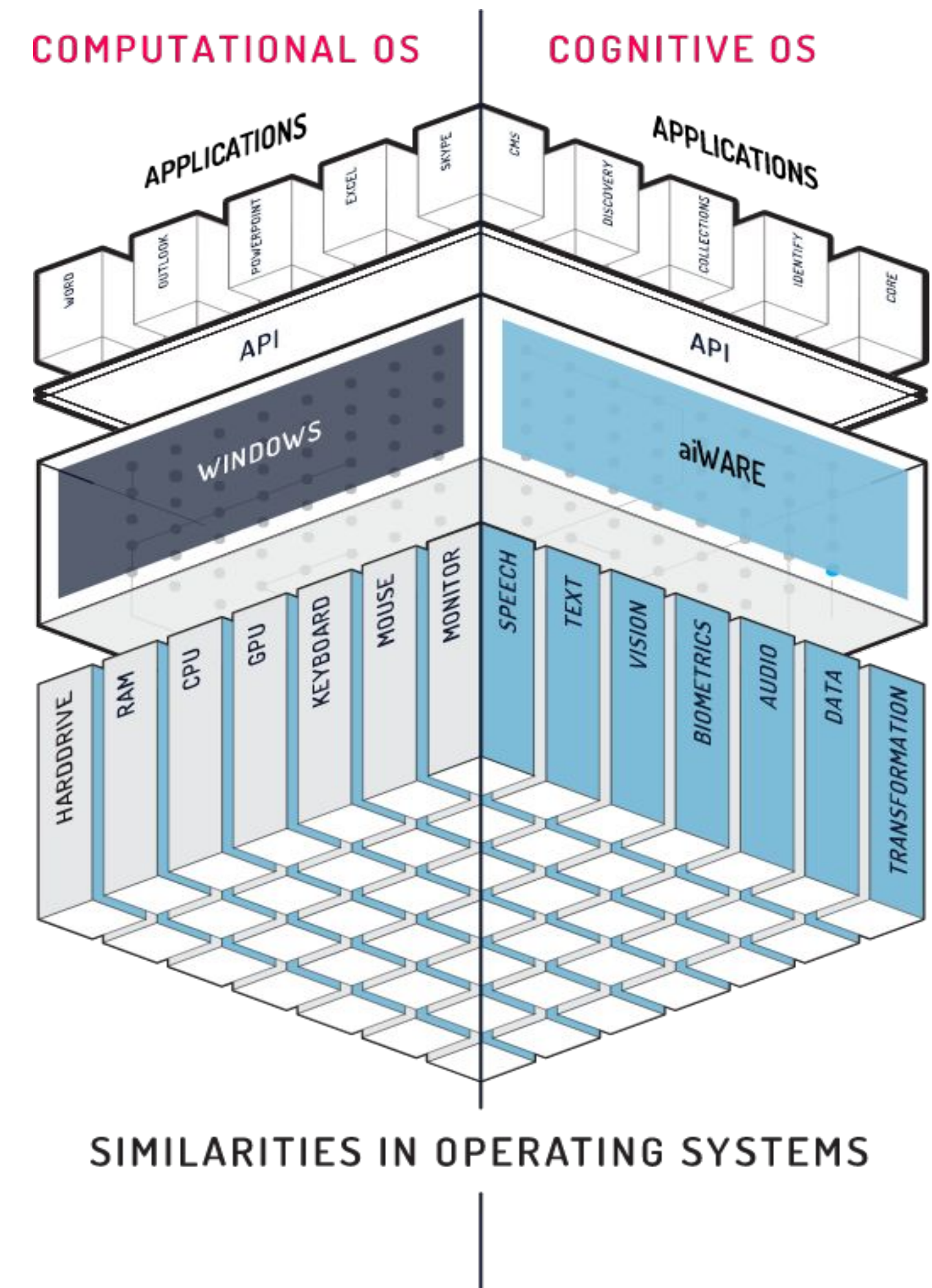
Total Addressable Market \$100B (35% CAGR)



# The Solution: Veritone aiWARE Operating System for AI

- ✓ **FAST TO MARKET**  
“OS for AI” ecosystem of hundreds of best-of-breed AI engines
- ✓ **FUTURE PROOF**  
Single development interface for apps, across AI engine vendors

- ✓ **ACCESSIBLE**  
Low-code workflows for Business Analysts and Citizen Developers
- ✓ **SCALABLE**  
Scalable to handle massive amounts of video, audio, data in near real-time



# The Solution: Veritone aiWARE Operating System for AI

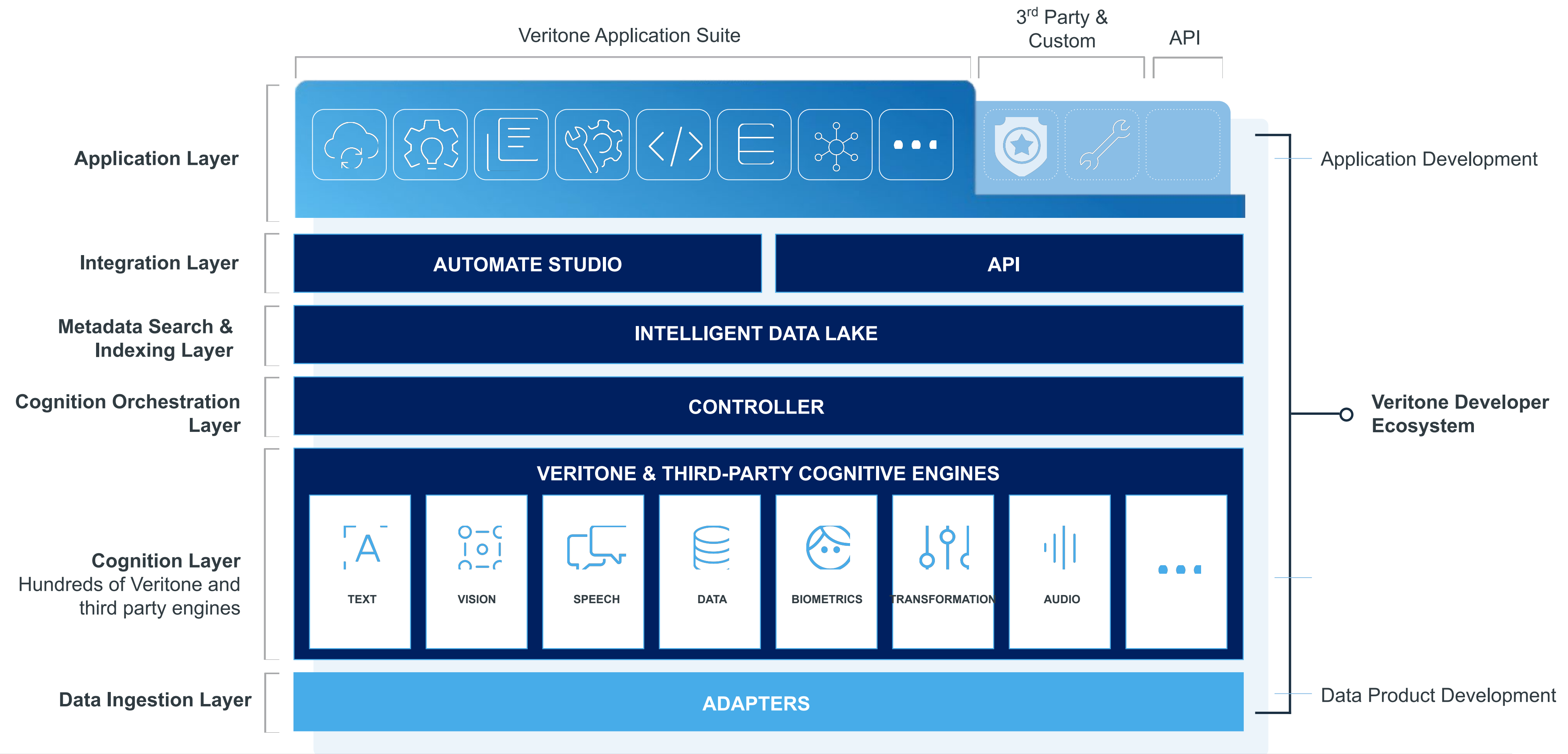
Transform audio, video, text, and other data sources into actionable intelligence

