

Houndify Everything

November 2021

Disclaimer and Other Important Information

This Presentation (the "Presentation") is for informational purposes only to assist interested parties in evaluating a proposed initial business combination (the "Transaction" or "Business Combination") among Archimedes Tech SPAC Partners Co. ("Archimedes"), and SoundHound Inc. ("SoundHound") pursuant to which SoundHound will become a wholly-owned subsidiary of Archimedes. In connection with the closing of the Business Combination, Archimedes will change its name to "SoundHound AI, Inc." The continuing combined entity is hereinafter referred to as the "Company" or the "Combined Entity". This Presentation relates to the potential financing of a portion of the Business Combination through a private placement (the "Private Placement") of Archimedes' securities.

The information contained herein does not purport to be all-inclusive and none of Archimedes, SoundHound, nor any of their respective subsidiaries, stockholders, affiliates, representatives, control persons, partners, members, managers, directors, officers, employees, advisers or agents make any representation or warranty, express or implied, as to the accuracy, completeness or reliability of the information contained in this Presentation. Prospective investors in the proposed Private Placement should consult with their own counsel and tax and financial advisors as to legal and related matters concerning the matters described herein, and, by accepting this Presentation, you confirm that you are not relying solely upon the information contained herein to make any investment decision. The recipient shall not rely upon any statement, representation or warranty made by any other person, firm or corporation in making its investment decision to subscribe for securities of Archimedes in connection with the Business Combination. To the fullest extent permitted by law, in no circumstances will Archimedes or any of its subsidiaries, stockholders, affiliates, representatives, control persons, partners, members, managers, directors, officers, employees, advisers or agents be responsible or liable for any direct, indirect or consequential loss or loss of profit arising from the use of this Presentation, its contents, its omissions, reliance on the information contained within it, or on opinions communicated in relation thereto or otherwise arising in connection therewith. In addition, this Presentation does not purport to be all-inclusive or to contain all of the information that may be required to make a full analysis of Archimedes, the proposed Private Placement or the Business Combination. The general explanations included in this Presentation cannot address, and are not intended to address, your specific investment objectives, financial situations or financial needs.

Confidential Information: By accepting this Presentation, the recipient acknowledges and agrees that all of the information herein is confidential, that the recipient shall not distribute, disclose and use such information other than for the foregoing purpose and that the recipient shall not distribute or use such information in any way detrimental to either Archimedes or SoundHound, and that the recipient will return to Archimedes and SoundHound, or will delete or destroy this Presentation upon request by Archimedes or SoundHound or their advisors.

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Additional Information: In connection with the proposed Business Combination, Archimedes intends to file with the Securities and Exchange Commission (the "SEC"), a registration statement on Form S-4, containing a preliminary proxy statement/prospectus of Archimedes and after the registration statement is declared effective, Archimedes and SoundHound will mail a definitive proxy statement/prospectus relating to the proposed Business Combination to their respective shareholders. This Presentation does not contain any information that should be considered by Archimedes' or SoundHound's respective shareholders concerning the proposed Business Combination and is not intended to constitute the basis of any voting or investment decision in respect of the Business Combination or the securities of Archimedes. Archimedes' and SoundHound's respective shareholders and other interested persons are advised to read, when available, the preliminary proxy statement/prospectus and the amendments thereto and the definitive proxy statement/prospectus and other documents filed in connection with the proposed Business Combination, as these materials will contain important information about Archimedes, SoundHound and the Business Combination. When available, the definitive proxy statement/prospectus and other relevant materials for the proposed Business Combination will be mailed to shareholders of Archimedes and SoundHound as of a record date to be established for voting on the proposed Business Combination. Shareholders will also be able to obtain copies of the preliminary proxy statement/prospectus, the definitive proxy statement/prospectus and other documents filed with the SEC, without charge, once available, at the SEC's website at www.sec.gov, or by directing a request to: Archimedes Tech SPAC Partners Co., 2093 Philadelphia Pike #1968, Claymont, DE 19703.

No Offer or Solicitation: This Presentation shall not constitute a "solicitation" as defined in Section 14 of the Exchange Act. This Presentation does not constitute (i) a solicitation of a proxy, consent or authorization with respect to any securities or in respect of the Business Combination or (ii) an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any security of Archimedes, SoundHound or any of their respective affiliates nor shall there be any sale of securities, investment or other specific product in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. To the extent that this Presentation is used in connection with the Private Placement of Archimedes' securities (referred in this paragraph as "Securities"), any offering of such Securities in connection with the Private Placement will not be registered under the Securities Act of 1933, as amended (the "Securities Act"), and will be offered as a Private Placement only to purchasers who (i) are "accredited investors" (as defined in Rule 501 under the Securities Act) and/or (ii) Archimedes reasonably believes are qualified institutional buyers (as defined in Rule 144A under the Securities Act). The Placement of the Securities is to be made directly by Archimedes. Accordingly, the Securities must continue to be held unless a subsequent disposition is exempt from the registration requirements of the Securities Act. Investors should consult with their counsel as to the applicable requirements for a purchaser to avail itself of any exemption under the Securities Act. The transfer of the Securities may also be subject to conditions set forth in an agreement under which they are to be issued. Investors should be aware that they will be required to bear the financial risk of their investment for an indefinite period of time. Neither Archimedes nor SoundHound are making an offer of the Securities in any state where the offer is not permitted.

NEITHER THE SEC NOR ANY STATE SECURITIES COMMISSION HAS APPROVED OR DISAPPROVED OF THE SECURITIES OR DETERMINED IF THIS PRESENTATION IS TRUTHFUL OR COMPLETE.

Forward Looking Statements: Certain statements included in this Presentation are not historical facts but are forward-looking statements. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "future," "outlook," and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, but are not limited to, statements regarding estimates and forecasts of other performance metrics and projections of market opportunity. These statements are based on various assumptions, whether or not identified in this Presentation and on the current expectations of Archimedes' and SoundHound's respective management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of Archimedes and SoundHound. Some important factors that could cause actual results to differ materially from those in any forward-looking statements could include changes in domestic and foreign business, market, financial, political and legal conditions.

