

The background features a woman with long dark hair wearing large headphones and holding a smartphone. A large, semi-transparent green 'X' is overlaid across the entire image. The overall color palette is shades of blue and cyan.

# auddia

REINVENTING AUDIO

March 2021  
NASDAQ: AUUD

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# AUDDIA OVERVIEW



## Auddia App

Commercial free AM/FM radio streams

Radio stations make 2x revenue from Auddia subscribers

New subscription revenue shared with Auddia

Targets the 270 million radio listeners per month



## Vodacast App

Podcasts with extra digital content & options to avoid ads

Podcasters with access to digital & subscription revenue

New revenue shared with Auddia

104 million monthly listeners with 27% CAGR through 2027<sup>(1)</sup>





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mobile app

Commercial free radio with  
personalized listening



# THE PROBLEM WITH RADIO

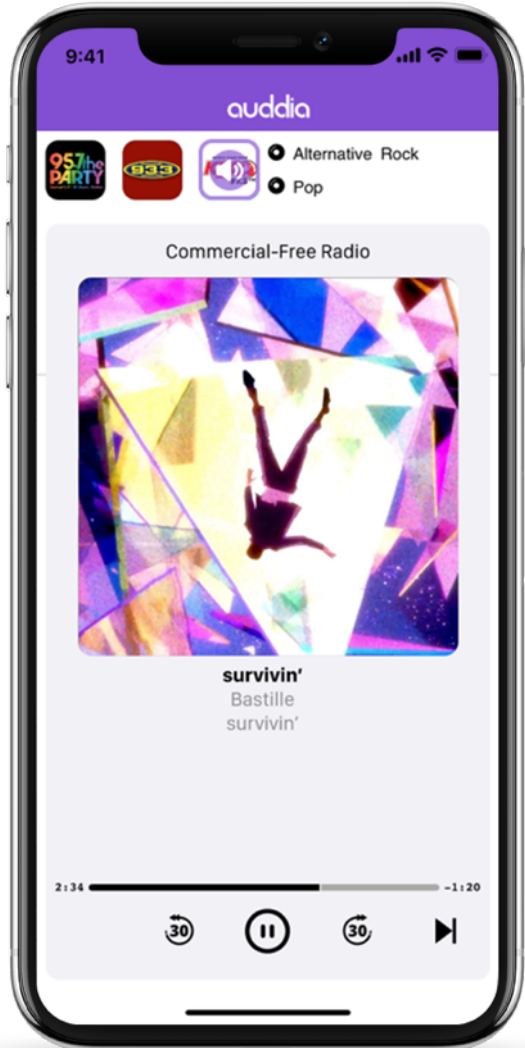
**16**  
minutes of  
ads per hour

Too many ads



No choice in content

# THE AUDDIA SOLUTION



**Any streaming AM/FM radio station**











**AI removes and replaces ads**

**Allows high value local content to play  
(DJ discussions, concerts & festivals, weather)**

**Listening is personalized  
(skips, on-demand requests, preferred content)**

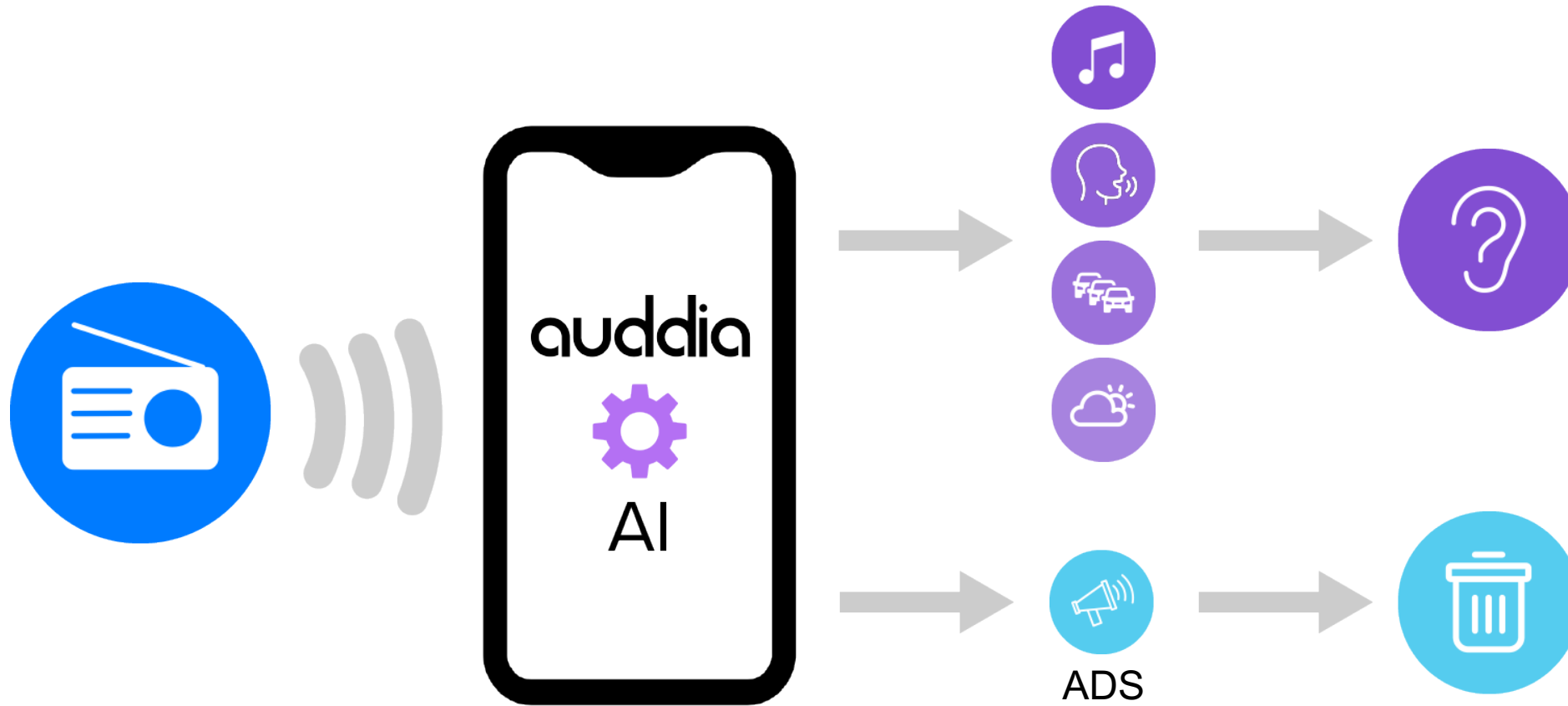


# — THE COMPETITION

	    		 Spotify® (free)   Pandora® (free)	 Radio	 auddia
<b>Ad Free</b>	✓	✓	✗	✗	✓
<b>Content Choice</b>	✓	✗	✓	✗	✓
<b>Local Content</b>	✗	✗	✗	✓	✓



