



AUGUST 2024 | NASDAQ: AUUD

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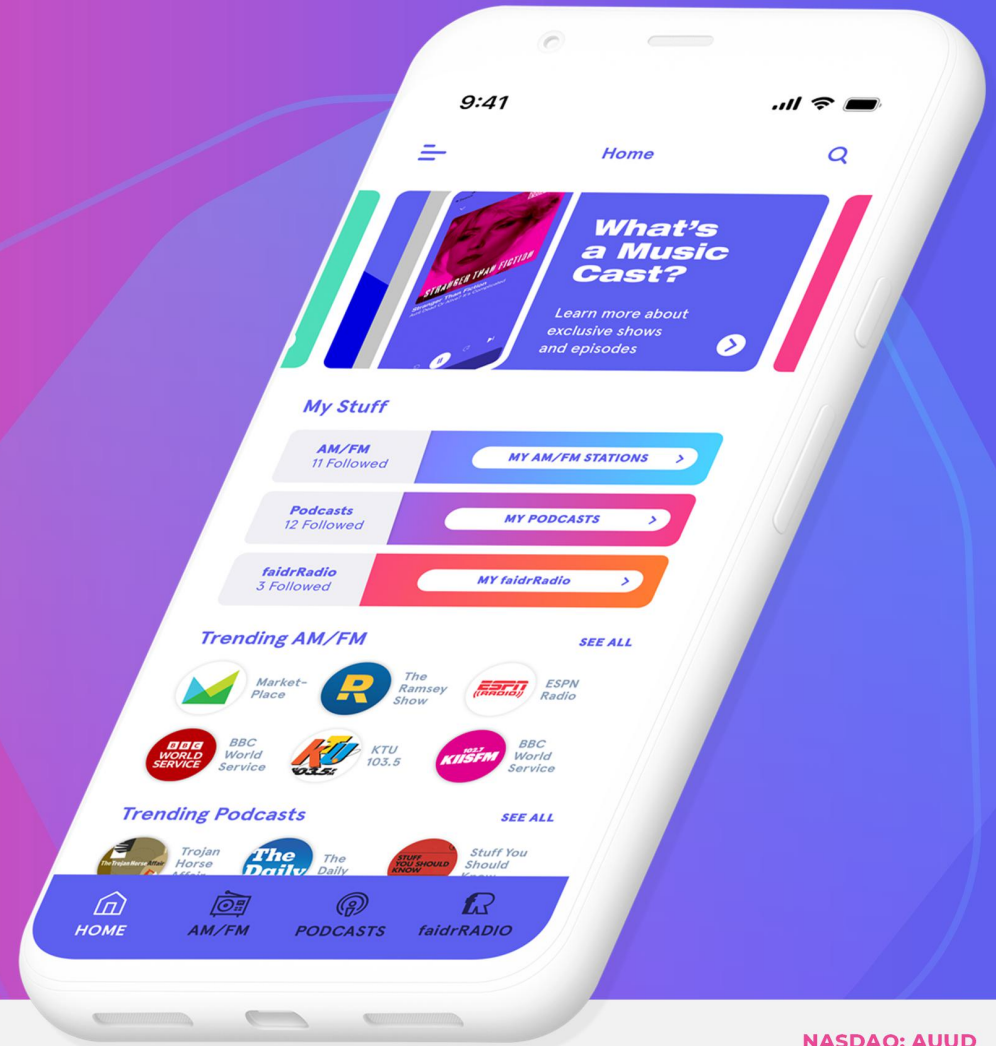
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