



REINVENTING AUDIO

MARCH 2025 | NASDAQ: AUUD

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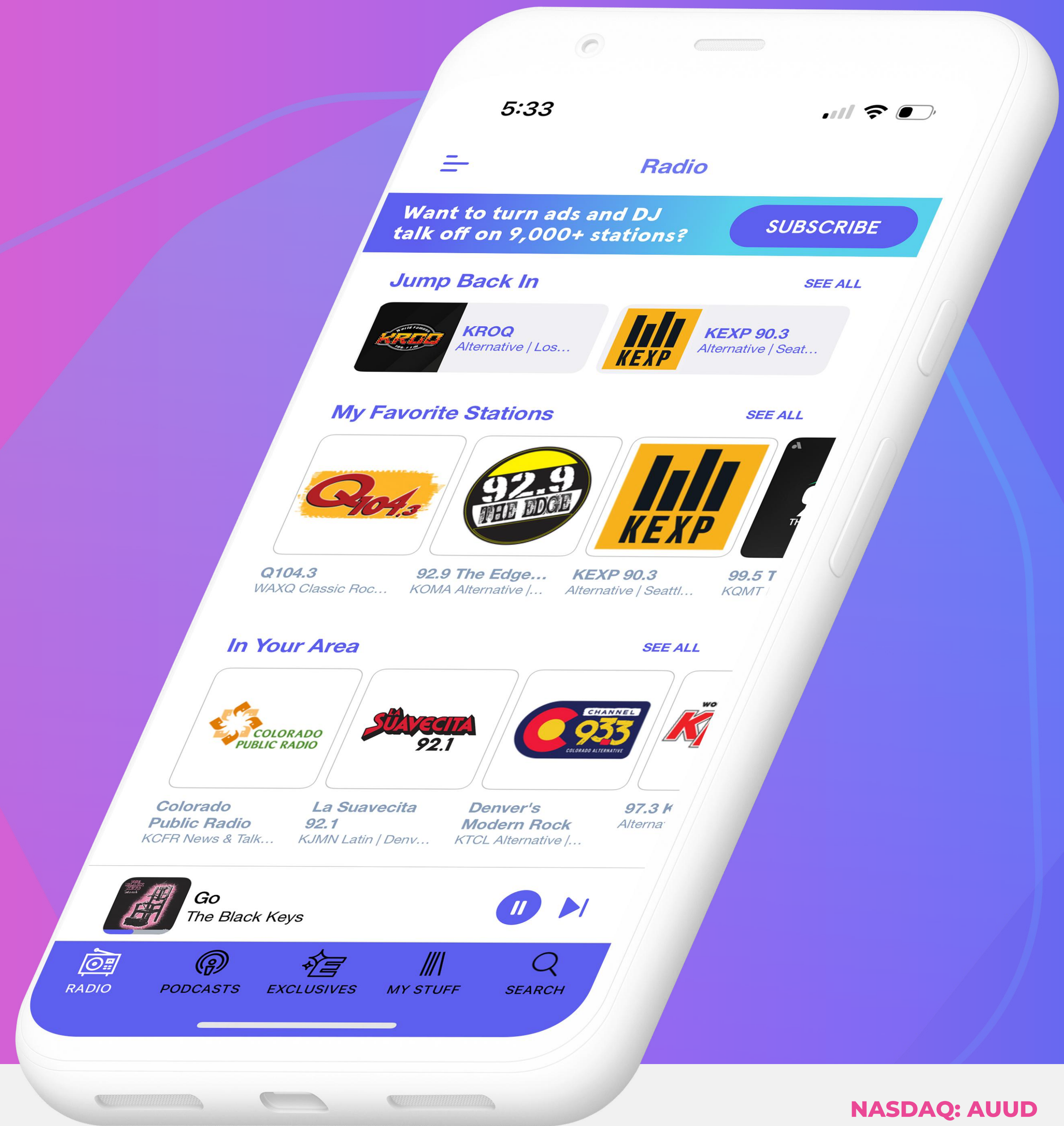
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faidr

