

December 2024

SoundHound.com



SoundHound AI Investor Presentation

Conversational AI That's *More Human*[™]

Disclaimer and Other Important Information



Forward Looking Statements

This presentation contains forward-looking statements, which are not historical facts, within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. These forward-looking statements include, but are not limited to, statements concerning our expected financial performance, our ability to implement our business strategy and anticipated business and operations, and guidance for financial results for 2024 and 2025. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. As a result, readers are cautioned not to place undue reliance on these forward-looking statements. Our actual results may differ materially from those expressed or implied by these forward-looking statements as a result of risks and uncertainties impacting SoundHound’s business including, our ability to successfully launch and commercialize new products and services and derive significant revenue, our market opportunity and our ability to acquire new customers and retain existing customers, unexpected costs, charges or expenses resulting from our 2024 acquisitions, the ability of our 2024 acquisitions to be accretive on the company’s financial results, and those other factors described in our risk factors set forth in our filings with the Securities and Exchange Commission from time to time, including our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. We do not intend to update or alter our forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

Use of Projections

The financial projections, such as cumulative subscriptions and bookings backlog, presented in this presentation, with respect to SoundHound represent SoundHound management’s current estimates of future performance based on various assumptions, which may or may not prove to be correct. SoundHound’s independent registered public accounting firms have not audited, reviewed, compiled or performed any procedures with respect to the projections and, accordingly, they did not express an opinion or provide any other form of assurance with respect thereto. These projections constitute forward-looking information, are presented for illustrative purposes only and should not be relied upon as being necessarily indicative of future results. The assumptions and estimates underlying these projections are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risk that could cause actual results to differ materially from those contained in these projections. Accordingly, there can be no assurance that these projections will be realized. Further, industry experts and others may disagree with these assumptions and with SoundHound management’s view of the market and the prospects for SoundHound. Our ability to recognize our cumulative subscriptions and bookings backlog and to service the total addressable market is subject to various risks and uncertainties.

Use of Data

This presentation also contains statistical data, estimates and forecasts made by independent parties and by us relating to market size and growth, as well as other data about our industry and business. These data involve a number of assumption and limitations, and we have not independently verified the accuracy or completeness of these data. Neither we nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance of the markets we operate are necessarily subject to a high degree of uncertainty and risk.

SoundHound AI Highlights



- Best-in-class voice AI technology surpassing competitors in speed, accuracy, and complex language understanding while leveraging genAI and LLMs to create breakthrough innovation.
- Strategically positioned as the leading independent voice AI platform with fully integrated, proprietary solutions in 25 languages on both cloud-enabled and hardware-embedded devices.
- Massive \$140B+ total addressable market with large barriers to entry creating deep competitive moat.
- In production at scale with prominent global brands across industries with ~\$1.2 billion cumulative subscriptions and bookings backlog.
- In 2025, expecting to be a range of \$157 - \$177 million in revenue.
- Strong financial momentum, demonstrating consistently high revenue growth.

SoundHound AI – The Choice of the World’s Leading Brands

Our platform powers the voice experience in millions of products and services around the world



HOUNDIFY
SoundHound's
Developer
Platform

April 2022
SoundHound AI goes
public (Nasdaq: SOUN)



SoundHound AI Products Launched

Smart Ordering	Smart Answering
Dynamic Interaction	Vehicle Intelligence
SoundHound Chat AI	Employee Assist



BNP PARIBAS

Deloitte
NICE

FUJITSU

Telefónica

CHIPOTLE

White Castle



Applebee's

planet fitness

noodles & COMPANY

FIVE GUYS

ORACLE
Food and Beverage

MUSC Health
MEDICAL UNIVERSITY of SOUTH CAROLINA

Square

toast

HME
HOSPITALITY & SPECIALTY COMMUNICATIONS

ojo

LG



HARMAN
A SAMSUNG COMPANY

Casey's

noodles & COMPANY

Togg

FIVE GUYS

planet fitness

DODGE **HONDA** **STELLANTIS**

KIA **Jeep** **ALFA ROMEO** **HYUNDAI**

FIAT **CHRYSLER** **Qualcomm**

PEUGEOT **VAUXHALL** **OPEL** **CITROËN** **pandora**

ddl **Snap Inc.** **VIZIO** **GENESIS**



Viral Demo:
"This Is Insane"

