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REINVENTING AUDIO
May 2022
NASDAQ: AUUD

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AUDDIA | OVERVIEW

faidr App

- Personalize AM/FM radio streams for the 1st time
- Net new revenue to Radio - 2x over ad revenue/listener
- 220M radio listeners & 141M audio subscribers[1]

Vodacast App

- Podcasts with extra digital content & options to avoid ads
- Podcasters with access to digital & subscription revenue
- 116M podcast listeners[2]

[1]Nielsen, Total Audience Report, March 2021

[2] Edison Research & Triton Digital: The Infinite Dial 2021

faidr

MAKE RADIO YOURS

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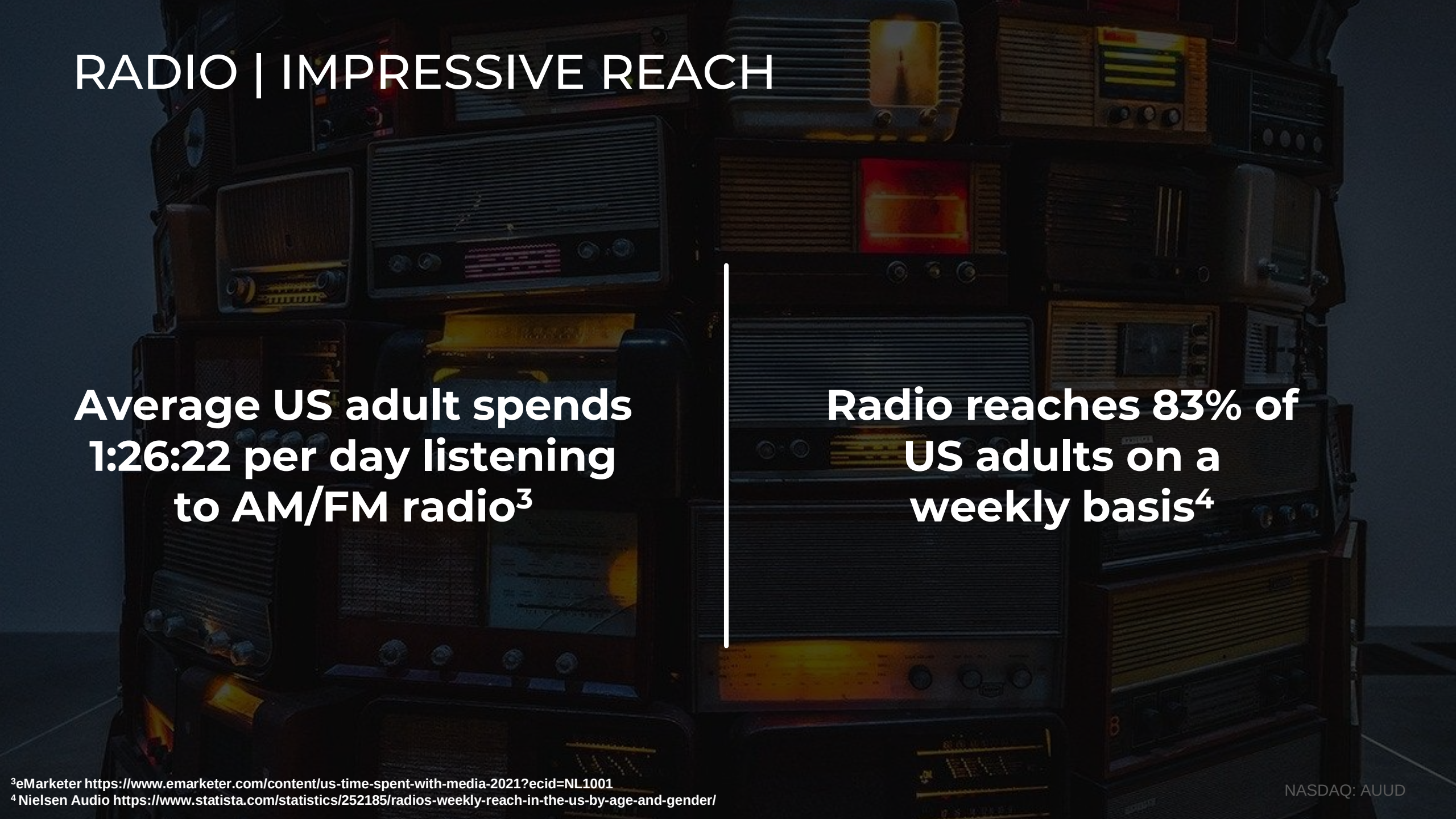
RADIO | IMPRESSIVE REACH



Average US adult spends 1:26:22 per day listening to AM/FM radio[3]

Radio reaches 83% of US adults on a weekly basis[4]

