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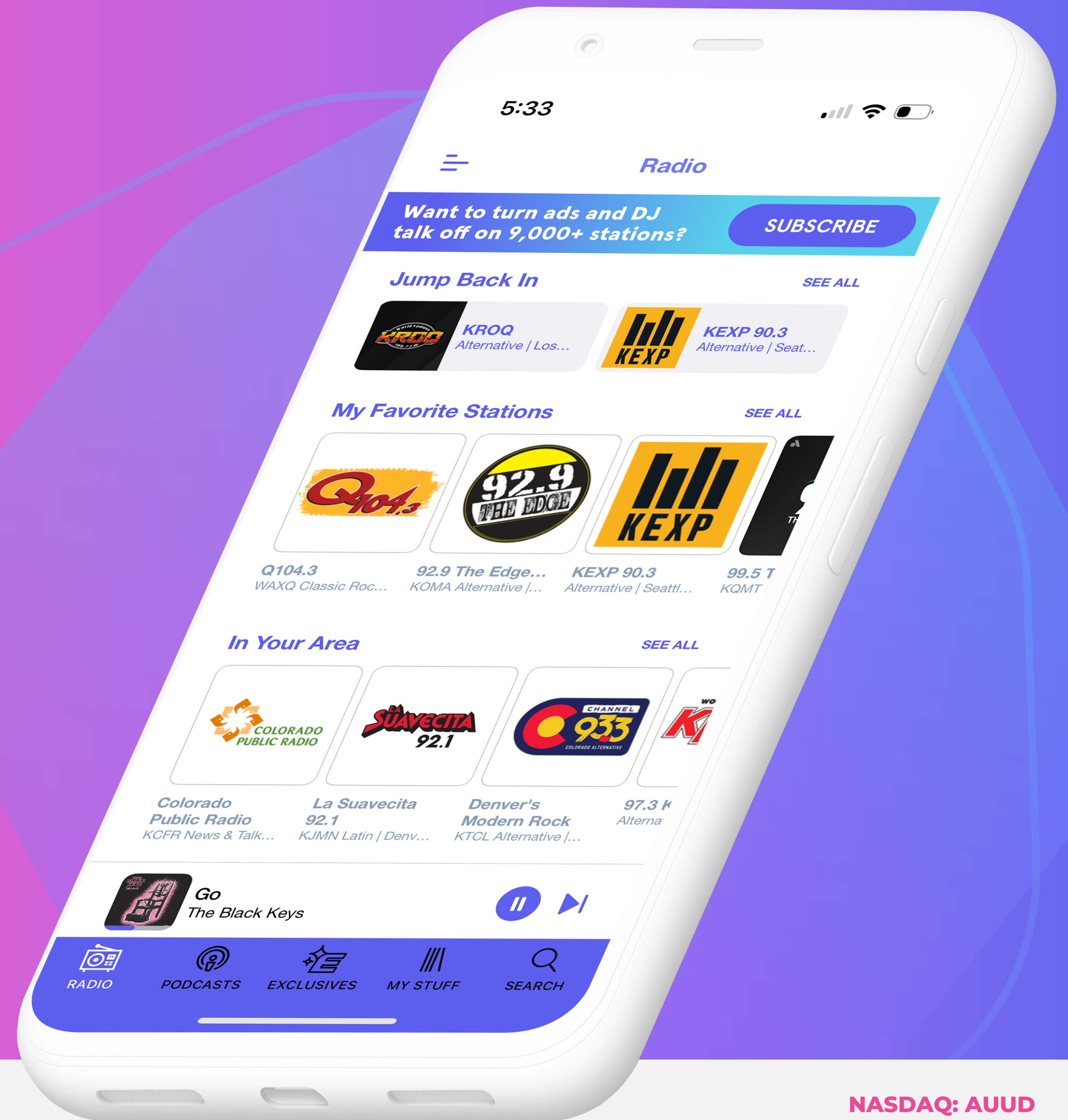
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# faidr