Stealth Voice
AI Innovation

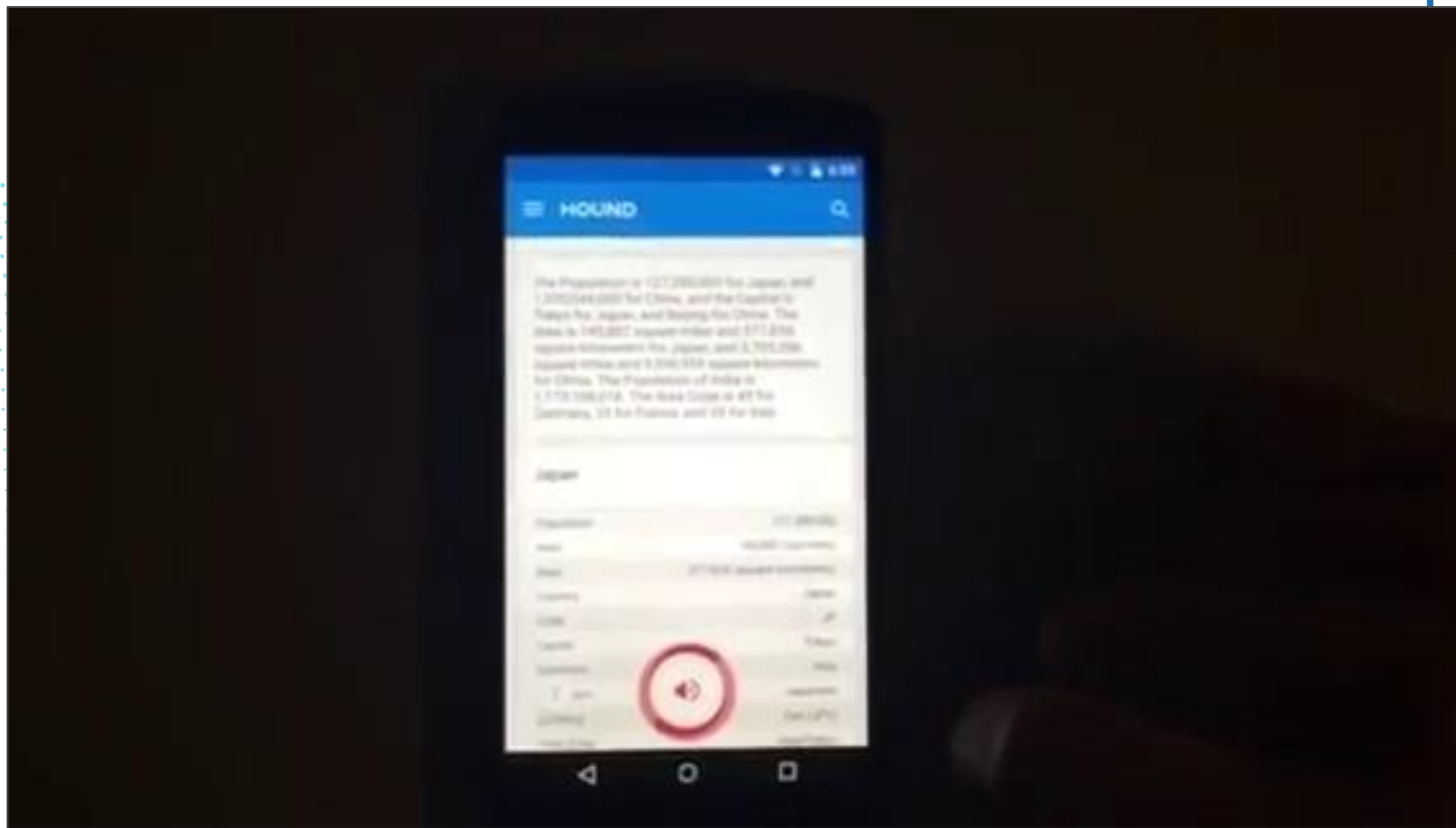
2005 2015 2016 2017 - 2021 2022 2023+

25 Languages:



“This is Insane!”

Number 1 post on Reddit with 2+ million views in one day



Our Mission

Voice-enable the world
with conversational
intelligence.

Our Vision

Create a conversational AI platform that:

exceeds human capabilities

delivers **value and delight** to end users

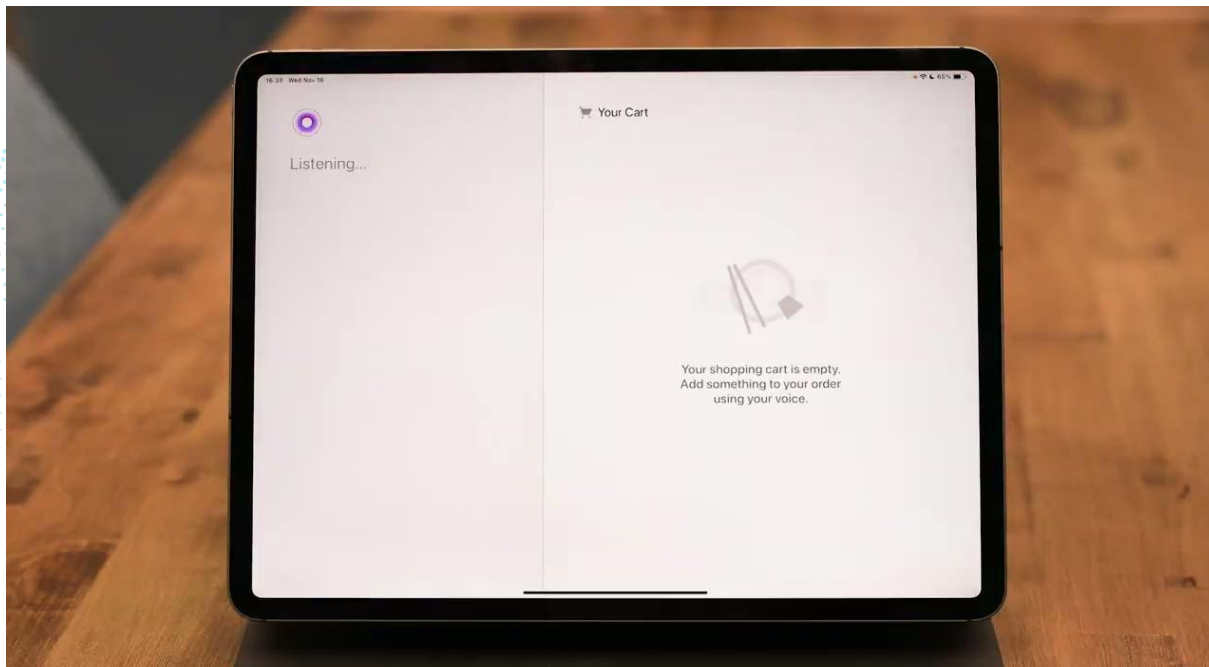
creates an **ecosystem** with
billions of products