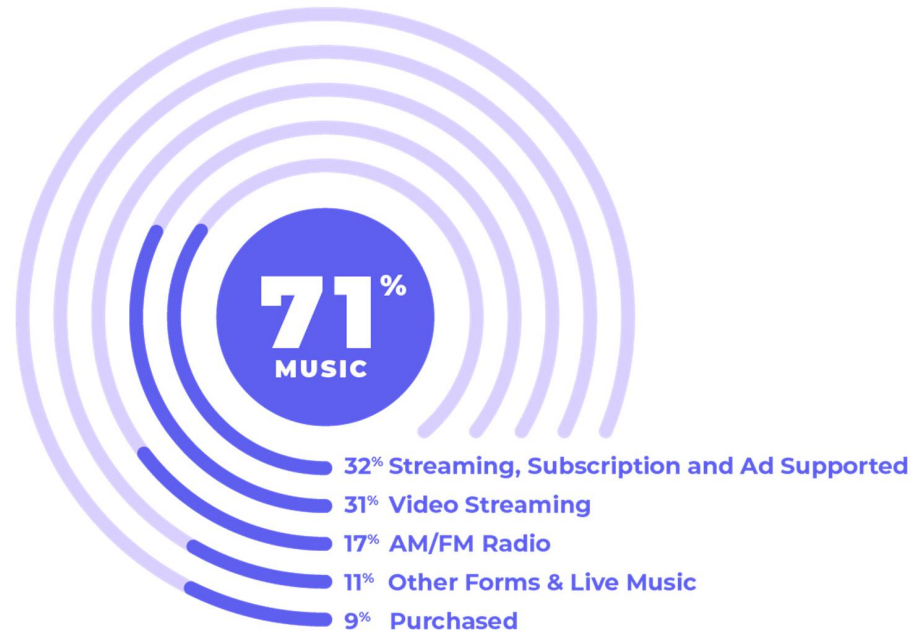
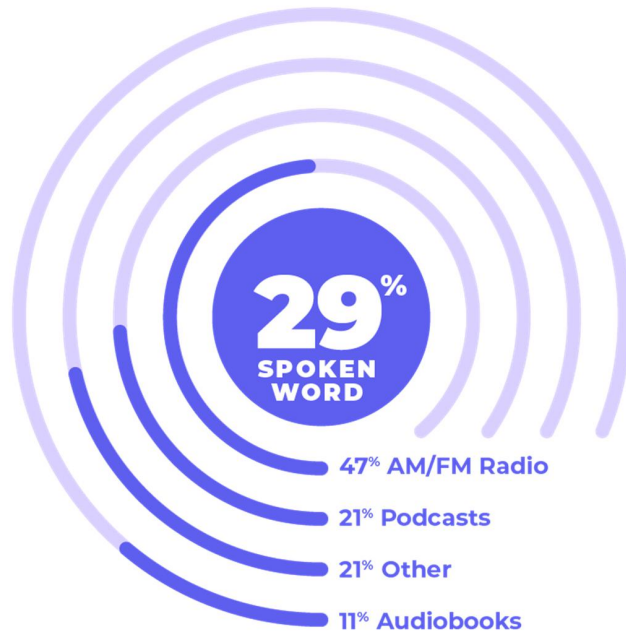
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faidr