Disclaimer and Other Important Information

These forward-looking statements are subject to a number of risks and uncertainties, including, the inability of the parties to successfully or timely consummate the Transaction, including the risk that any required regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the Company or the expected benefits of the Transaction, if not obtained; the failure to realize the anticipated benefits of the Transaction; matters discovered by the parties as they complete their respective due diligence investigation of the other parties; the ability of Archimedes prior to the Business Combination, and the Company following the Business Combination, to maintain the listing of the Company's shares on Nasdaq; costs related to the Transaction; the failure to satisfy the conditions to the consummation of the Transaction, including the approval of the definitive merger agreement by the shareholders of Archimedes, the satisfaction of the minimum cash requirements of the definitive merger agreement, which is an amount equal to the PIPE commitments as of the date of the Merger Agreement, following any redemptions by Archimedes' public shareholders; the risk that the Transaction may not be completed by the stated deadline and the potential failure to obtain an extension of the stated deadline; the inability to complete a PIPE transaction; the outcome of any legal proceedings that may be instituted against Archimedes or SoundHound related to the Transaction; the attraction and retention of qualified directors, officers, employees and key personnel of Archimedes and SoundHound prior to the Business Combination, and the Company following the Business Combination; the ability of the Company to compete effectively in a highly competitive market; the ability to protect and enhance SoundHound's corporate reputation and brand; the impact from future regulatory, judicial, and legislative changes in SoundHound's or the Company's industry; and, the uncertain effects of the COVID-19 pandemic; competition from larger technology companies that have greater resources, technology, relationships and/or expertise; future financial performance of the Company following the Business Combination including the ability of future revenues to meet projected annual bookings; the ability of the Company to forecast and maintain an adequate rate of revenue growth and appropriately plan its expenses; the ability of the Company to generate sufficient revenue from each of our revenue streams; the ability of the Company's patents and patent applications to protect the Company's core technologies from competitors; the Company's ability to manage a complex set of marketing relationships and realize projected revenues from subscriptions, advertisements, product sales and/or services; the Company's ability to execute its business plans and strategy; and those factors set forth in documents of Archimedes filed, or to be filed, with SEC. The foregoing list of risks is not exhaustive.

If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that neither Archimedes nor SoundHound presently know or that Archimedes and SoundHound currently believe are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect Archimedes, and SoundHound's current expectations, plans and forecasts of future events and views as of the date of this Presentation. Nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements in this Presentation, which speak only as of the date they are made and are qualified in their entirety by reference to the cautionary statements herein and the risk factors of Archimedes and SoundHound described above. Archimedes and SoundHound anticipate that subsequent events and developments will cause their assessments to change. However, while Archimedes and SoundHound may elect to update these forward-looking statements at some point in the future, they each specifically disclaim any obligation to do so. These forward-looking statements should not be relied upon as representing Archimedes' or SoundHound's assessments as of any date subsequent to the date of this Presentation. Accordingly, undue reliance should not be placed upon the forward-looking statements.

Use of Projections

The financial projections 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.

Use of Non-GAAP Financial Measures

This Presentation includes certain financial measures not presented in accordance with generally accepted accounting principles ("GAAP"). Therefore, these non-GAAP financial measures should not be considered in isolation or as an alternative to net income, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. SoundHound believes that these non-GAAP measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about SoundHound. SoundHound's management uses forward-looking non-GAAP measures to evaluate SoundHound's financial and operating performance. However, there are a number of limitations related to the use of these non-GAAP measures and their nearest GAAP equivalents, including that they exclude significant expenses that are required by GAAP to be recorded in SoundHound's financial statements. In addition, other companies may calculate non-GAAP measures differently, or may use other measures to calculate their financial performance, and therefore, SoundHound's non-GAAP measures may not be directly comparable to similarly titled measures of other companies. A reconciliation of the non-GAAP financial measures used in this Presentation to their nearest GAAP equivalent is included in the appendix to this Presentation. However, to the extent that forward-looking non-GAAP financial measures are provided, they are presented without a reconciliation of such information to the most comparable GAAP measure.

Use of Data: The data contained herein are derived from various internal and external sources. No representation is made as to the reasonableness of the assumptions made within or the accuracy or completeness of any projections or modeling or any other information contained herein. Any data on past performance or modeling contained herein are not an indication as to future performance.

Important Information for Investors: This Presentation does not purport to contain all information which may be material to an investor and recipients of this Presentation should conduct their own independent evaluation and due diligence of Archimedes and SoundHound. Each recipient agrees, and the receipt of this Presentation serves as an acknowledgment thereof, that if such recipient determines to engage in a transaction with Archimedes, its determination will be based solely on (i) the terms of the definitive merger agreement relating to such transaction, (ii) the terms of the definitive subscription agreement, and, (iii) the recipient's own investigation, analysis and assessment of SoundHound and the Business Combination. Neither Archimedes nor SoundHound intend to update or otherwise revise this Presentation following its distribution and neither Archimedes nor SoundHound makes any representation or warranty, express or implied, as to the accuracy or completeness of any of the information contained in this Presentation after the date of the Presentation.

Participants in Solicitation: Archimedes and SoundHound and their respective directors and executive officers, under SEC rules, may be deemed to be participants in the solicitation of proxies of Archimedes' shareholders in connection with the Business Combination. Investors and security holders may obtain more detailed information regarding the names and interests in the Business Combination of Archimedes' directors and officers in Archimedes' filings with the SEC. Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of proxies to Archimedes' shareholders in connection with the Business Combination is set forth in the proxy statement/prospectus on Form S-4 for the Business Combination, which is expected to be filed by Archimedes with the SEC. This Presentation is not a substitute for the proxy statement/prospectus or for any other document that Archimedes may file with the SEC in connection with the Business Combination. INVESTORS AND SECURITYHOLDERS ARE ADVISED TO READ THE DOCUMENTS FILED WITH THE SEC CAREFULLY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and shareholders may obtain free copies of other documents filed with the SEC by Archimedes through the website maintained by the SEC at www.sec.gov. INVESTMENT IN ANY SECURITIES DESCRIBED HEREIN HAS NOT BEEN APPROVED OR DISAPPROVED BY THE SEC OR ANY OTHER REGULATORY AUTHORITY NOR HAS ANY AUTHORITY PASSED UPON OR ENDORSED THE MERITS OF THE OFFERING OR THE ACCURACY OR ADEQUACY OF THE INFORMATION CONTAINED HEREIN. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

SoundHound + Archimedes

A strong combination of business, financial, and technical leadership

SoundHound Inc.



Keyvan Mohajer
Founder & CEO

- Technical founder and entrepreneur
- 20+ years of experience scaling companies
- \$280M raised
- SVBJ top 40 under 40
- 90+ patents filed
- PhD, Stanford University

SoundHound Inc.