## 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

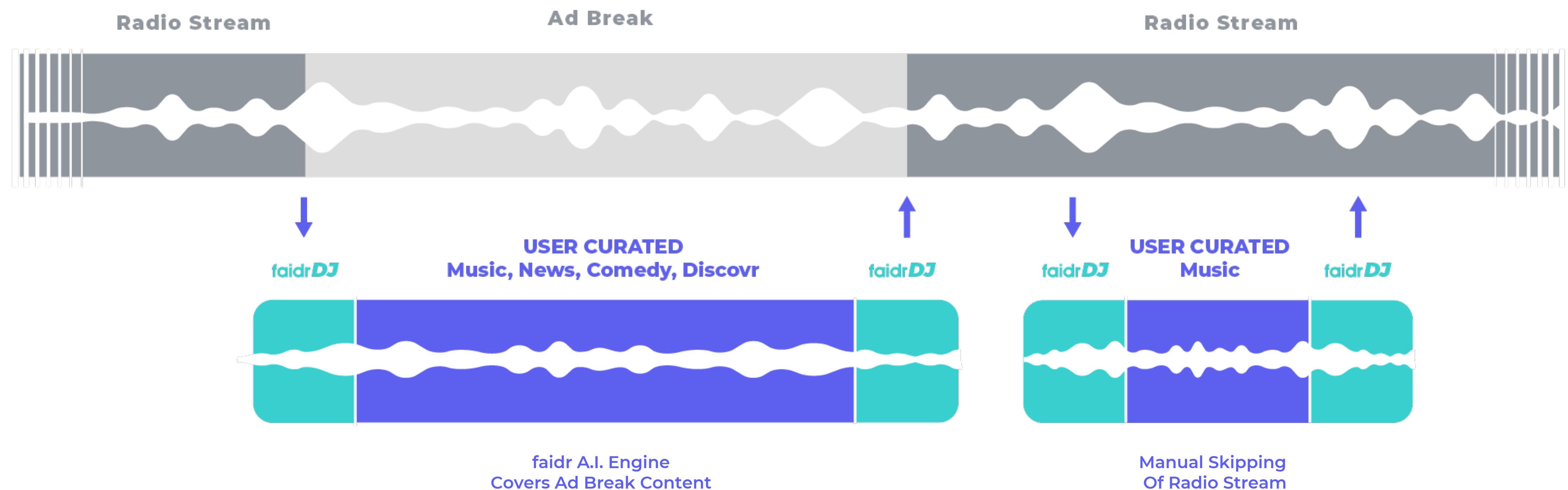
Across all audio to train leading AI models



The superapp aggregates, analyzes and distributes data.

