

The background features a dark navy blue gradient. Overlaid on this are several thin, flowing lines in shades of purple and teal. These lines originate from the left side and sweep across the frame towards the right, creating a sense of motion and depth. The lines vary in density and color, with some appearing more vibrant than others.

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REINVENTING AUDIO

November 2022
NASDAQ: AUUD

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AUDDIA | INNOVATION



faidr

- Personalize AM/FM radio streams for the 1st time
- Net new revenue to Radio - 2x over ad revenue/listener
- 220M radio listeners & 141M audio subscribers¹

Vodacast

- Podcasts with extra digital content & options to avoid ads
- Podcasters with access to digital & subscription revenue
 - 116M podcast listeners²



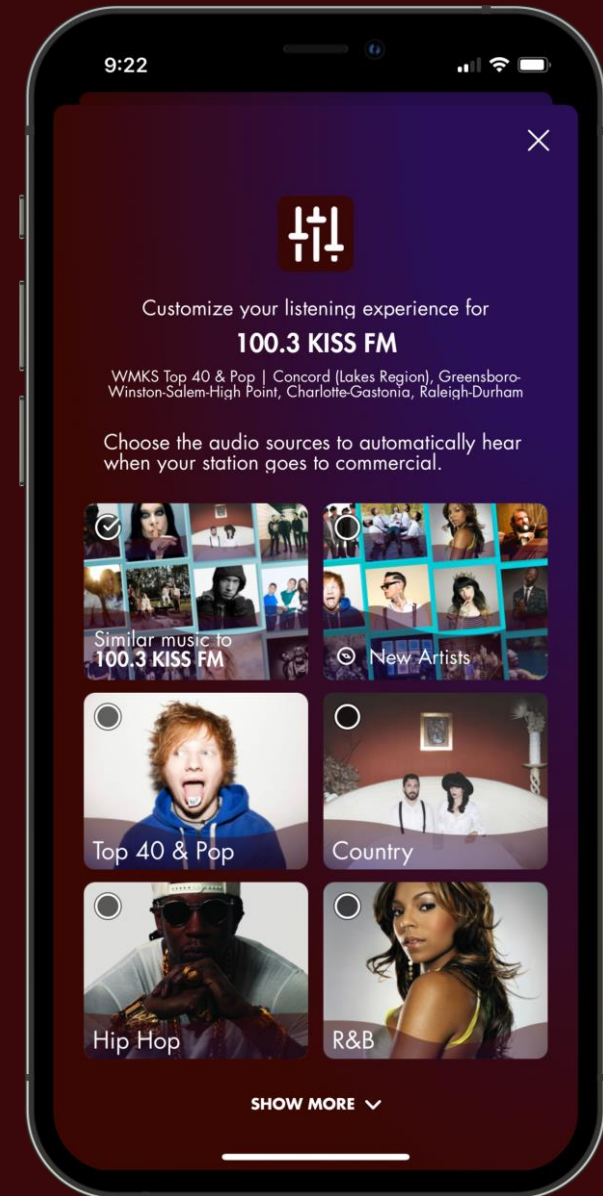
¹Nielsen, Total Audience Report, March 2021