Our Differentiated Audio Superapp



Why an Audio Superapp?



Lead

With differentiation & margin

AM/FM

- › A.I. Enabled Ad-free
- › Replicate the dial

faidrRadio
(Exclusive Content)

- › Music Casts
- › Music Stations
- › Discover

Podcasts

- › A.I. Enabled Ad-skip
- › Forward+ (manual)
- › Seamless (auto)

Expand

To deliver all audio

Music Player

- › ChatMusic
- › MusicGPT

Audio-books

Text To Speech

Radio

Dominates Time Spent Listening

36%

Of total time
listening to AM/FM
among US adults

14%

Playing music
videos on YouTube

Radio

The Problem

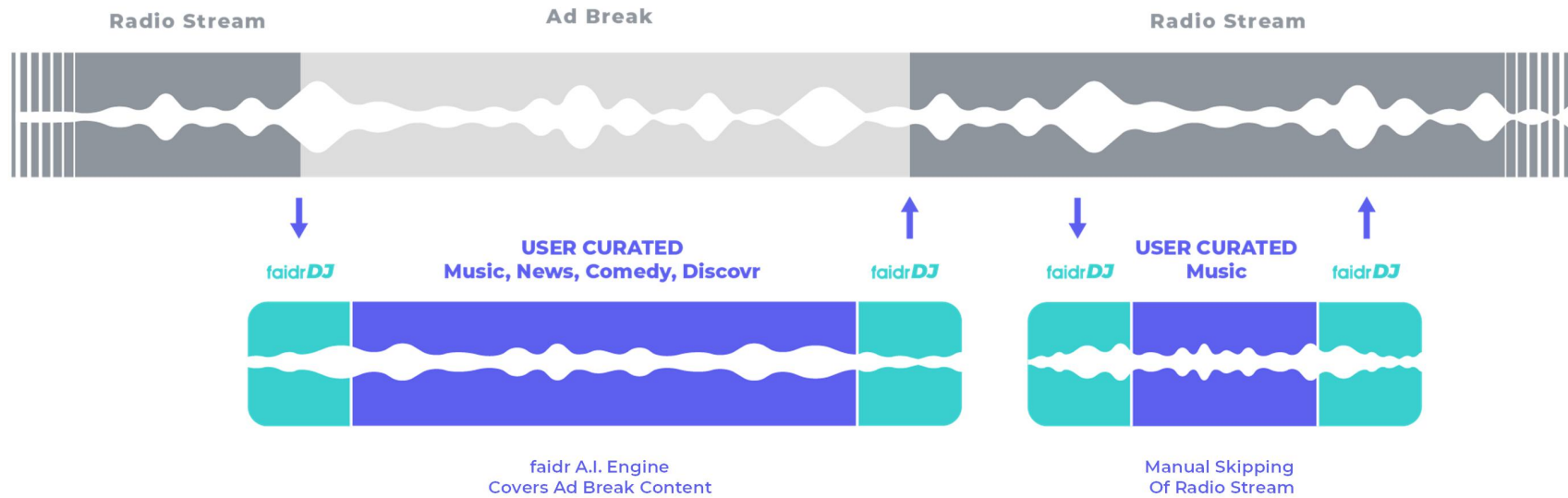
16.7

Minutes of
commercials per
hour approximately



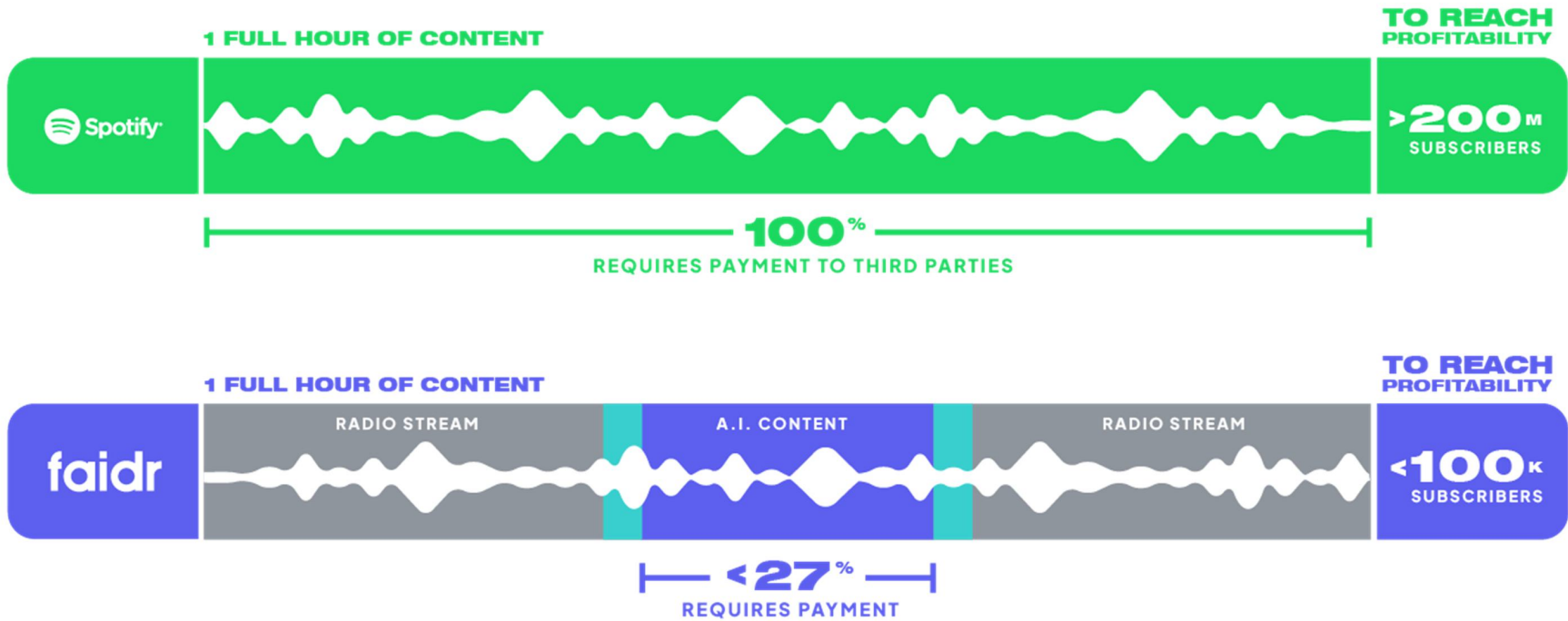
How faidr Works

AI Drives Margin

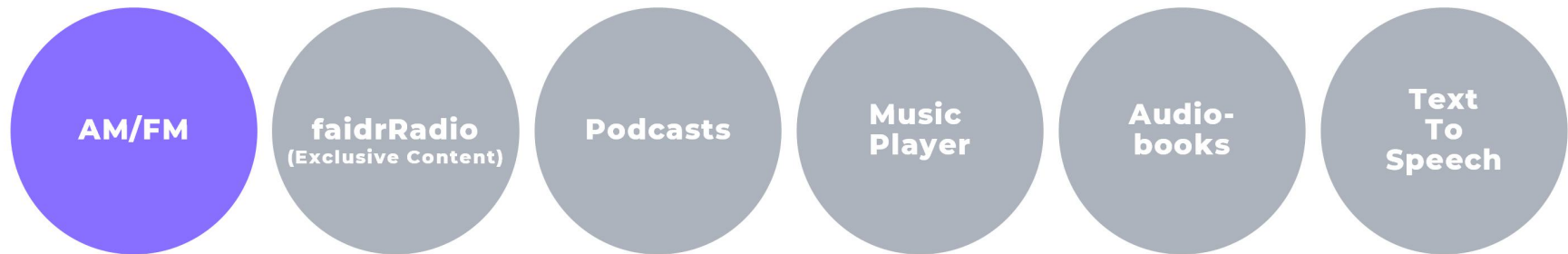