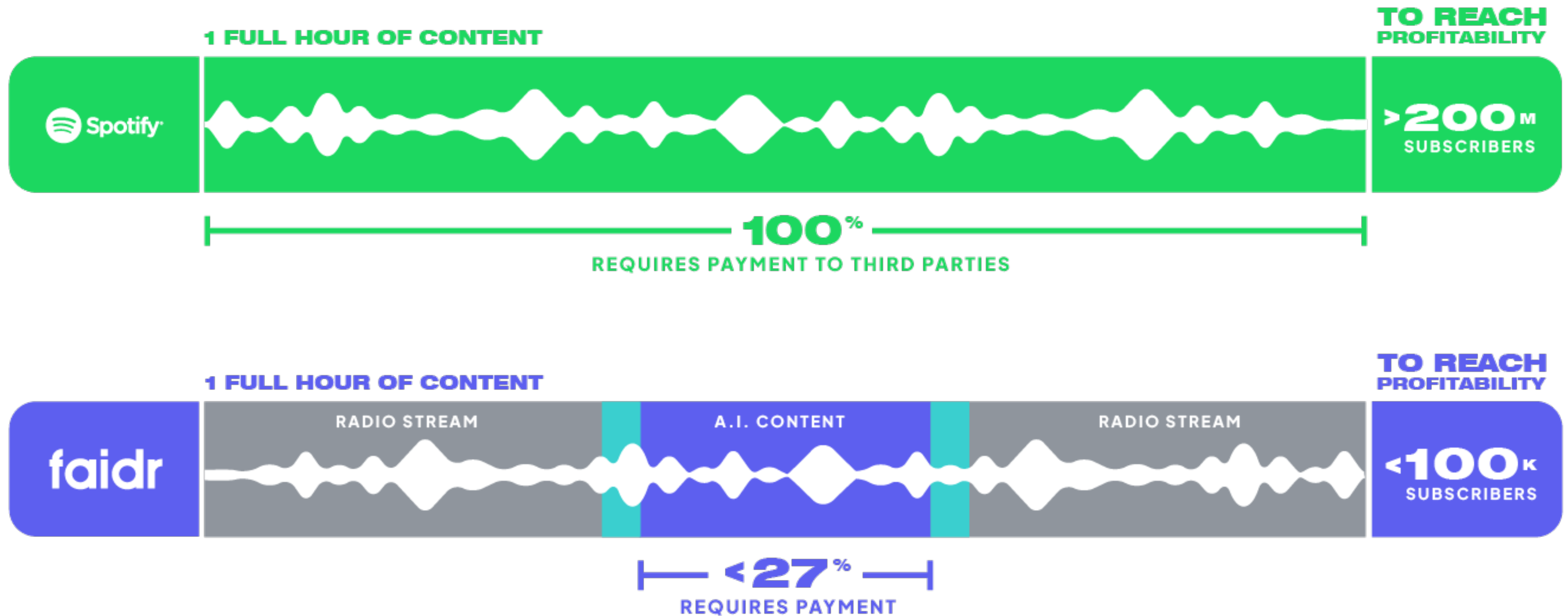
# How faidr Works

## AI Drives Margin

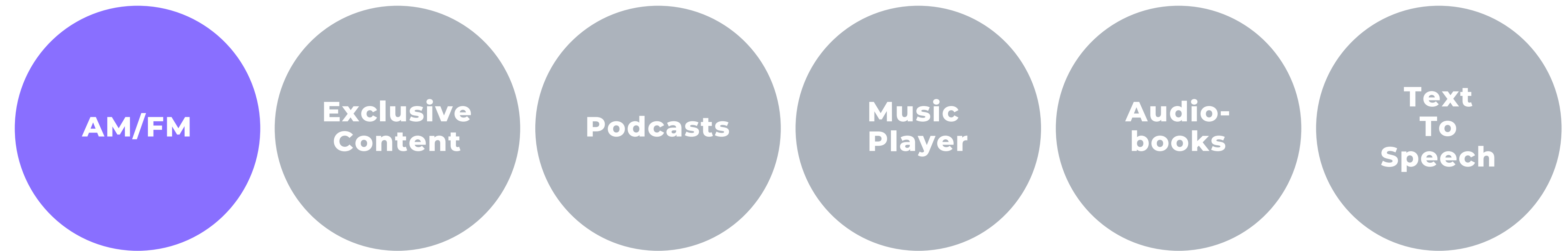


How faidr Works

# Power of Margin



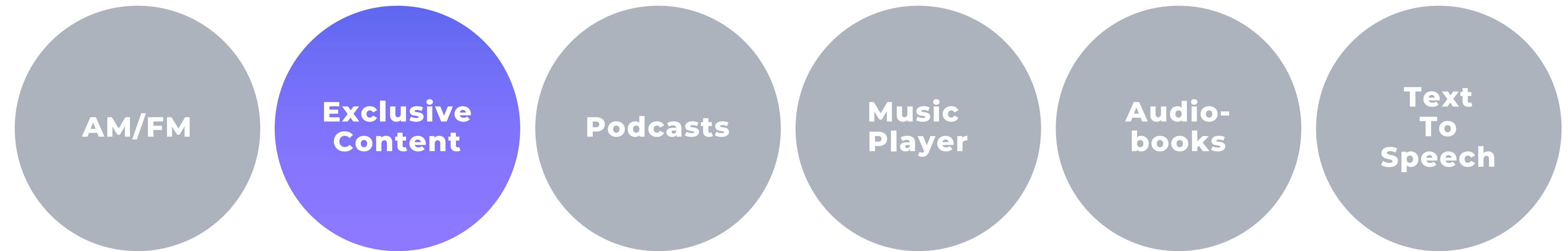