Our Differentiated Audio Superapp



Lead

With differentiation & margin

AM/FM

Exclusive Content

Podcasts

- › A.I. Enabled Ad-free
- › Music-only Mode
- › Replicate the dial

- › Music Casts
- › Music Stations
- › Discover

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

Expand

To deliver all audio

Music Player

Audio-books

Text To Speech

- › ChatMusic
- › MusicGPT

Leverage Data

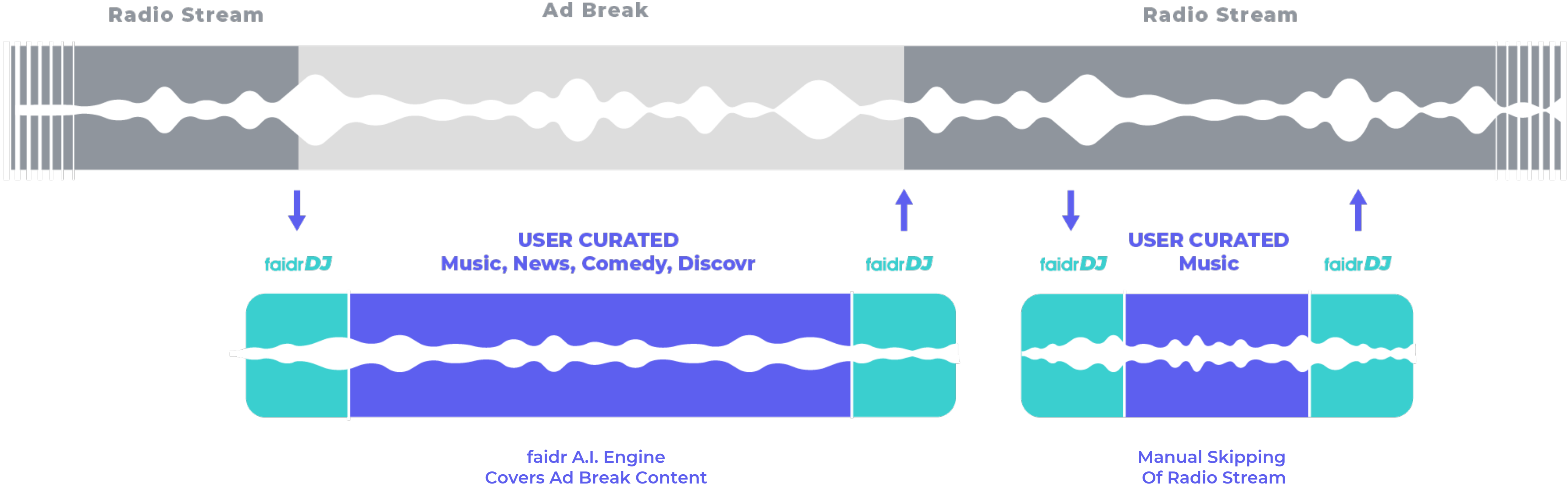
Across all audio to train leading AI models



The superapp aggregates, analyzes and distributes data.