Nitesh Sharan
CFO

- Global public company finance leader
- Formerly CFO of Global Operations, Nike. Led teams at HP and Accenture.
- MBA Northwestern University



Mike Zagorsek
COO

- Technology veteran and operations leader
- Operations, marketing, and growth
- Previously at Square, Apple, and OgilvyOne



ARCHIMEDES



Dr. Luc Julia
Independent Director

- **Renault**: CSO
- **Samsung**: CTO and SVP of Innovation
- **Apple**: co-author of Siri's core patents.
- **HP**: Chief Technologist



Dr. Eric R. Ball
Chairman of the Board

- Artificial Intelligence Investor
- **C3.ai**: CFO
- **Oracle**: SVP / Treasurer



Brent Callinicos
Special Advisor

- Technology Investor
- **Virgin Hyperloop One**: CFO and COO
- **Uber**: CFO
- **Google**: Treasurer, Vice President
- **Microsoft**: Treasurer, Vice President



SoundHound Inc. Investment Highlights

Best-in-Class Voice AI Technology With Over 15 Years of Development and Innovation

- Fully integrated voice AI solution including cloud, embedded, and hybrid solutions
- Industry-leading Speech-to-Meaning® and Speech-to-Text technology surpassing competitors in speed, accuracy, and complexity

Leading Independent Voice AI Platform

- Strongest global choice for custom branded voice assistants vs. a “big tech” product takeover, resulting in strong positioning and adoption
- Large technical barriers to entry makes it impractical for new players to enter the market

In Production at Scale With Global Brands and Over 1B Queries Projected in 2021

- Custom voice assistants live in Mercedes-Benz, Hyundai, Honda, Pandora, Snapchat, White Castle, Vizio, and more
- 10x growth in Houndify traffic in the past 2 years, 2x in ~6 months, and projected to surpass 1B annual queries in 2021

\$100M+ Bookings Backlog and Unparalleled Strategic Partnerships Across Industries

- \$1B+ of overall annual revenue forecast within 5 years, with a large portion from existing customers
- Combined reach of over 2B users through strategic partners and investors

Massive \$160B+ Total Addressable Market

- 75B connected devices worldwide by 2025¹
- Over 8B voice assistants projected by 2024²

Robust and Foundational IP

- 227 patents granted or pending
- Includes Speech Recognition, Natural Language, Machine Learning, and more

Experienced and Visionary Management Team

- Deep technical expertise and proven track record of constant innovation and value creation
- Long-tenured team with deep expertise and proven ability to attract and retain the best talent

Company Overview

Creating the next disruption in human-computer
interfaces

SoundHound Inc.

“This is Insane!”

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



<http://www.youtube.com/watch?v=px7d3tUkies>

A woman with long brown hair, wearing a blue button-down shirt and tan pants, stands in a kitchen. She is holding a smartphone. Overlaid on the image are several white line-art icons: a lightbulb with a Wi-Fi symbol below it, a coffee maker with a Wi-Fi symbol, and a smart speaker with a Wi-Fi symbol. Dotted lines connect these icons, suggesting a network or ecosystem.

Our Vision

A conversational voice 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.

The World Is Evolving into a Voice-Enabled Reality

Voice AI is poised to create the next major disruption in computing



Computers

Keyboard, mouse, screen



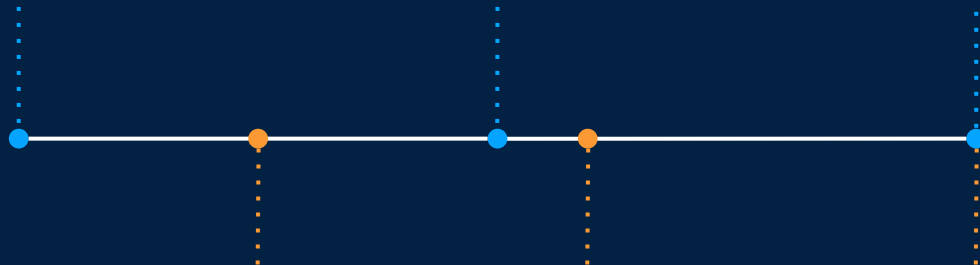
Mobile

Touchscreen



Voice AI

IoT, hands-free, ambient



Every company
needed a website

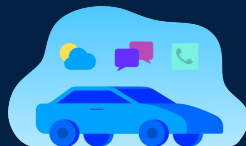
Every company
needed a mobile
presence

TODAY: Every company
needs a voice strategy and a
path toward its own central
voice AI

Interfaces are
integrated &
multimodal

Massive Market Opportunity for Voice AI

Total Addressable Market (2026E)¹



90%

Of new vehicles globally are projected to have voice assistants by 2028²



75B

Connected devices worldwide by 2025³



8B+

Number of voice assistant devices in use to overtake world population by 2024¹



94%

Of large companies expect to use voice AI in two years⁴

¹ Juniper Voice Assistant Market (April 2020)

² Navigant: The rise of the in-car digital assistant

³ Statista: (IoT) connected devices installed base worldwide from 2015 to 2025

⁴ Pindrop Study

75 Billion IoT Products Untapped

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



Technology Leaders Disrupted Markets and Expanded Upon Them



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

Market Cap: \$2.6T



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

Market Cap: \$2.5T



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

Market Cap: \$2.0T



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

Market Cap: \$1.8T

SoundHound Inc.

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
- 227 patents with 35 patents in conversational monetization
- Business value for *Product Creators, Advertisers, Developers, and Merchants*
- Proven adoption with 10x growth in Houndify traffic in the past 2 years

Growing Void and Demand for an Independent Voice AI Platform

The Rise of Independent Disruptors

- Focused resources
- Fueled by AI democratization of computing platforms
- Beating the legacy giants



Voice AI from Big Tech

- Conflict of interest
- Hidden agenda
- Learn and compete
- Product takeover
- Loss of brand autonomy and data

Voice Licensing Legacy Players

- Dated technology
- Outdated expensive business model
- Rigid contracts
- Low attachment to product success
- 4/12/2021: Microsoft acquisition of Nuance for \$19.7B

