INVESTOR PRESENTATION | November 2025

SoundHound AI

CONVERSATIONAL AI THAT SPEAKS FOR ITSELF™

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DISCLAIMER & OTHER IMPORTANT INFORMATION

SoundHound AI

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 recent acquisitions, the ability of our recent 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.

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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 a diverse set of industries resulting in strong growth in cumulative subscriptions and bookings backlog.
- In 2025, expecting to be a range of $165 - $180 million in revenue.
- Strong financial momentum, demonstrating consistent high revenue growth.

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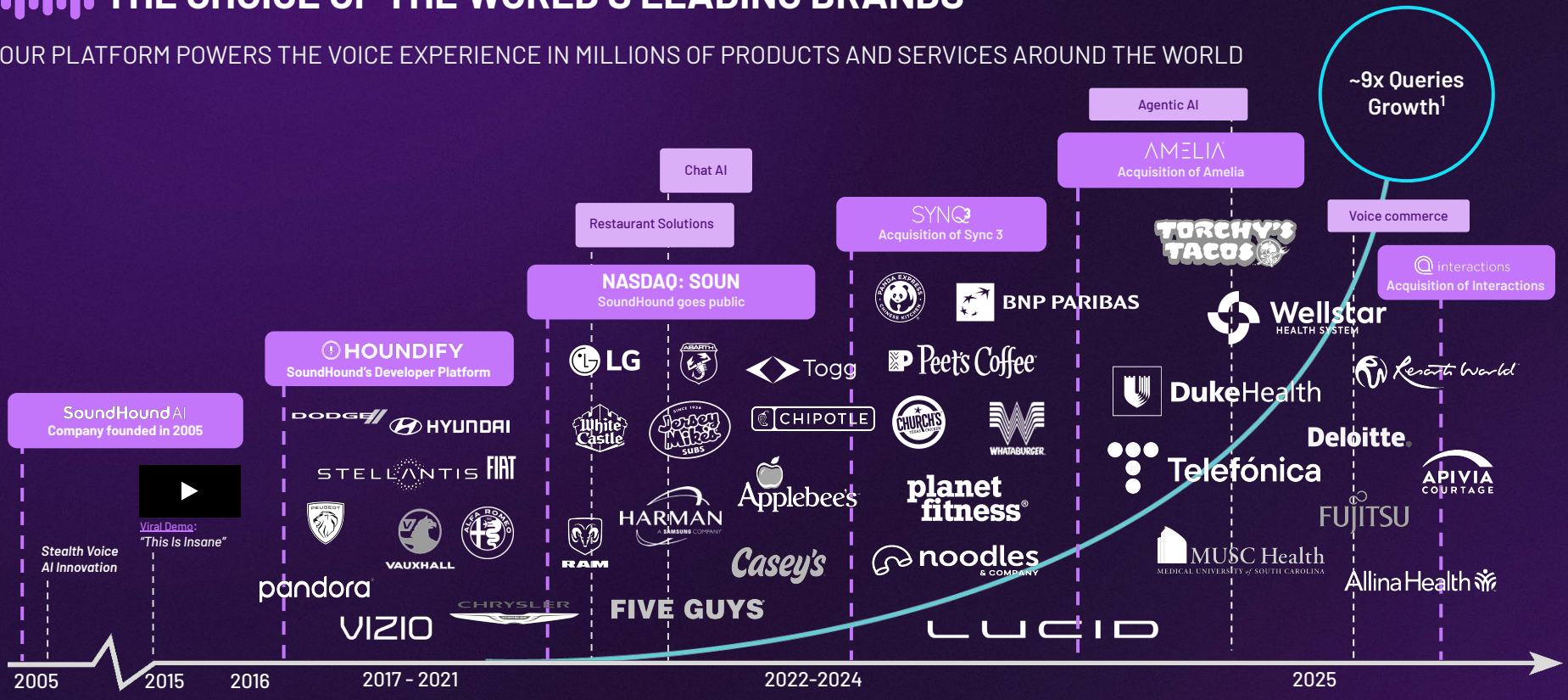
THE CHOICE OF THE WORLD'S LEADING BRANDS

SoundHound AI

OUR PLATFORM POWERS THE VOICE EXPERIENCE IN MILLIONS OF PRODUCTS AND SERVICES AROUND THE WORLD



Dozens of Languages:

