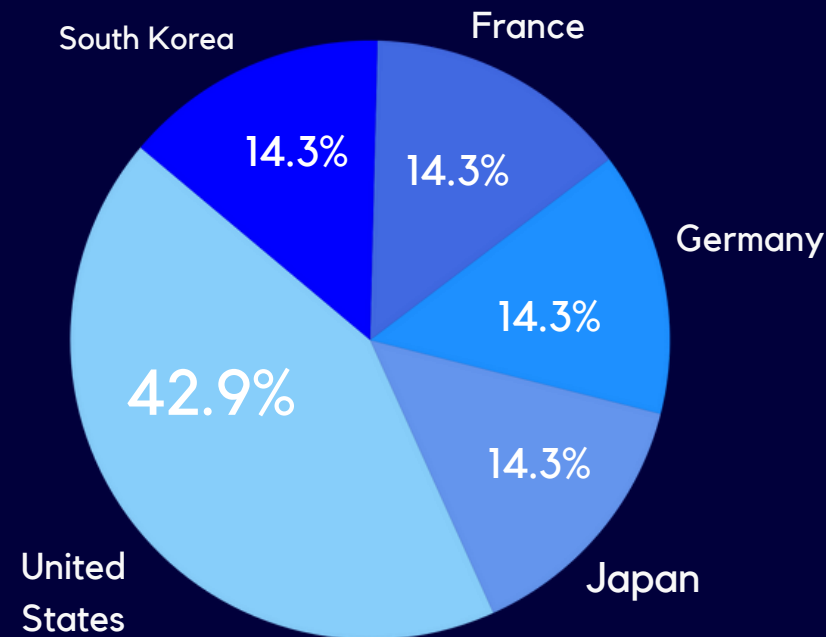


Soundhound's Future in Revolutionizing Healthcare

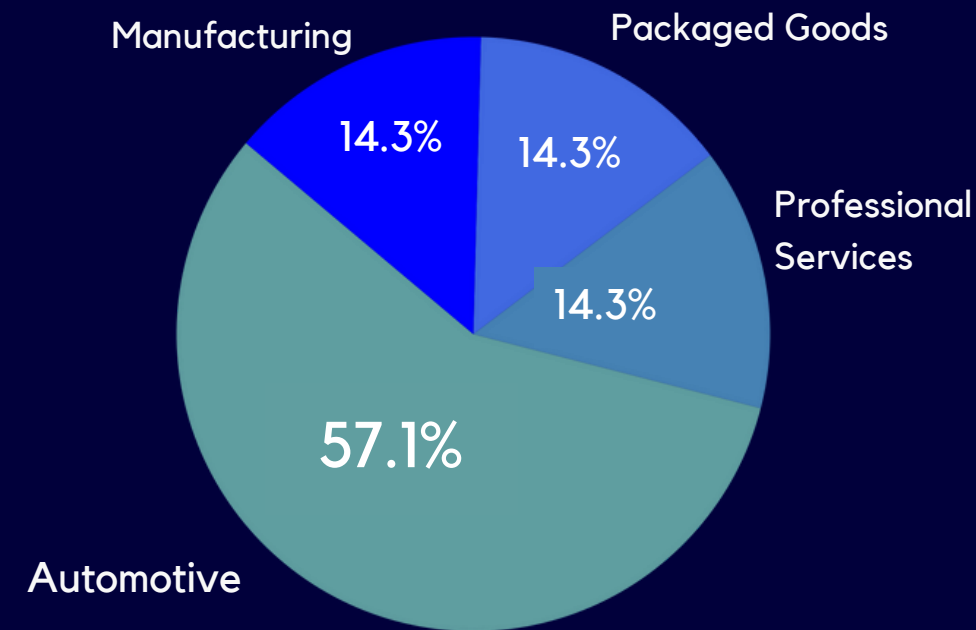
Products Offered by Soundhound

- ▶ Houndify - comprehensive Voice AI platform that creates custom voice-enabled solutions with features like voice recognition and natural language understanding
- ▶ SoundHound Chat AI - voice-enabled digital assistant that provides conversational intelligence to users