enables **innovation and monetization
opportunities** for product creators

We Continue to Revolutionize Human-Computer Interaction for Commercial Use Cases

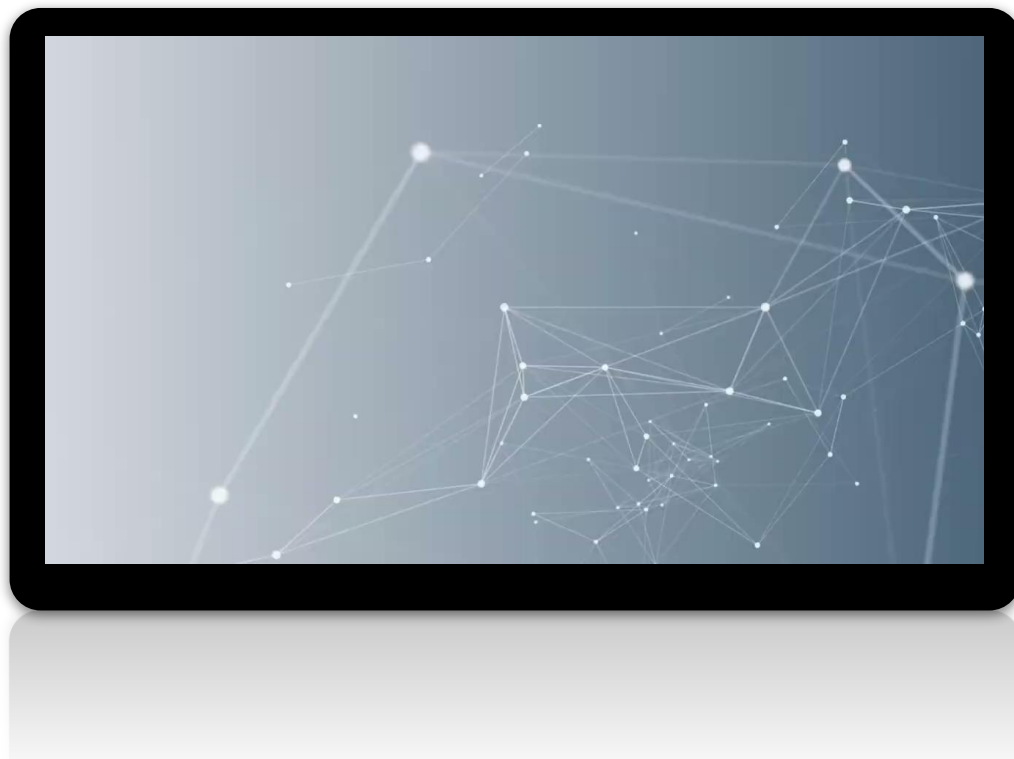


Dynamic Interaction is a groundbreaking real-time, multimodal, full-duplex interface poised to revolutionize human-computer interaction



SoundHound Chat AI For Automotive With Generative AI

Voice-enabled AI platform that combines real-time information domains and generative AI models like ChatGPT



Delivering Best-in-Class AI Agent Solutions

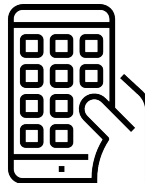
Built on our conversational AI platform, our AI agents increase customer and employee satisfaction, address inefficiencies, reduce operating costs, and drive revenue.

- ✓ Eliminate call center hold times
- ✓ Achieve first-touch resolution
- ✓ Increase employee productivity

Kiosk

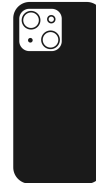


Phone



Mobile App

SMS



Webchat



SoundHound's Disruptive Voice AI Solutions

Portfolio of advanced solutions deliver conversational AI that's *more human*™

Pillar 1: Auto+



The fastest, smartest, most up-to-date voice AI assistant with generative AI orchestrating between hundreds of domains and LLMs: Solutions are available in Edge, Cloud-Only or Hybrid with Cloud+Edge connectivity.



Fully-customizable voice-enabled device solutions for TV's, appliances, speakers, remote controls and many more.



Vehicle Intelligence uses generative AI and LLMs to answer almost any question a user asks about a car's functionality, maintenance, or repair – all completely hands-free.



Custom branded wake words are built using advanced machine learning and deep neural networks to synthesize a wide range of training data to create the most robust wake word models in the market.

Pillar 2: Customer Service



A category-level breakthrough solution that offers a fully automated AI Drive-Thru experience. This multimodal interface allows customers to order with instant audiovisual feedback using both voice and touchscreen.

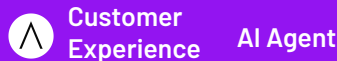


Easy-to-use voice AI assistant that fully automates the phone ordering process for restaurants.

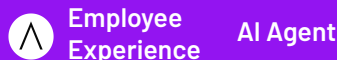
AI-powered voice answering service that handles multiple calls at once, filters out spam, offers verbal and SMS response options, captures leads and answers multiple questions.



A state-of-the-art AI solution for restaurant employees to significantly improve efficiency in the kitchen with a simple headset.



Increase customer satisfaction & retention, decrease handle times, reduce customer service costs, and provide 24/7 availability



Increase employee retention, improve efficiency, and productivity.

Our Growing AI Agent Industry and Ecosystem Portfolio

SoundHound brings a wealth of experience across industries and departments to help our customers and channel partners maximize the efficiency and effectiveness of products and solutions as quickly and easily as possible

AI Agent Customer Experience

Increase Customer Satisfaction & Retention * Decrease Handle Times * Reduce Customer Service Costs * Provide 24/7 Availability That Scales Seamlessly

Financial Services/Banking	Healthcare	Insurance	Telecom	Travel & Hospitality
Improve efficiency of ATM/branch locators	Improve efficiency of appointment management	Streamline claim processing	Efficiently handle plan upgrades and changes	Efficiently handle booking and reservation changes
Reduce calls handled through automated responses to account questions	Reduce call volume for common queries	Increase policyholder retention through efficient customer service	Reduce calls handled with AI-assisted customer service	Proactively provide flight status and other notifications
Enhance security with AI-assisted authentication	Streamline prescription refill requests	Automate repetitive tasks such as First Notice of Loss	Streamline hardware orders	Aid in faster refund processing
Streamline payment processes	Enhance patient education and engagement	Provide instant responses to coverage inquiries	Automate payment processes	Improve customer service with quick responses to inquiries

Customer examples:

 **AEROMEXICO**

 **American Heritage**
CREDIT UNION

 **aveanna**
healthcare

 **BNP PARIBAS**

 **HOFFMAN**
FINANCIAL GROUP

 **NIB** | NORDIC INVESTMENT BANK

 **Resorts World**
LAS VEGAS

 **STERLING**
NATIONAL BANK

 **Telefónica**

 **SURA**

 **MUSC Health**
MEDICAL UNIVERSITY OF SOUTH CAROLINA

 **NN**

 **TRUITY**
CREDIT UNION

Ecosystem Partners

 **Deloitte.**

 **ORACLE**
Cerner

 **EXL**

 **FUJITSU**

 **servicenow**

 **NICE**

 **kyndryl.**

 **jack henry**

 **Epic**

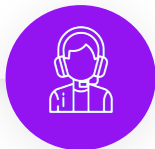
 **GENERAL DYNAMICS**
Information Technology

AI Agent Employee Experience

AI Agents scale seamlessly while increasing employee retention, improving efficiency & productivity, enhancing employee training & onboarding, supporting remote work and more

Agent Experience

- Recommend best practices
- Handle back-end administrative tasks from end-to-end
- Immediately find & present customer information to agents
- Provide recommendations & suggestions based on best practices
- Handle escalations seamlessly



HR Services

- Enhance employee engagement with quick responses to HR FAQs
- Request vacation days
- Update personal information
- Enroll in group benefits Improve efficiency of leave management
- Provide immediate insights into benefits & compensation
- Improve HR case management efficiency



IT Services

- Enhance IT service with AI-assisted assistance
- Reduce overall call volume through AI-enabled self-service
- Reduce password reset calls and equipment orders
- Improve ticket creation and resolution efficiency