[3] eMarketer https://www.emarketer.com/content/us-time-spent-with-media-2021?ecid=NL1001
[4] Nielsen Audio https://www.statista.com/statistics/252185/radios-weekly-reach-in-the-us-by-age-and-gender/

RADIO | THE PROBLEMS

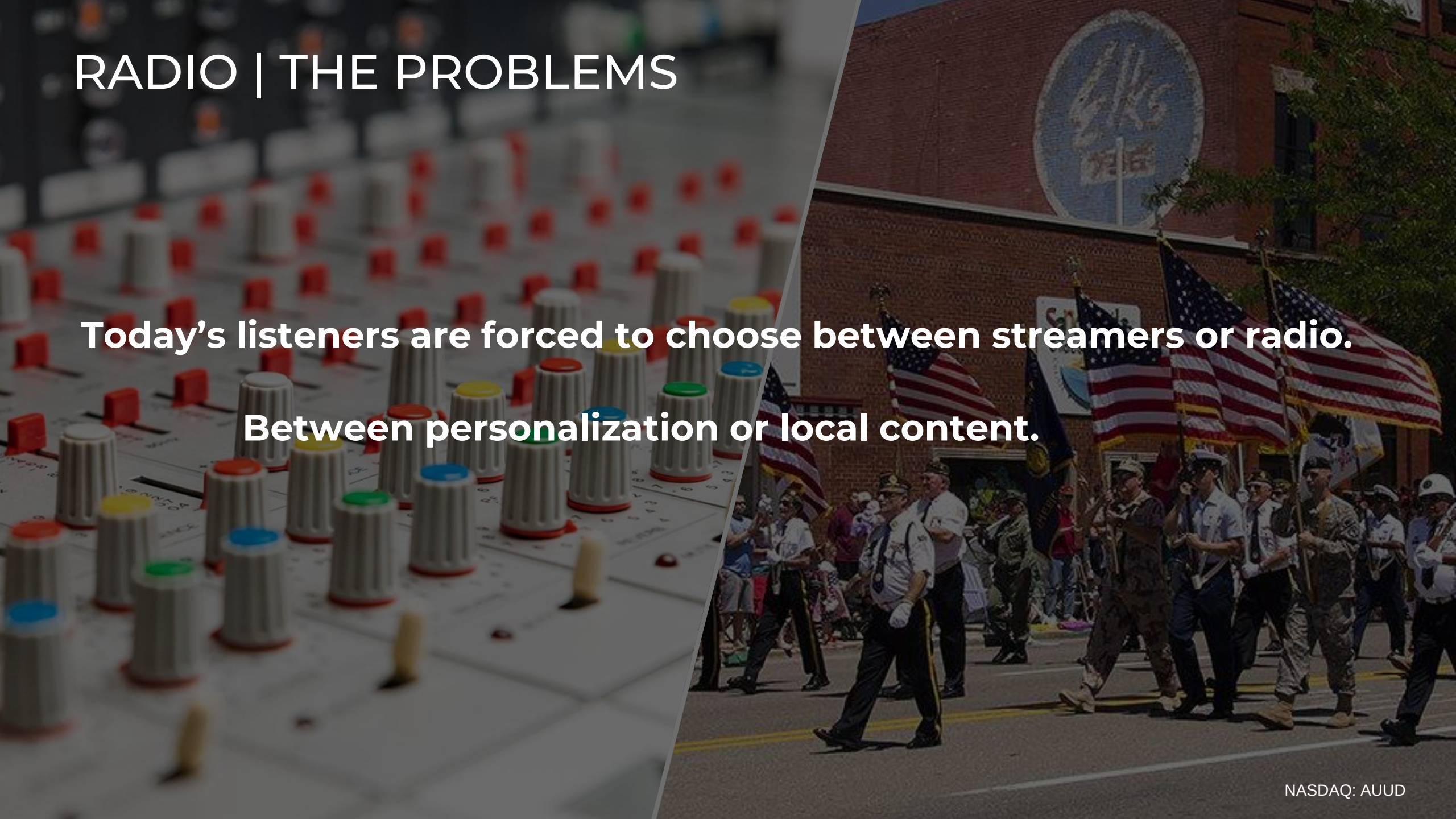
There are approximately 16.7 minutes of commercials per hour[5]

[5] S&P Global https://www.spglobal.com/marketintelligence/en/news-insights/blog/average-ad-rates-for-major-us-radio-networks-declining-in-2020

RADIO | THE PROBLEMS

Today's listeners are forced to choose between streamers or radio.

Between personalization or local content.