1. Annual query run rate growth compared to March of 2022

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JUNE 2015

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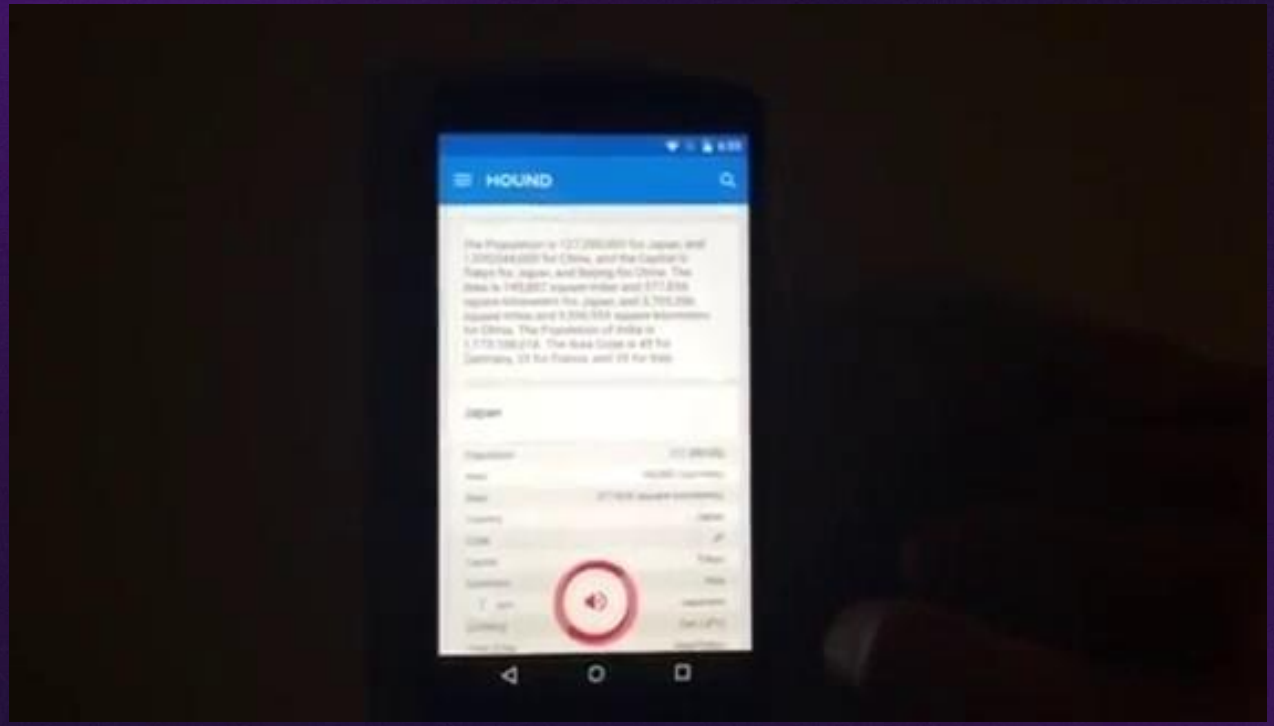
"THIS IS INSANE!"

NUMBER 1 POST ON REDDIT
WITH 2+ MILLION VIEWS
IN ONE DAY.