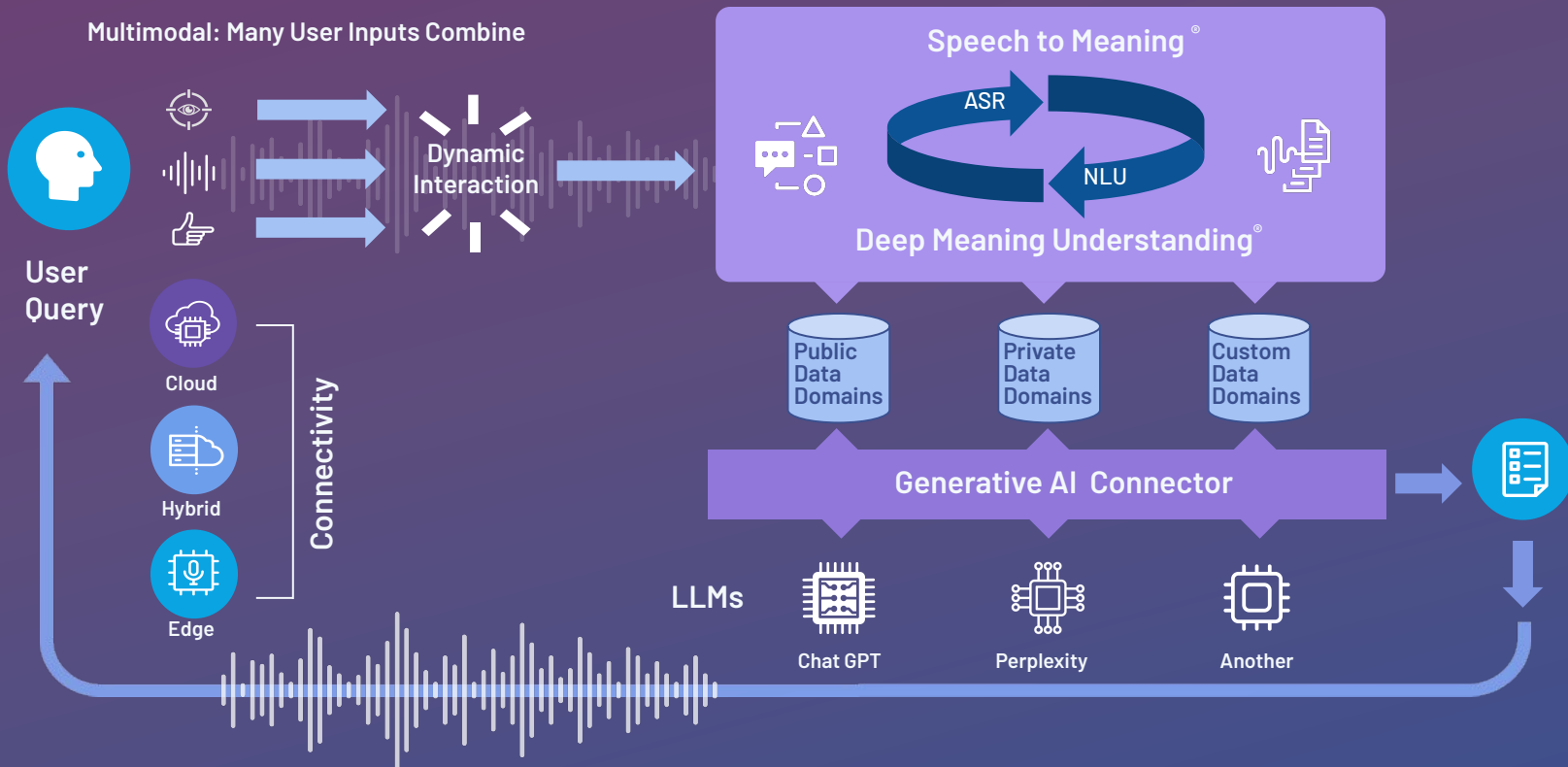


Benefits across business processes

Faster resolutions • Higher retention • Increased productivity • More resolved calls