FAIDR | THE SOLUTION

- Any streaming AM/FM radio station
- A.I. identifies interruptions and switches automatically
- Allows high value local content to play
  - DJ discussions, concerts & festivals, weather
- Listening is personalized
  - content switching, on-demand requests, preferred content

FAIDR | THE COMPETITION

	AD-FREE	PERSONALIZED	LOCAL CONTENT	A.I. ENABLED
faidr	⊗	⊗	⊗	⊗
Spotify	⊗	⊗		
MUSIC	⊗	⊗		
amazonmusic	⊗	⊗		
pandora	⊗	⊗		
TUNE IN			⊗	
Audacy			⊗	
iHeart RADIO			⊗	
RADIO			⊗	

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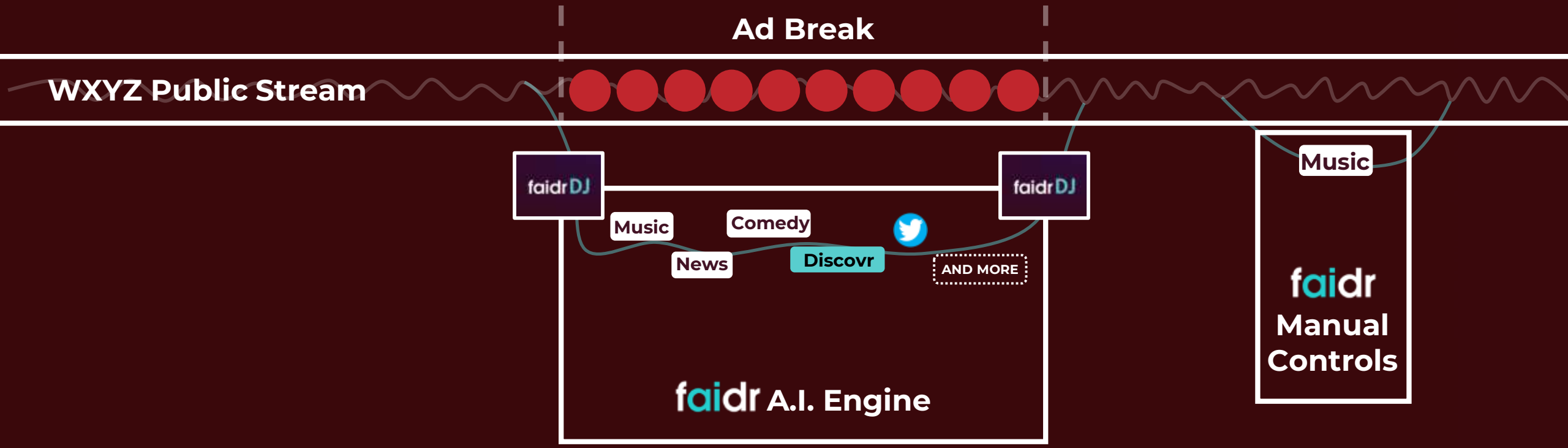
FAIDR | THE BASICS



Announced April 27, 2022. Expected in Q3.

FAIDR | INTELLECTUAL PROPERTY

- Proprietary Technology
- Artificial Intelligence Platform
- Broadcast Audio

FAIDR | MARKET OPPORTUNITY

- **220M radio listeners**
- **$0 subscription revenue**

- **141M audio subscribers**
- **$13.4B subscription revenue**

Sources: Nielsen Audio, Billboard Business: Are We Reaching Peak Streaming Subscriptions?; eMarketer: Number of Paid digital Audio Subscribers Rising;