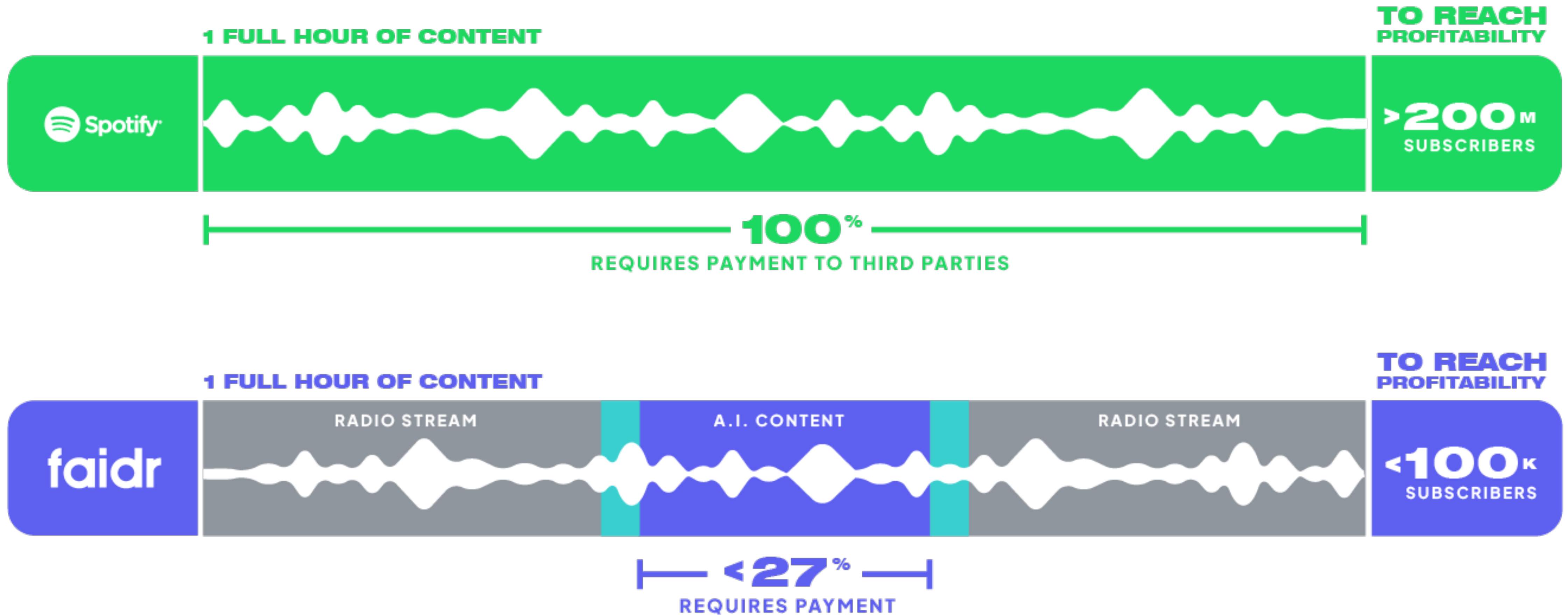
How faidr Works

AI Drives Margin

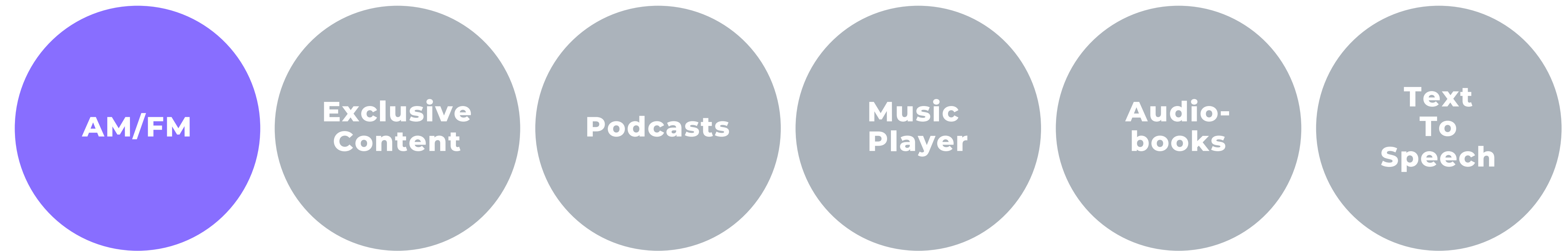


How faidr Works

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
- › New language AI models to enable ad-free internationally
- › Improvements to the ad-free experience on spoken word format stations