**FAST TO MARKET**  
 “OS for AI” ecosystem of hundreds of best-of-breed, ready-to-deploy AI engines

**FUTURE PROOF**  
 Single development interface for your apps, across AI engine vendors

**ACCESSIBLE**  
 Low-code workflows for BAs and Citizen Developers

**SCALABLE**  
 Scalable to handle massive amounts of video, audio, data in near real time

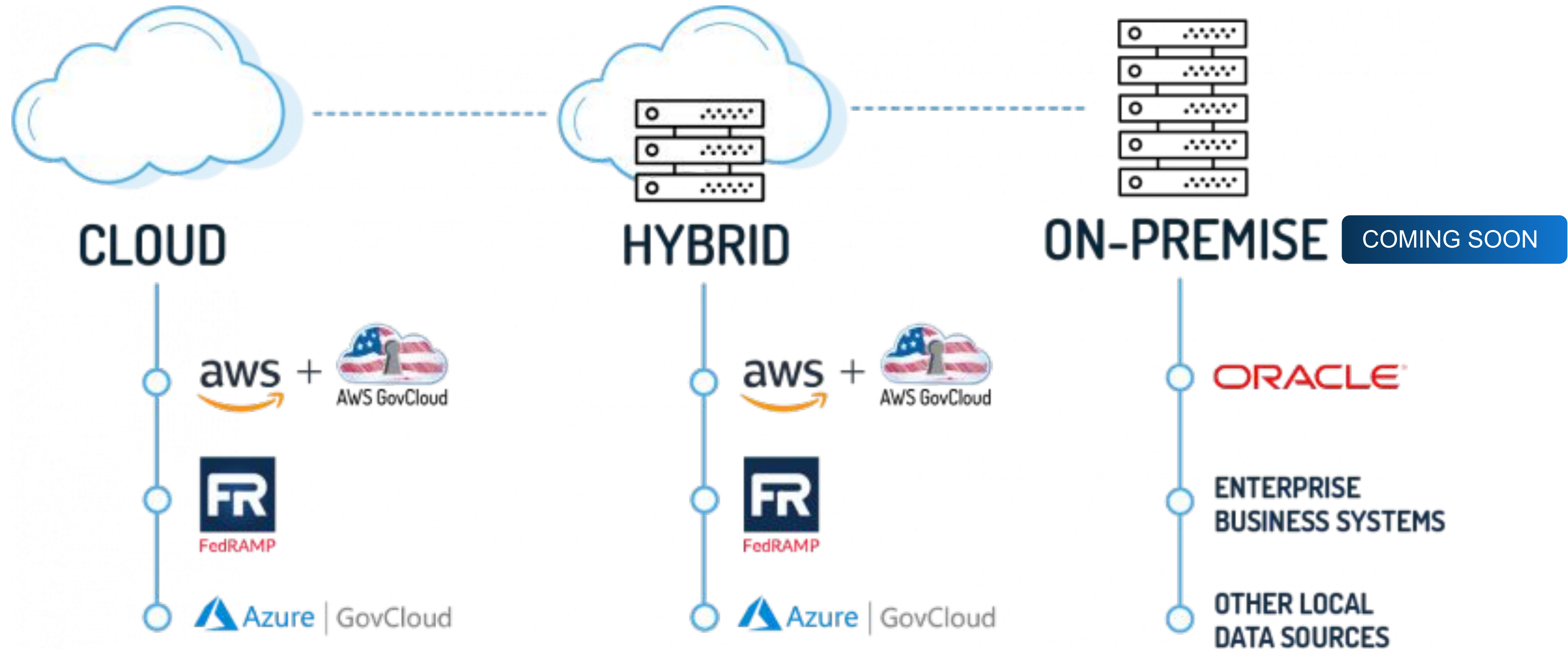


# aiWARE - Solutions by Industry

	FED/SLED	Law Enforcement	Banking/FS	Insurance	Healthcare	Mfg/Retail	Energy	Media & Entertainment	Contact Centers
Use Cases	Vehicle/person sensors, smart city sensors	Dash cams, body cams, video/call surveillance	Customer comms handling, analysis, upsell; compliance	FNOL risk and fraud detection (calls, emails, photos)	DICOM images, endoscopy video, telemedicine call transcription	Product feedback, demand sensing, traffic patterns, theft detection	Drilling images, DER and microgrid data aggregation	Sponsorship and advertising value, radio/TV media search/extract	Help desk assist, self-assist, caller trends and sentiment
<b>Speech Engines</b>									
Transcription	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Speaker Separation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Vision Engines</b>									
Face	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Object	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo						<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
License Plate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					
Image OCR					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Text Engines</b>									
Entities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keywords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Classification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sentiment			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# Deploy aiWARE Anywhere





# aiWARE Customer Testimonials



“As a result of Automate Studio, we have expanded the use of our existing investment in Veritone’s aiWARE platform. Initially, to accelerate our video archive search, we used aiWARE to tag athletes via face identification and automatically produce audio transcriptions from thousands of hours of footage. Now we are leveraging those same transcriptions in an Automate Studio-based workflow to automatically generate on-demand video captions.

***This combination of AI engines and workflows saves us countless hours of burdensome & costly manual review time.***

*We are thrilled to extend our industry leadership in the practical use and application of Artificial Intelligence and Machine Learning through our partnership with Veritone.”*

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**PAUL HODGES**

VP of Content & Entertainment  
San Francisco Giants



“Veritone Automate Studio makes it easy for us to integrate intelligent, automated workflows into our Ordenite platform to cognitively-enrich customer data sets in near real-time.

*This has allowed us to expand our offering and more quickly expose deeper relationships in data for our government and private sector customers, accelerating their intelligence gathering processes that influence critical decision-making,”*