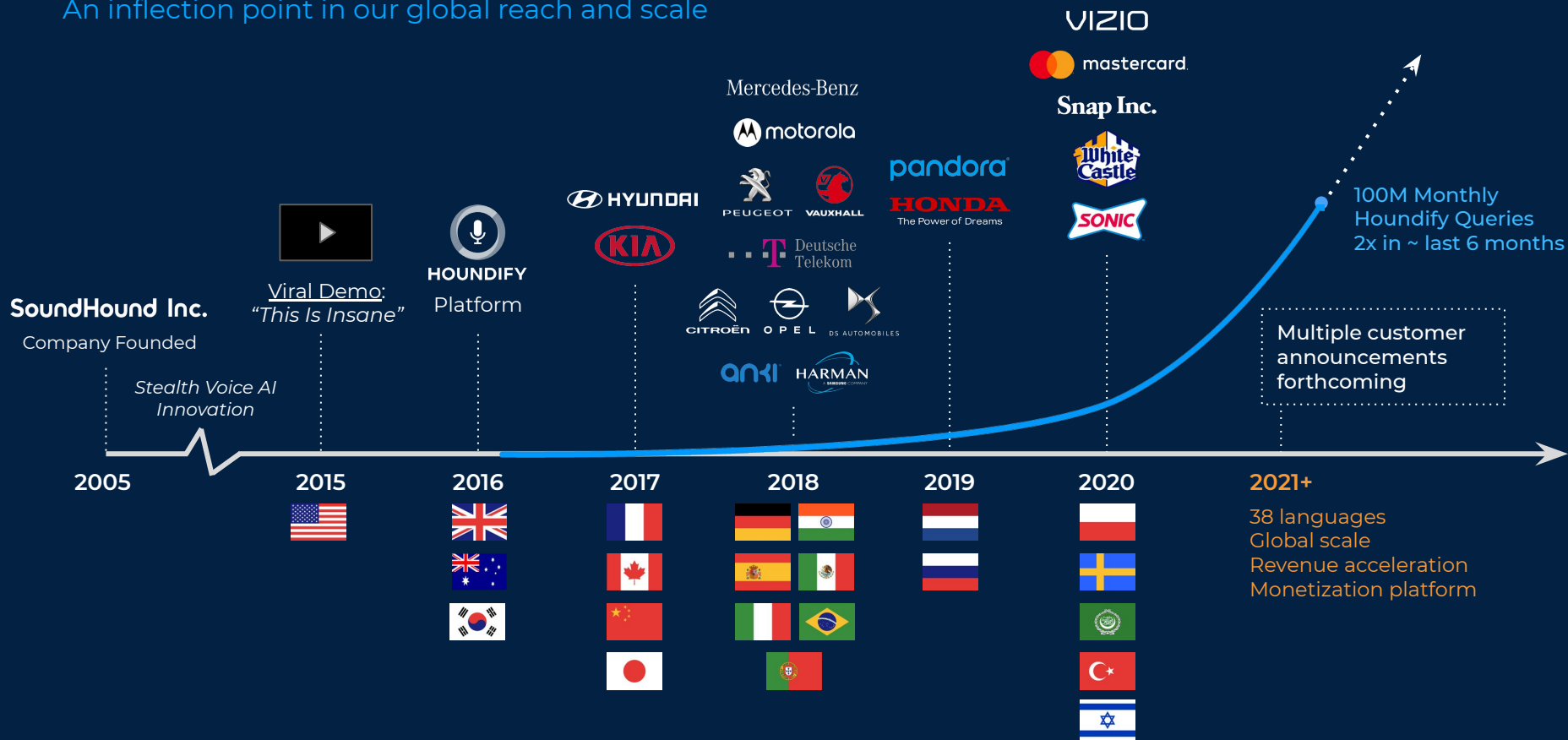
SoundHound Opportunity

- Disruptive Technology
- Custom voice assistants
- Proprietary domains and services
- Control of customer data
- Defined privacy policies
- No conflict of interest
- Innovation and monetization opportunities



Established Growth and Adoption With Significant Pipeline

An inflection point in our global reach and scale



Global Presence and Language Reach

Roadmap for 38 languages and 114 acoustic variations

Available Now

English (US)
English (UK)
English (AU)
English (India)
Spanish
Spanish (Mexico)
Portuguese
Portuguese (Brazil)
French
French (Canada)
German
Dutch
Italian
Korean
Japanese
Mandarin (China)
Russian
Polish
Swedish
Arabic
Turkish
Hebrew

Roadmap

Cantonese
Czech
Croatian
Danish
Farsi (Persian)
Finnish
Greek
Hindi
Hungarian
Indonesian
Norwegian
Romanian
Slovak
Slovenian
Thai
Ukrainian
Vietnamese



Global Company With 9 offices and Teams in 16 Countries

North America

Santa Clara, CA (HQ)
San Francisco
Boulder
Toronto

South America

Argentina
Brazil

Europe

Paris
Berlin
Italy
Turkey
Netherlands
Sweden
Russia
Poland

Asia

Beijing
Tokyo
Seoul
UAE

SoundHound Inc. Leadership

Long-tenured team with deep expertise and proven ability to attract and retain the best talent



Keyvan Mohajer
Founder & CEO

- Technical founder and entrepreneur
- 20+ years of experience scaling companies
- PhD, Stanford University



Majid Emami
Co-Founder &
VP Engineering

- Co-Founder
- Executive leading technology R&D
- PhD, Stanford University



James Hom
Co-Founder &
VP Products

- Co-Founder
- Executive leading all products
- B.S. Computer Science, Stanford University



Nitesh Sharan
CFO

- Global public company finance leader
- Formerly CFO of Global Operations, Nike. Led teams at HP and Accenture.
- MBA Northwestern University



Mike Zagorsek
COO

- Technology veteran and operations leader
- Operations, marketing, and growth
- Previously at Square, Apple, and OgilvyOne



Tim Stonehocker
CTO

- Audio recognition algorithms, search technologies, and scalable systems
- B.S. Comp. Science, M.A. Music, Stanford
- Previously at Amazon/A9



Lisa Flattery
VP Marketing

- Integrated marketing and advertising leader
- Previously Senior Partner at Ogilvy & Mather in NYC, Chicago, and London



Kamyar Mohajer
VP Corporate
Strategy & Int'l
Expansion

- Seasoned executive in law, business, music, and computer science
- Leads partnerships, operations, legal, and expansion strategies



Amir Arbabi
VP Business
Development

- Business development leader
- Former corporate attorney (VLG)
- B.A. Economics, Stanford University
- J.D. Law, Harvard University



Warren Heit
VP Legal &
General Counsel

- Experienced technology attorney
- Previously Partner at White & Case for 18 years as Global Technology Attorney



Angeline Tucker
VP People &
Culture

- HR leader with global experience
- Previously held multiple VP HR roles at Dell and Sapient

Backed by Leading Strategic and Financial Investors

Over \$280M raised from a cross-industry group of multinational investors with a combined reach of over 2B users

Select Strategic Investors



Select Financial Investors



Technology Overview

Breakthrough innovation with established adoption and growing momentum

SoundHound Inc.