# Differentiation | AM/FM



## 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

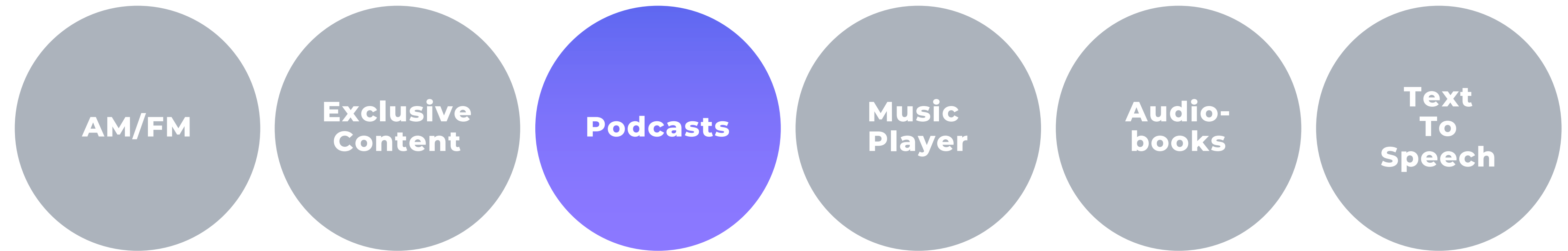
- › Dozens of emerging artists
- › Variety of genres
- › Hours of new music discovery to augment radio