² Edison Research & Triton Digital: The Infinite Dial 2021

AUDDIA | FLAGSHIP APP

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

Radio reaches 83%
of US adults on
a weekly basis

RADIO | THE PROBLEM

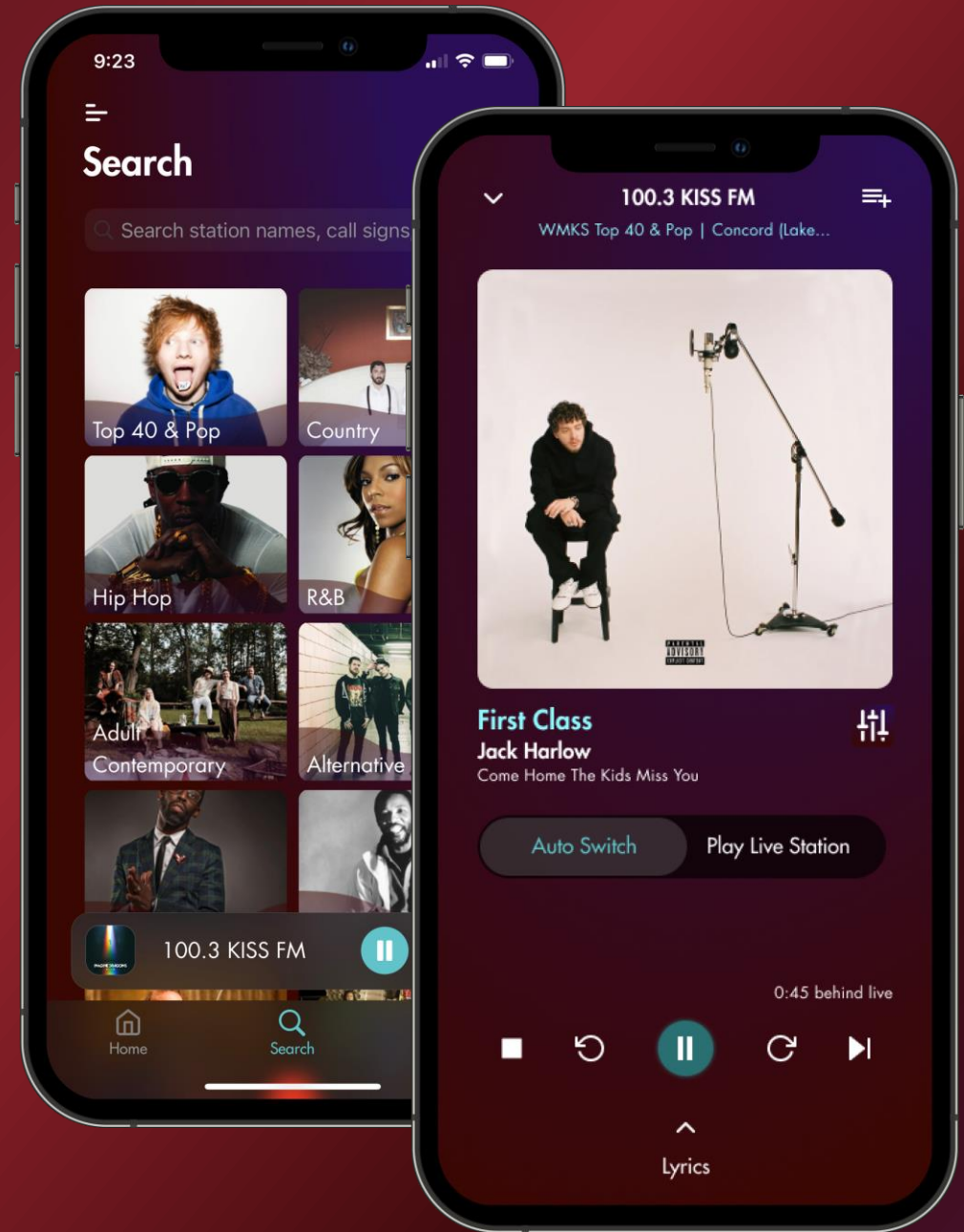
There are
approximately
16.7 minutes of
commercials per hour

RADIO | THE PROBLEM

Today's listeners are forced to choose between **streaming platforms with control** or **local radio content.**

FAIDR | THE SOLUTION

- Any streaming AM/FM radio station
- A.I. identifies ad breaks and switches automatically
- Allows high value local content to play
 - DJs, concerts & festivals, weather
- Listening is personalized
 - Content switching, on-demand requests, preferred content
- Ability to listen to or follow podcasts (late 2022)
- Exclusive content and programming (late 2022)