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**JASON HEDGES**

President  
Edgetide

# Veritone Interaction Analytics

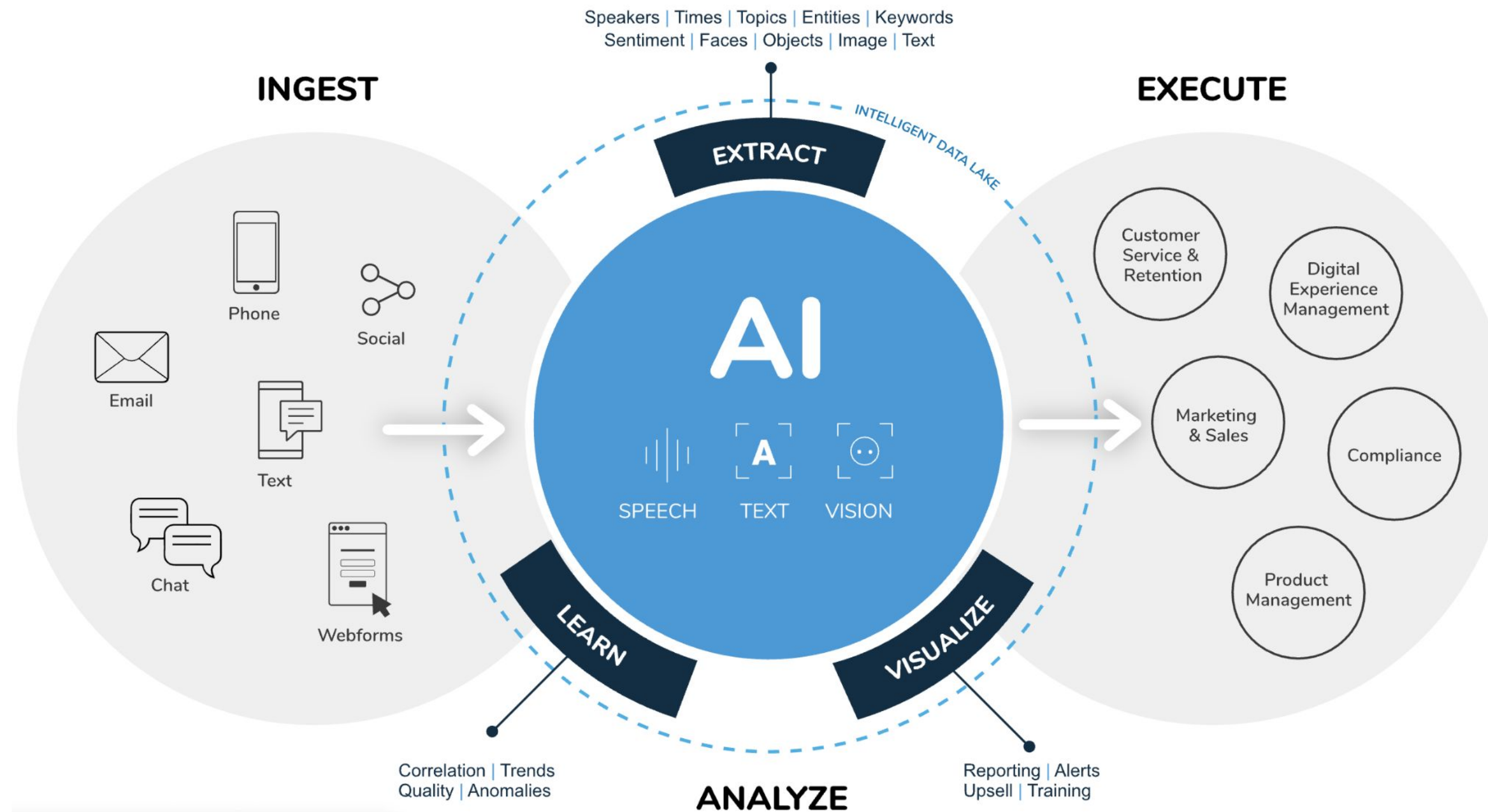


# Veritone Interaction Analytics for Conversational Intelligence

## Insights into customer calls, videos, text, and social media communications

### Who Benefits

- Contact Centers and Customer Service Managers
- Marketing and Sales Professionals
- Digital Experience Managers
- Product Managers
- Compliance Officers



### Advantages

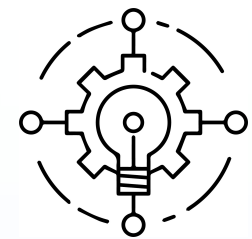
- Reduced operating costs
- Greater upsell opportunities
- Higher customer satisfaction
- More product and service insights
- Stronger compliance



# Veritone Interaction Analytics for Conversational Intelligence

**Insights into customer calls, videos, text, and social media communications**

**New aiWARE-powered, pre-configured solutions available now**



## **Contact Center Insight**

Identify speakers, transcribe calls, gauge intent and measure sentiment for reduced costs and satisfied customers



## **Contact Center Compliance**

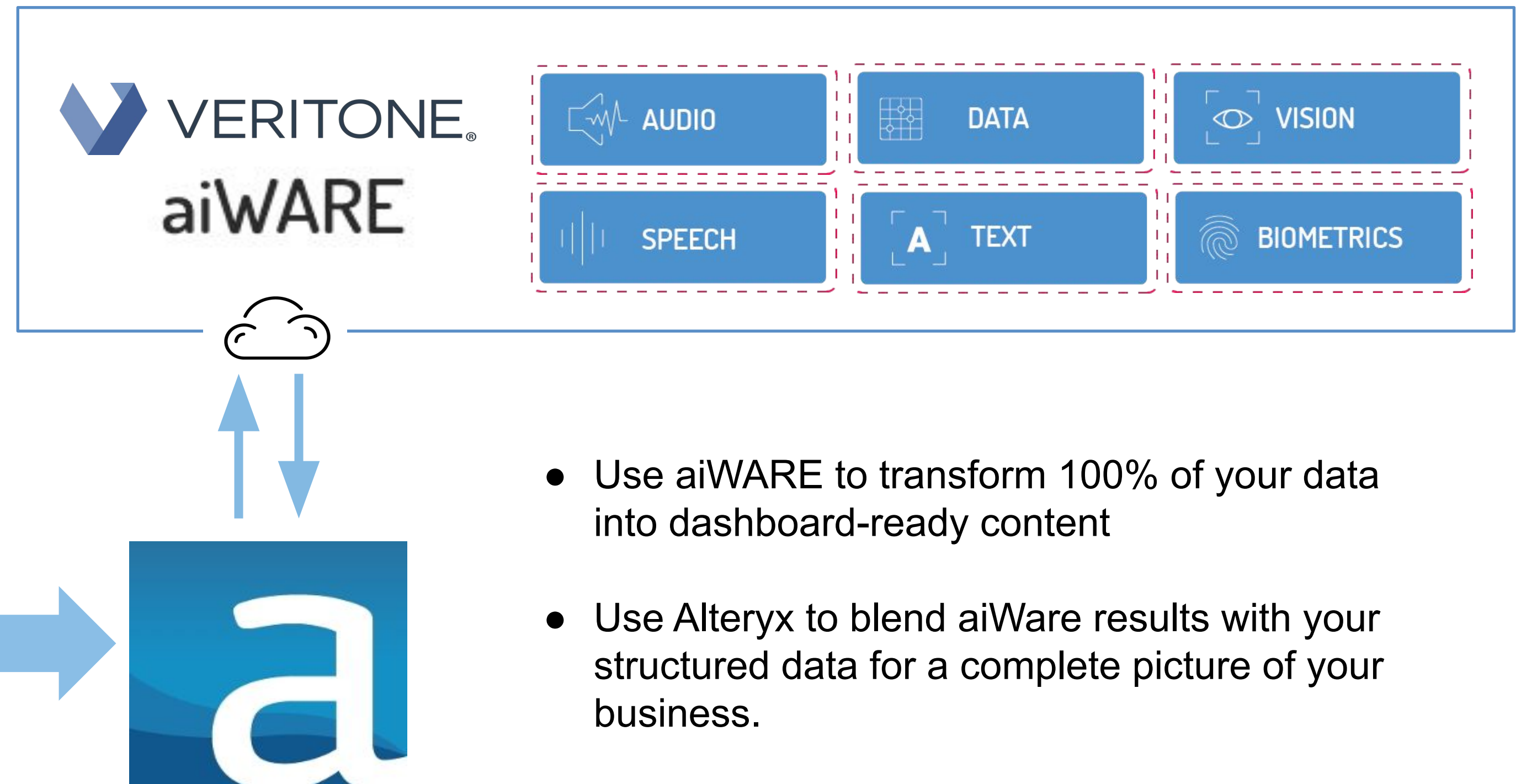
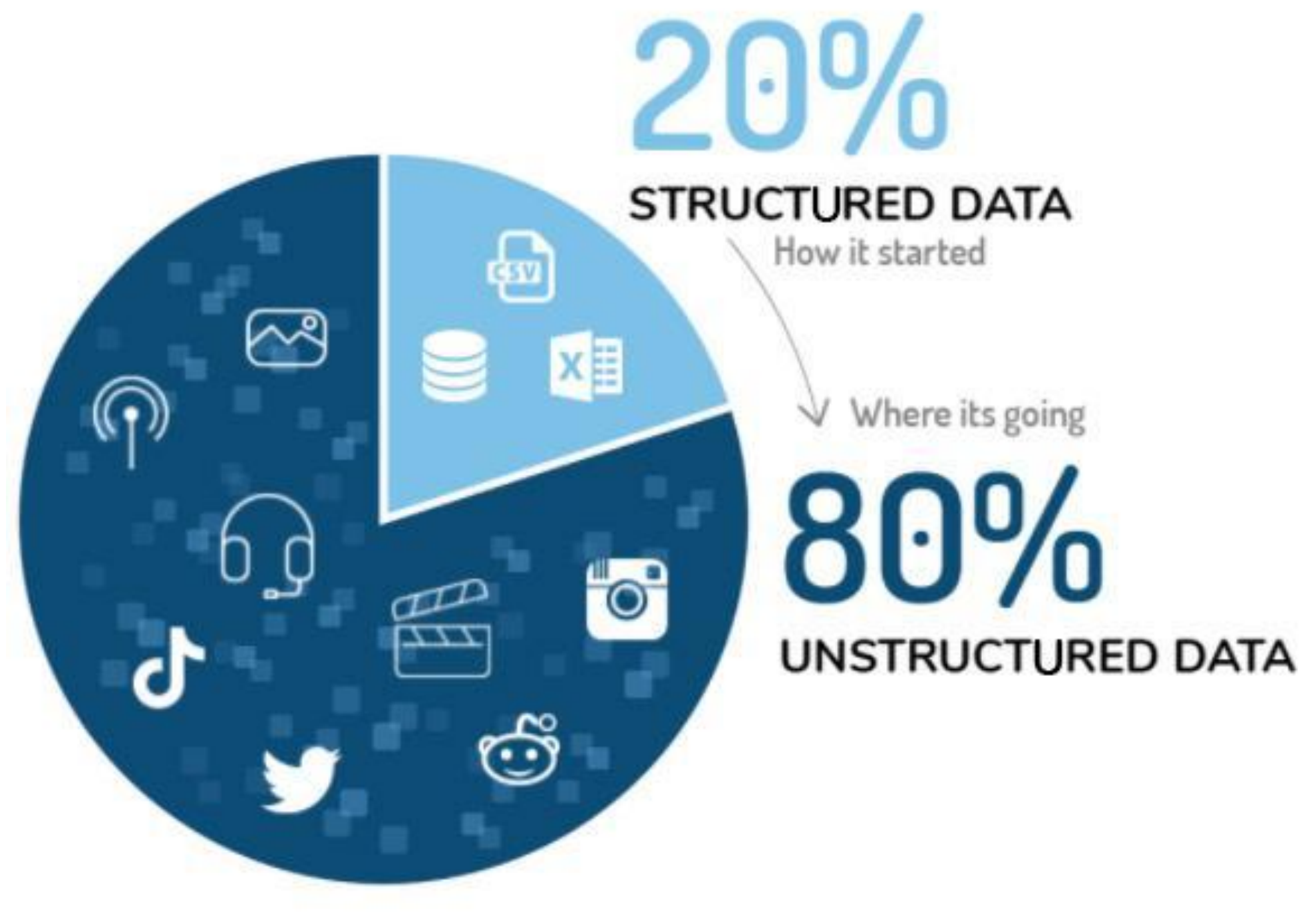
Transcribe call recordings and make them searchable for company and regulatory compliance