# “AI FOR AUDIO” PLATFORM

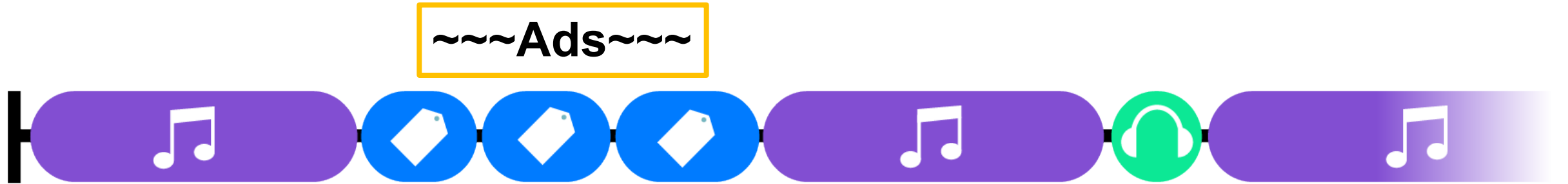


Patents for applying AI to audio broadcasts & streams to customize listening



# AUDDIA BASICS

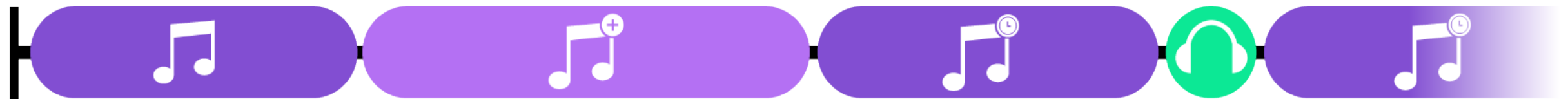
## Live broadcast



## Broadcast with ads replaced by songs

Song inserted during ad break

Broadcast is now delayed



# — INTELLECTUAL PROPERTY

Proprietary Technology

Artificial Intelligence Platform

Broadcast Audio



# MARKET OPPORTUNITY



**\$0** subscription  
revenue



**\$14B** subscription  
revenue



# CONSUMER INTEREST

## Likelihood to Purchase

(By current radio listening)