FAIDR | INTELLECTUAL PROPERTY



Proprietary
technology


























Artificial
intelligence
platform

Broadcast
audio

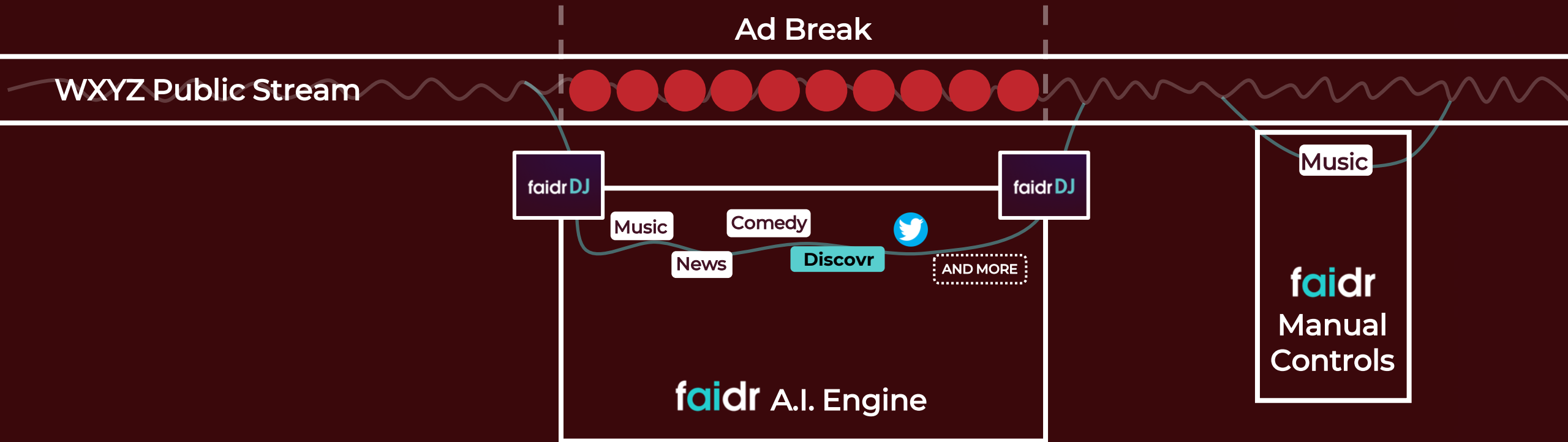
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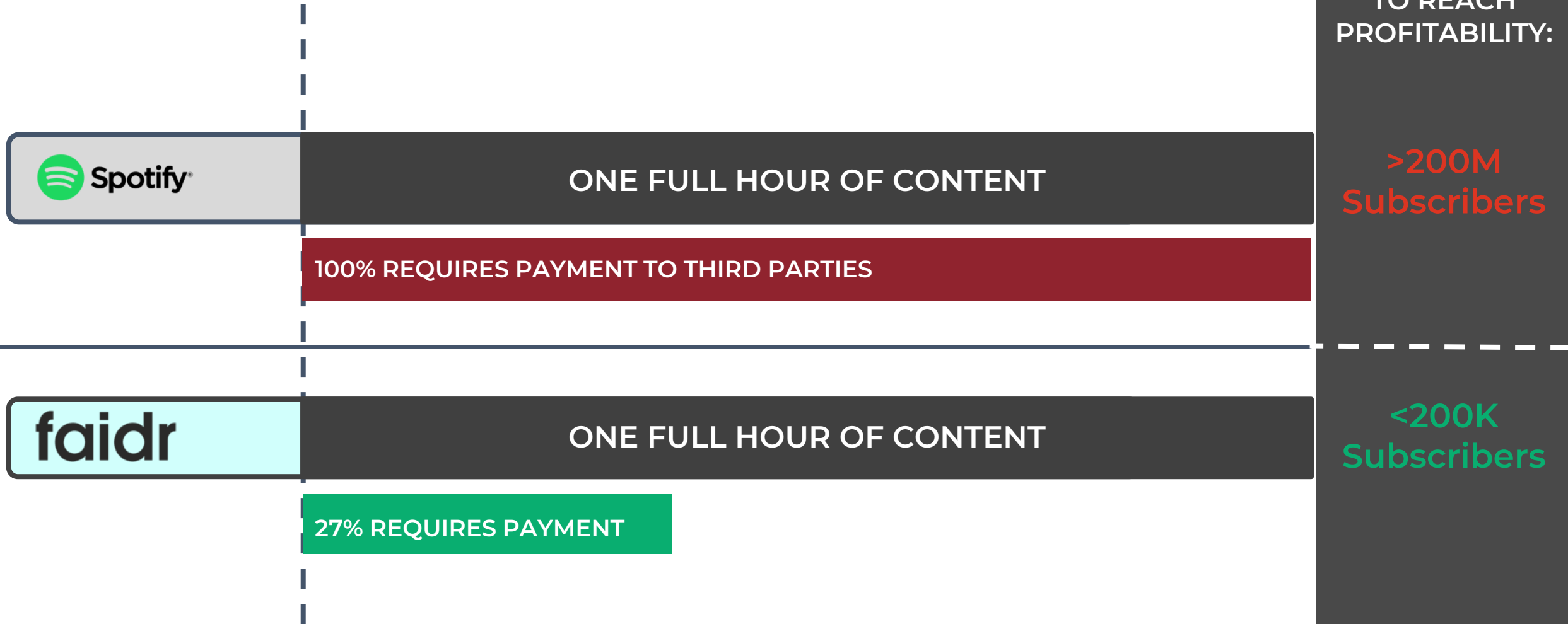
FAIDR | THE COMPETITION

	AD-FREE	PERSONALIZED	LOCAL CONTENT	A.I. ENABLED
				
				
				
				
				
				
				
				
				