FAIDR | LIKELIHOOD TO PURCHASE

220M

Extremely **7%**

Very **8%**

141M

Extremely **12%**

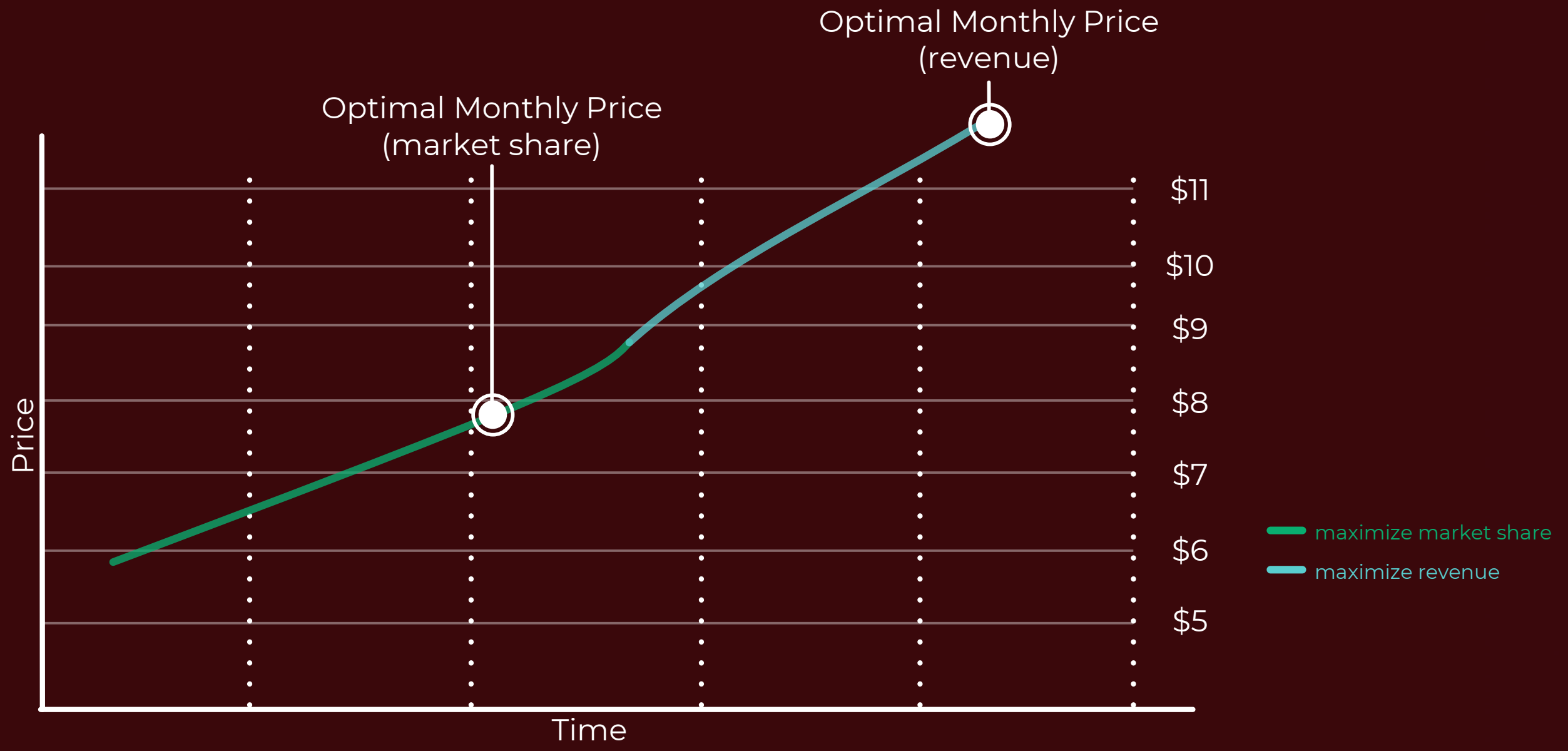
Very **13%**

68.2M

faidr by auddia potential subscribers

Source: Company analysis using Harris Insights and Analytics LLC Data, March 2019

FAIDR | PRICING



Sources: Van Westendorp's Price Sensitivity Meter is a standard market technique for determining consumer price preferences.