Differentiation | faidrRadio



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

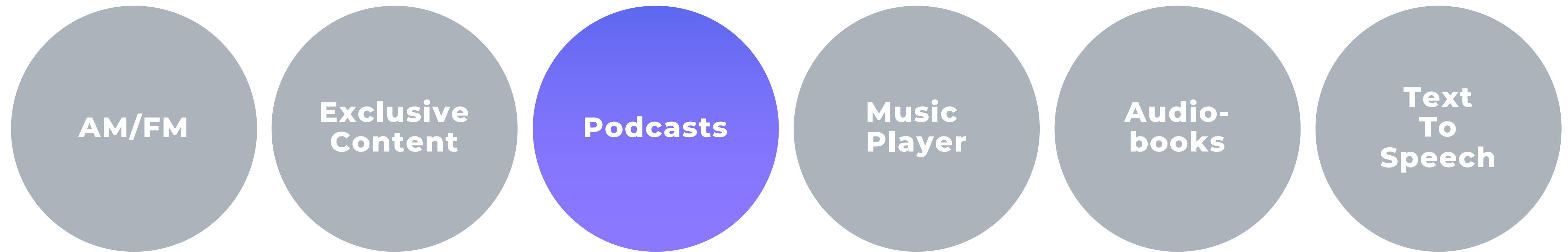
Discover

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

Roadmap

- › User-created stations
- › User social interactions and following

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

- › Generative AI digital content feed
- › 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