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SoundHound AI

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

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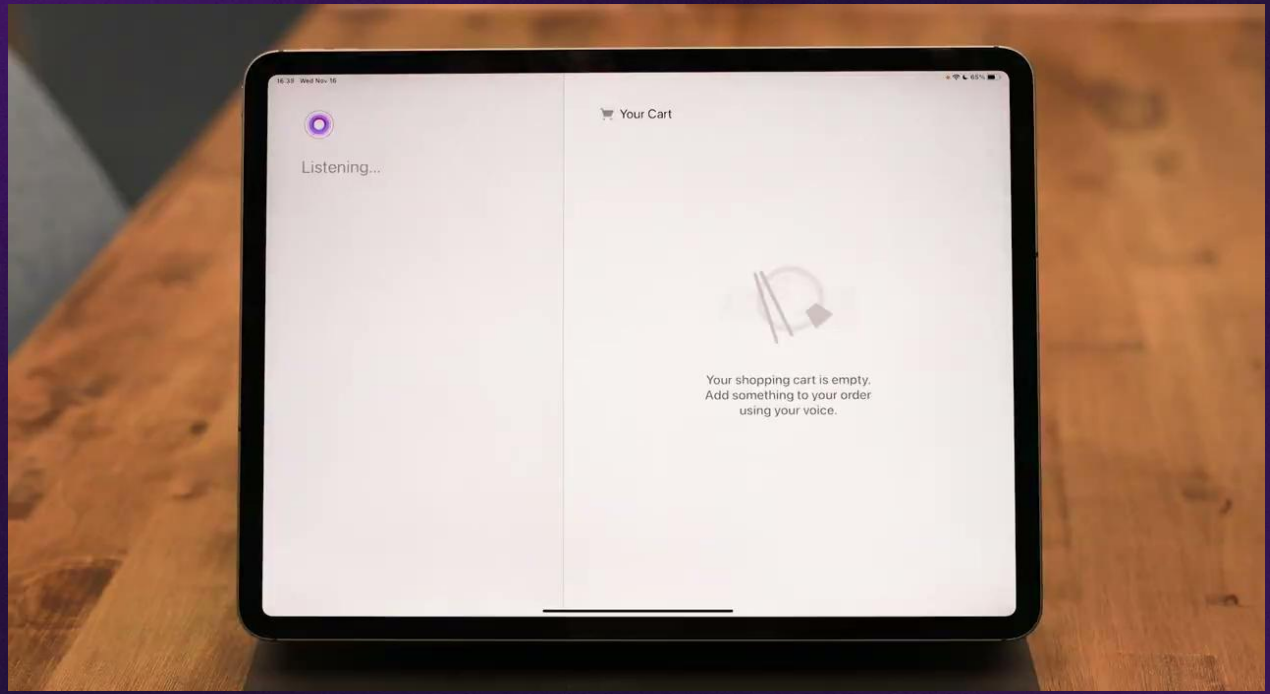
REVOLUTIONIZING HUMAN-COMPUTER INTERACTION FOR COMMERCIAL USE CASES

SoundHound AI

DYNAMIC INTERACTION IS A GROUNDBREAKING REAL-TIME, MULTIMODAL, FULL-DUPLEX INTERFACE POISED TO REVOLUTIONIZE HUMAN-COMPUTER INTERACTION



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SOUNDHOUND AI CHAT AI FOR AUTOMOTIVE WITH GENERATIVE AI

SoundHound AI

VOICE-ENABLED AI PLATFORM THAT COMBINES REAL-TIME INFORMATION DOMAINS AND GENERATIVE AI MODELS LIKE CHATGPT

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SOUNDHOUND'S DISRUPTIVE VOICE AI SOLUTIONS

SoundHound AI

Pillar I: Auto+

SoundHound Chat AI

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.

Vehicle Intelligence

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.

Smart TVs & Devices

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

Branded Wake Words

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

dynamic drive-thru

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.

smart ordering / smart answering

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.

employee assist

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

Customer Experience AI Agent

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

Employee Experience AI Agent

Increase employee retention, improve efficiency, and productivity.

OUR GROWING AI AGENT INDUSTRY & ECOSYSTEM PORTFOLIO

SoundHound AI

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

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OUR AI AGENT EMPLOYEE EXPERIENCE