Strong Cross-Industry Adoption and Integration



http://www.youtube.com/watch?v=1BjV_cE1RO0

Adoption From Market Leaders

Custom branded voice assistants powered by Houndify

Mercedes-Benz

"Partnering with SoundHound Inc. and integrating such a natural, conversational voice interface in our vehicles, allows the driving experience to become even more intuitive."



"Sophisticated voice recognition and AI integration are core to effectively providing drivers with the massive content and data that future connected vehicles have to offer."



"With Pandora Voice Mode, we're introducing a more natural and conversational way for listeners to discover new music, and enhance their app experience. It's like getting recommendations from a friend who really knows you."



"Harman partnering with SoundHound Inc. allows hospitality providers to deliver a simple and pleasurable in room experience for guests, whether it's controlling the room environment or using it for concierge services."

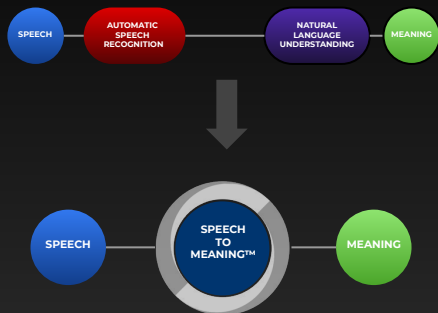
Select Products In Market

- Mercedes: MBUX (multiple models)
- Hyundai: Dynamic VR (multiple models)
- Kia: Seltos, K5
- Honda: e (EV), Jazz
- Snapchat: Voice Scan
- Pandora: Voice Mode
- VIZIO: Smart TV Voice Remote
- White Castle: Voice AI Drive Through
- Sonic: Voice AI Ordering
- Deutsche Telekom: Magenta Speaker
- Anki: Vector Robot

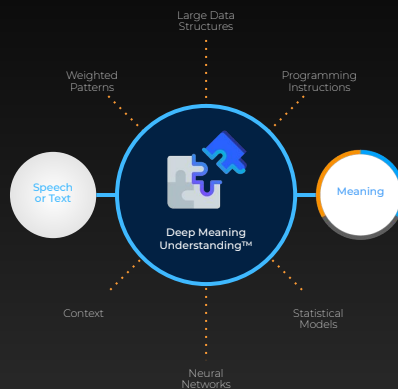
Technology Breakthroughs

Unmatched innovations in voice AI

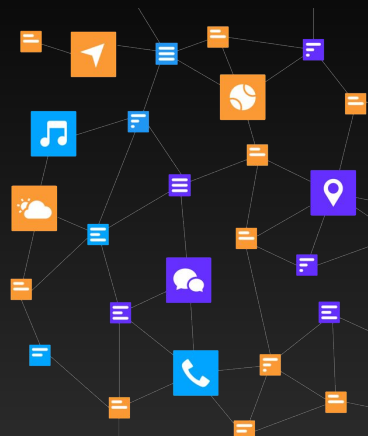
Speech-to-Meaning®



Deep Meaning Understanding®



Collective AI®



Speech-to-Meaning[®]

Breakthrough technology that understands speech like humans

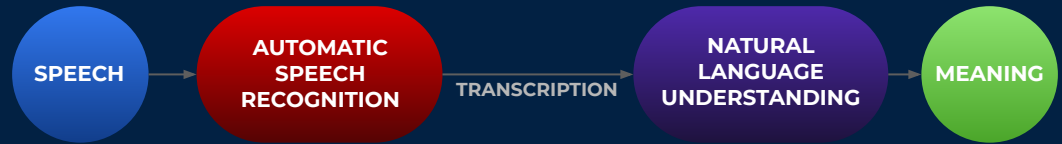
Typical technologies use a two-step process: Speech-to-text and then text-to-meaning

Humans don't convert speech to text then process the text into meaning – they do it one step

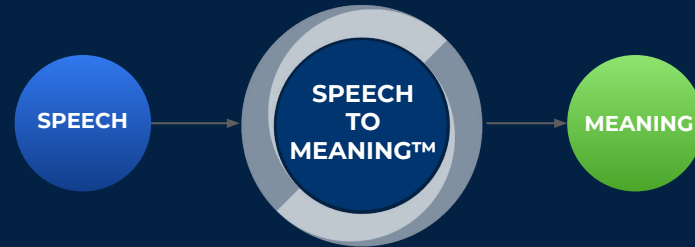
Like humans, Speech-to-Meaning[®] combines Automatic Speech Recognition and Natural Language Understanding **automatically in real time**

Dramatically increased speed and accuracy

TRADITIONAL APPROACH



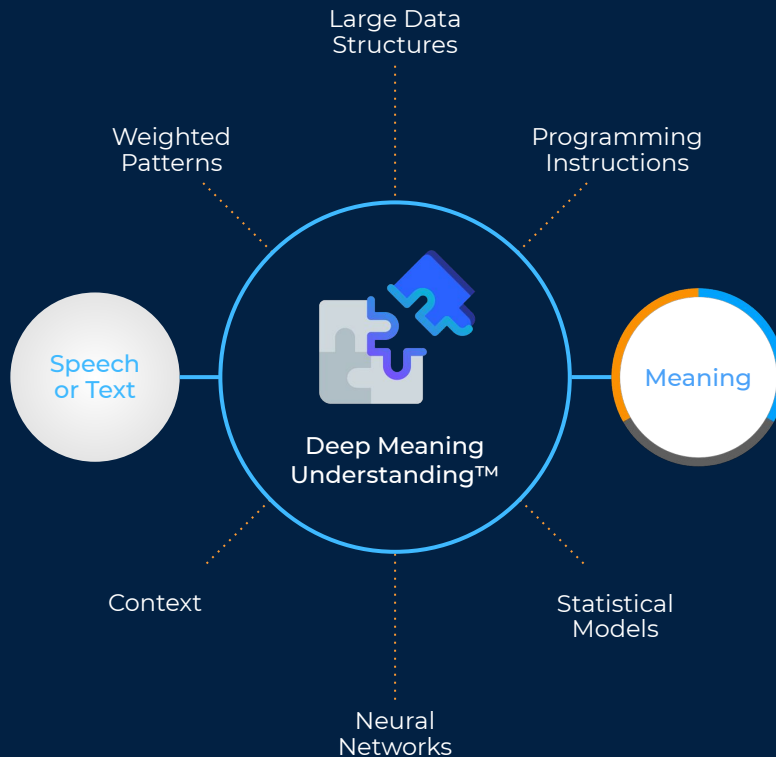
WITH HOUNDIFY



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.