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FAIDR | PRODUCT STATUS

5,200+ | **Available radio stations***

$3.31

cost per install (CPI)**

30,000 | **monthly active users**

42,230

installs, as of 5.19.22

*3,328 stations faidr-enabled as of 5.19.22

**Average over past 3 weeks

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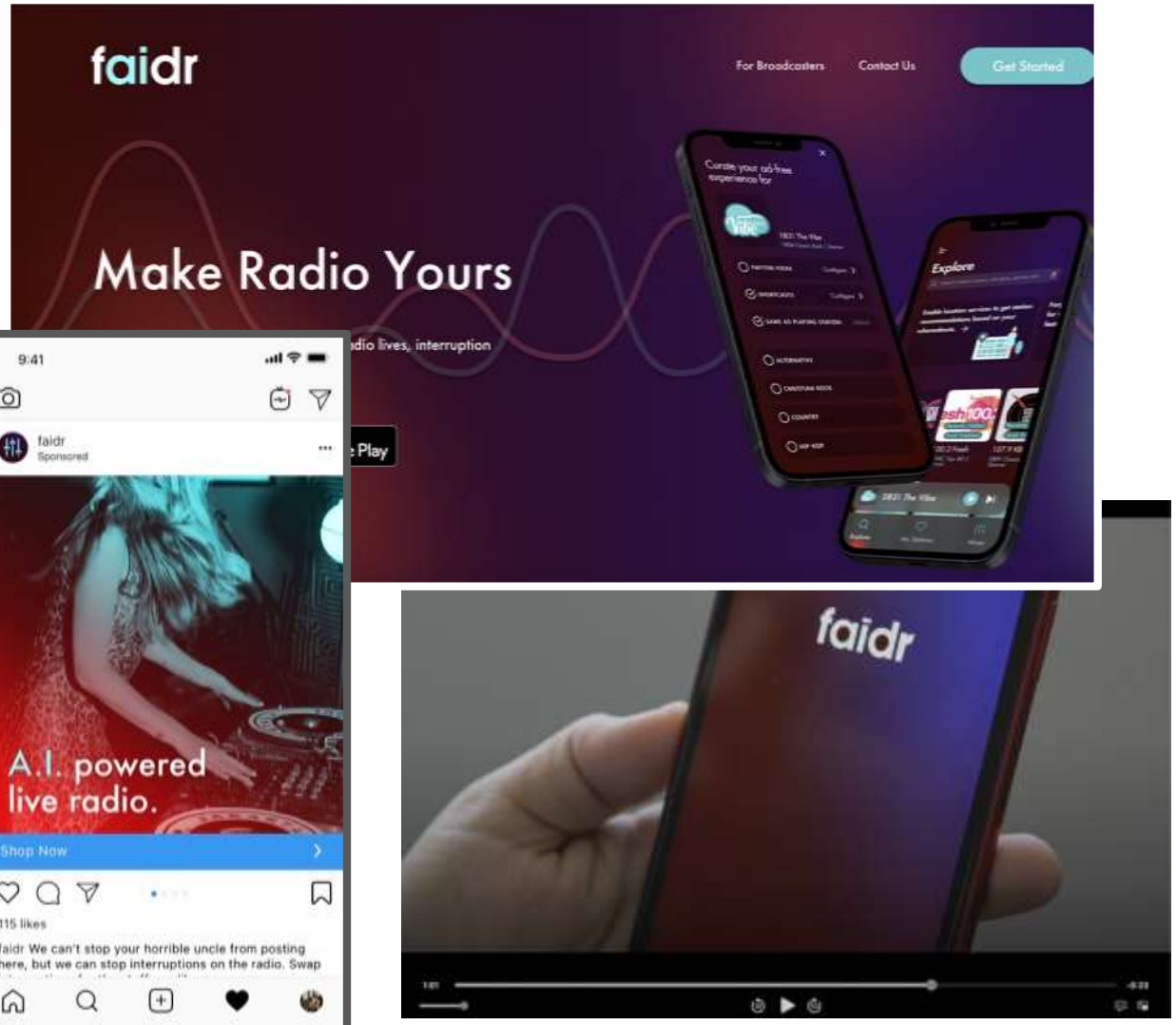
FAIDR | GO TO MARKET STRATEGY



STRATEGY & TACTICS:

Direct-to-consumer acquisition focus, leveraging paid digital channels.

Q3 REPORTING METRICS:

- MAU Growth
- Initial Usage
- Initial Subscription Conversion

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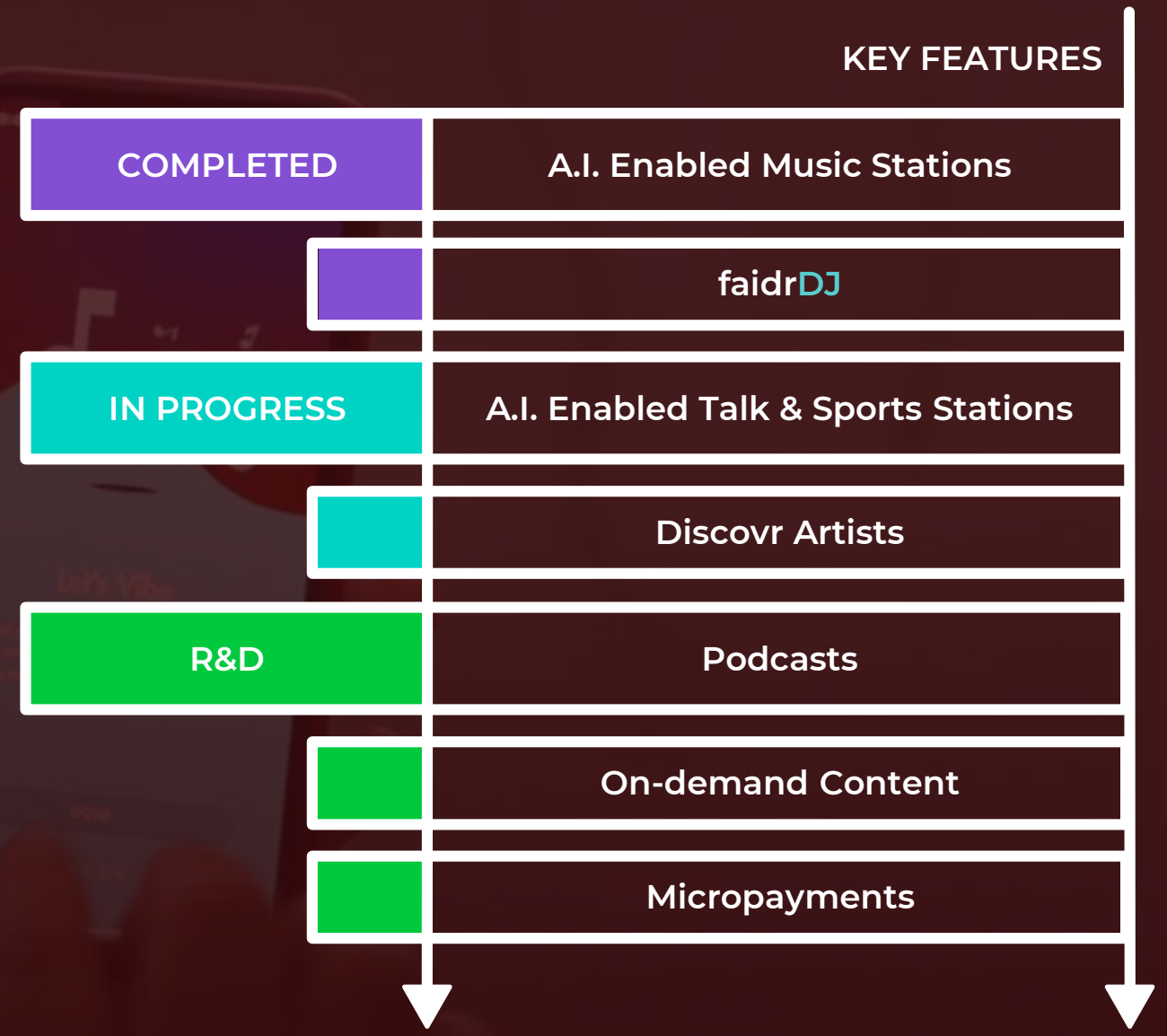
FAIDR | PRODUCT EVOLUTION