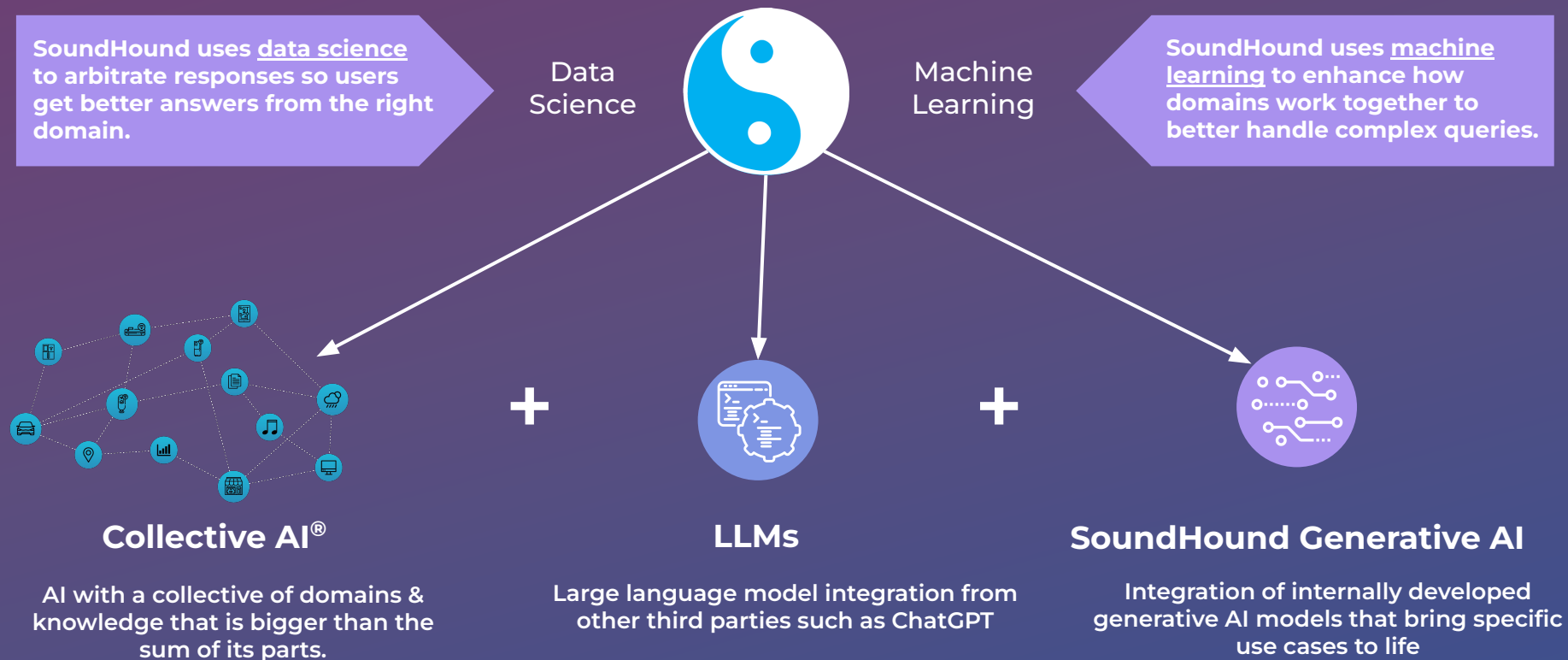
SoundHound Voice AI Platform

We believe this is most advanced independent voice AI platform on the market is built from the ground up with a combination of proprietary technologies



SoundHound's Disruptive Voice AI Technology

Portfolio of advanced generative AI technologies deliver conversational AI that's **more human™**

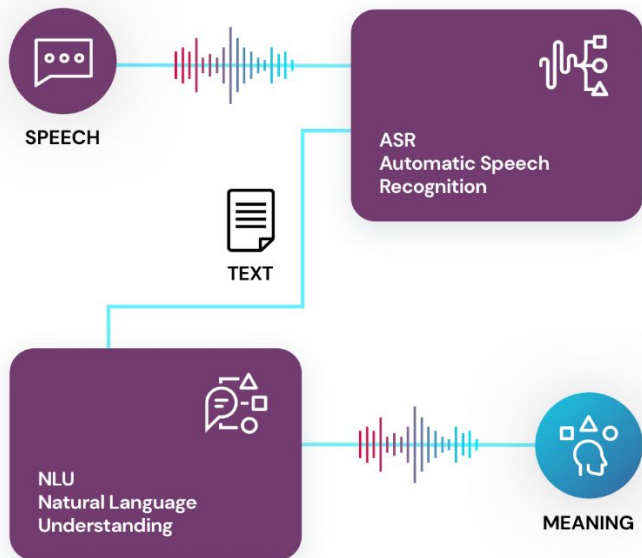


Speech-to-Meaning®

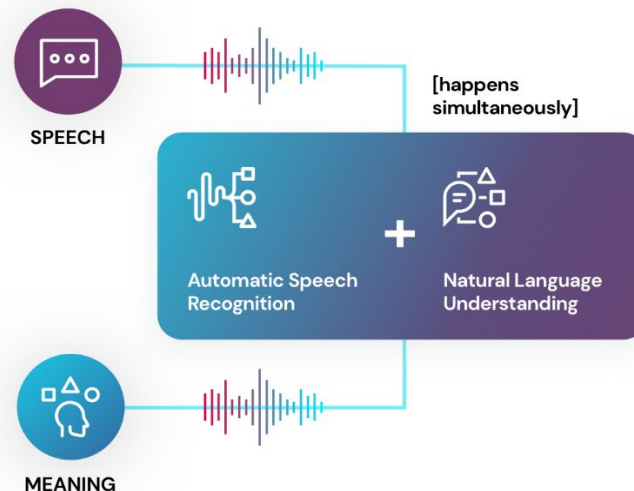
Proprietary technology combines ASR and NLU to understand speech in real-time



Typical voice AI technologies
involve two steps,



SoundHound
gets it done in one.



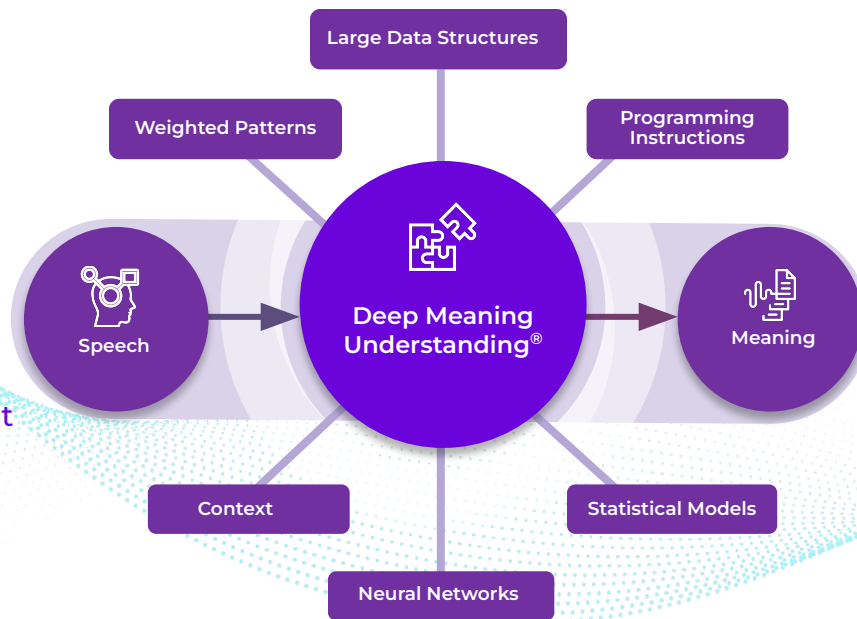
Faster, more efficient,
and with greater accuracy

Deep Meaning Understanding®

Enabling natural and complex conversations



- ✓ Understands complex conversations
- ✓ Understands context
- ✓ Automatically creates a searchable space and allows dynamic changes
- ✓ Lightning-fast searches that avoid early classifications
- ✓ Real time speech or text input
- ✓ Executes code in real time
- ✓ Scalable



Show me hotels in San Francisco that are less than \$600 but not less than \$300, are pet friendly, have a gym and a pool, with at least 3 stars, staying for 2 nights, and don't include anything that doesn't have wi-fi.

Here are several hotels matching your criteria.

Sort by lowest price.

OK! Here are several results sorted by lowest price

What if I check in tonight and stay for 2 nights?