## 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

# Radio Station Streaming Apps

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



## Competitive Landscape

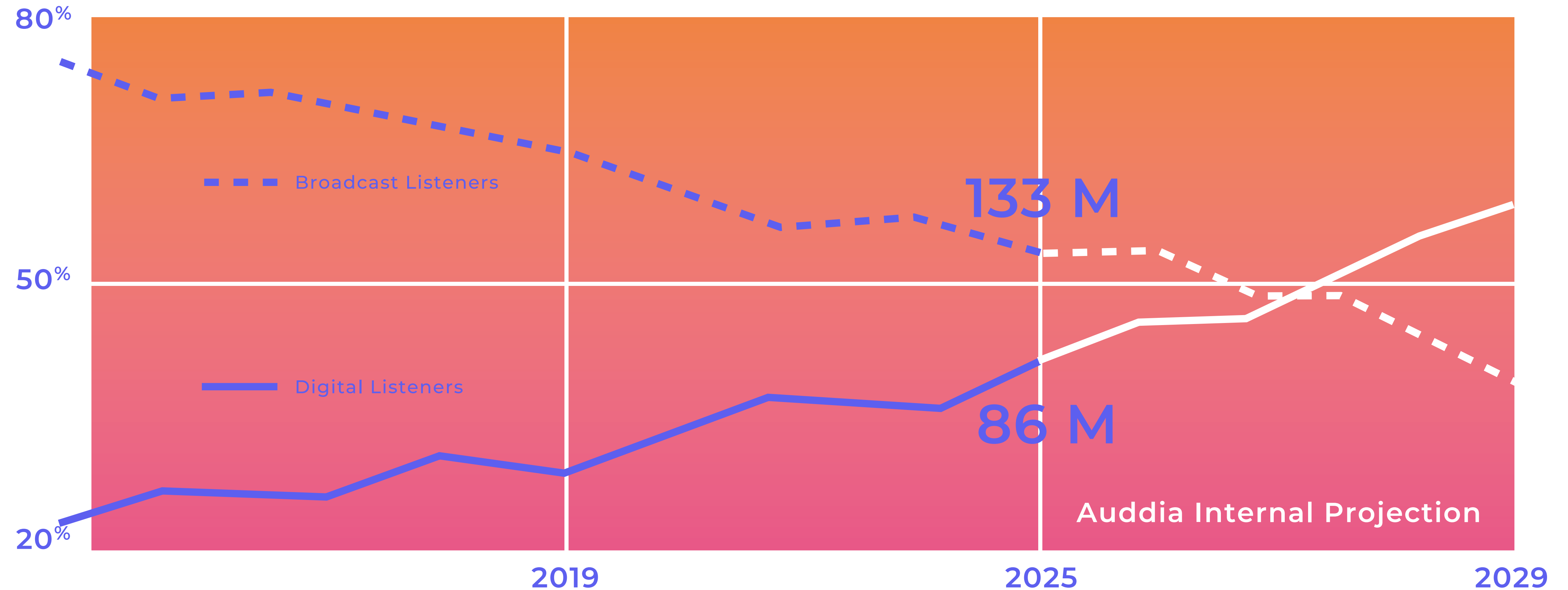