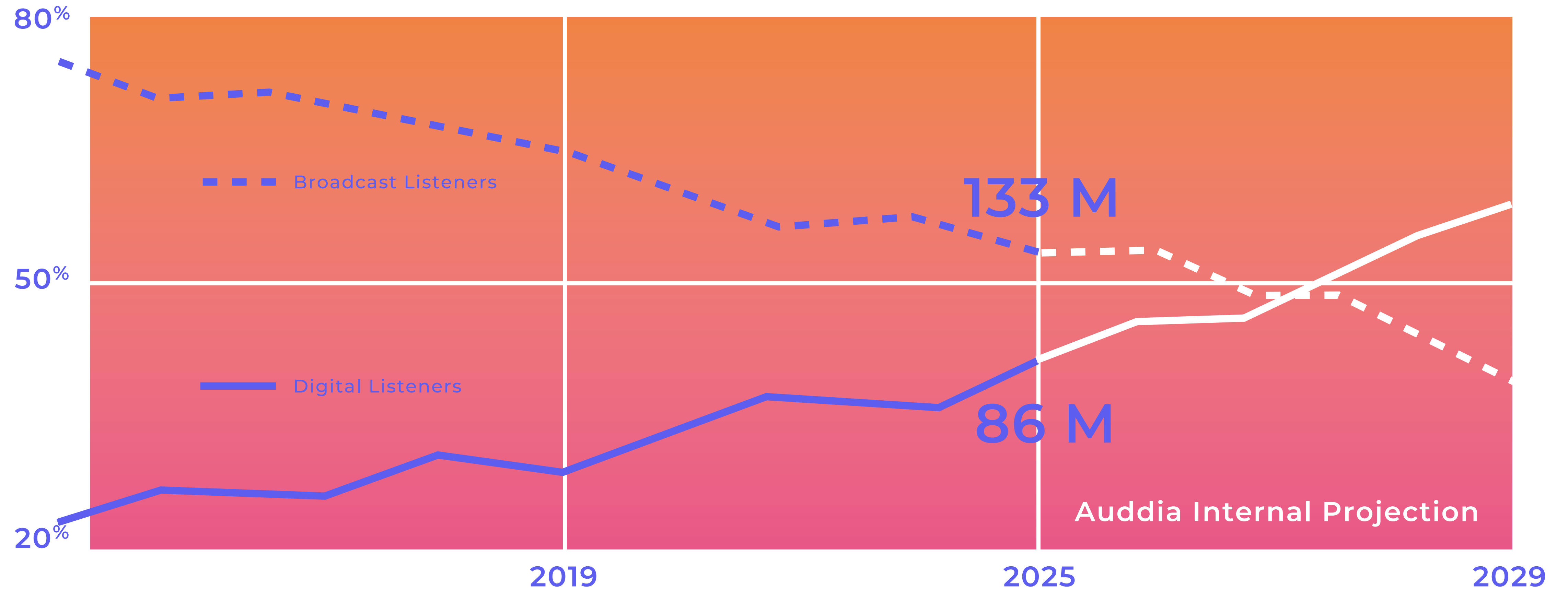
Music Streaming Apps

	Ad-Free	Personalized	Podcasts	Local Content	Premium AM/FM
	✓	✓	✓	✓	✓
	✓	✓	✓	○	○
	✓	✓	✓	✓	○
	✓	✓	✓	○	○
	✓	✓	✓	○	○
	Parity			Differentiation	