How faidr Works

Power of Margin



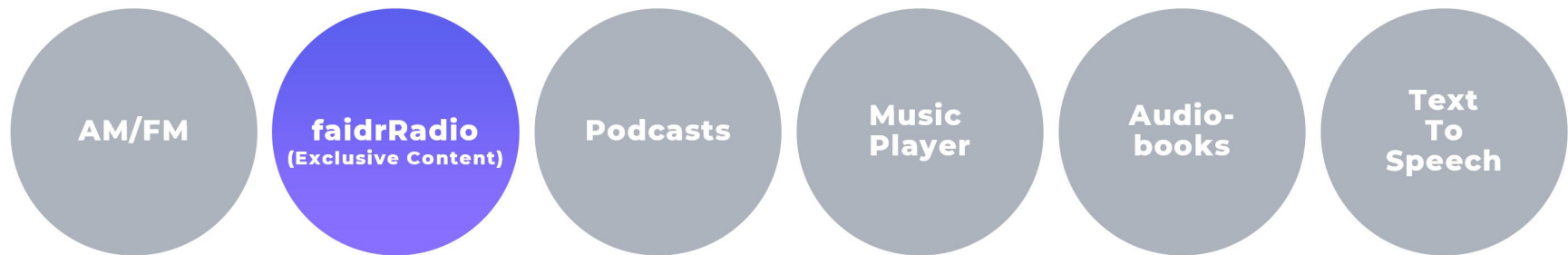
Differentiation | AM/FM



Roadmap

- › Expansion to international stations
- › Recording of songs & playlists from radio streams
- › Automated station switching when an ad plays
- › Song only content options for music stations
- › Automotive & other platform integrations
- › Improvements to the ad-free experience on spoken word format stations

Differentiation | fairdRadio



Music Casts

- › On-demand
- › DJ hosted music shows
- › Updated weekly
- › Music streaming
- › Curated by experts
- › Radio-feel

Music Stations

- › Always-on multi-hour playlists
- › Wall-to-wall music
- › Genre-based or activity-based

Discover

- › Dozens of emerging artists
- › Variety of genres
- › Hours of new music discovery to augment radio

Roadmap

- › User-created stations
- › Song display on Music Station menu

Differentiation | Podcasts



Forward+

- › Manual one touch ad-skipping
- › Visualization of chapters
- › DVR like visualization of ad segments

Seamless


- › AI driven automated ad skipping
- › Premium subscription model
- › Revenue shared with podcast partners

Roadmap

- › Digital content feed correlated to audio content
- › Branded digital content all in one place
- › Social feeds to discuss, share, create and discover audio content

Competitive Landscape

Radio Station Streaming Apps

	AM/FM	Podcasts	Exclusive Content	Aggregate Radio Dial	Ad-Free
	✓	✓	✓	✓	✓
	✓	✓	✓	○	○
	✓	✓	✓	○	○
	✓	✓	✓	○	○
	Parity			Differentiation	