# Music Streaming Apps

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

GTM

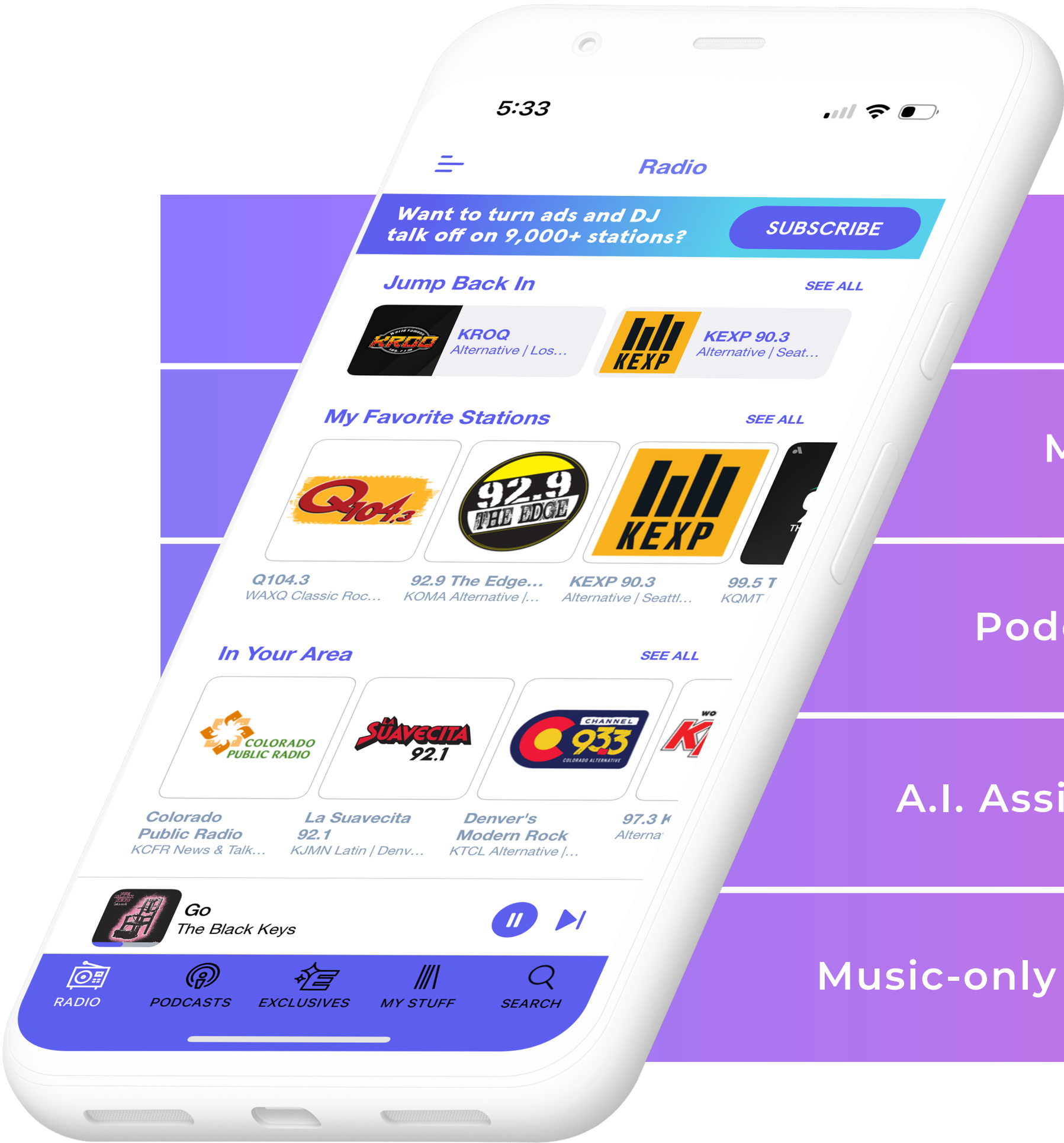
# Radio Listeners Moving to Digital

% 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)