Radio  
Listeners

270M

Extremely 7%

Very 8%

Subscription  
Listeners

133M

Extremely 12%

Very 13%

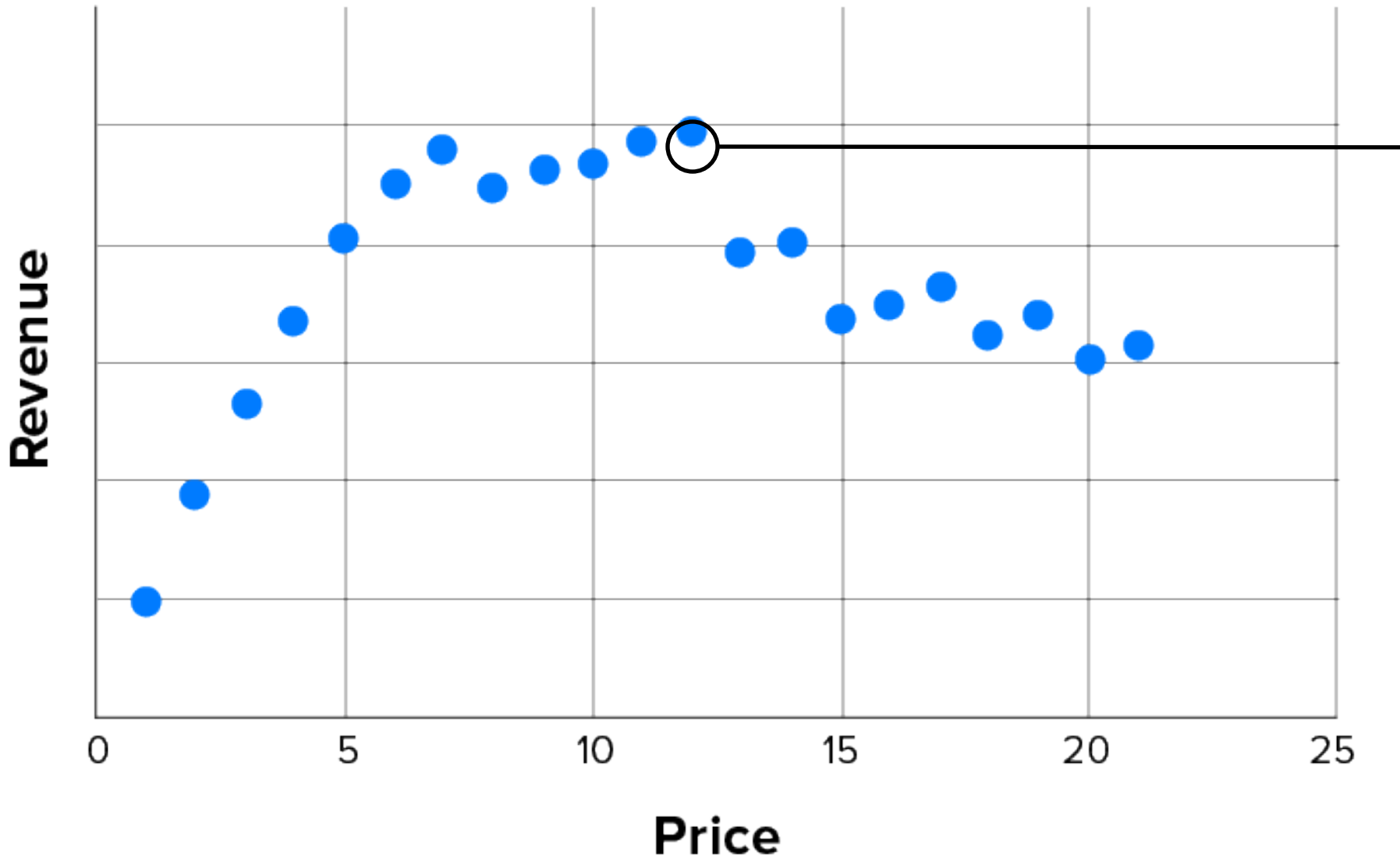
Extremely Likely

34M

audia subscribers



# VAN WESTENDORP PRICING



Revenue  
Maximizing  
Price:

**\$12**



# GO TO MARKET STRATEGY - AUDDIA



Radio gets \$10/month for every Auddia subscriber



Radio promotes Auddia to their 270M monthly listeners



# PRODUCT READINESS

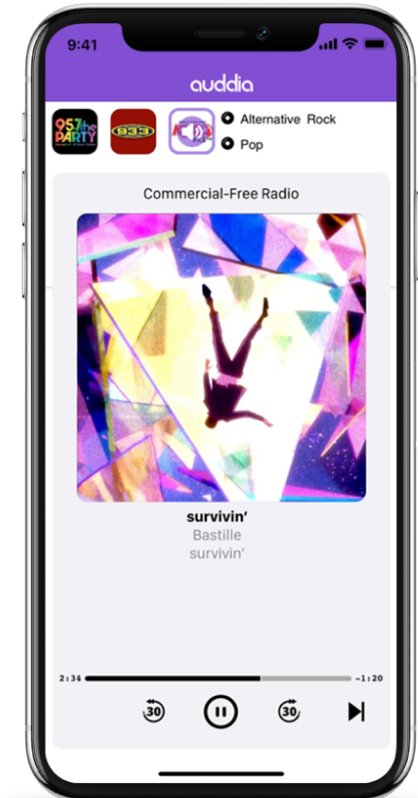


Small-scale, single-market trials, started Q4 2020

Expanded trials, Q1 2021

Commercial trials begin Q2 2021

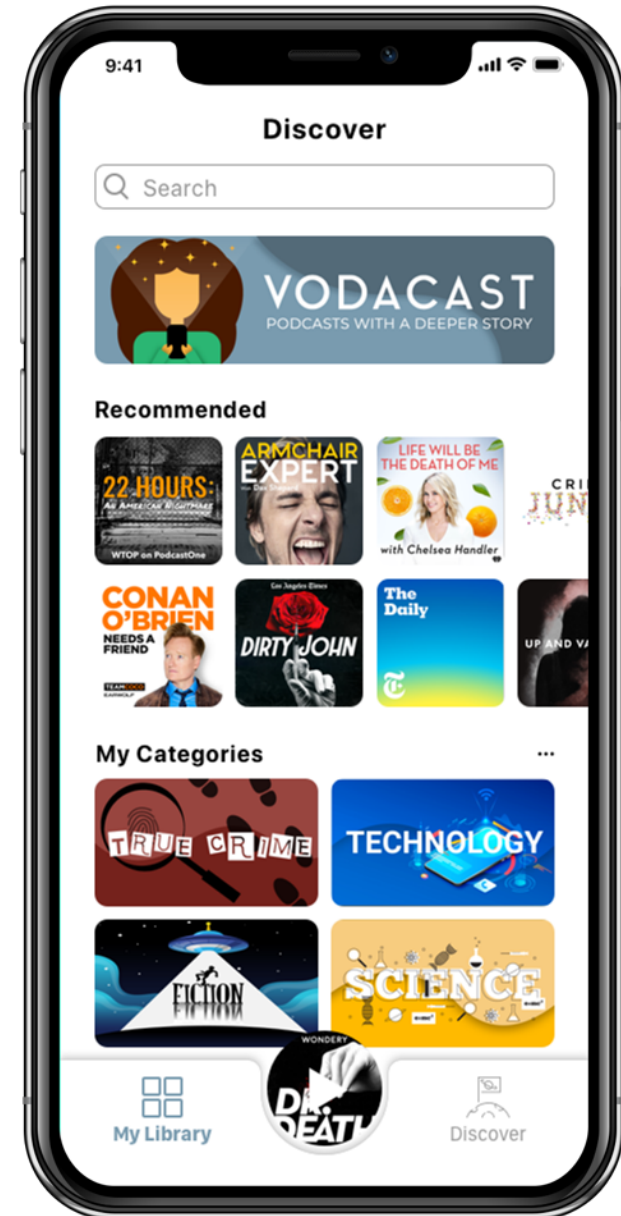
Commence national launch, Q3 2021



# VODACAST

by auddia

Podcasts told with deeper,  
digital stories





# — THE OPPORTUNITY

Podcasting is exploding

Current apps provide minimal value to podcasters

We believe podcasting lacks interactivity & community



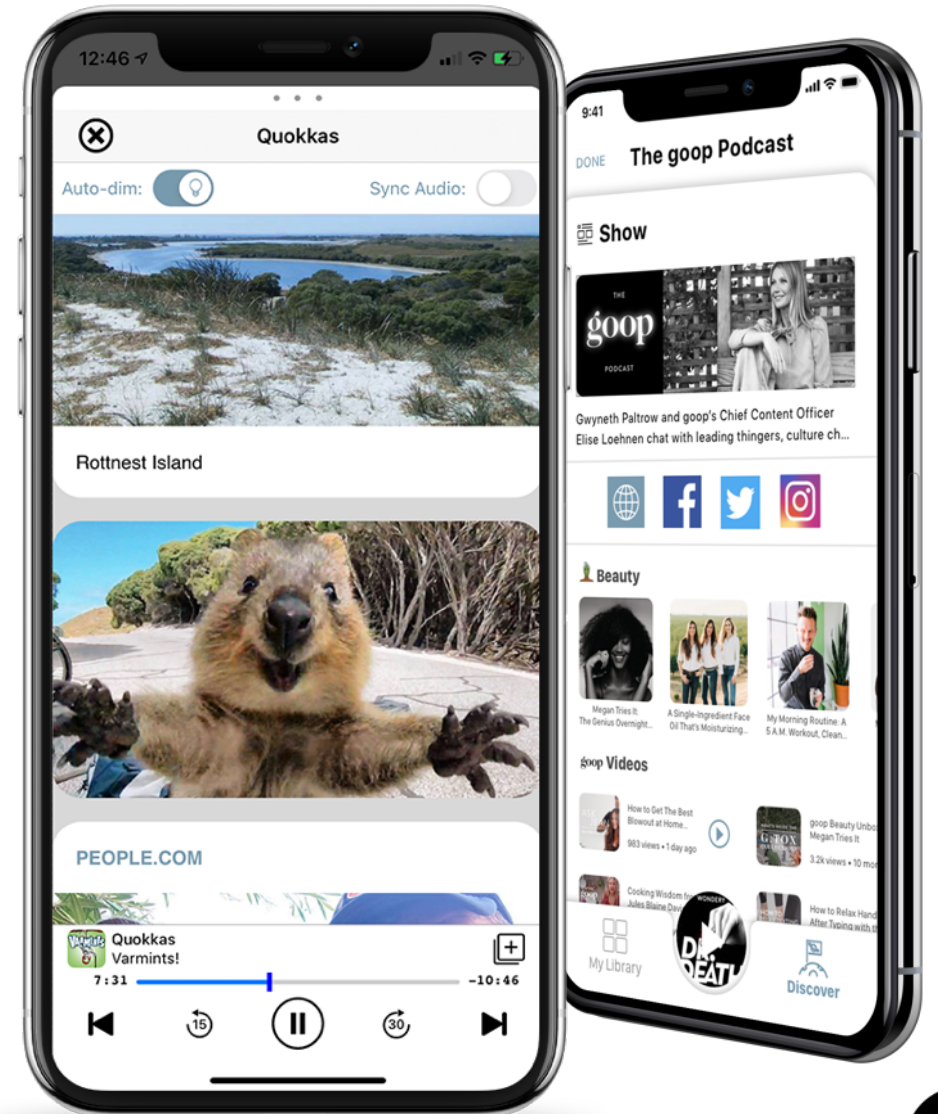
# — THE VODACAST APP

Digital content feed correlated to the podcast audio to tell deeper stories

Multiple payment options to listen commercial free & access bonus content

Access to all of a podcaster's branded digital content in one place

On ramp to social feeds to discuss, share, create and discover audio content



# COMPETITION

Only on...

# VODACAST

by auddia

Episode and Brand Feeds

Flexible Monetization

Distributed Content and Monetization

Community and Social Network

Integrated Ad Marketplace



Luminary



...Many Others



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# MORE REVENUE FOR PODCASTERS



Digital Ads



Subscriptions



On-demand



Donations



Ad Marketplace

**25%**  
Increase on CPM

**2X to 3X**  
Increase over ad  
revenue

**5X**  
Increase over  
ad revenue

Podcasters keep  
100%

Eliminates  
commissions to  
audio ad sales  
networks



# GO TO MARKET STRATEGY - VODACAST

We believe if podcasters promote Vodacast...

...and podcasters will make more money, reinforcing the desire to promote



...the promotion will drive users to the Vodacast platform

...where we believe podcast listeners will have a better experience