Competitive Landscape

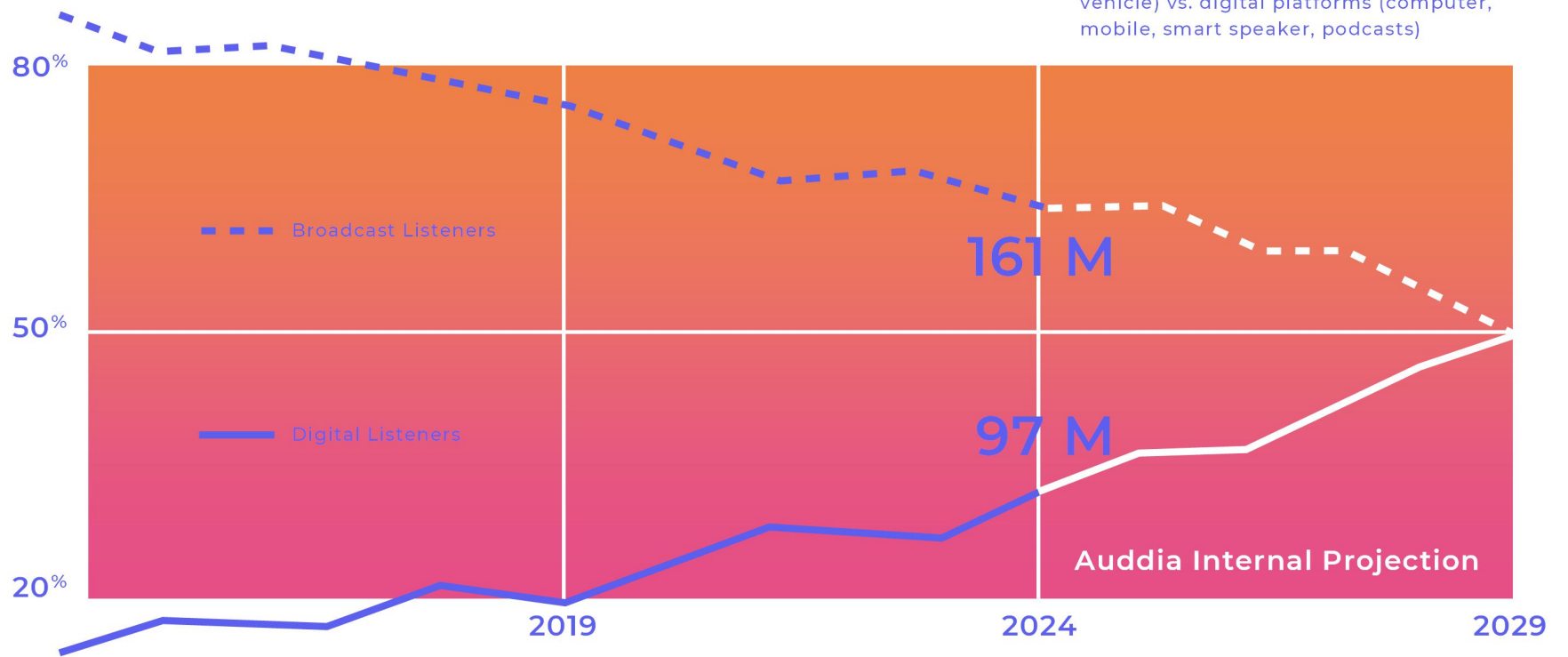
Music Streaming Apps

	Ad-Free	Personalized	Podcasts	Local Content	Premium AM/FM
faidr	✓	✓	✓	✓	✓
 Spotify	✓	✓	✓	○	○
 MUSIC	✓	✓	✓	✓	○
 amazon music	✓	✓	✓	○	○
 pandora	✓	✓	✓	○	○
	Parity			Differentiation	

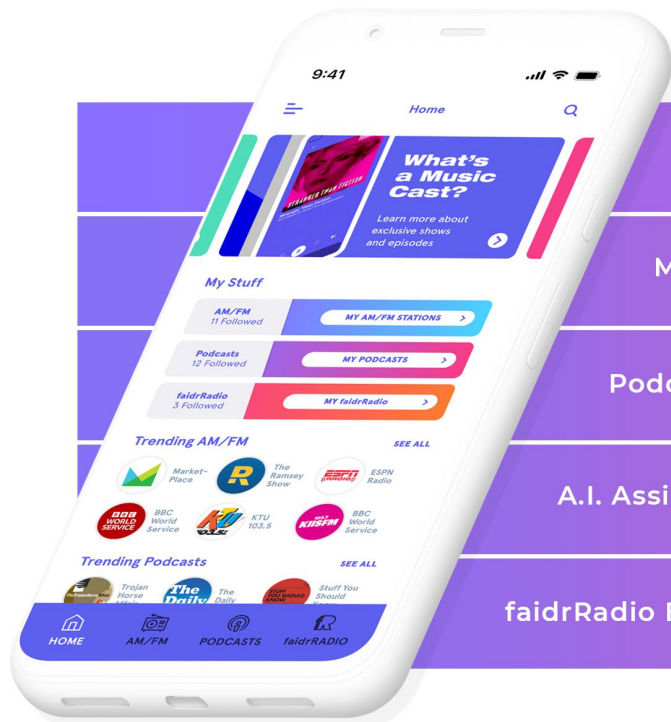
GTM

Radio Listeners Moving to Digital

% of time spent with P1 station in a typical week via Broadcast platforms (an AM/FM radio at home/school/work or in a vehicle) vs. digital platforms (computer, mobile, smart speaker, podcasts)