Showing 2 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[®]

A global AI that knows the answer to any question and can perform any task

Extensible 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



<http://www.youtube.com/watch?v=e0z2ZVM1ng>

Competitive Advantage

Speech-to-Meaning® (Real-Time ASR+NLU)						
Basic NLU	✓	✓	✓	✓	✓	✓
Deep Meaning Understanding® (Complex Conversation Support)						✓
NLU Platform	✓				✓	✓
Collective AI®: Extensible Platform						✓
Dual Hybrid Technology				✓		✓
Embedded Offline Recognition				✓		✓
Hundreds of Domains	✓				✓	✓
Monetization Revenue						✓
Custom Wake Word/Multi Wake Word				✓		✓
Own Your Brand/Experience				✓		✓
Complete Offering						✓
Independent and Platform Agnostic				✓		✓
Custom Solutions and Support				✓		✓

"Big Tech" 1

"Big Tech" 2

"Big Tech" 3

Legacy Vendors

"Big Tech" 4



HOUNDIFY

Strong Patent Protection

227 Patents: 81 granted, 146 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

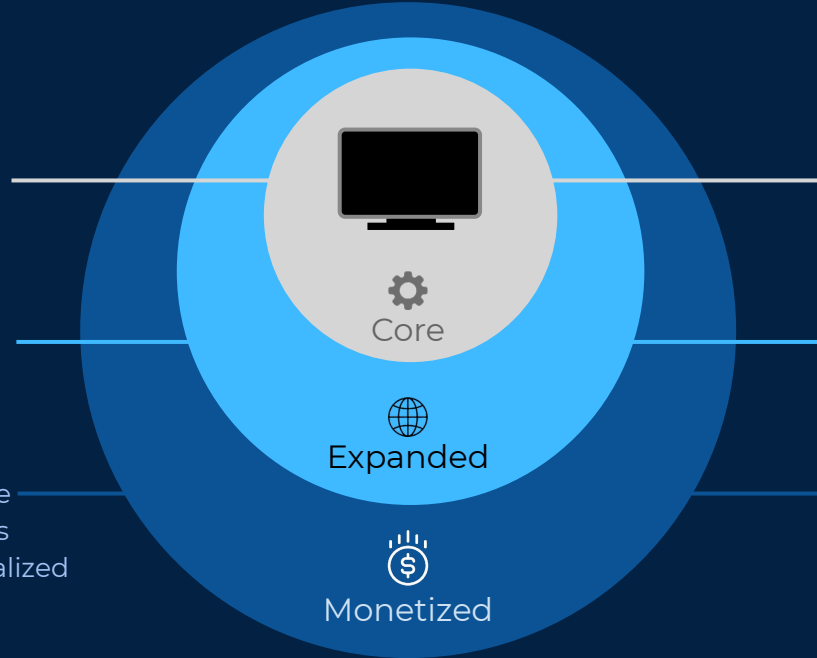
Houndify Ecosystem Extends Product and Brand Value

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

- Access global content
- Broader utility beyond physical form factor

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



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

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

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

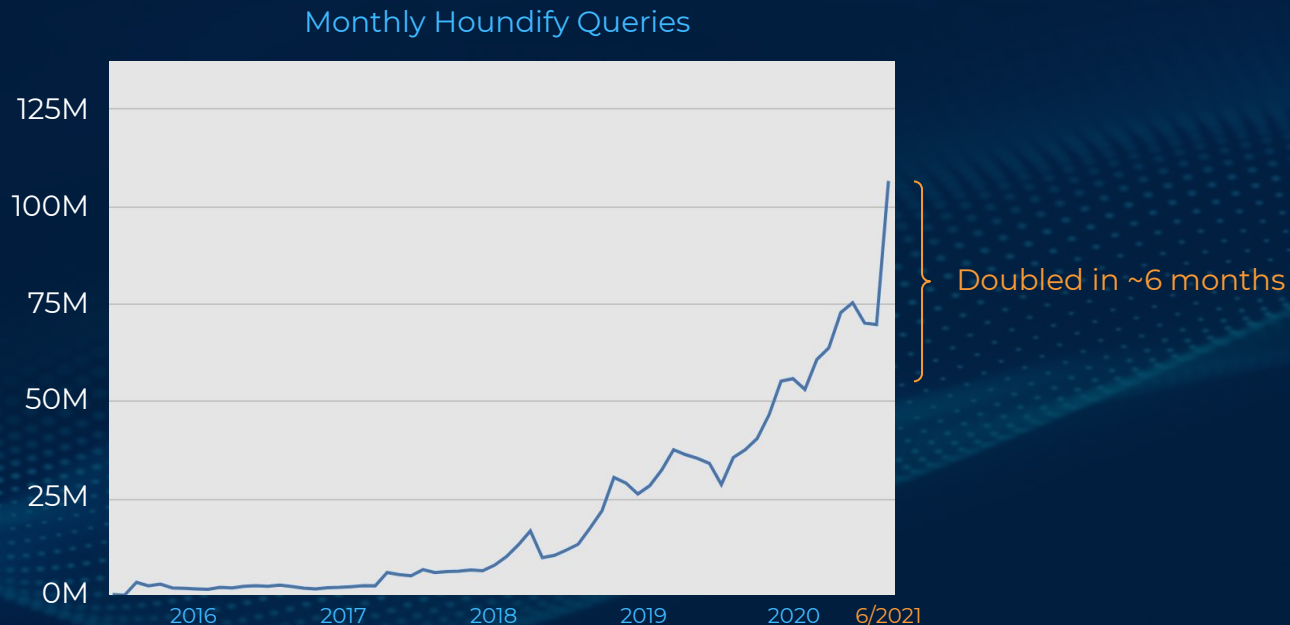
Financial Overview

Growth in usage fuels financial momentum and strengthens go-to-market strategy

SoundHound Inc.