FAIDR | THE BASICS



FAIDR | COST ADVANTAGE



FAIDR | AUDIO SUPERAPP ADVANTAGE



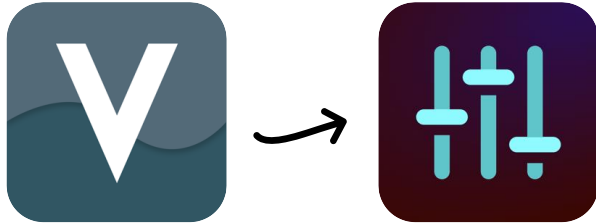
- COMMERCIAL-FREE RADIO*
- PODCASTS & INNOVATIVE VODACAST EXTENSIONS*
- EXCLUSIVE CONTENT & PROGRAMMING
- USER-GENERATED CONTENT

*Total Differentiation Within Audio Superapp Category

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FAIDR | PODCASTING STRATEGY



Auddia is merging Vodcast, our separate podcasting app, into faidr.

Consolidating our apps creates a better listening experience, streamlines marketing strategy and development resources, and grows value quicker for our audience and investors.

Improves the listener experience

Speeds up development cycles

Enhances faidr's feature set

Reduces resources and costs

Increases ROI evaluation

Boosts value faster

FAIDR | PODCAST OPPORTUNITY

23%
**OF DIGITAL
AUDIO TIME**

116M
**MONTHLY
LISTENERS**

\$842.3M
AD REVENUE

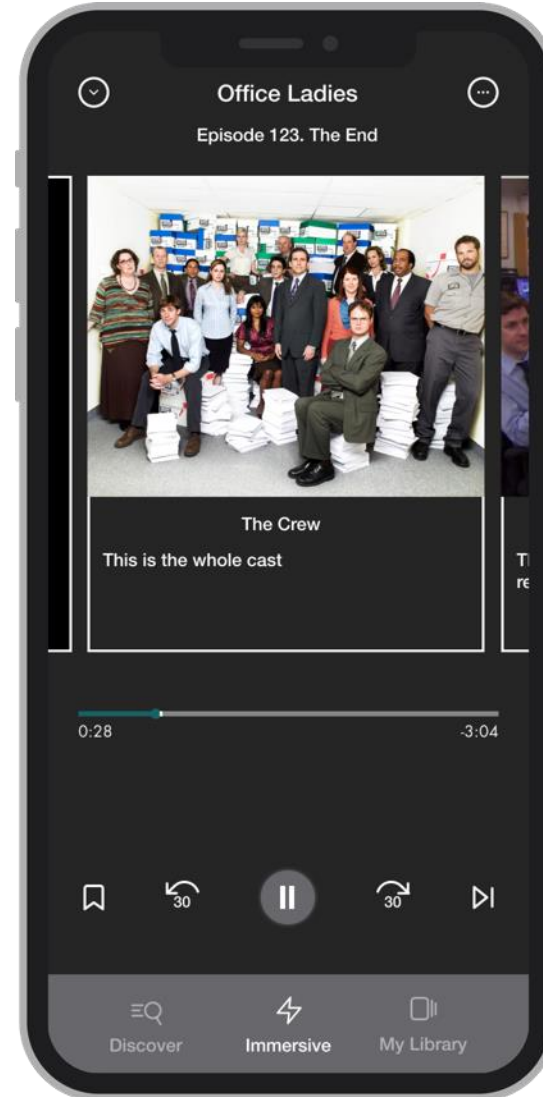
- Podcasting is 1/4th of total digital audio time spent
- 40% (22 million) more people listen to spoken word audio than 7 years ago
- Podcasts and mobile listening are major factors in spoken word audio growth
- There is no app with podcasting and commercial-free AM/FM Radio
- Apps offer minimal value to podcasters
- No interactivity with podcasts on top apps



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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



VODACAST | PROOF OF CONCEPT RESULTS

94%

feed engagement*

30%

users
consumed
>50% of feed

3,699

monthly
active
users

18,008

downloads, as of 7.1.22

*on episodes with feed content available

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FAIDR | PODCASTING ROADMAP

Faidr will continue to break new ground as the only streaming app with podcasts and customizable, commercial-free AM/FM radio.

Integration of podcasting into faidr will happen in three phases. Phase one will bring faidr to feature parity with the leading radio-streaming apps. Phase two will differentiate the experience for the user, and phase three will introduce more functionality and monetization opportunities for creators.

PHASE 1

Add podcasts to faidr
(late 2022)

Ability to listen to
and follow podcasts

PHASE 2

Introduce immersive
podcast feeds (2023)

Enhanced experience with
deeper digital storytelling,
photos, and videos for fans.