SoundHound AI

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

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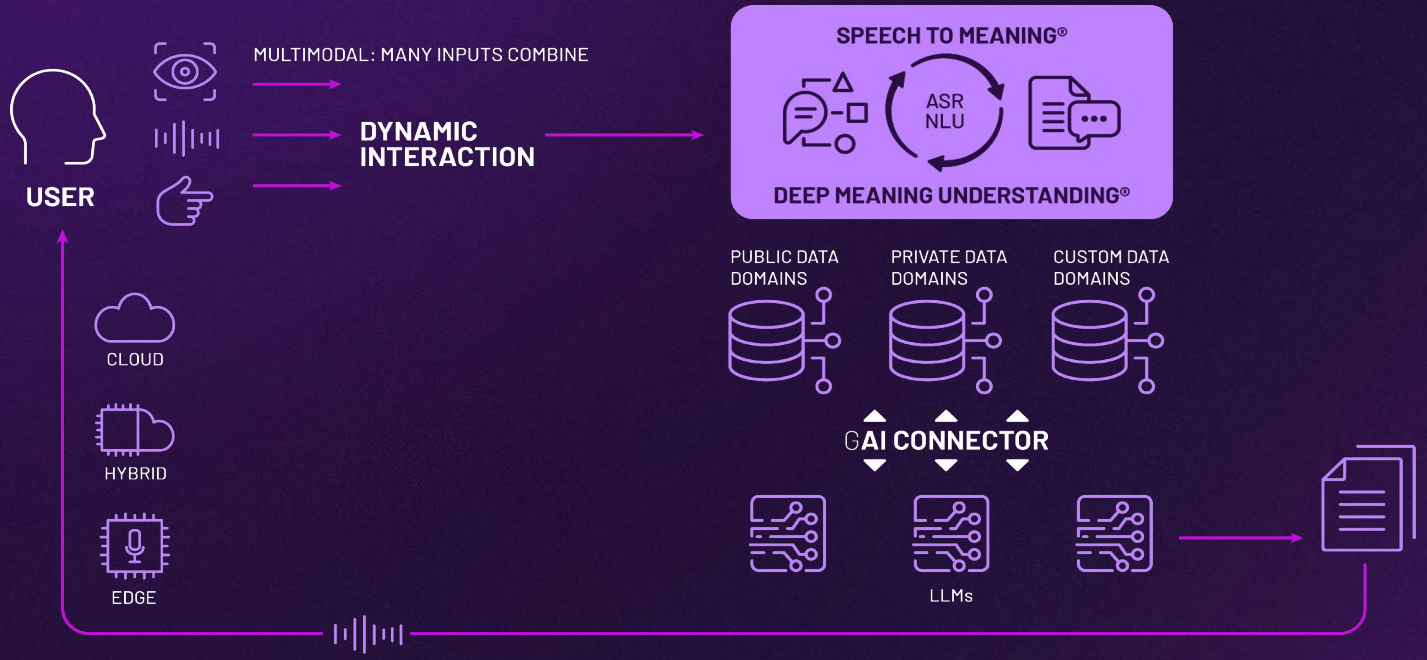
SOUNDHOUND VOICE AI PLATFORM

SoundHound AI

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



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SOUNDHOUND'S DISRUPTIVE VOICE AI TECHNOLOGY

SoundHound AI

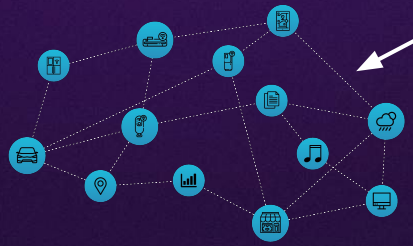
PORTFOLIO OF ADVANCED GENERATIVE AI TECHNOLOGIES
DELIVER CONVERSATIONAL AI THAT'S *MORE HUMAN*™

SoundHound uses data science to arbitrate responses so users get better answers from the right domain.

Data Science

Machine Learning

SoundHound uses machine learning to enhance how domains work together to better handle complex queries.



Collective AI®

AI with a collective of domains & knowledge that is bigger than the sum of its parts.

+

LLMs

Large language model integration from other third parties such as ChatGPT

+

SoundHound Generative AI

Integration of internally developed generative AI models that bring specific use cases to life

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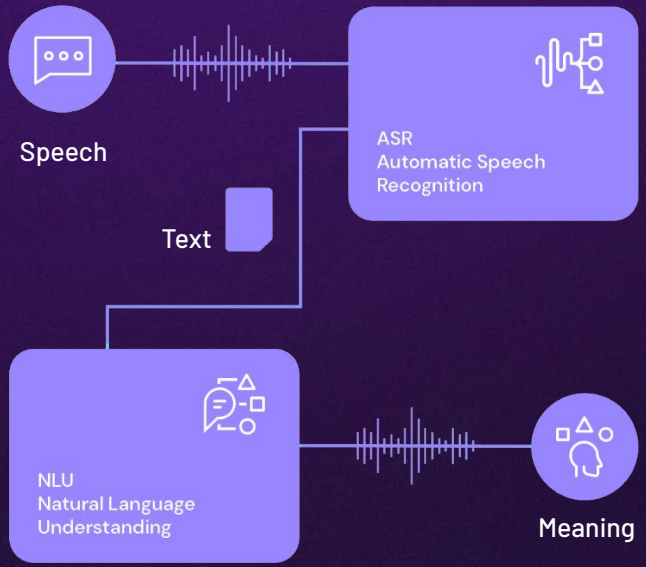
SPEECH-TO-MEANING®