Accelerating Growth in Houndify Queries

Delivering 100M+ monthly queries with a total of 1B expected in 2021 as products continue to launch and usage grows

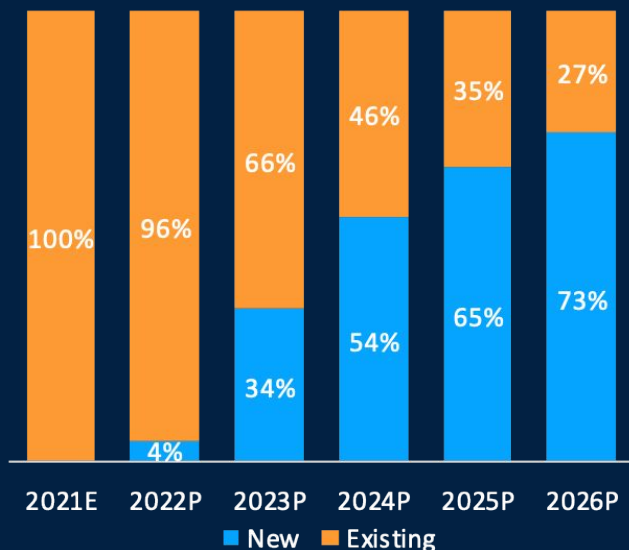


Growth In Bookings Provides a Foundation For Revenue Growth

Bookings backlog expected to double year-over-year

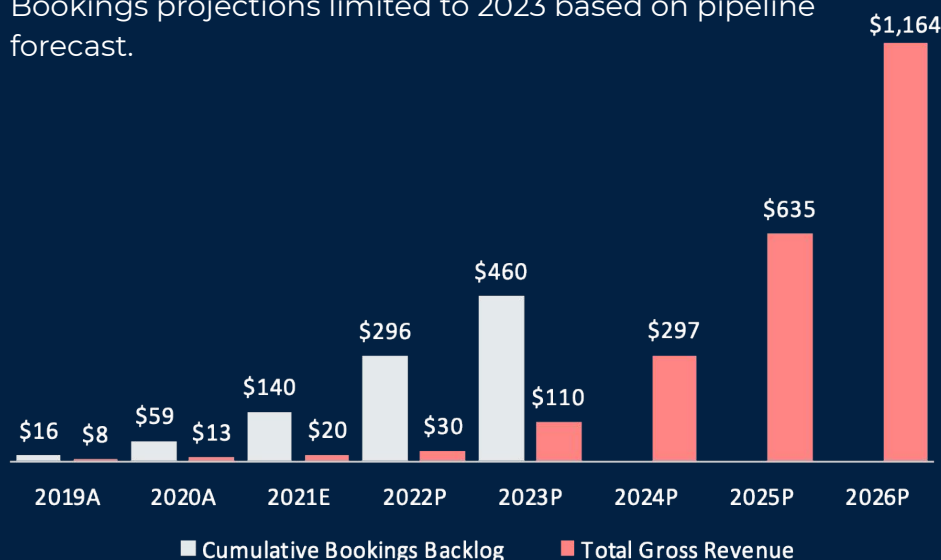
Forecasted Rev. by Cust. Relationship (% gr rev)

- 100% of projected revenue in 2021 is driven by existing customers
- Existing customers continue to generate over 40% of forecasted revenues in 2024



Proj. Annual Bookings Backlog & Gross Revenue (in millions)

- Bookings are represented by multi-year contracts generating ongoing annual revenue.
- Backlogs result from projected bookings combined with remaining billings from existing bookings.
- Bookings projections limited to 2023 based on pipeline forecast.



Three Revenue Generation Pillars

Established royalty and subscription revenues creating an ecosystem of voice advertising and commerce

Houndified Products

Voice-enabled products across automotive and consumer electronics (IoT)

1. Royalties

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

Houndified Services

Customer service, food ordering, content, appointments, and voice commerce

2. Subscription

- Monthly fees based on usage-based revenue
- Revenue per query
- Revenue per user / unit of time

Houndified Ads + Commerce

Revenue from users of Houndified products accessing Houndified services and advertising

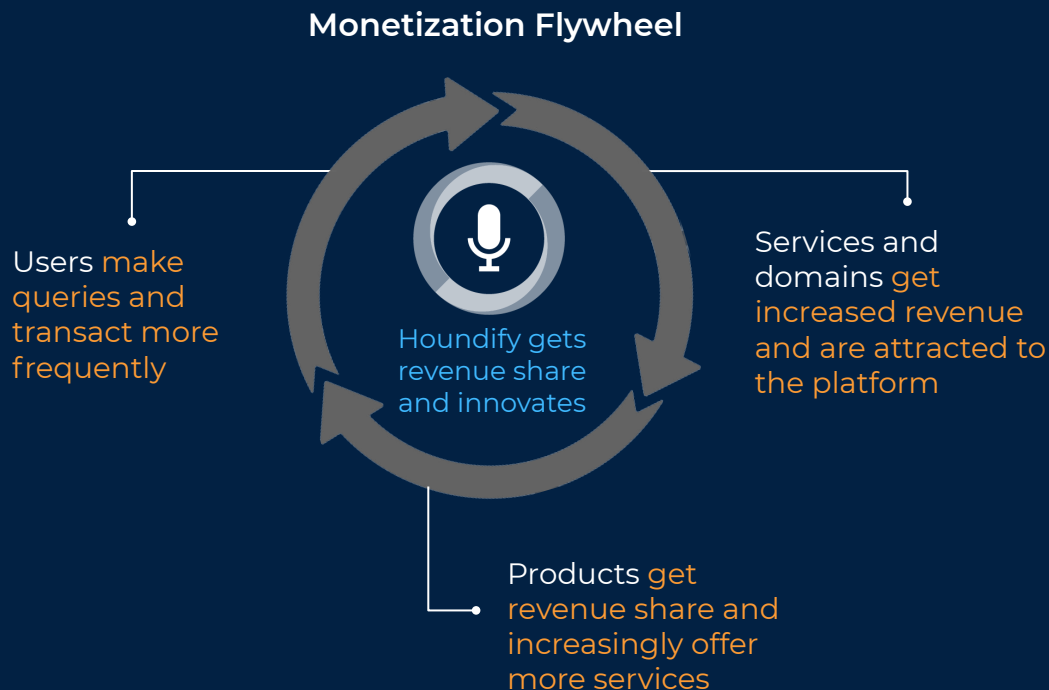
3. Monetization

- Intent-based ad model
- Commissions on ordering
- High value focused targeting
- Revenue share with customers
- Replace cost with future revenue