Freemium Model

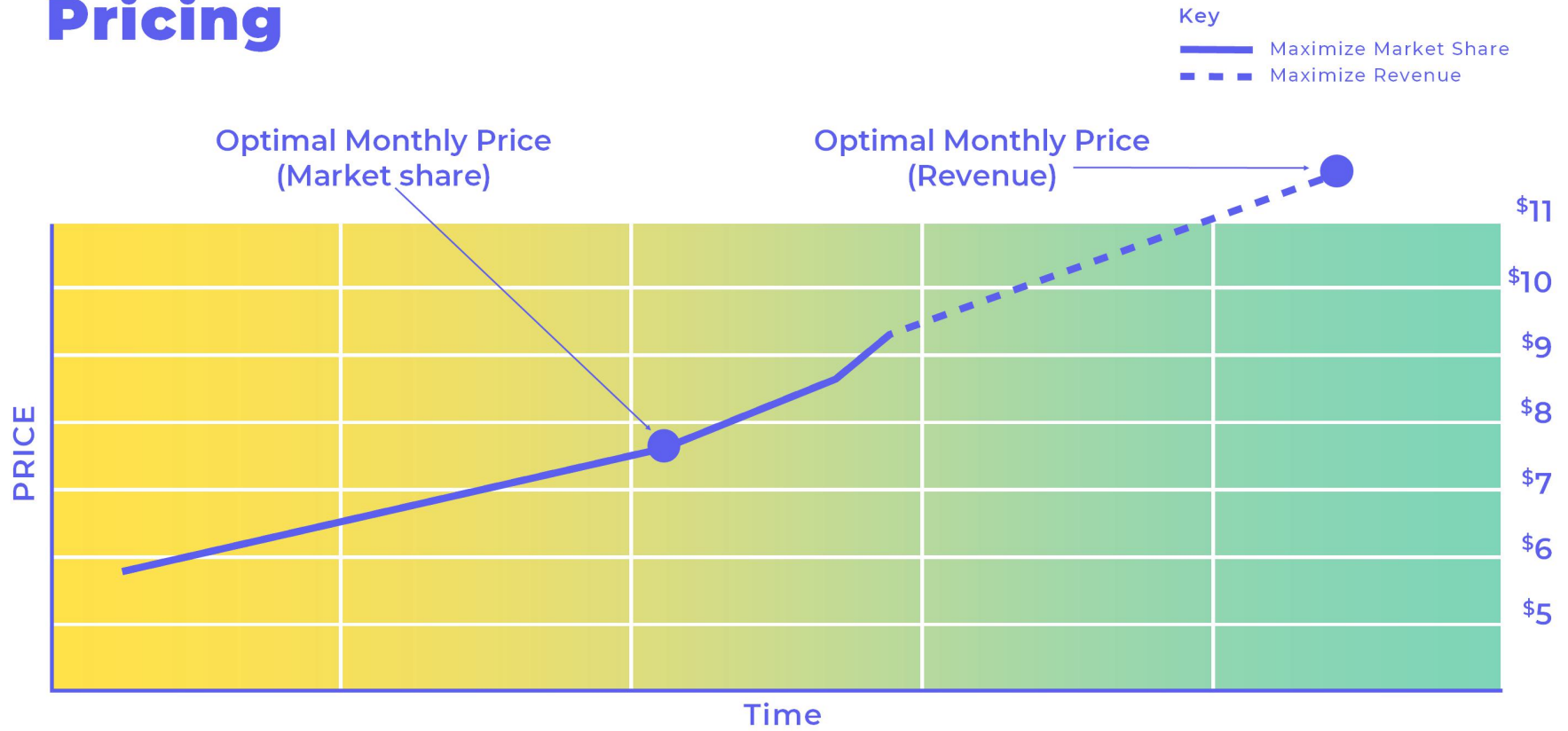


PREMIUM
\$5.99/MO

FREE


Live Radio	✓	✓
Manual Switching	✓	✓
Podcasts	✓	✓
A.I. Assisted Ad-Free	✓	○
faidrRadio Exclusive Content	✓	○