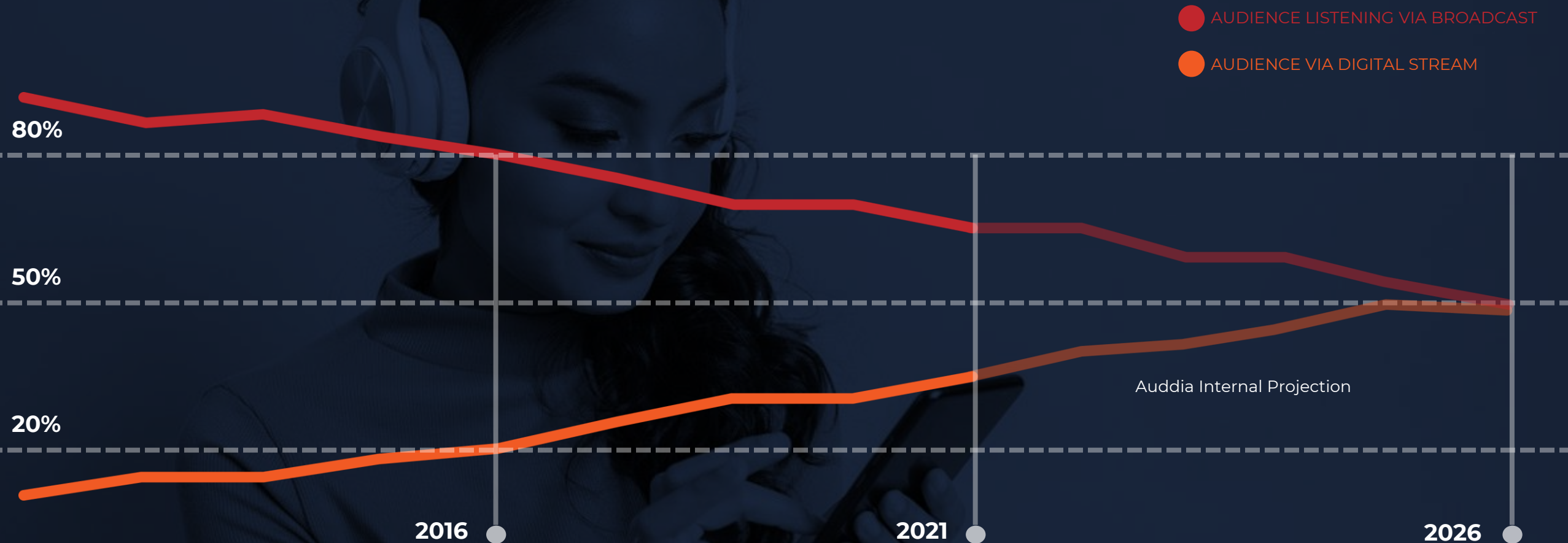
PHASE 3

Offer podcasters monetization
opportunities (2023)

Revenue streams like digital
ads, donations, subscriptions,
micropayments, and more.