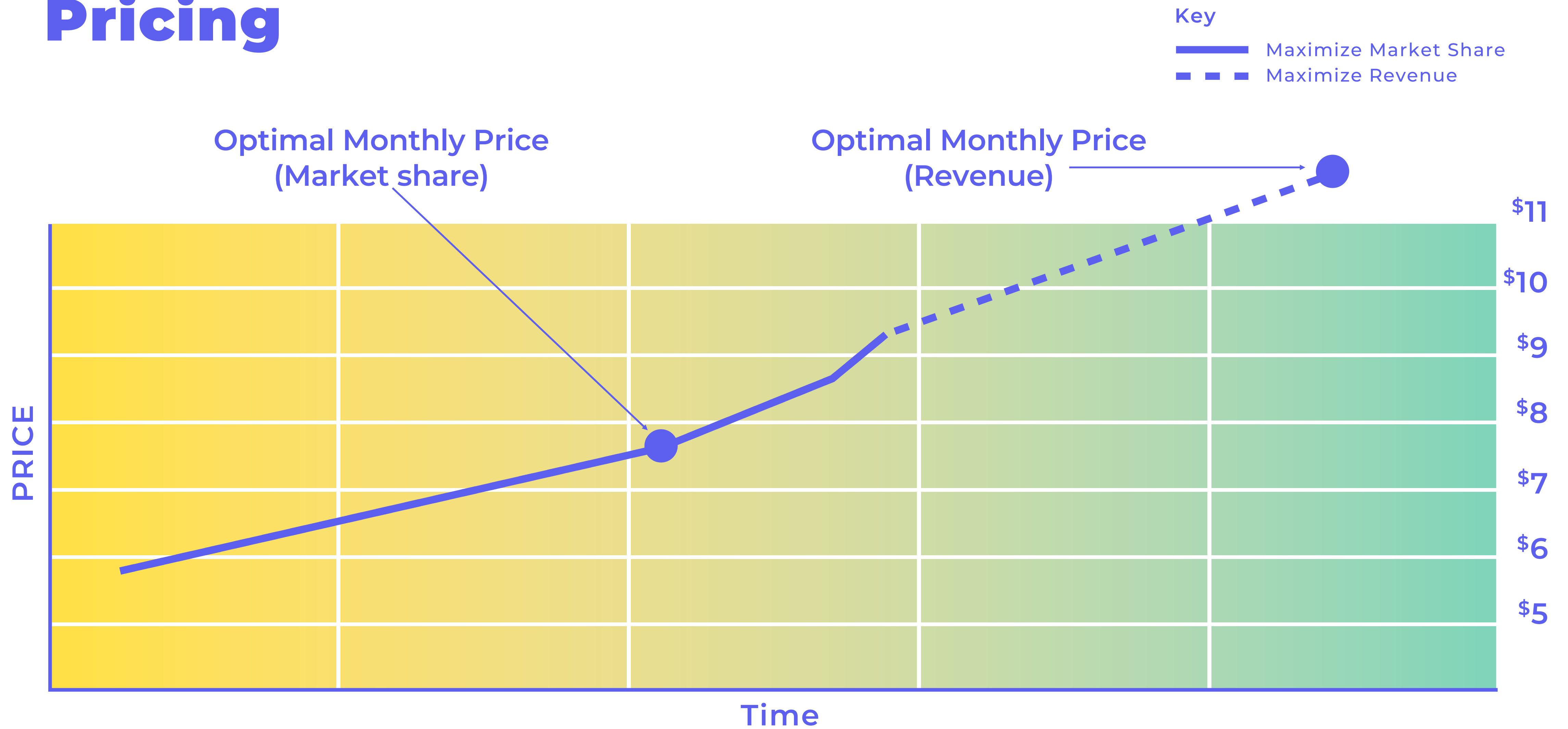


# Freemium Model



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


# Pricing





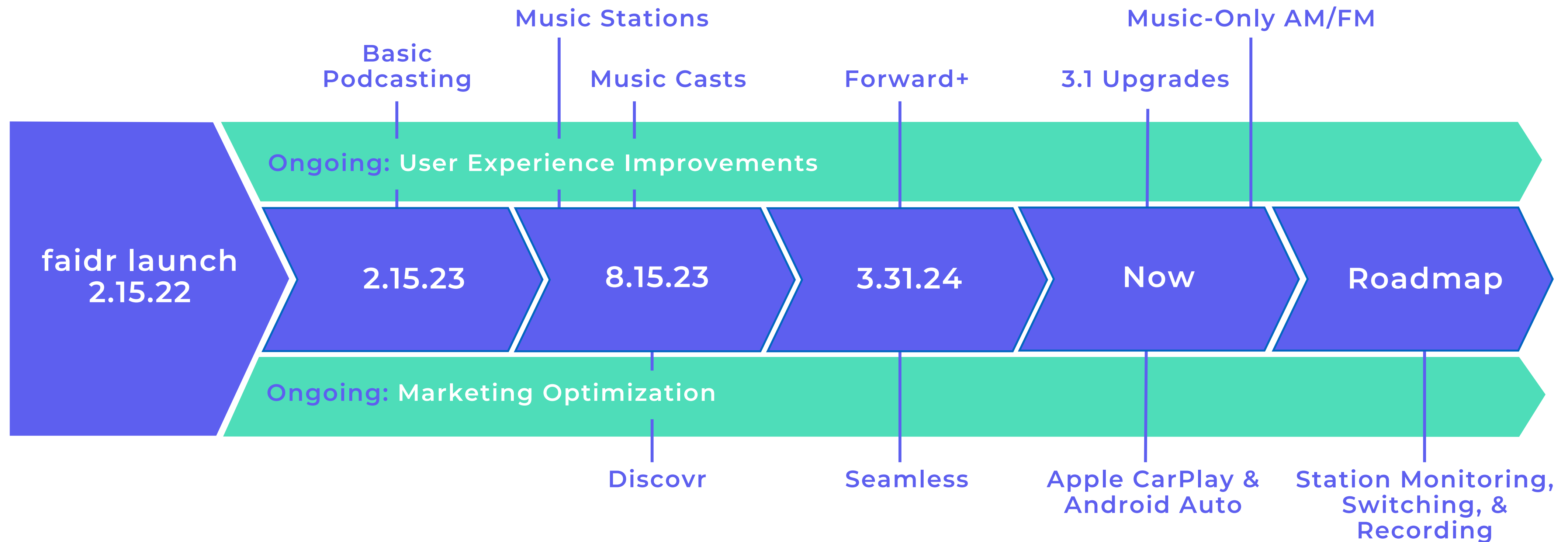
## User Growth

# 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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