## **Social Media Insight**

Listen, learn, and leverage brand and competitor insights across your social media presence

# Interaction Analytics Integrations: aiWARE for Alteryx



- Use aiWARE to transform 100% of your data into dashboard-ready content
- Use Alteryx to blend aiWare results with your structured data for a complete picture of your business.

# What Alteryx ACEs Are Saying

## Decision Science

“ As an Analytics consultant, I am frequently asked about machine learning and AI. I never thought that I could do AI so easily, without coding. But with Veritone's aiWARE Tools for Alteryx,

**now I have all the answers in one place for any structured or unstructured data sets.**

aiWARE Tools for Alteryx is an approachable new offering in the market that is fully integrated with Alteryx and puts AI and ML at your fingertips. There is no coding required (but you can if you wish), and the tools give access to numerous AI engines for insight into video, audio, images, text and data, all running within a simple workflow.”

---

**ALBERTO GUISANDE**  
Director  
Decision Science



Marquee Crew

“ **Veritone's aiWARE Tools for Alteryx make AI consumable by any Alteryx user**

-- no AI expertise needed. With aiWARE's ready-to-use models for extracting insight from video, images, audio, and text easily accessible from the Alteryx Designer application, along with their free trial, you simply can't go wrong.”

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**MARK FRISCH**  
CEO & Founder  
Marquee Crew



# aiWARE Partner Testimonials

alteryx

“*It is increasingly clear that the unification of analytics, data science and integrated process automation is essential in delivering powerful business outcomes for organizations and AI is a critical part in automating these processes.*

***This partnership with Veritone will enable our customers to quickly transform disparate, unstructured data into actionable intelligence***

*and valuable AI-powered insights for quick business wins.”*

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**NITIN BRAHMANKAR**

Vice President, Strategic Partnerships  
Alteryx

# Veritone Labs

# Veritone Labs - Veritone Clarity

## The AI Challenge

Thousands of ML models available today  
Which to choose? Cost? Performance?

### The Result:

#### Unmet expectations

- Development vs Pilot vs Scale

#### Poor model performance

- Accuracy
- Drift
- Cost

#### Unintended consequences of inaccurate AI decisions

- Bias
- Variance
- Vulnerability

### The Market Need:

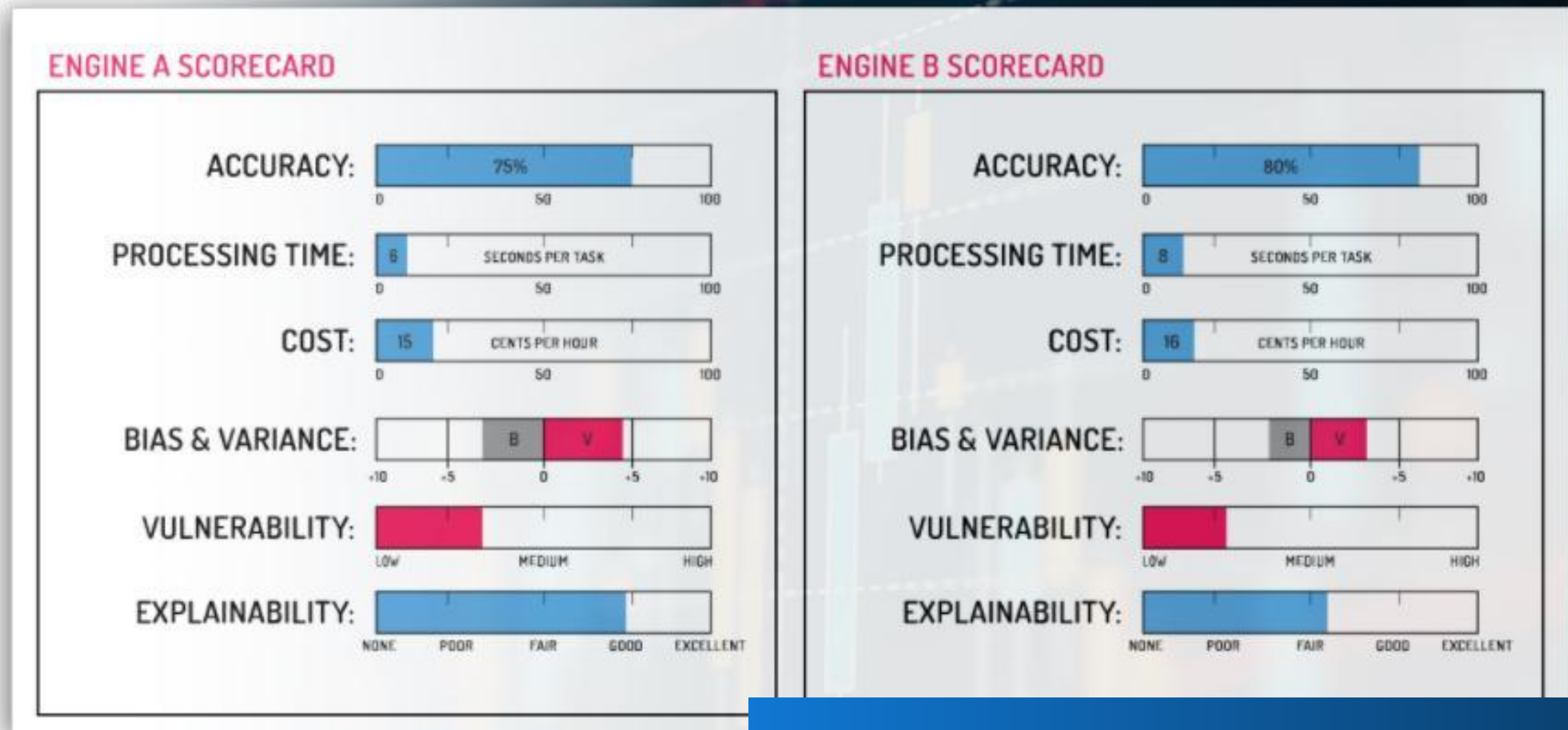
AI model visibility and explainability,  
to build **AI trust**.