PRODUCT VISION:
Deliver a seamless and modern audio-streaming listening experience through...

- Control - A.I. supported & manual
- Ever-expanding content choices
- Live radio



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VODACAST

Immersive Podcasting.

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VODACAST | THE OPPORTUNITY

- Podcasting has been exploding
- Apps provide minimal value to podcasters
- Podcast-listening experience on top apps lacks interactivity

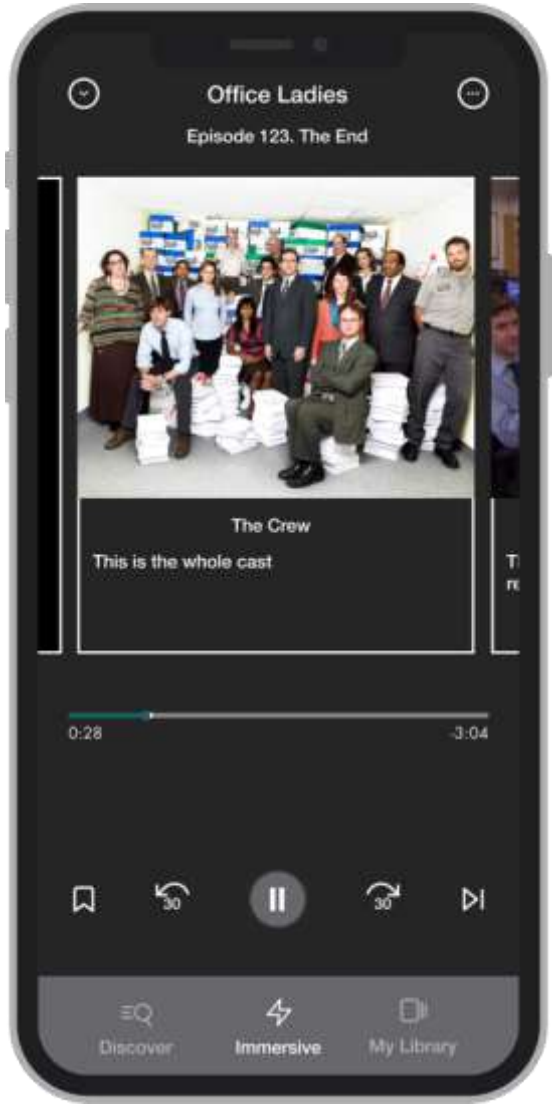
Sources: Edison Research & Triton Digital: The Infinite Dial 2021

PODCASTING | M&A ACTIVITY

Spotify	Megaphone	$235M
	Gimlet	$200M
	The Ringer	$200M
	Anchor	$150
	Joe Rogan	$100M
	Podz	$53M
	Parcast	$56M
	Whooshkaa, Podsights, Chartable	*Undisclosed*
SiriusXM Satellite Radio	Stitcher & Midroll	$325M
	Simplecast	$28M
	99% Invisible	*Undisclosed*
iHeart Radio	HowStuffWorks	$55M
	Voxnest	*Undisclosed*
amazon	Wondery	$300M
	Smartless	$70M