Breakdown of Customers By Country



Breakdown of Customers By Industry



Analysis of Breakdowns

- ▶ Clear signs of diversity in both geography and clients in a multitude of different industries
- ▶ Products are easily implemented across industries that involve interaction between user and existing environments and databases
- ▶ While involved in a plethora of industries, none are as lucrative or innovative to fulfill the potential of the products

The New Vertical: The Healthcare Industry



The Problem

"inefficient and decentralized process administration, is often seen as a 'quiet' epidemic" that can lead to overworked staff, burnout, turnover, and ultimately, reduced patient satisfaction and damage to an organization's reputation" - Becker's Hospital Review

- ▶ **Hospitals and Doctor's offices inability to streamline everyday/administrative takes time away from effectively treating patients.**



What Soundhound Can Solve

- ▶ **Administrative Efficiency:** Automating administrative tasks, optimizing patient flow in the office, and improving management systems
- ▶ **Diagnostic Accuracy:** Enhancing diagnostic accuracy through advanced image analysis and pattern recognition in medical imaging.

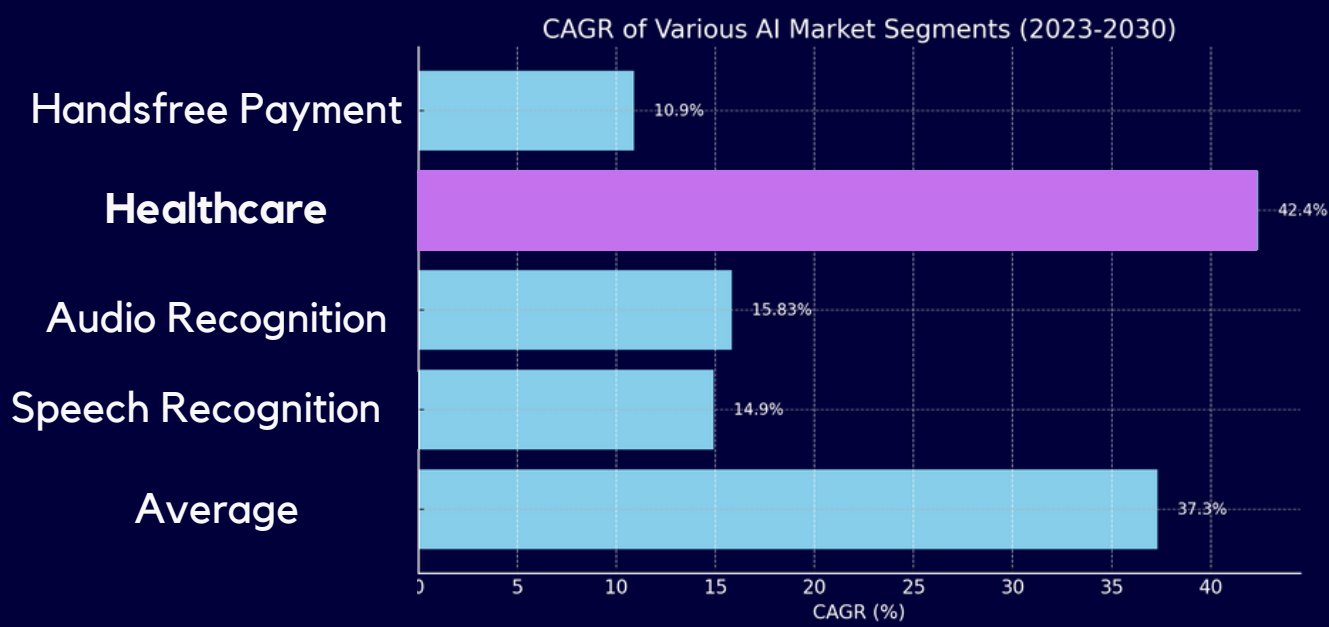


How

Using both products, hospitals and doctor's offices can automate processes like Appointment Scheduling, Pre-Appointment Preparation, Patient Arrival and Check-In, and Pre-Consultation Assessment.