# Veritone Labs - Veritone Clarity

## Benefits:

- Gain visibility into AI model behavior and performance
- Select the best AI model for the job, detect drift and correct it
- Build trust and explainability
- Reduce risk



- Easily evaluate, compare, and monitor performance, cost, speed and behavior across AI models
- Homegrown, third party, or aiWARE-based models supported

# Veritone Labs - Veritone Verify

## Modern authentication is failing

- Forgotten passwords, password rules, Password compromises
- Lost hardware devices
- Multi-step+device login procedures
- Special software and hardware required

**92%**

of users claim to have left a service if they simply forget their password

[Source](#)

**\$17B**

per year lost to identity fraud

[Source](#)

**>50%**

of financial fraud is caused by account take over

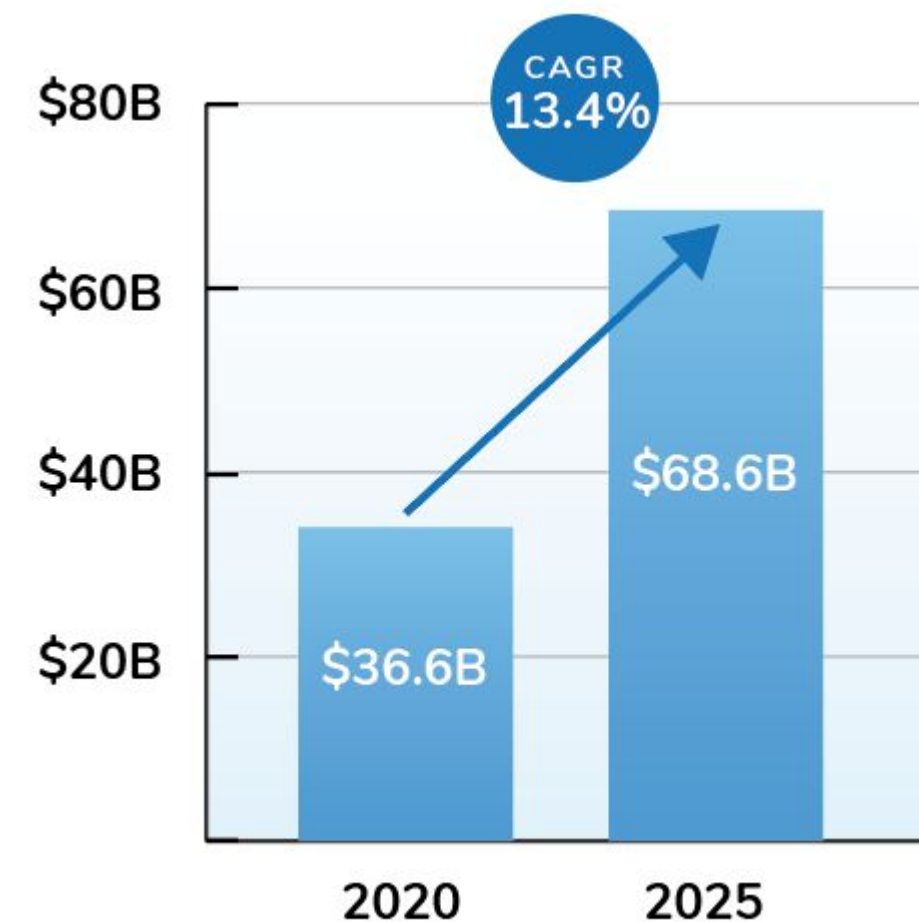
[Source](#)

# Veritone Labs - Veritone Verify

## Market need

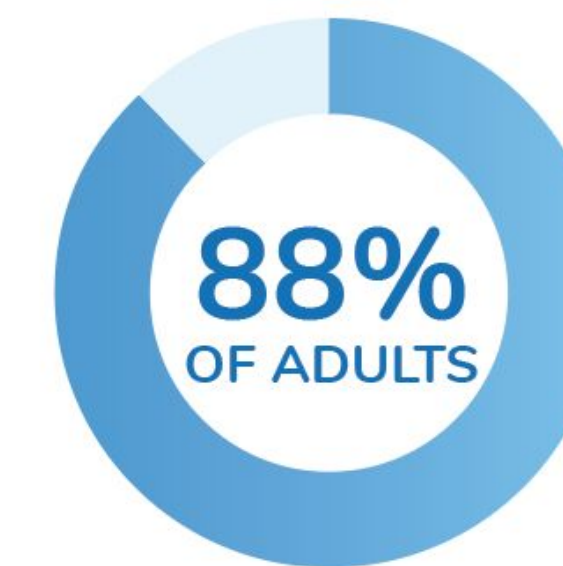
- Password-less authentication
- Authentication of who you are, not what you know or have
- Liveness proof user is physically using the device

## Biometric Authentication Market



[\\$36.6 billion in 2020 to \\$68.6 billion by 2025 growing at a 13.4% CAGR](#)

## SSO / Social login market:



have used SSO /  
social logins

[Source](#)



