

# banzai

## Engagement Marketing SaaS Company Banzai Secures \$100M Investment Commitment

June 15, 2022 04:37 PM Eastern Daylight Time

SEATTLE--(BUSINESS WIRE)--Banzai, a leading enterprise SaaS Engagement Marketing platform for virtual events, announced today that it has entered into a share subscription facility agreement with GEM Global Yield LLC SCS ("GEM"), a Luxembourg-based alternative investment group for an investment commitment of up to \$100 Million to be made within 36 months after a public listing. In this tailored agreement, Banzai will control the amount and timing of any drawdowns under this facility with no minimum subscription obligation and will issue shares of common stock. The proceeds from this capital investment will enable Banzai to expand further to service the company's ever-growing roster of customers, which includes leaders like HubSpot, Square, Microsoft, Thermo Fisher Scientific, ActiveCampaign, TalkDesk, and thousands of others.

"This partnership with GEM will support Banzai's strategy in many ways. We've been impressed with the GEM team and their understanding and alignment of our vision. We're very excited to work alongside them as we continue to build Banzai," said Joe Davy, CEO of Banzai.

Banzai's current Engagement Marketing platform includes Demio, the leading webinar solution built for marketers who are looking to drive engagement and ROI on their events, and Reach, the audience acquisition solution that introduces marketing teams to brand new ICP contacts, and drives those contacts to marketers' events. Together, these solutions make up Banzai's Engagement Marketing platform which accelerates marketers' opportunity to drive ROI on virtual events through the four main tenets of a successful event strategy: new audience acquisition, attendee engagement, integrations with the existing tech stack, and metric-driven analytics.

### ABOUT BANZAI:

Banzai is a leading enterprise SaaS Engagement Marketing platform for virtual events. On a mission to make marketing more human, the company makes it easy for marketers to drive and track ROI on virtual events by targeting new audiences and deepening those relationships. To that end, Banzai covers a wide array of marketing event products. Banzai customers include Argyle, HubSpot, Nutshell, and ActiveCampaign, among thousands of others. Learn more at [www.banzai.io](http://www.banzai.io).

### ABOUT GEM:

Global Emerging Markets ("GEM") is a \$3.4 billion alternative investment group based in Paris, New York and the Bahamas. GEM manages a diverse set of investment vehicles focused on emerging markets and has completed over 520 transactions in 70 countries. Each investment vehicle has a different degree of operational control, risk-adjusted return and

liquidity prole. The family of funds and investment vehicles provide GEM and its partners with exposure to: Small-Mid Cap Management Buyouts, Private Investments in Public Equities (PIPEs) and select venture investments. For more information: <http://www.gemny.com>

## Contacts

Ashley Levesque, VP of Marketing, [Marketing@banzai.io](mailto:Marketing@banzai.io)

## Social Media Profiles

[Banzai Facebook](#)

[Banzai Twitter](#)

[Banzai LinkedIn](#)

[Banzai YouTube](#)