# EXPLOSIVE PODCASTING GROWTH



100 million monthly listeners in the U.S. today  
Projected to grow to 173 million in 2022



\$9.3B global market in 2019  
Projected to grow at a 27.5% CAGR to \$60B in 2027



# M&A ACTIVITY IN PODCASTING



Anchor \$150M  
Gimlet \$200M  
Parcast \$56M

Megaphone \$235M  
Joe Rogan \$100M



Stitcher & Midroll

\$325M



Voxnest  
HowStuffWorks

Undisclosed  
\$55M



Wondery

\$300M



# PRODUCT READINESS



iOS and Android available in app stores today

Podcaster partnerships, Q1 2021

National launch, Q2 2021





# AUDDIA LEADERSHIP

## Founder/Executive Chair - **Jeff Thramann**

Serial entrepreneur with multiple successful exits. Inventor with more than 50 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 - **Rick Liebman**

Experienced technology company CFO with a background in investment banking and corporate finance. He is a graduate of Brown University and has an M.B.A. from Columbia Business School.



# — INDEPENDENT BOARD OF DIRECTORS

Founder/Executive Chair - **Jeff Thramann**

Chief Executive Officer - **Michael Lawless**

## **New 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, Founder Birch Radio



# RECENT IPO SUMMARY

Ticker	Nasdaq, AUUD/AUUDW
IPO Unit* Price (2/17/2021)	\$4.125
Share Price (3/15/2021)	\$3.15
Warrant Price (3/15/2021)	\$0.73
Post-IPO Shares Outstanding, fully diluted	11,291,829
IPO Warrants	3,991,818
Gross Proceeds	~\$16.5M

\* IPO of 3,991,818 units, consisting of one share of common stock and one Series A warrant to purchase one share of common stock. The units were immediately and automatically separated upon issuance and are trading separately. Warrants are trading on Nasdaq under ticker "AUUDW" and will be exercisable immediately at an exercise price of \$4.5375 per share and will expire five years from the date of issuance.