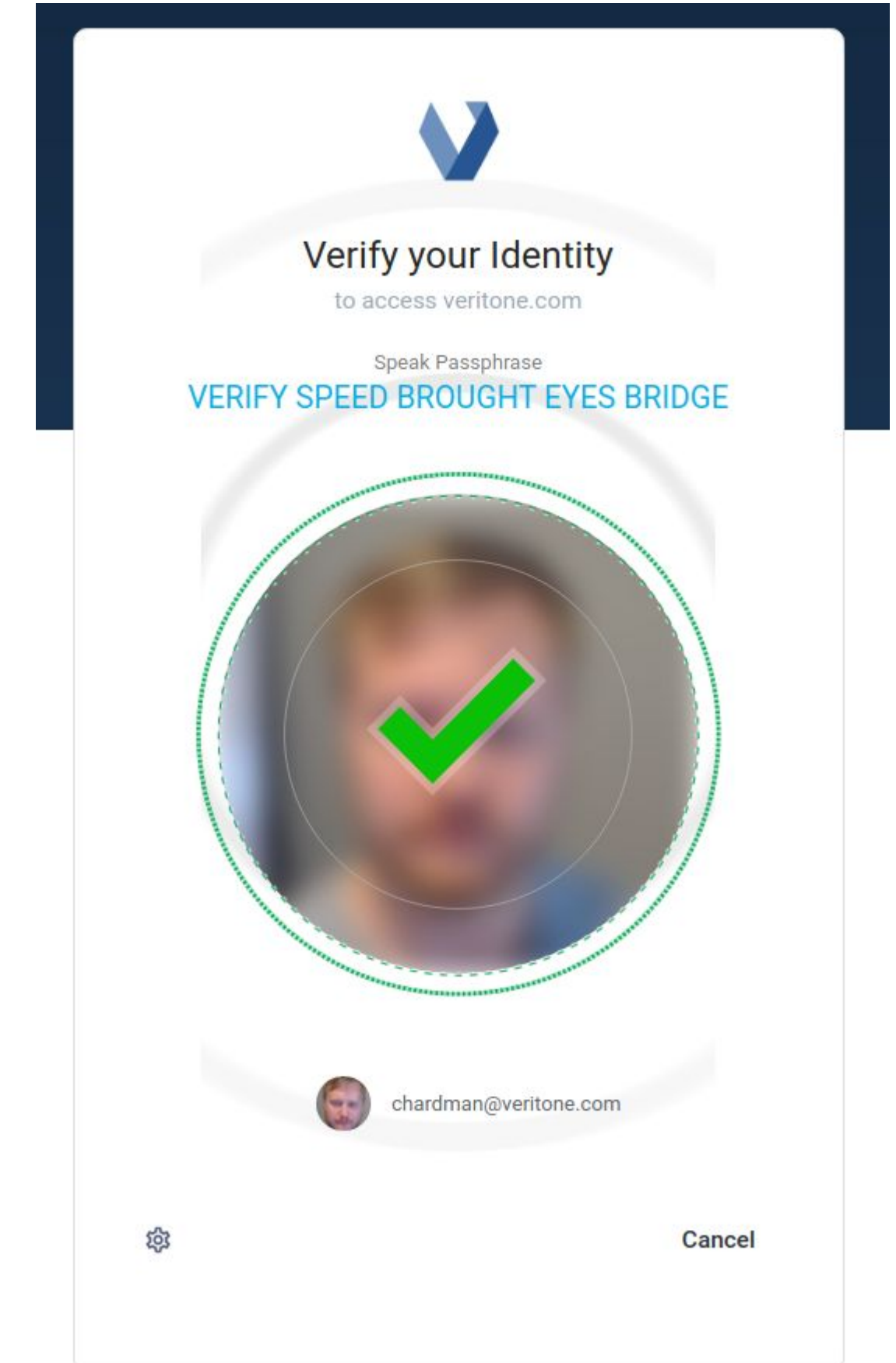
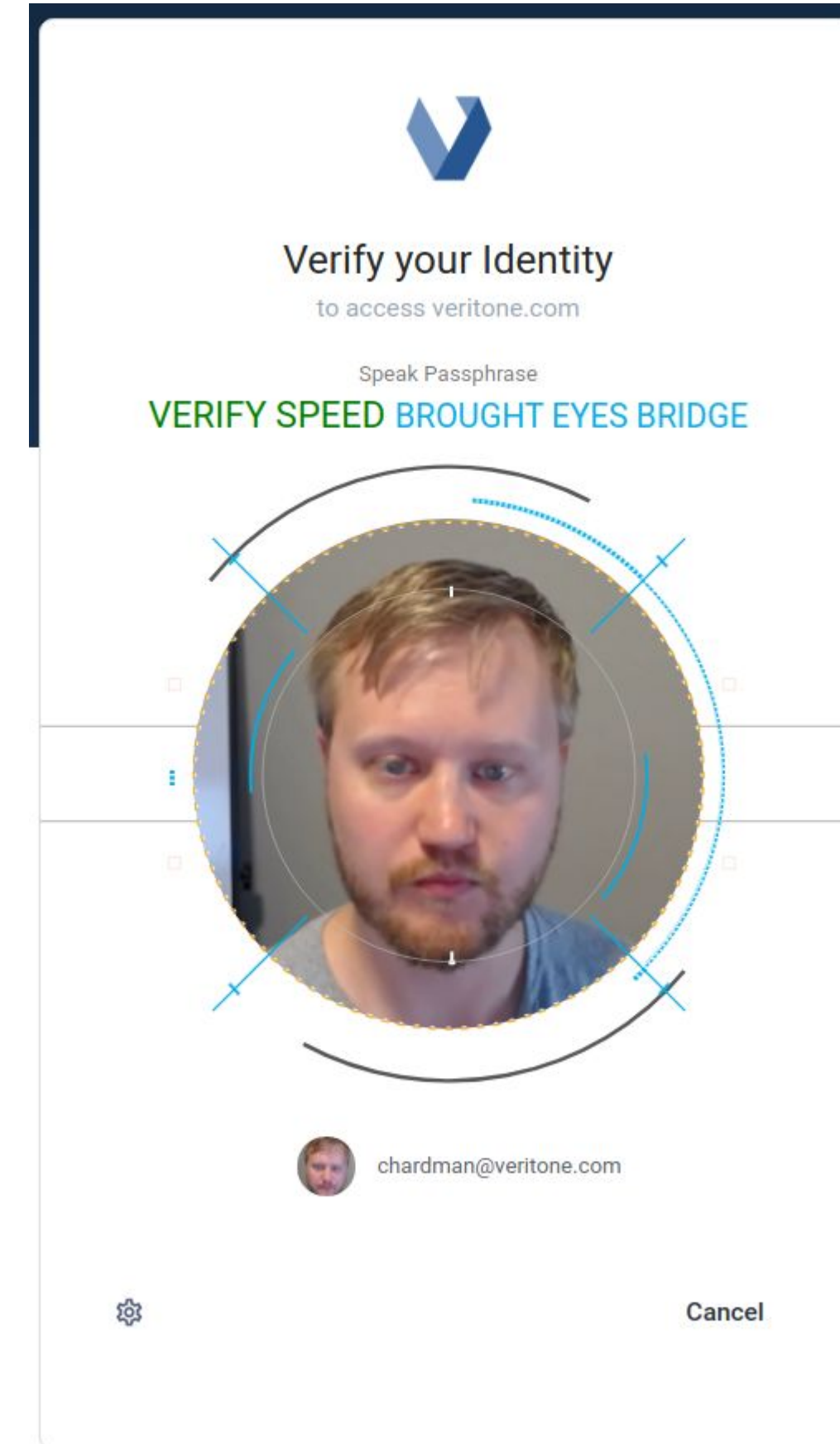
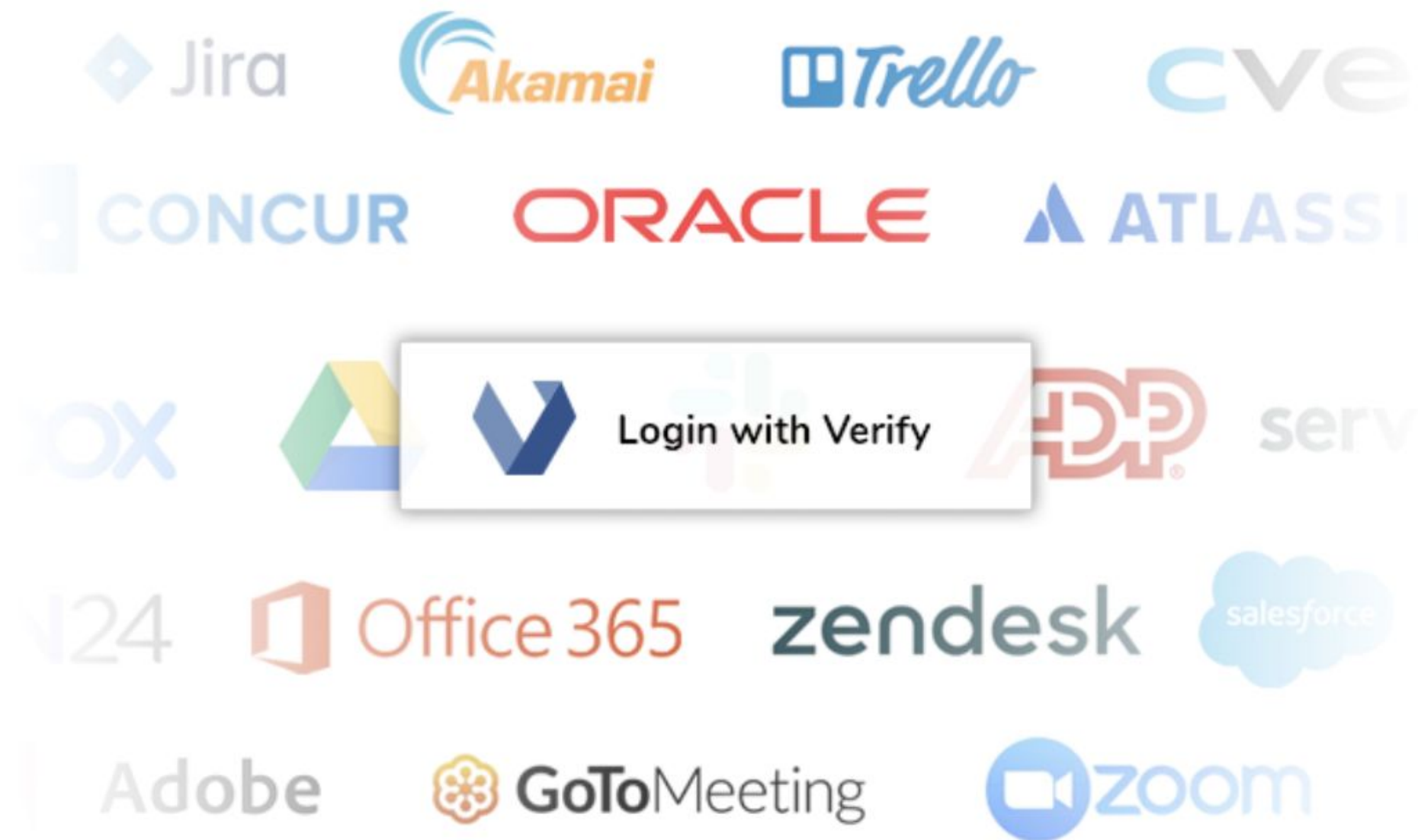
offer SSO / social  
logins

[Source](#)



# Veritone Labs - Veritone Verify

- Smart biometric SSO combining multiple cognitive auth methods simultaneously
- **For app users:** fast, passwordless, identity that follows the user
- **For app developers:** secure, frictionless signup; low-risk authentication; churn reduction