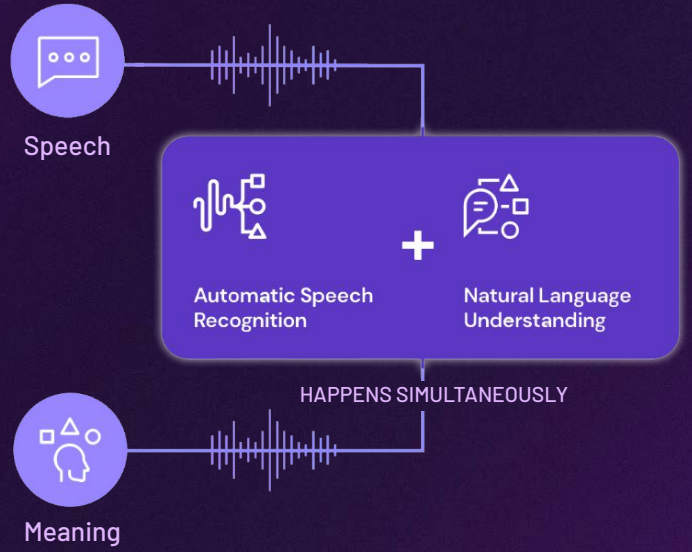
SoundHound AI

SoundHound's proprietary Speech-to-Meaning® technology combines ASR and NLU to understand speech in real-time

TYPICAL VOICE AI TECHNOLOGIES INVOLVE TWO STEPS:



SOUNDHOUND GETS IT DONE IN **1 STEP**



FASTER, MORE EFFICIENT AND WITH GREATER ACCURACY

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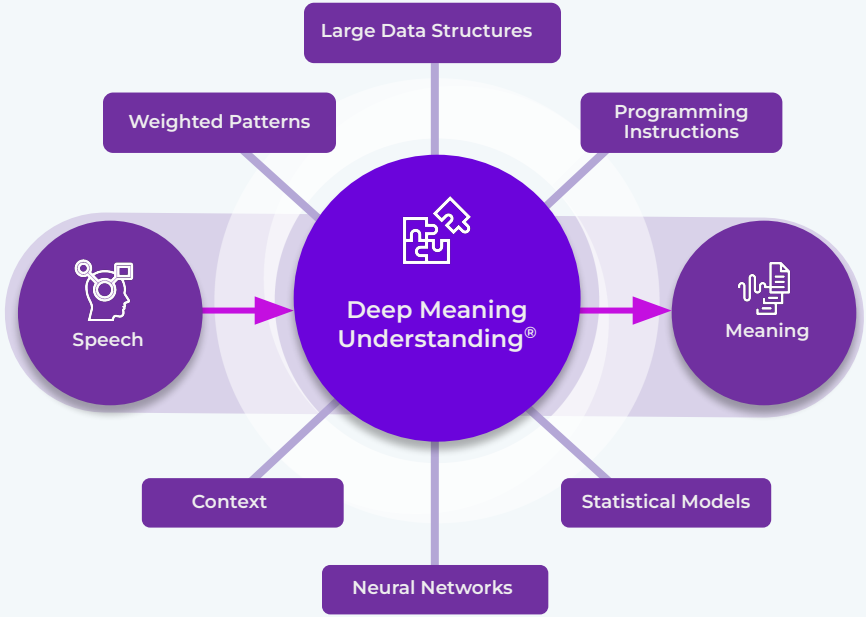
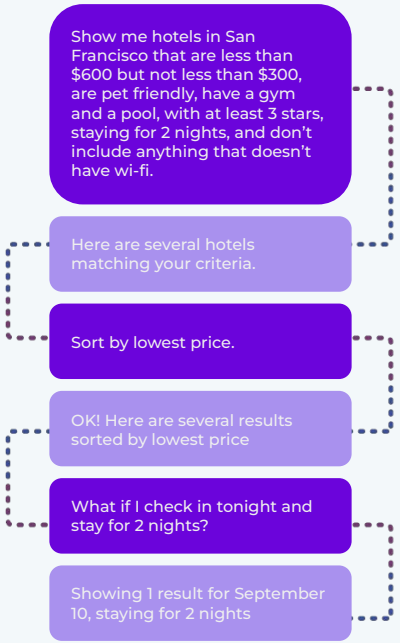
DEEP MEANING UNDERSTANDING®

SoundHound AI

ENABLING NATURAL AND COMPLEX SPEECH 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