Showing 1 result for September 10, staying for 2 nights

Collective AI®

Arbitrates seamlessly between real-time domains



Extensible collective AI platform for developer collaboration to create a global AI that is always learning and is larger than the sum of its parts:

- Interconnected domains and knowledge graphs
- Crowdsourced to domain experts
- Intelligence increases exponentially based on linear contribution
- Full flexibility for contributors and product creators



Collective AI - Crowdsourced, Always-Learning Domain Knowledge

Strong Patent Protection

270+ Patents: 155+ granted, 115+ pending



Speech Recognition

ASR accuracy, SLMs, AM training, pronunciations, phrase spotting, EOU detection, speech attribute detection



Natural Language

Domains, grammars & phrasings, parsing & interpretation, slot values, disambiguation & modal dialog, query API access, response information, transcriptions



Machine Learning

Neural networks & training, statistical modeling, embeddings & dimensionality reduction, crowdsourcing, recommendation, database management, prediction, privacy



Human Interfaces

Microphone, displays, device states, engagement, TTS voices, query cut-offs, personalization, conversations, searching, filtering



Platform and Tools

Platforms, SDKs, developer interfaces, content/data providers



Advertising

Ads, profiling, thoughts & concepts, monitoring, bidding, buying/purchasing, payments



Consumer Electronics

Portable devices, wearable devices, automobiles, appliances, offline capabilities



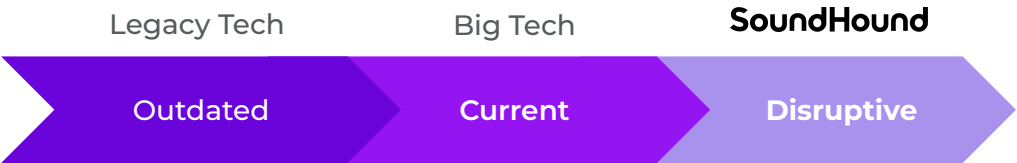
Audio and Music

Fingerprinting & music recognition, broadcast & source identification, lyrics synchronization, sing/hum recognition

Why We Win: SoundHound's Undeniable Criteria for Adoption

We believe our custom Voice AI innovation delivers the greatest value for third-party integration

Technology



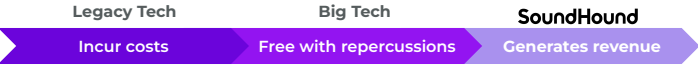
Breakthrough tech with integrated Generative AI domains. We believe we have a meaningful lead on the competition and 15+ years of voice AI data accumulation

Brand / Data Control

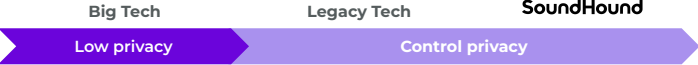


Full control over brand, users, and data. Full privacy control establishes trust with customers

Financial



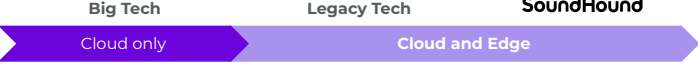
Privacy Control



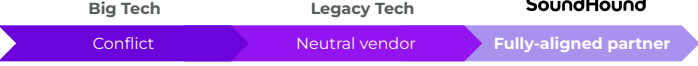
Ecosystem



Edge Hybrid



Conflict of Interest



Differentiation and Innovation



Massive Market Opportunity for Voice AI

Voice AI delivers real value to consumers and businesses of all sizes across many industries

Estimated Total Addressable Market

\$140B+
TAM (2024E)¹

Industries with SoundHound Products in Market



Automotive



Restaurants



Customer Service



Telecom



Entertainment



Smart TV's



Smart Devices



Insurance



Financial Services



Retail



Healthcare



Hospitality



Contact Center



Enterprise

1. Juniper: Voice Assistant Market (April 2020)

Three Revenue Generation Pillars

Established royalty and subscription revenues seeking to create an ecosystem of voice advertising and commerce



Products

Voice-enabled products across automotive, Smart TVs and IoTs

1. Royalties

- Based on volume, usage, and life
- Revenue per device / user
- Revenue per device

Pillar I

Services

Customer service, food ordering, content, appointments, and purchasing opportunities.

2. Subscription

- Revenue per month / location / lane
- Revenue from usage-based fees
- Revenue per query

Pillar II

Ads & Commerce

Revenue from users of Products (Pillar I) accessing Services (Pillar II)

3. Monetization

- Commissions on ordering
- Revenue share with customers
- Intent-based sponsorship

Pillar III

Flywheel Effect of Three Revenue “Pillars” Generates Compounded Growth



The Flywheel Effect: Customer adoption of SoundHound's Product and Services generate demand for ads and commerce. As usage increases new revenue opportunities are created expanding the Total Addressable Market

Pillar I Select Market Opportunity: Automotive

Immediate Opportunity
Increase penetration with existing customers

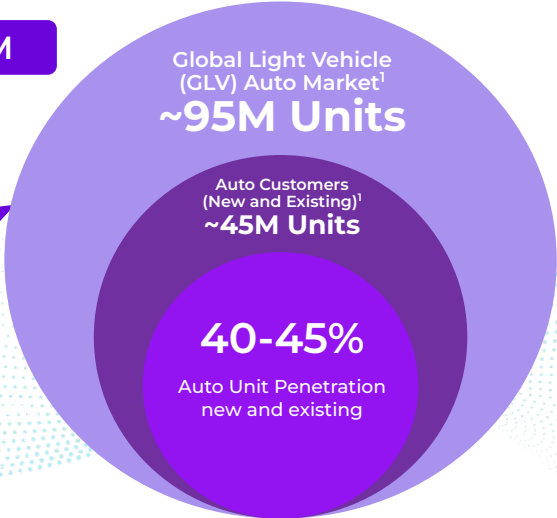
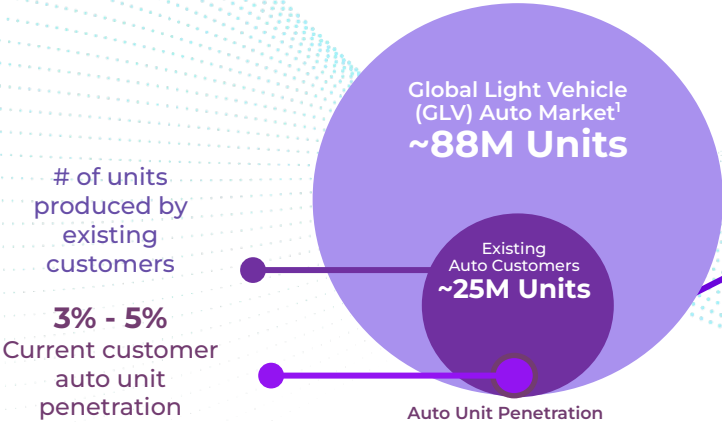
SoundHound is at the inflection point of building scale with existing customers

Next Opportunity
Increase penetration by ~10x while more than doubling customer base

SoundHound has significant future opportunities to grow share with new and existing customers, including new EV entrants

2024 TAM

2028 TAM



SoundHound AI
Leading Automotive Brands Currently
Powered by SoundHound AI Technology

1. Global light vehicle unit sales (IHS Markit). New and existing, company estimate.



Pillar II Select Annual Revenue Opportunity: Restaurants

Immediate Opportunity

Massive expansion opportunity within restaurants.
Can scale much faster with short sales cycle

SoundHound has a more than \$1Bn revenue opportunity in the U.S. alone. With a particular focus on the industries fastest growing sector: off premise restaurants (Delivery, Takeout & Drive Thru), SoundHound aims to grow rapidly as restaurants turn to Tech.