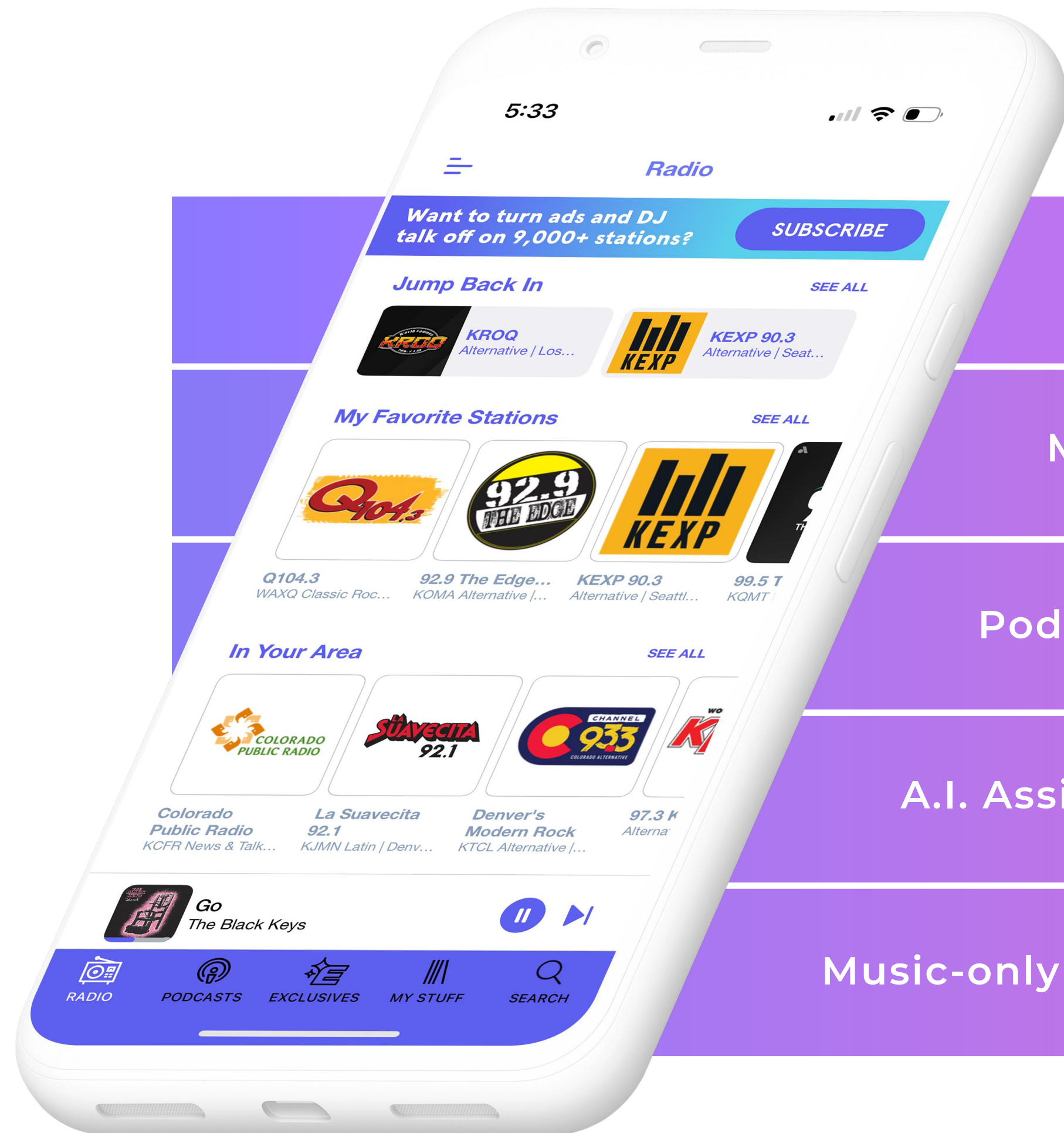
GTM

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



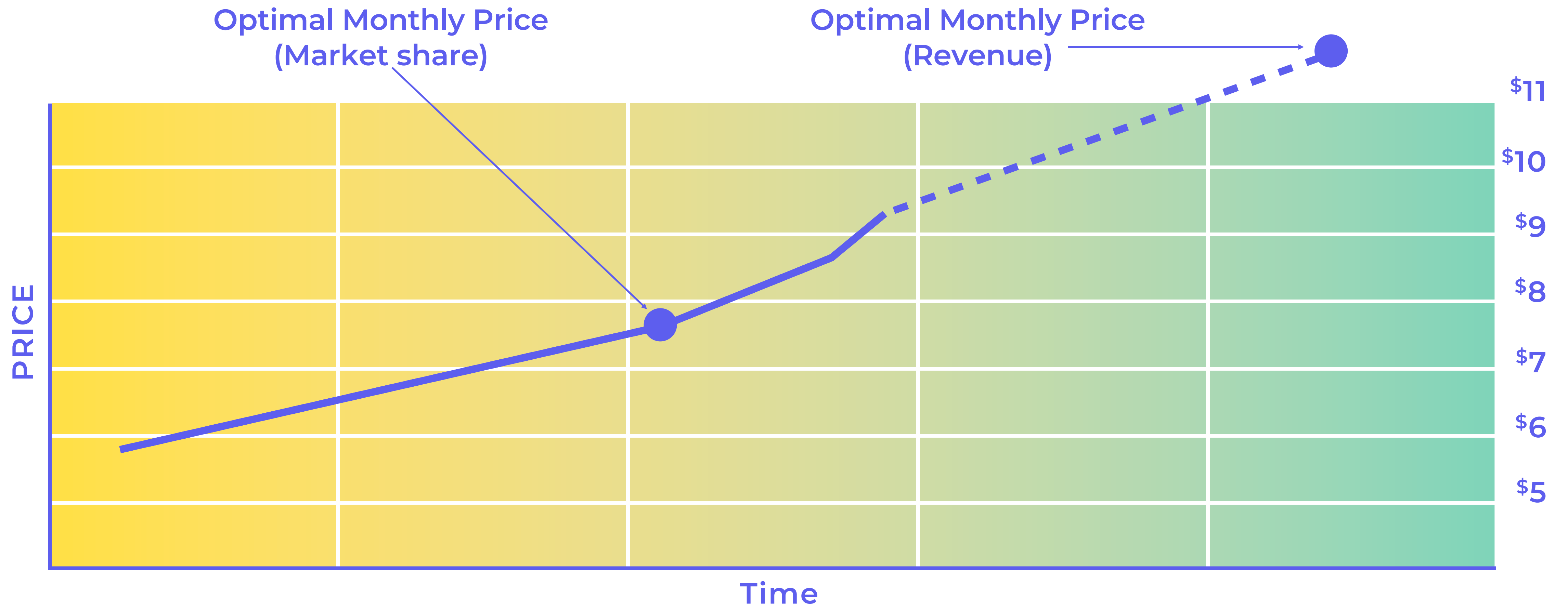
PREMIUM
\$5.99/MO

FREE

	PREMIUM \$5.99/MO	FREE
Live Radio	✓	✓
Manual Switching	✓	✓
Podcasts & Exclusives	✓	✓
A.I. Assisted Ad-Free	✓	○
Music-only / DJ Talk off	✓	○