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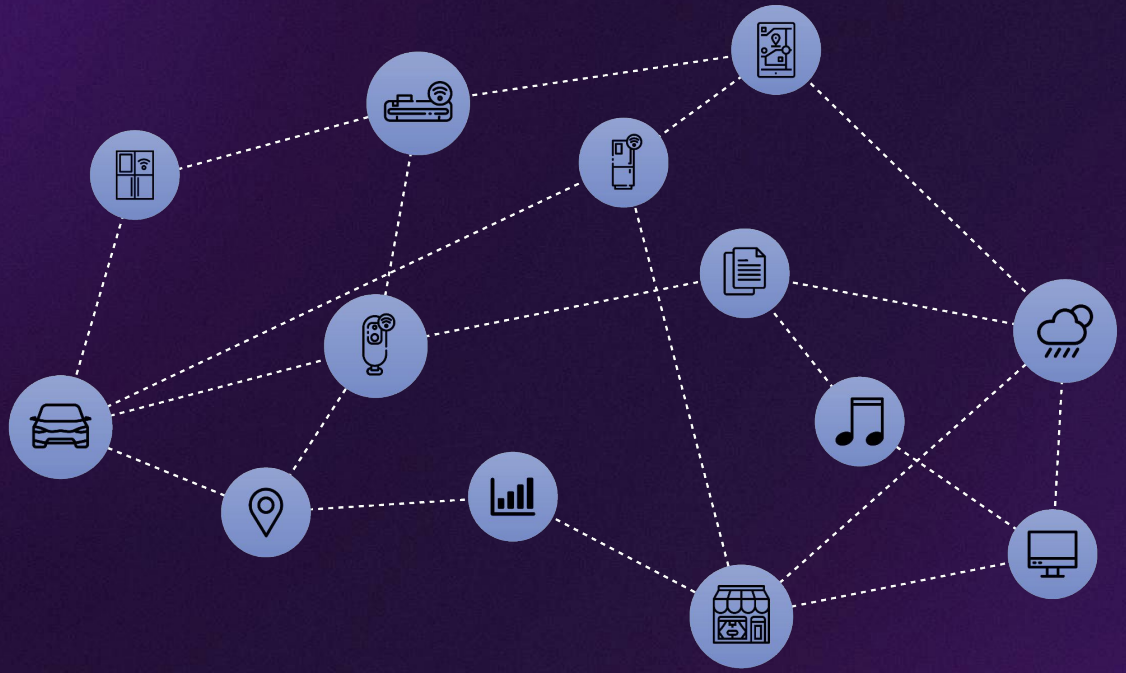
COLLECTIVE AI®

SoundHound 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

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STRONG PATENT PROTECTION

SoundHound AI

320+ Patents: 220+ Granted, 100+ 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

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WHY WE WIN: OUR UNDENIABLE CRITERIA OF ADOPTION

SoundHound AI

WE BELIEVE OUR CUSTOM VOICE AI INNOVATION DELIVERS THE GREATEST VALUE FOR THIRD-PARTY INTEGRATION

Technology

Legacy Tech	Big Tech	SoundHound
Outdated	Current	Disruptive

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

Big Tech	Legacy Tech	SoundHound
Loss brand / data	Independent / White Label	

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

Financial

Legacy Tech	Big Tech	SoundHound
Incur costs	Free with repercussions	Generates revenue

Privacy Control

Big Tech	Legacy Tech	SoundHound
Low privacy	Control privacy	

Ecosystem

Legacy Tech	Big Tech	SoundHound
Limited domains	Self-serving	Collective AI

Edge Hybrid

Big Tech	Legacy Tech	SoundHound
Cloud only	Cloud and Edge	

Conflict of Interest

Big Tech	Legacy Tech	SoundHound
Conflict	Neutral vendor	Fully-aligned partner

Differentiation and Innovation

Legacy Tech	Big Tech	SoundHound
Low	Self-Serving	Custom Innovation

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MASSIVE MARKET OPPORTUNITY FOR VOICE AI

SoundHound 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)

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THREE REVENUE PILLARS

SoundHound AI

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

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FLYWHEEL EFFECT OF THREE REVENUE "PILLARS"

SoundHound AI

GENERATING COMPOUND GROWTH

1. PRODUCTS

Product adoption increases revenue share and offers more services

2. SERVICES

Services through SoundHound AI platform increase revenue as product usage scales

3. ADS/COMMERCE

Voice Commerce and Ads increase as user queries grow and users transact more frequently