	2024	2028
Global Restaurant TAM ⁽¹⁾	~\$3.3Tn	~\$4.4Tn
United States Restaurant TAM ⁽²⁾	~0.8Mn	~1.1Mn

A Growing Restaurant Ecosystem:



1..Statista, April 2023, expected \$4.43T in 2028 from \$2.5T in 2021 with 9.9% CAGR; 2024 was estimated;

2.National Restaurant Association: 2024 estimate; 2028 estimated based on global market 9.9% CAGR

Pillar III Market Opportunity: Monetization

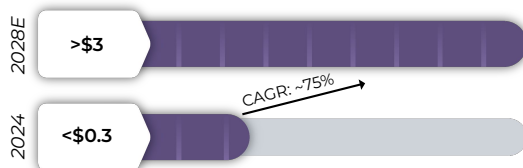
Next Opportunity:

Voice AI monetization provides brands new revenue opportunities to monetize their products and services through ecommerce, services and digital advertising

Implied Revenue Per User: SoundHound's projected revenue per device is conservative relative to Facebook and Google's historical figures

SoundHound Projection

Aggregate Monetization per Device / Year



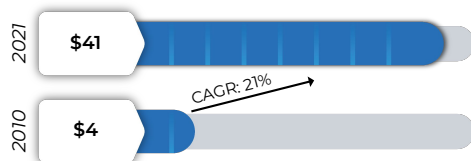
Voice AI Transactions

Select examples

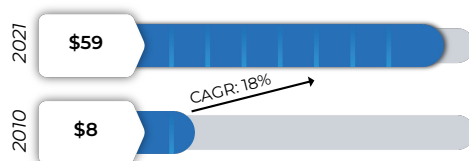
- ✓ Restaurant Ordering
- ✓ Grocery Shopping
- ✓ Entertainment
- ✓ Retail and E-Commerce
- ✓ Auto Services, Gas and Parking
- ✓ IoT Products
- ✓ Digital Advertising
- ✓ Other Services

Historical Industry KPIs

Facebook (Global) ARPU



Google (Global) ARPU



Global and U.S. TAMs 2026

E-Commerce Market

Global \$7.4Tn

U.S. \$1.3Tn

Digital Advertising Market

Global \$820Bn

U.S. \$315Bn

Voice ads are **10x** more effective than traditional digital ad channels ⁽¹⁾

Source: Management estimates, Company materials, Wall Street research, and online sources.

(1) SXM media survey (January 2021)

Note: SoundHound assumes average of 1 user per device during the forecast period. Google user count estimated to grow with world population.

SoundHound AI

Conversational AI That's *More Human*TM

SoundHound.com



APPENDIX

We Believe Every Company Needs Voice AI

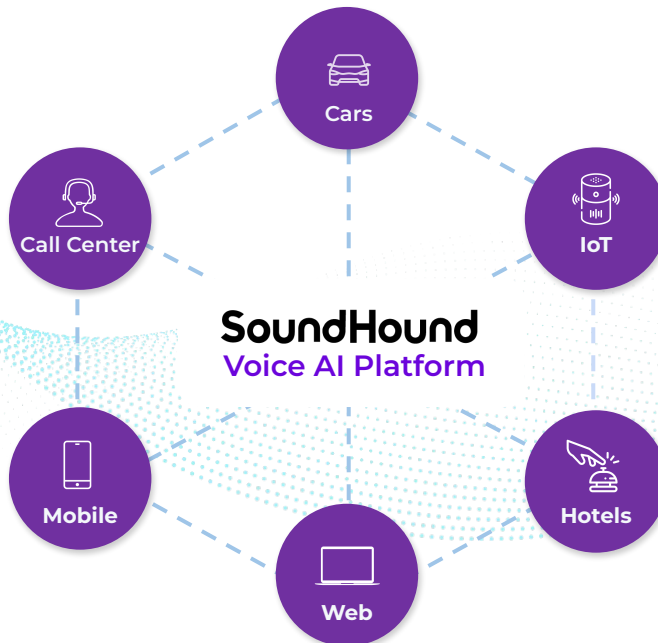
Voice AI delivers business value, unifies customer service, and increases safety



Voice AI Business Value

- ✓ **Lowers costs**
Solves staffing challenges
- ✓ **Increases revenues**
Smart upsell
- ✓ **Increases retention**
Customer personalization and loyalty
- ✓ **Enables new use cases**
Unleashing the full potential of IoT
- ✓ **Increases safety**
Reduced driver distraction and touchless interfaces for a pandemic-impacted world

Multichannel Integration



SoundHound Advantages

- ✓ Breakthrough voice AI technology developed over two decades
- ✓ Independent platform giving businesses full data privacy controls and ability to garner insights from data
- ✓ White-labeled solution that offers ability to have brand-owned voice experiences that build loyalty
- ✓ An ecosystem that drives monetization opportunities by connecting users with services on SoundHound's platform
- ✓ Holistic solution with cloud and edge connectivity options, a wide range of domains, and ability to customize