Pricing



User Growth

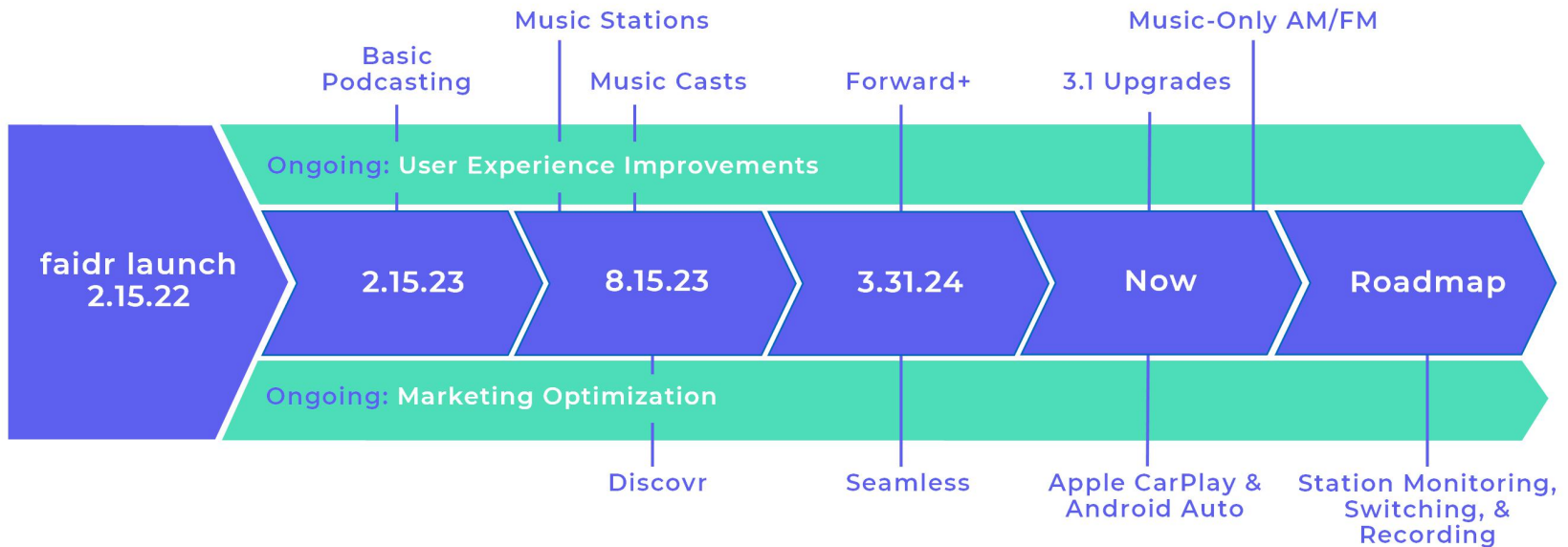
Metric Targets to Support Growth

		Initial Launch 2.15.22	Targets to Support Ad Spend
	Cost Per Install	\$13.98	\$1.80
	7 Day Retention	5%	20%
	30 Day Retention	1%	10%
	Subscription	NA	12%

1.5-Year
Payback

User Growth

Strategy to Improve Metrics



Auddia | Key Takeaways

- **Leading the audio superapp space with differentiation & margin**
- **Leveraging steady cadence of innovative product improvements to optimize metrics**
- **Robust product pipeline & roadmap to increase value proposition to users & creators**
- **Marketing optimizations with product improvements expected to drive target metrics**
- **Compelling de novo and synergistic M&A opportunities available to drive users**

Thank You



auddia

REINVENTING AUDIO

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More Information

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