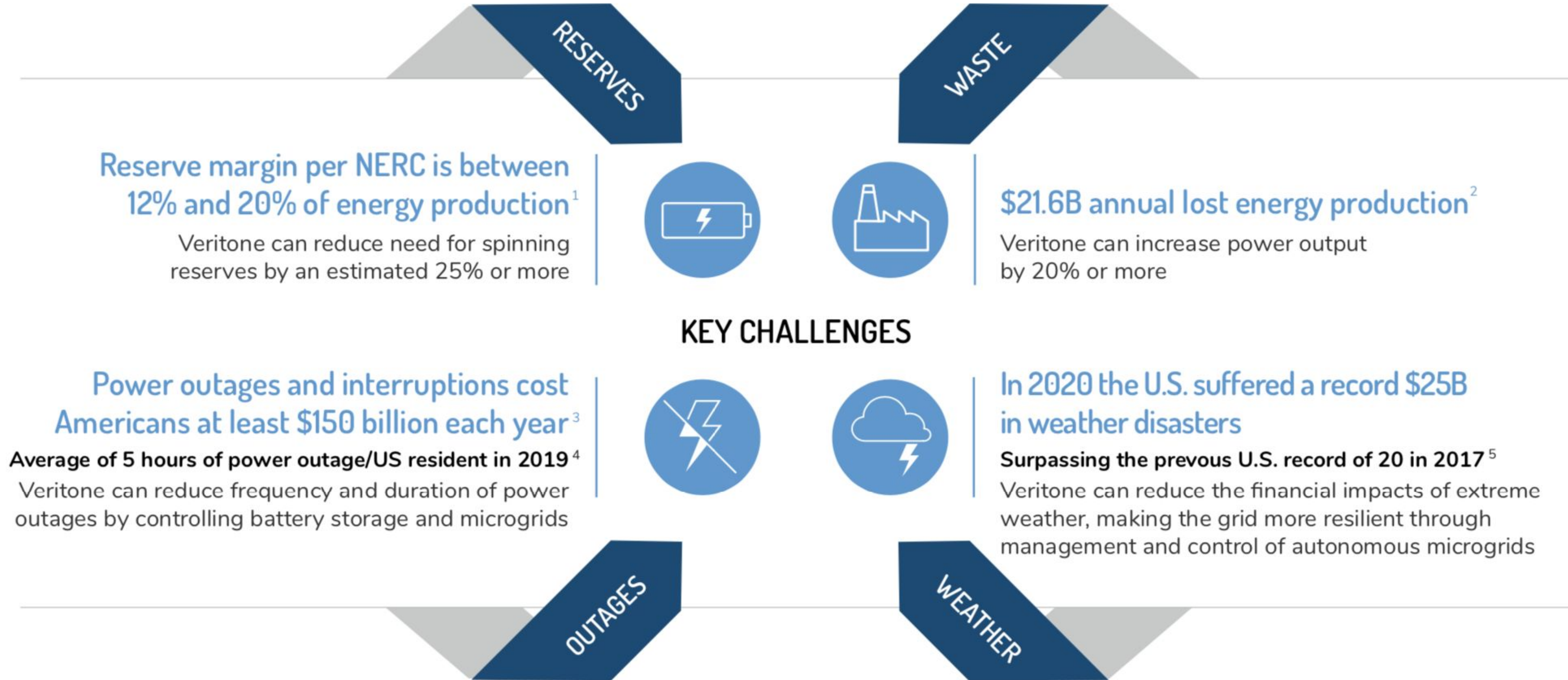
# Verify Demo

# Veritone Energy



# Veritone Grid Optimization and Resilience

## Veritone Energy Solutions address today's clean energy challenges



# Green Energy Management Solutions

## Real-time predictive AI for smart grid optimization and resilience

Accelerating the world's transition to more sustainable, reliable, and affordable energy with patented predictive AI to model, optimize, and control smart grids in real time



### FORECASTER

Accurately predict energy supply, demand and price



### CONTROLLER

Intelligent, predictive, synchronized, autonomous device controllers



### OPTIMIZER

Grid optimized for cost, supply mix, quality and transmission



### ARBITRAGE

Energy buy, sell, and dispatch



### SIMULATOR

Energy buy, sell, and dispatch

- 28 issued and pending patents
- Unified solution for runtime optimization
- Powered by Veritone aiWARE

## PARTNERS





+ Add New

# Global Green Energy Power Station



- Overview
- Pacific Green
- Atlantic Green
- Microgrid West
- Forecaster
- Optimizer
- Arbitrage
- Simulator