FAIDR | RADIO LISTENERS MOVING TO STREAM



- AUDIENCE LISTENING VIA BROADCAST
- AUDIENCE VIA DIGITAL STREAM

Auddia Internal Projection

2016

2021

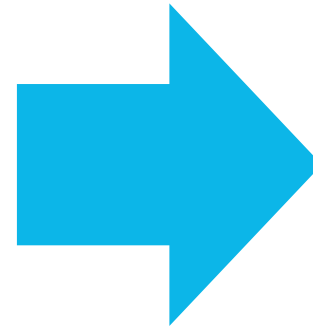
2026

FAIDR | LIKELIHOOD TO PURCHASE



76.3M US RADIO
STREAMERS

>Likely To
Purchase = 44%



33.6M
faidr potential
by auddia subscribers

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

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FAIDR | PRODUCT STATUS

5,200+

Available
radio
stations*

<\$2.75

cost per install (CPI)**

^10%

retention
among leading
music apps

100,000+

installs, as of 10.19.22

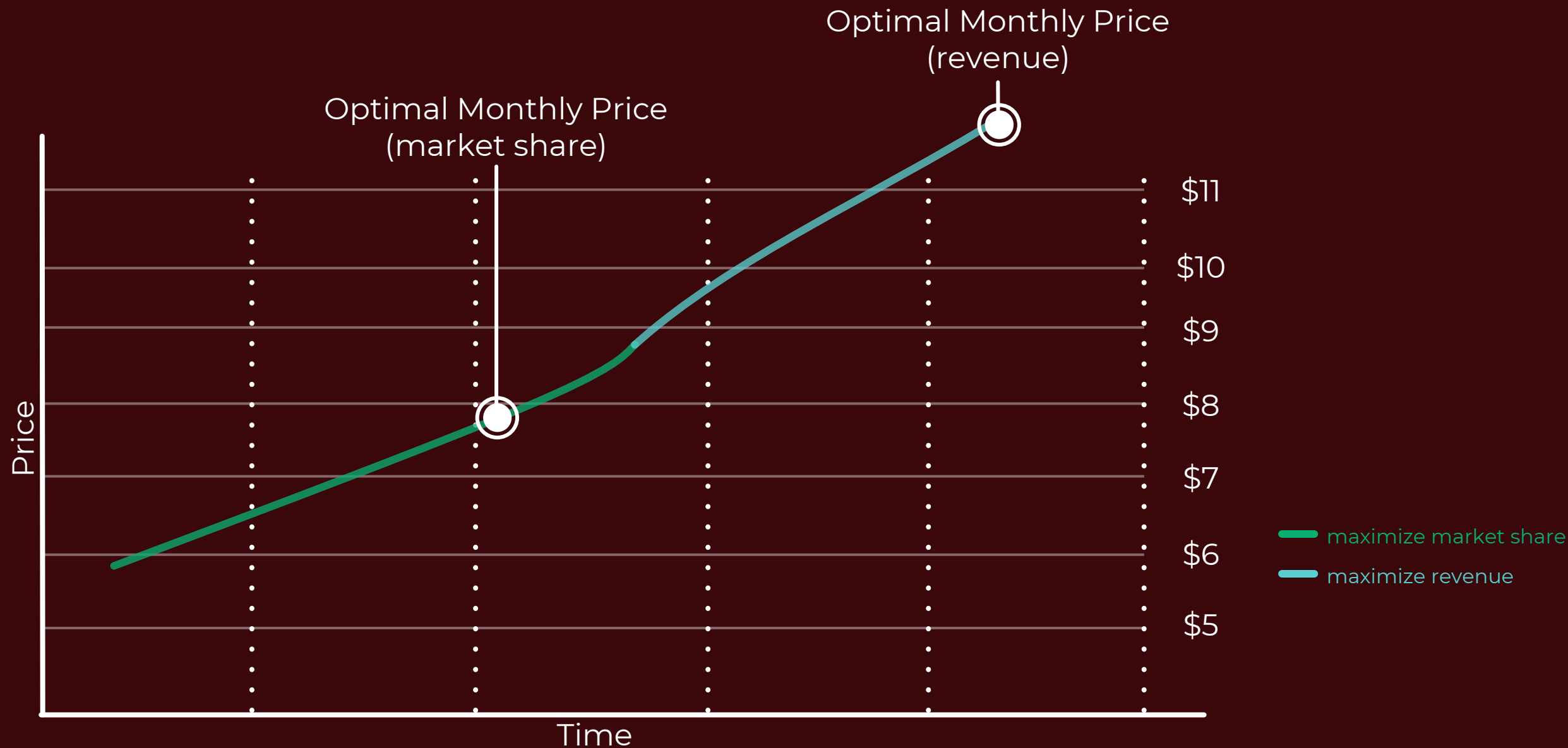
*88% faidr enabled

**Average over Q3

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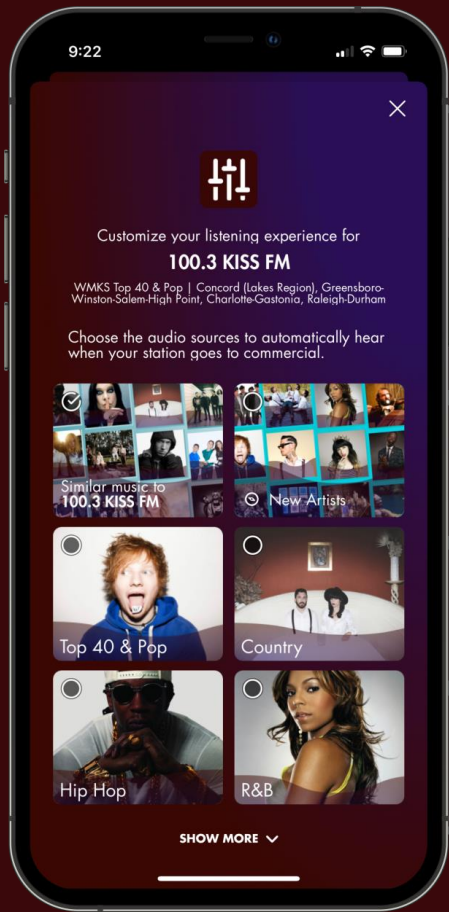
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FAIDR | PRICING