Pricing

Key
— Maximize Market Share
- - - Maximize Revenue



User Growth

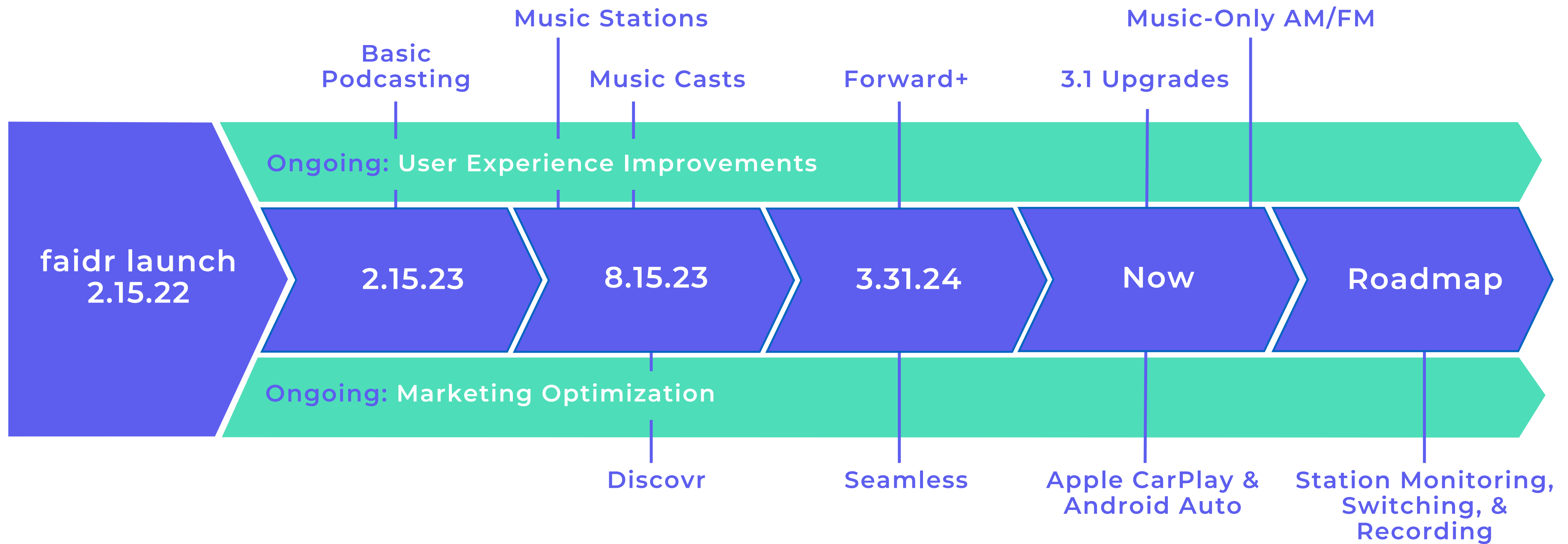
Metric Targets to Support Growth

		Initial Launch 2.15.22	Targets to Support Ad Spend
	Cost Per Install	\$13.98	\$2.00
	30 Day Retention	1%	20%+
	Subscription	NA	3%
	CAC	NA	\$102

1.4-Year Payback

User Growth

Strategy to Improve Metrics



Auddia | Key Takeaways

- **Leading audio superapp space with differentiation & margin**
- **Securing data across all audio experiences to optimize the application of AI**
- **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



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