“The exponential growth of healthcare data, the need for perfect insights at the point of decision-making, augmented intelligence for clinicians, and integration and legal challenges makes AI the main player in revolutionizing healthcare.”

Why Healthcare? - Because there’s so much more potential growth



Pursuing a Sales channel in Healthcare

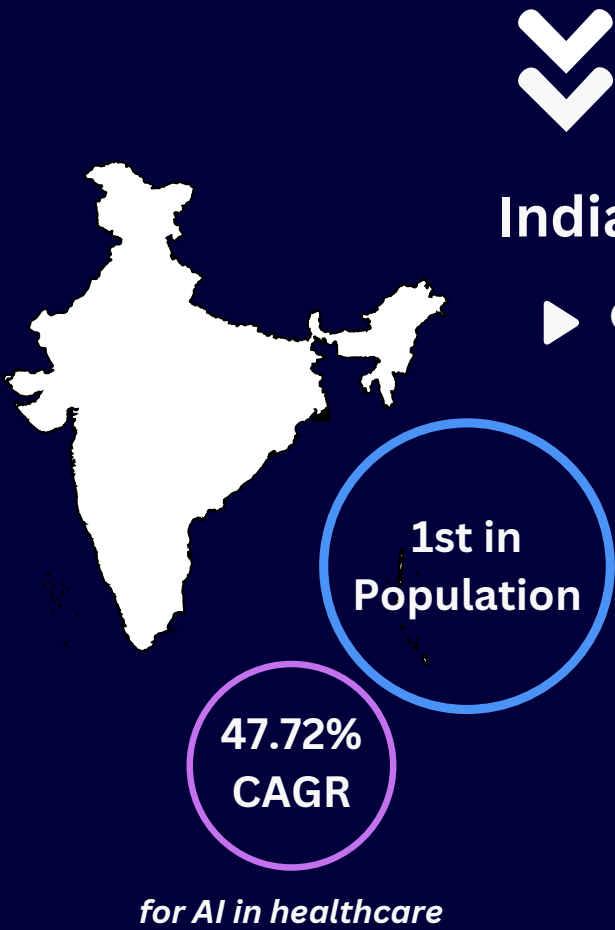
“The (B2B) market is expected to grow from \$31,078.8 million in 2022 to \$78,176.1 million in 2027 at a rate of 20.3%.” - The Business Research Company

- ▶ Pursuing a B2B model with a subscription for Soundhound services allows for:
 - Easy Scalability to other companies
 - Better Customer Service, Easier to gain reputation among big brands
 - Felxible Payment Strategies with subscription based model

New Geographies

Ideal Catalysts for Maximum Growth:

- ▶ Emerging Markets:
 - rapidly growing populations and evolving healthcare needs, present significant opportunities for AI applications
- ▶ Remote or Rural Areas:
 - Telemedicine, powered by AI, enables remote diagnosis, monitoring, and consultations, thus bridging the gap in healthcare accessibility.



Pricing

Current Methodology for Soundhound:

“The cost of training can range from a few thousand dollars to tens of thousands of dollars...The cost of optimization can range from a few thousand dollars to tens of thousands of dollars per year.”

New Pricing Strategy

- ▶ Subscription Service
 - Because of the diverse needs and make-up of the clients of this new vertical, a **dynamic pricing** strategy would be best
 - allows for flexibility in the amount of services the hospital or office needs based on how big the company is, how many patients they see seasonaly, etc.

Final Price

Taking into account implementation costs which would be increased because of the size of larger hospitals, the lack of competitors in the market, as well as the commitment to the subscription dynamic pricing strategy, the final cost would be:

Small to Medium-sized Clinics: \$10,000 - \$25,000

Large Hospitals or Medical Centers: \$50,000 - \$100,000