VODACAST | THE APP

- Digital content feed correlated to the podcast audio tells deeper stories
- Access to podcaster's branded digital content in one place
- On ramp to social feeds to discuss, share, create and discover audio content
- Multiple payment options to listen commercial free & access bonus content



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VODACAST | REVENUE FOR PODCASTERS

Digital Ads

25%
Increase on CPM

Subscriptions

2X to 3X
Increase over ad revenue

Micro Payments

5X
Increase over ad revenue

Donations

Podcasters keep **100%**

Ad Marketplace

Eliminates commissions to audio ad sales networks

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VODACAST | THE COMPETITION

	EPISODE FEEDS	BRAND PAGES	MICRO PAYMENTS	COMMENTS / POLLS
VODACAST	⊗	⊗	⊗	⊗
Spotify				⊗
SiriusXM SATELLITE RADIO				
Apple Podcasts		⊗		
iHeart RADIO				
Google Podcasts				

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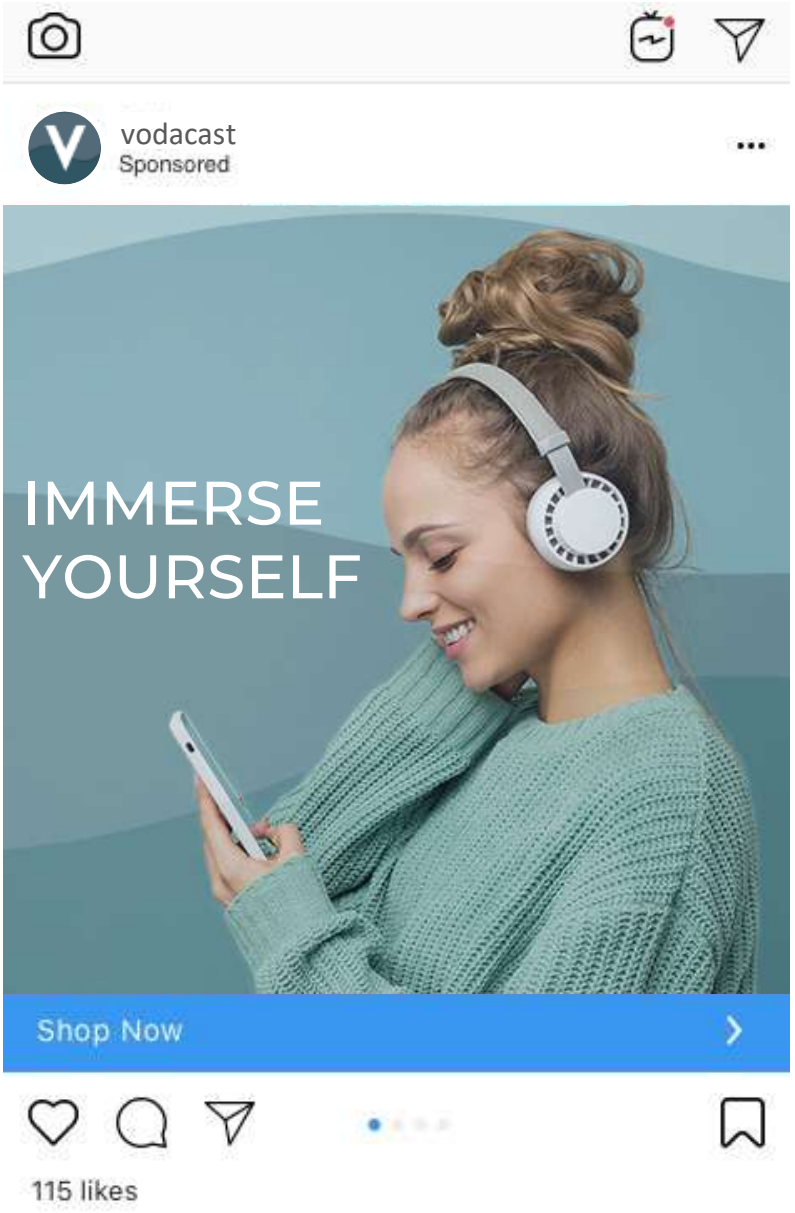
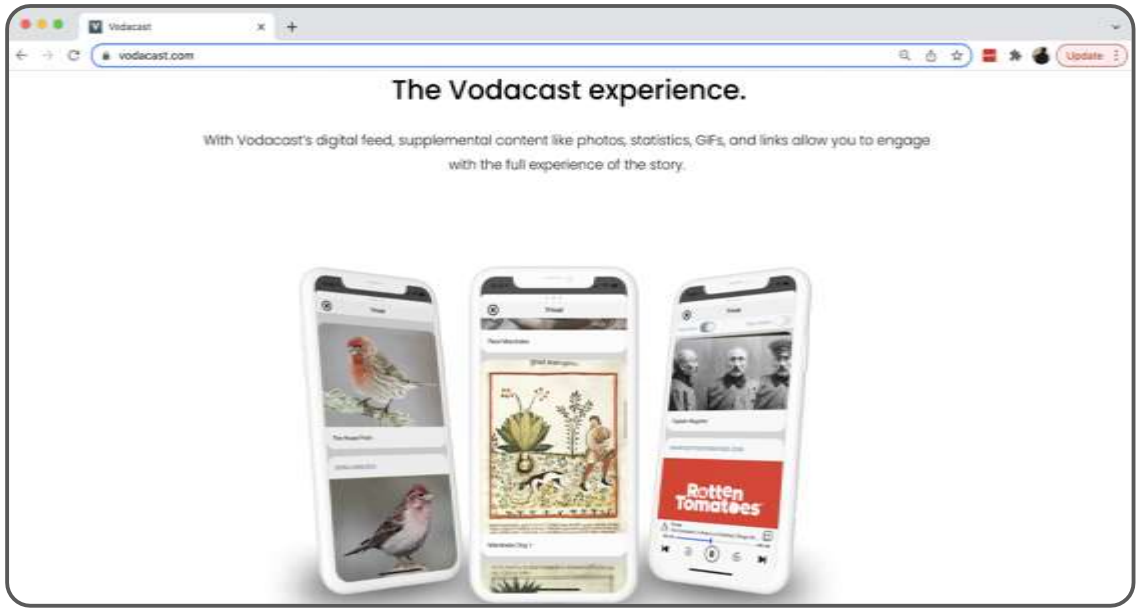
VODACAST | GO TO MARKET STRATEGY