Growth in Connected Devices is a World of Untapped Opportunity

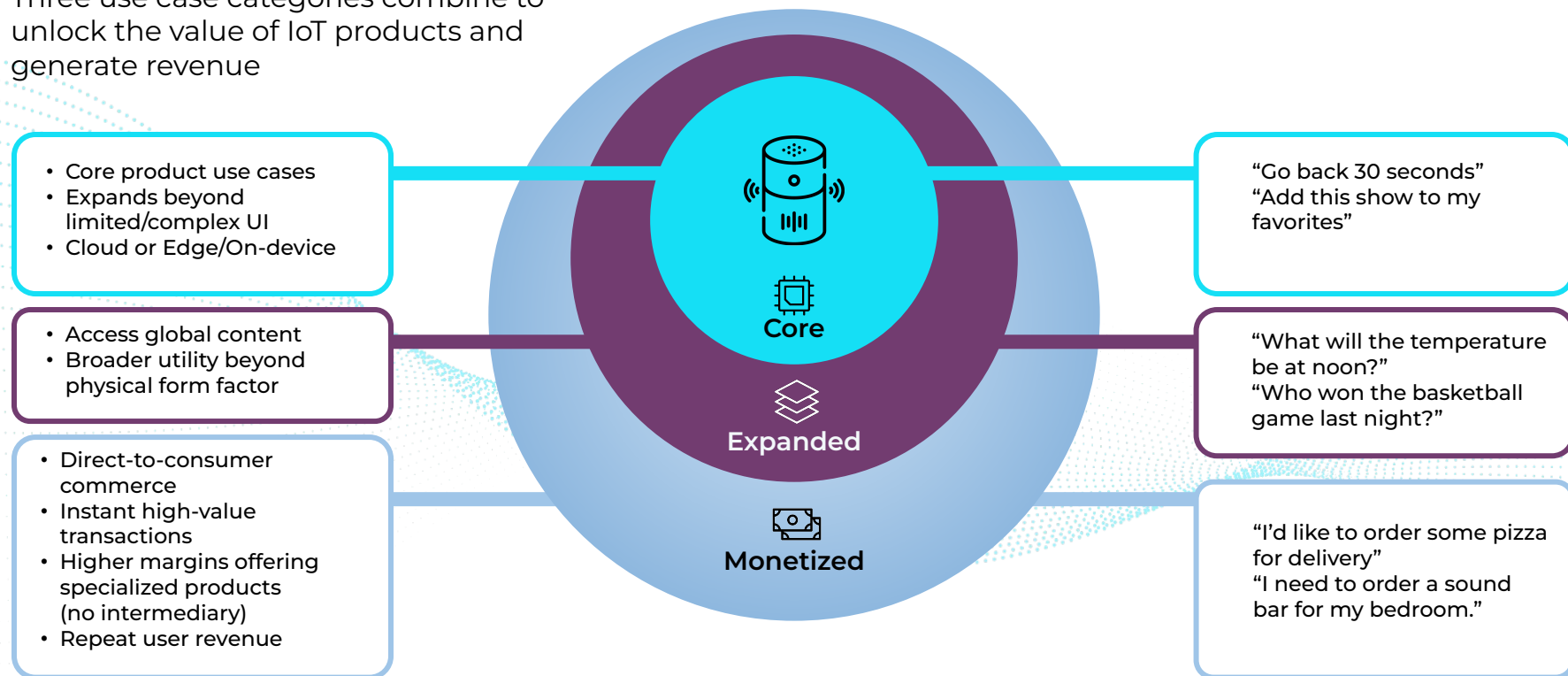


Source: IHS

The SoundHound Ecosystem Extends Product and Brand Value



Three use case categories combine to unlock the value of IoT products and generate revenue



Technology Leaders Disrupted Markets and Expanded Upon Them



Microsoft

- Disrupted desktop computing
- Operating system
- Business value for *Product Creators*



- Disrupted mobile
- Monetization platform
- Business value for *Developers*

Google

- Disrupted Internet search
- Keyword bidding
- Business value for *Advertisers*



- Disrupted commerce
- E-commerce optimized for *Customers*
- Business value for *Merchants*

SoundHound

Positioned to be the leader in Human-Computer interaction and the next generation of search monetization

Disrupting Human-Computer Interfaces

- ✓ Billions of products with voice AI Conversational interactions
- ✓ Reactive and proactive engagement
- ✓ 270+ patents with 40+ patents in conversational monetization
- ✓ Business value for *Product Creators, Advertisers, Developers, and Merchants*
- ✓ Proven adoption with >5.0 billion annual run rate query traffic

A Range of Connectivity Options for Your Needs

Our **Edge+Cloud™ Connectivity Solutions** allow brands to optimize their voice-enabled products and devices with options ranging from fully-embedded to exclusively cloud-connected.



Edge+Cloud

The capabilities of **Edge** with the flexibility of cloud connectivity. Deliver the level of cloud connectivity that best matches your product and users.



Cloud-Only

Equip your voice assistant with real-time data and information from the cloud, deliver the most relevant responses to user queries with no restrictions of your device CPU and memory capabilities, and retain ownership of your customer relationships and access to data and analytics.



Edge

Fully-embedded voice AI solution with as much **Natural Language Understand (NLU)** capabilities as necessary for your purposes and to meet customer desires for hands-free convenience. Includes full accessibility to custom commands and the ability to create custom domains for proprietary on-device functionality.



EdgeLite+Cloud

The capabilities of **EdgeLite** with the flexibility to use the cloud to retrieve information or push product updates.



EdgeLite

Process data locally without the privacy or connectivity concerns of the Internet with our fully-embedded voice solution. Developers have access to natural language commands with less CPU impact, a bundled wake word, and the ability to instantly update commands.



Roll up the windows and navigate to the nearest gas station

All windows are up. There is a Best Gas in one mile. Do you want to go to that one?



In-car sentence accuracy

In different conditions. Test performed by Houndify automotive customer



(%)	0 km/h	60 km/h	105 km/h	120 km/h
Large Tech Company	89%	81%	58%	33%
SoundHound	95%	90%	78%	66%

Competitive Advantage*	“Big Tech” 1	“Big Tech” 2	“Big Tech” 3	Legacy Vendors	“Big Tech” 4	SoundHound AI
Speech-to-Meaning® (Real-Time ASR-NLU)						✓
Basic NLU	✓	✓	✓	✓	✓	✓
Deep Meaning Understanding® (Complex Conversational Support)						✓
NLU Platform	✓				✓	✓
Collective AI® (Extensible Platform)						✓
Dual Hybrid Technology				✓		✓
Embedded Offline Recognition				✓		✓
Hundreds of Content Domains	✓				✓	✓
Monetization Revenue						✓
Custom Wake Word / Multiple Wake Words				✓		✓
Own Your Brand Experience				✓		✓
Complete Cross-Industry Offering						✓
Independent and Platform Agnostic				✓		✓
Custom Solutions and Support				✓		✓