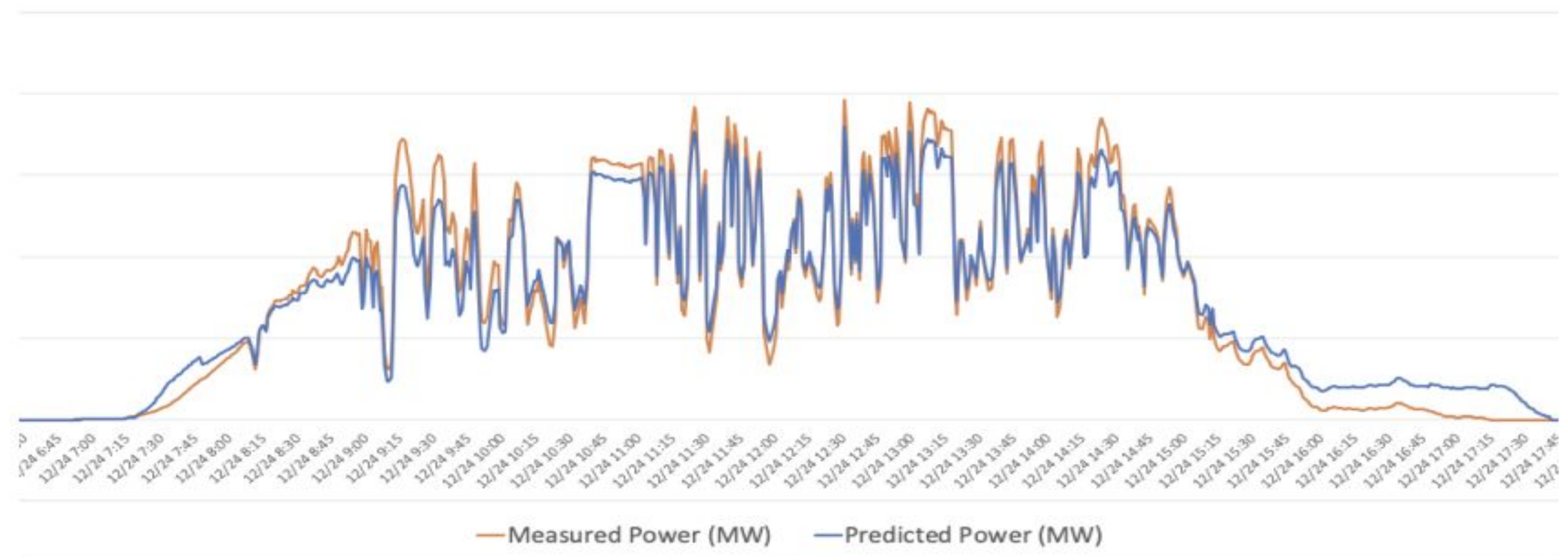


## Performance

Real Power Storage Irradiation

12/24/20 - 12/24/20

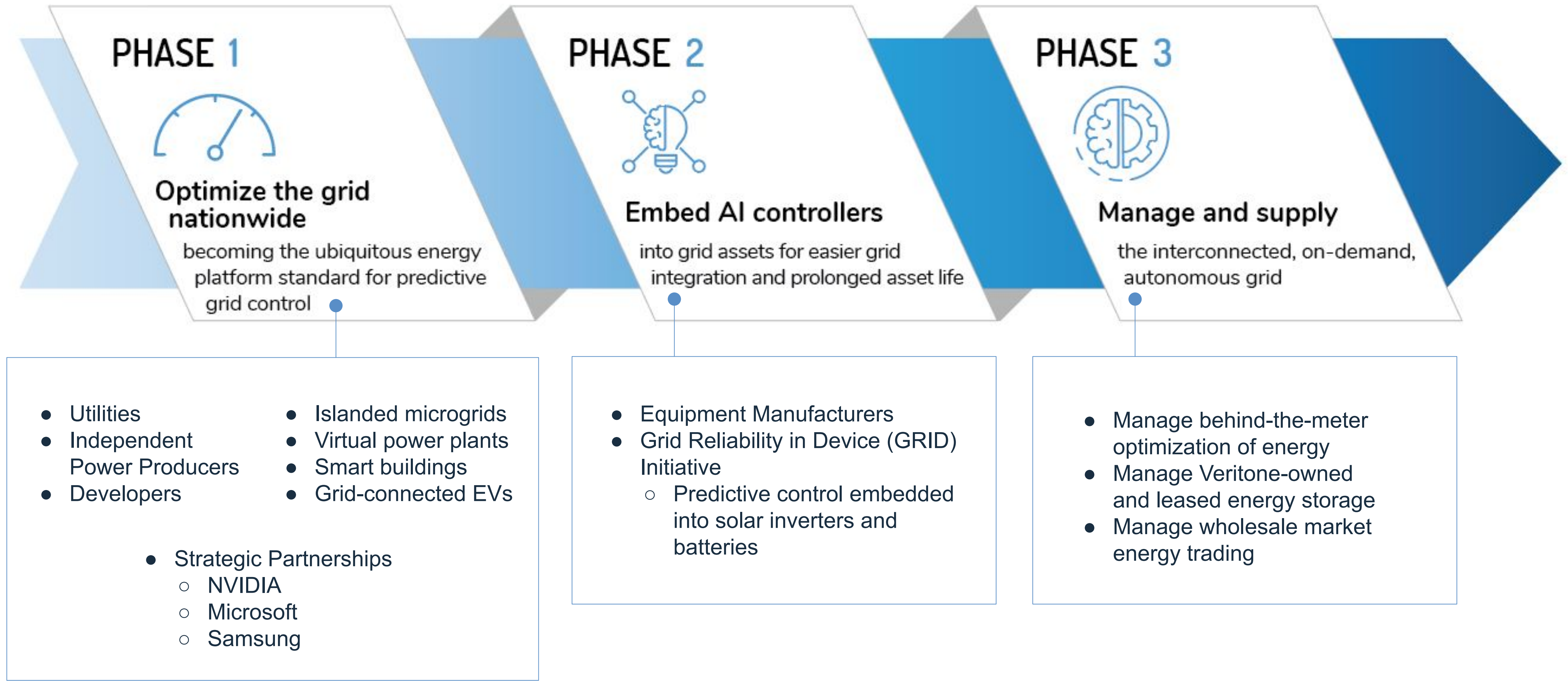
### DC Power



<b>Real Power Generation (MW)</b>	Min: 25	Max: 521	Avg: 448
<b>Forecast</b>	OVER		
% Time:	28%		
Avg/Max:	2.2% (1.2MW)   11% (23MW)		
STD Over:	2.9% (2.4MW)		
	UNDER		
% Time:	42%		
Avg/Max:	2.2% (1.2MW)   10% (22MW)		
STD Over:	3.4% (2.9MW)		



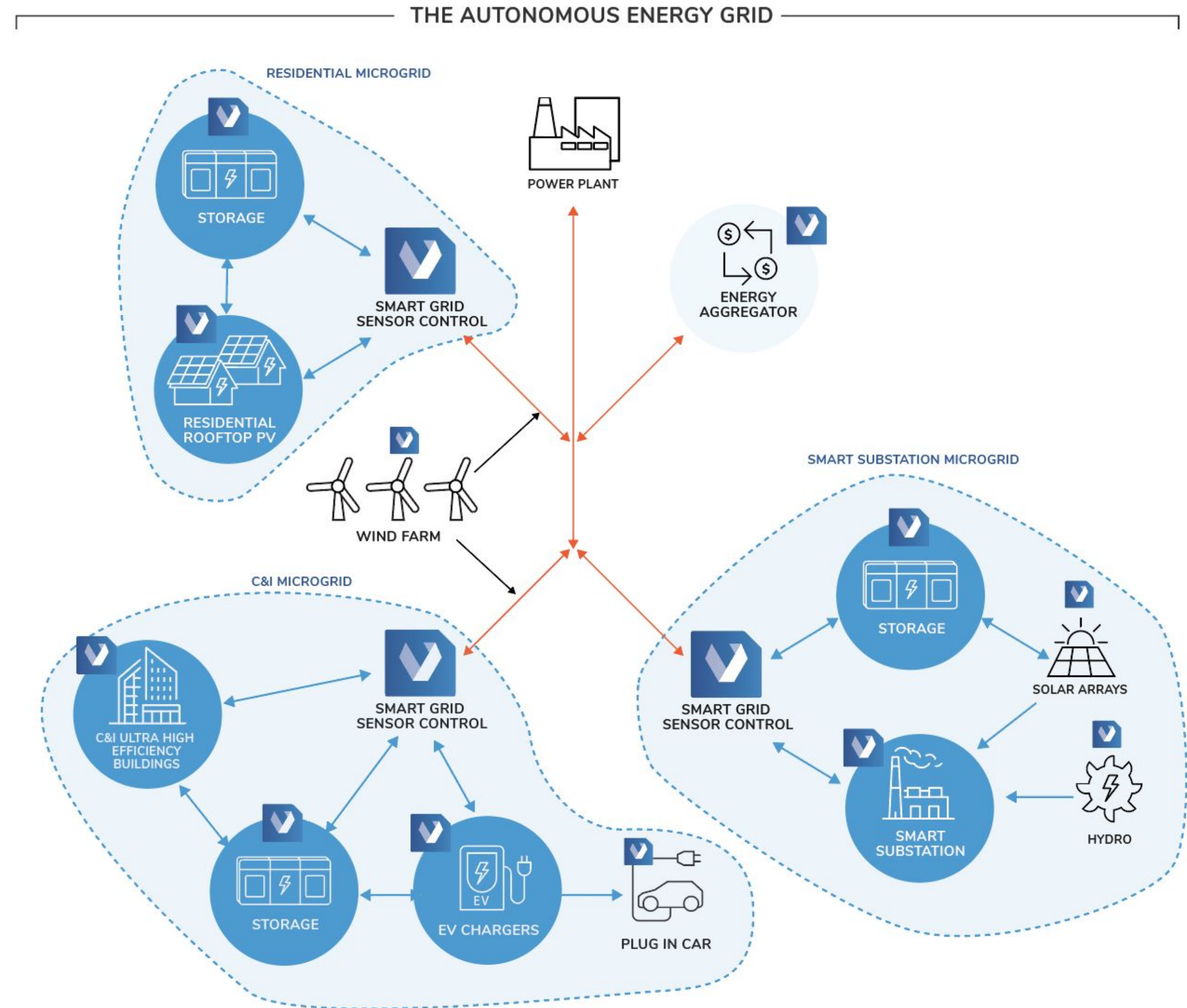
# Veritone Energy - Strategic Plan



# The Future of Energy: The Autonomous Grid

## The future of energy is “Inter-energy”

- Interconnected green generation and storage assets...
- supplying energy on-demand...
- across autonomous energy microgrids





# Veritone Energy Partner Testimonials

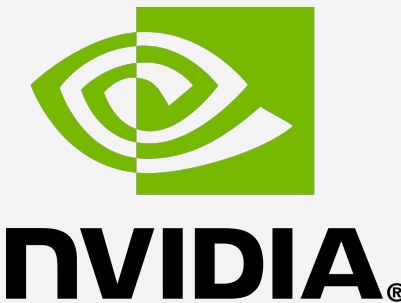


**“ Veritone’s predictive AI technology brings much-needed optimization and efficiency to the energy grid,**

helping reduce energy consumption and provide greater stability. Veritone’s ability to leverage massive amounts of historical and real-time data to effectively balance energy supply and demand, with automated synchronization of grid assets for maximum reliability, is a real game changer in the energy industry.

**John Zangardi**  
President

Redhorse Corporation, leading U.S. government services provider



**“ NVIDIA AI technology enables dramatic increases in computing performance and provides the needed foundation for creating GPU-accelerated applications for a variety of business challenges.**

**NVIDIA AI technology enables dramatic increases in computing performance and provides the needed foundation for creating GPU-accelerated applications for a variety of business challenges**

across a broad range of industries.”

**KEITH STRIER**  
Vice President of Worldwide AI Initiatives  
NVIDIA



# Veritone Energy Partner Testimonials

## A.F.Mensah

“ Veritone’s dynamic battery control and synchronization technology helps independent service providers and battery providers optimize battery operation, reduce power dissipation and prolong battery life.

**With its innovative intelligent battery management technology, Veritone’s ability to leverage massive amounts of historical and real-time data to balance energy supply and demand is unique in the market,**

and truly transformative when it comes to solar forecasting and optimal dispatch for battery farms and microgrids.

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**Adje Mensah**  
A.F. Mensah, Inc.

Firm that develops and operates solar and battery storage projects



## AMSHORE

“ We believe Veritone Energy and its solutions will help bring significant value to the renewable energy space. We see Veritone and its value as a discriminator in a very competitive market.

I was fortunate to work with the Veritone technology prior to Veritone acquiring the intellectual property. Veritone’s Dr. Wolf Kohn introduced me to what is now the Veritone AI platform and how it could benefit renewable energy projects....the light went on and I became a believer at that point.

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**MARK WARD**  
Managing Director

Amshore, a renewable energy developer