Direct-to-consumer acquisition focus, leveraging paid digital channels.



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VODACAST | PRODUCT STATUS

94%

feed engagement*

21% | **all-time retention**

3,699 | **monthly active users**

17,393

downloads, as of 5.19.22

*on episodes with feed content available

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AUDDIA | LEADERSHIP

Founder & Executive Chair | **Jeff Thramann**

Serial entrepreneur with multiple successful exits. Inventor with more than 130 U.S. and international patents. Graduate of US Military Academy and Cornell University Medical College.

CEO | **Michael Lawless**

Veteran of multiple software startups, leading R&D and operations. Emphasis on technology development for consumer products. Graduate of US Air Force Academy and University of Dayton.

CTO | **Peter Shoebridge**

Technologist with 35 years of software and Internet product development across multiple industry sectors. Founder and CEO of Blue Yonder Gaming. Educated in London, England.

CFO | **Brian Hoff**

Extensive experience in leading high growth accounting and finance teams at STACK Infrastructure and Coalfire. Certified public accountant and BS from The University of Colorado.

AUDDIA | INDEPENDENT BOARD OF DIRECTORS

Founder & Executive Chair | **Jeff Thramann**

CEO | **Michael Lawless**

Independent Directors

Steve Deitsch

CFO, Paragon28 | BioScrip | Coalfire | Zimmer

Tim Hanlon

Founder/CEO, Vertere Group | Velociter | VivaKi Ventures

Tom Birch

CEO, Lakes Media LLC | Birch/Scarborough | Birch Radio

AUDDIA | FINANCIAL HIGHLIGHTS

Balance Sheet Highlights (Unaudited)	March 31, 2022
Cash and Cash Equivalents	$4,361,550
Total Debt	$ -
Estimated Quarterly Cash Burn Rate	$2.0M - $2.3M

Market Data	May 19, 2022
Price	$0.929
52 Week Range	$0.826 - $9.30
Average Volume (3 month)	~230 K
Market Capitalization	$11.3 M
Common Shares Outstanding	12.5 M

Large Equity Holders

Jeff Thramann Founder, Executive Chairman	1,731,859 shares	13.8% of outstanding shares
Rick Minicozzi Investor	1,750,450	14.0%

AUDDIA | KEY TAKEAWAYS

1 | Industry Firsts

- AM/FM radio with personalized content and no commercials
- Podcasts with interactive digital feed that supports deeper stories and delivers digital revenue to podcasters

2 | Highly Differentiated

- Both radio and podcast listening experiences
- Strong IP on key AI product capabilities

3 | Relevant Offerings

- Large, rapidly growing, high-purchase-intent audience
- Attractive margins that scale
- Near term catalysts

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THANK YOU

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