***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**

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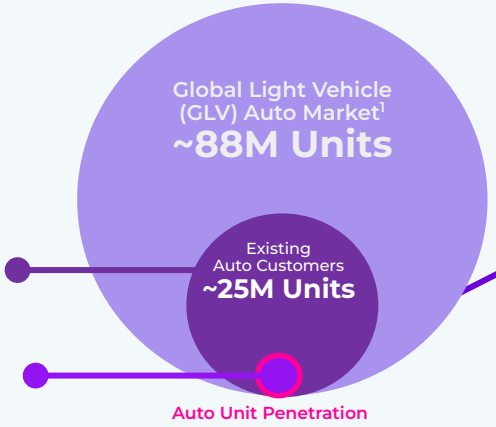
PILAR 1 SELECT MARKET OPPORTUNITY: AUTOMOTIVE

SoundHound AI

Immediate Opportunity
Increase penetration with existing customers

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

2024 TAM



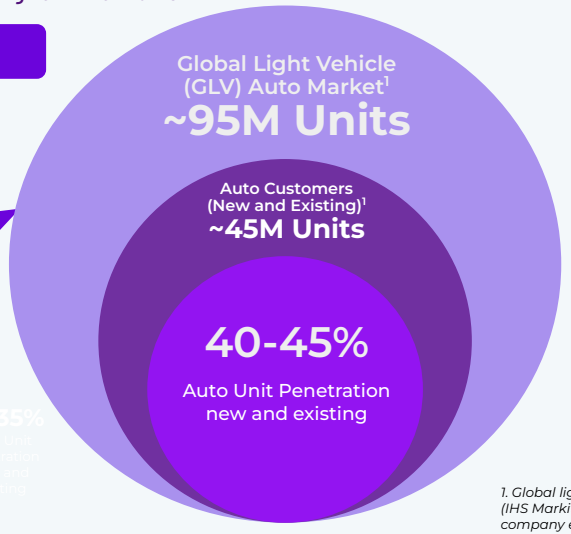
# of units produced by existing customers

3% - 5%
Current customer auto unit penetration

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

2028 TAM



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

Leading Automotive Brands Currently Powered by SoundHound AI Technology

SoundHound AI

FIAT, Jeep, HYUNDAI, KIA, GENESIS, HARMAN, CHRYSLER, Togg, CITROËN, RAM, DS AUTOMOBILES, VAUXHALL, LUCID, OPEL, LANCIA, ABARTH

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PILAR 2 SELECT ANNUAL REVENUE OPPORTUNITY: RESTAURANTS

SoundHound AI

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:

Applebee's, Casey's, Chipotle Mexican Grill, White Castle, Jersey Mike's Subs, noodles & Company, Five Guys, Samsung, Church's Texas Chicken, Square, toast, olo, Beef 'O' Brady's, QU Beyond POS, Panda Express Chinese Kitchen, MOD, Oracle Food and Beverage, HME

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

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PILLAR 3 MARKET OPPORTUNITY: MONETIZATION

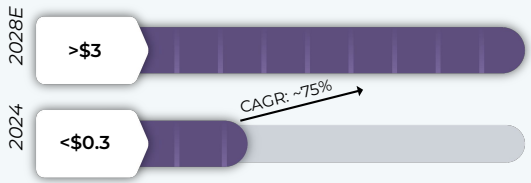
SoundHound AI

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



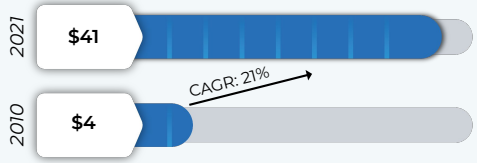
Voice AI Transactions

Select examples

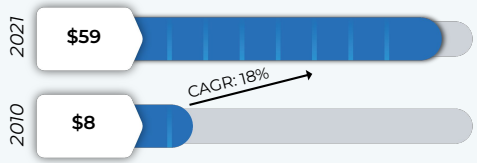
- Restaurant Ordering
- Grocery Shopping
- Entertainment
- Retail and E-Commerce
- Auto Services, Gas and Parking
- IoT Products
- Digital Advertising
- Other Services

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.