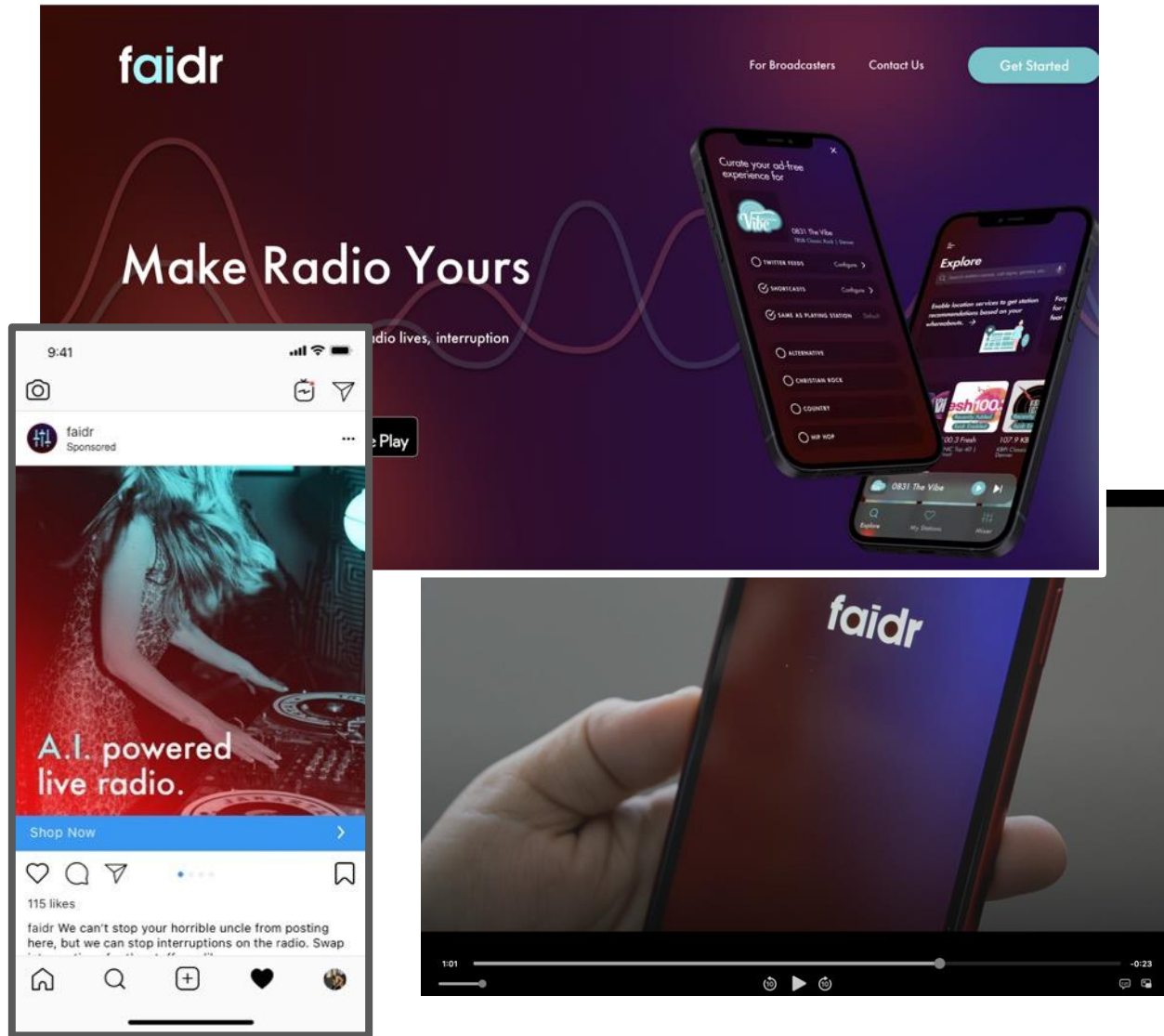
Sources: Van Westendorp's Price Sensitivity Meter is a standard market technique for determining consumer price preferences.

FAIDR | FREEMIUM MODEL



	PREMIUM	FREE
• Live Radio	✗	✗
• A.I.-assisted Ad-free	✗	
• Manual Switching	✗	✗
• Podcasts	✗	✗
• faidrRadio Exclusive Content	✗	

FAIDR | GO TO MARKET STRATEGY



STRATEGY & TACTICS:

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

Q4 REPORTING METRICS:

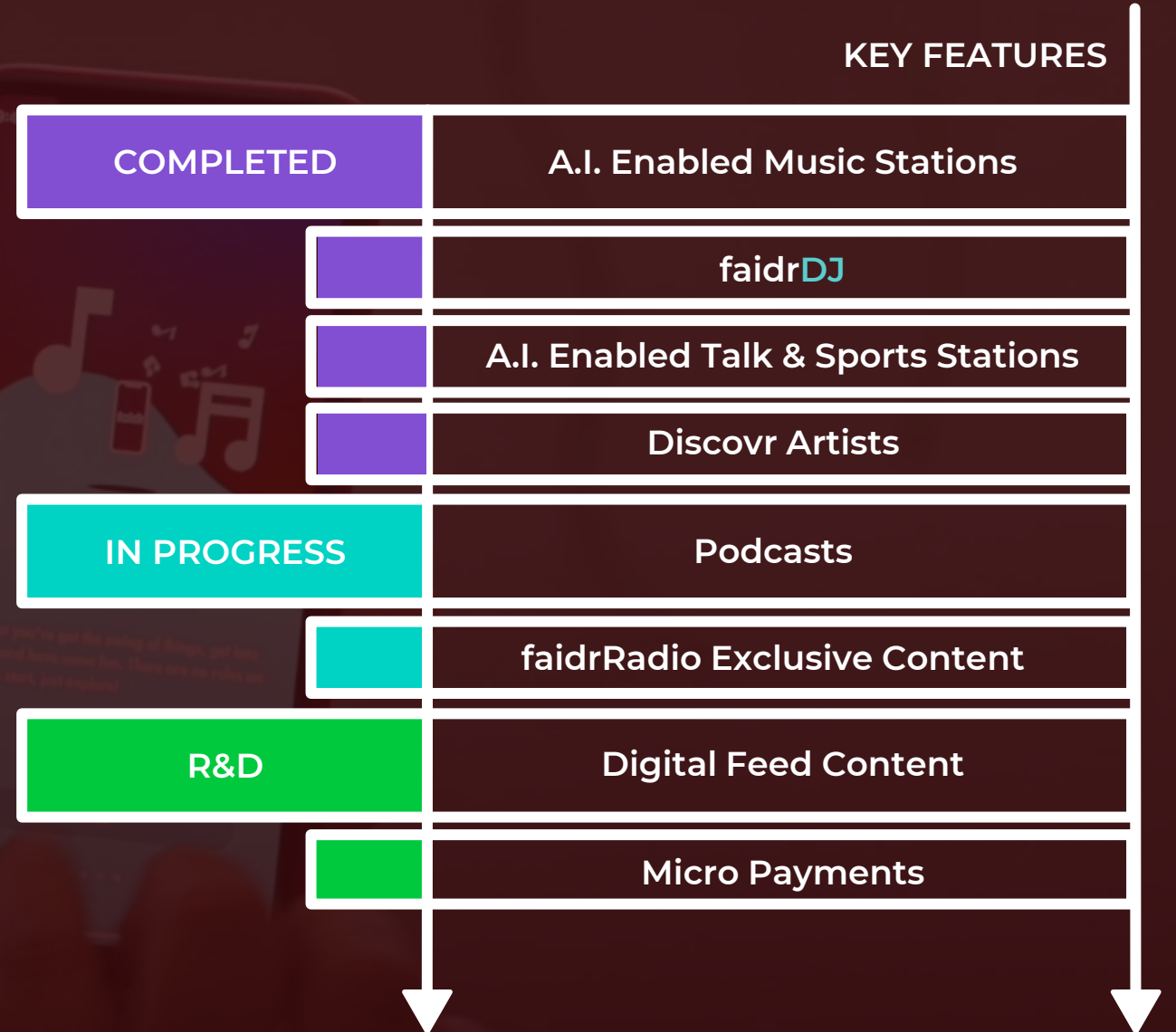
- Usage
- Retention
- Subscription Conversion

FAIDR | PRODUCT EVOLUTION

PRODUCT VISION:

Deliver a seamless and modern audio superapp experience through...

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



AUDDIA | FINANCIAL HIGHLIGHTS

Balance Sheet Highlights (Unaudited)	June 30, 2022
Cash and Cash Equivalents	\$2,341,289
Total Debt	\$ -
Estimated Quarterly Cash Burn Rate	\$1.3-1.5M

Market Data	November 4, 2022
Price	\$1.10
52 Week Range	\$0.826 - \$3.36
Average Volume (3 month)	~25 K
Market Capitalization	\$13.77 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 —————○

- The only app that provides radio fans with commercial-free AM/FM radio streams
- Industry leading margins that scale

2 | Highly Differentiated —————○

- Both radio and podcast listening experiences
- Strong IP on key A.I. product capabilities

3 | Relevant Offerings —————○

- Large, rapidly growing, high-purchase-intent audience
- Near term subscription conversion catalyst

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THANK YOU

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