## Large Equity Holders

Jeff Thramann Founder, Executive Chairman	1,681,652 shares	14.9% of outstanding shares
Rick Minicozzi Investor	1,750,450	15.5%



# KEY TAKEAWAYS



## Industry First's

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



Highly differentiated listening experience with strong IP



Addresses large and rapidly growing audiences with strong purchase intent and attractive margins that scale



Revenue startup H2 2021 / meaningful ramp 2022





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## THANK YOU

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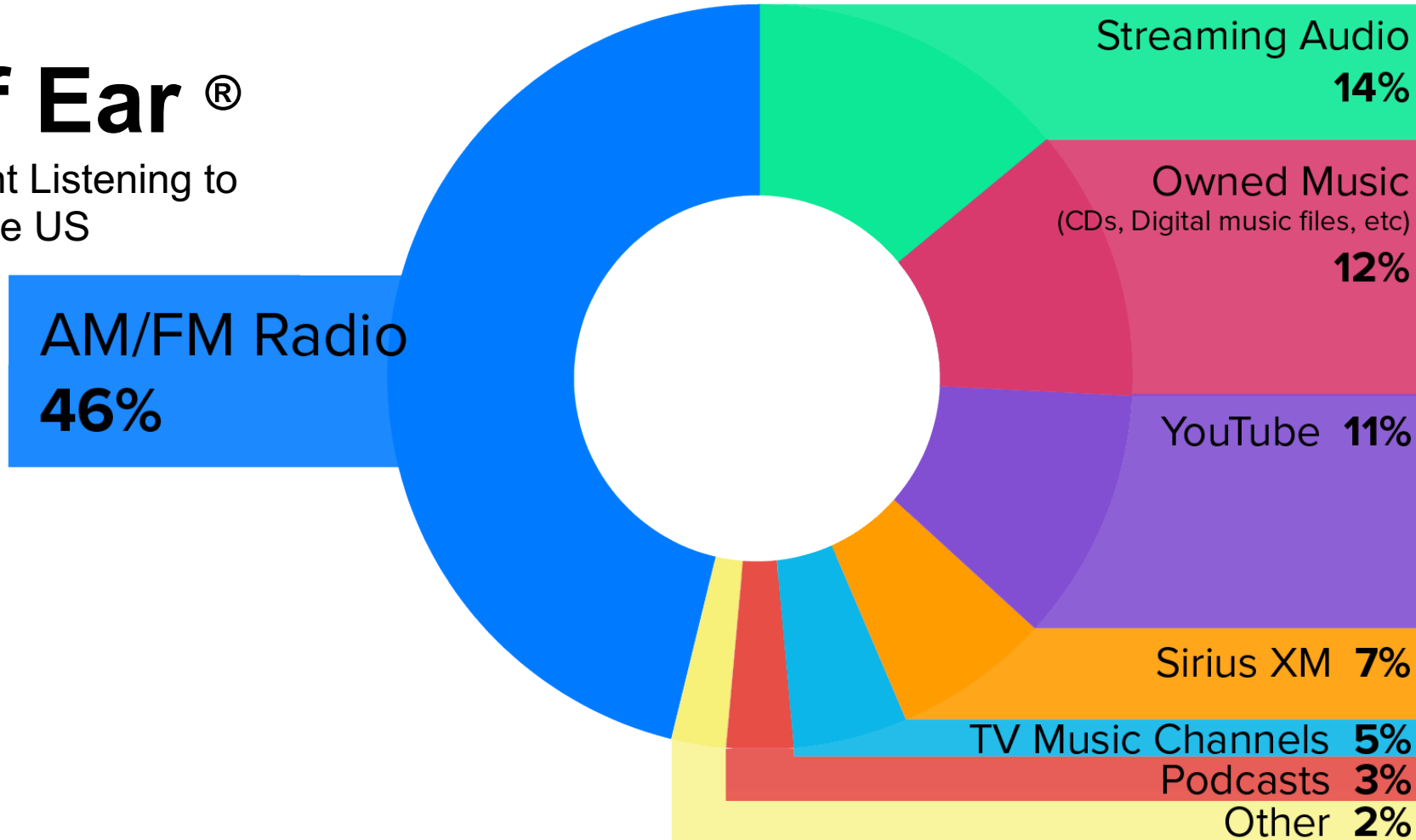
Ph: 646.823.8656

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# THE POWER OF LOCAL CONTENT

## Share of Ear<sup>®</sup>

Share of Time Spent Listening to Audio Sources in the US



Share of Ear Q3 2018