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APPENDIX

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WE BELIEVE EVERY COMPANY NEEDS VOICE AI

SoundHound 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

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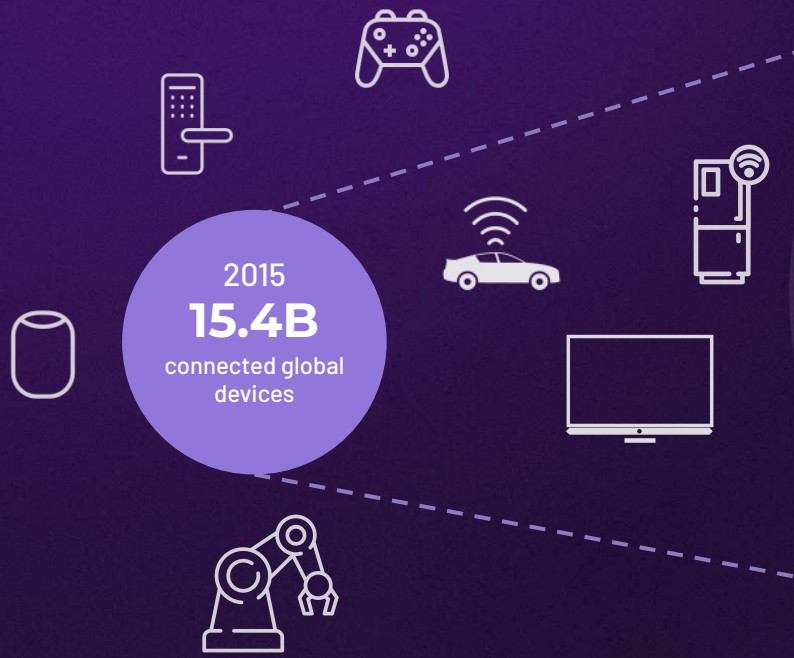
GROWTH IN CONNECTED DEVICES IS A WORLD OF UNTAPPED OPPORTUNITY

SoundHound AI



2015
15.4B
connected global devices

2025
75.4B
connected global devices

- Limited or no interface
- Voice AI unleashes the power of the Internet to users
- Voice AI brings products to life
- Voice AI converts IoT to AIoT

Source: IHS

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WE BELIEVE EVERY COMPANY NEEDS VOICE AI

SoundHound AI

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

- Core product use cases
- Expands beyond limited/complex UI
- Cloud or Edge/On-device

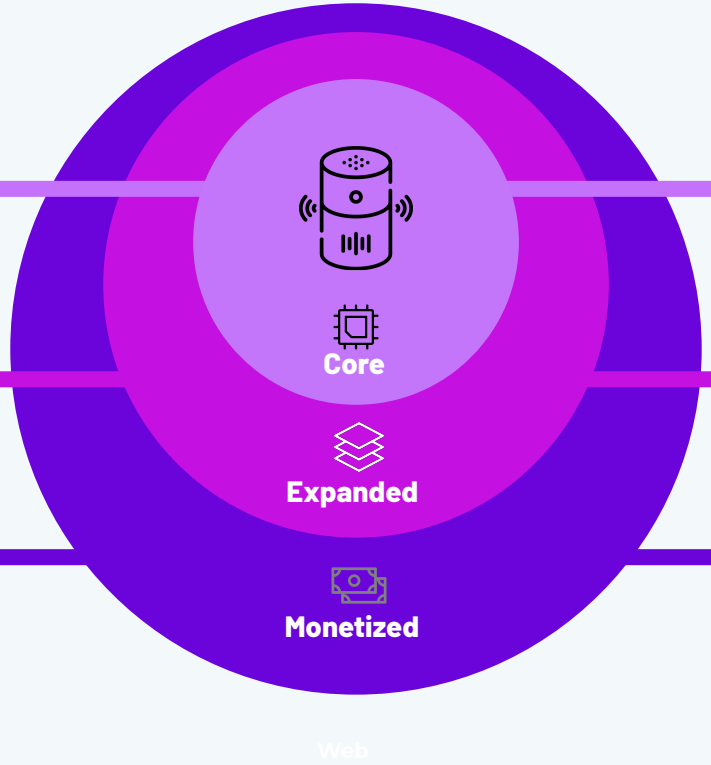
"Go back 30 seconds"
"Add this show to my favorites"

- Access global content
- Broader utility beyond physical form factor

"What will the temperature be at noon?"
"Who won the basketball game last night?"

- Direct-to-consumer commerce
- Instant high-value transactions
- Higher margins offering specialized products (no intermediary)
- Repeat user revenue

"I'd like to order some pizza for delivery"
"I need to order a sound bar for my bedroom."



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A RANGE OF CONNECTIVITY OPTIONS FOR YOUR NEEDS

SoundHound AI

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.

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IN-CAR SENTENCE ACCURACY

SoundHound AI

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%**

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