Monetization Growth

Increased usage incentivizes growth in monetized services



Compound Market Impact

Monetization improves adoption

- Free or reduced cost to implement improves adoption by products and services

And increases TAM

- Increased monetization revenue opportunities post-adoption increases the TAM

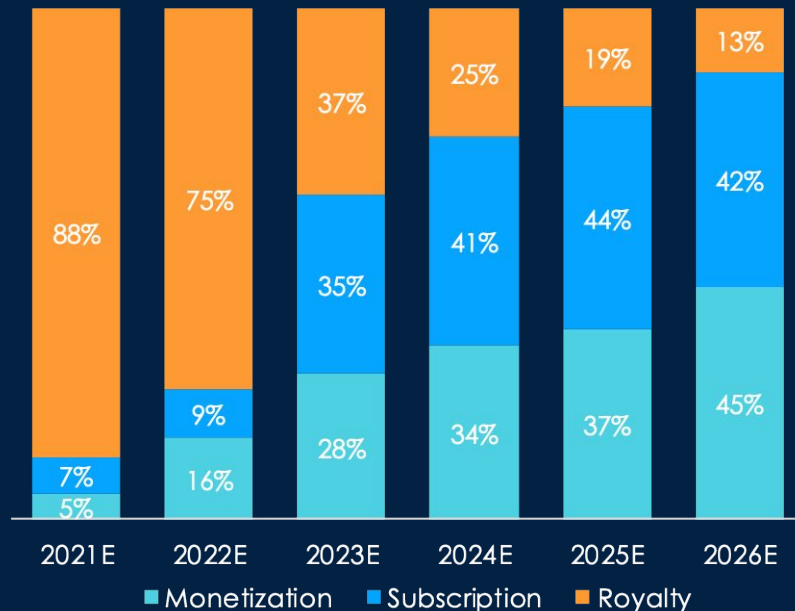
Projected Revenue Contribution by Category

Commentary

Three revenue “pillars” generating compounded growth:

1. **Royalty revenue** from Houndified products
 - Includes cars and IoT products.
2. **Subscription revenue** from Houndified services
 - Includes customer service, food ordering, reservations, appointments, and voice commerce.
3. **Monetization revenue** from users of Houndified products accessing Houndified services and advertising.
 - Lead generation and repeat transaction revenue with advertising
 - Revenue shared with product creators
 - Creates compound impact of increasing adoption and Total Addressable Market (TAM)

Contribution by Revenue Category (% gross revenue)



Extensive Selection of Voice AI Content and Services

Available as white label with full redistribution rights

Select Content Domain Partners

Uber

FLIGHTSTATS

TinBu

iHeart
MEDIA

audiobooks.com

BigOven.

expedia group

here

yelp

sportradar

Parkopedia

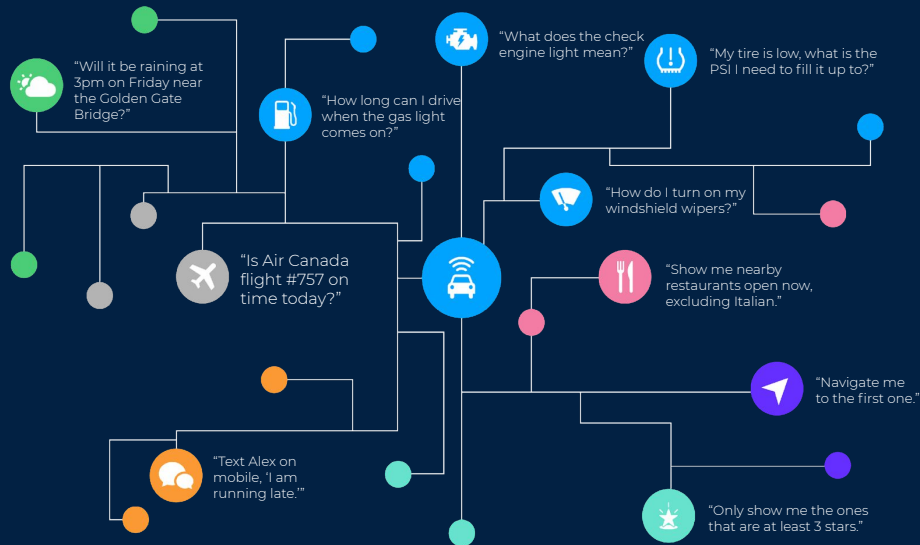
eventseeker

CustomWeather
Taking the World By Storm. ®

AccuWeather

xignite

Houndify Responds With the Best Content Domain



Robust Projected Growth Profile

Summary Financials

(in millions)

	2019A	2020A	2021E	2022P	2023P	2024P	2025P	2026P
Bookings ^{(2)[3]}	\$24	\$54	\$100	\$180	\$243	-	-	-
<i>% Growth</i>		122.2%	85.2%	80.2%	35.1%	-	-	-
Gross Revenue	\$8	\$13	\$20	\$30	\$110	\$297	\$635	\$1,164
<i>% Growth</i>		69.6%	54.7%	46.9%	271.1%	170.5%	113.7%	83.4%
Net Revenue	\$8	\$13	\$20	\$28	\$98	\$255	\$533	\$939
<i>% Growth</i>		69.6%	54.7%	41.3%	244.9%	159.7%	109.0%	76.3%
Gross Profit	\$3	\$7	\$15	\$22	\$84	\$226	\$479	\$844
<i>% of Gross Revenue</i> ⁽¹⁾	41.2%	55.0%	74.0%	75.4%	77.0%	76.2%	75.4%	72.5%
Adj. EBITDA	(\$56)	(\$50)	(\$73)	(\$101)	(\$88)	\$6	\$191	\$471
<i>% of Gross Revenue</i>						2.1%	30.1%	40.5%

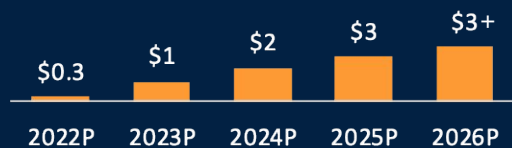
Source: Management estimates. Note: Bookings, forecasted Gross Profit, and Adj. EBITDA are non-GAAP measures. Forecasted Gross Profit excludes depreciation and amortization. Financials audited in accordance with PCAOB auditing standards. (1) Declining gross profit margins beginning 2023 due to projected monetization revenue shared with customers as monetization partnerships accelerate. (2) Bookings and revenue projections in this table align with all other reports in this presentation (3) Bookings projections limited to 2023 based on pipeline projections

Gross Monetization – Implied Revenue Per User

SoundHound Projection

Aggregate Monetization per User / Year

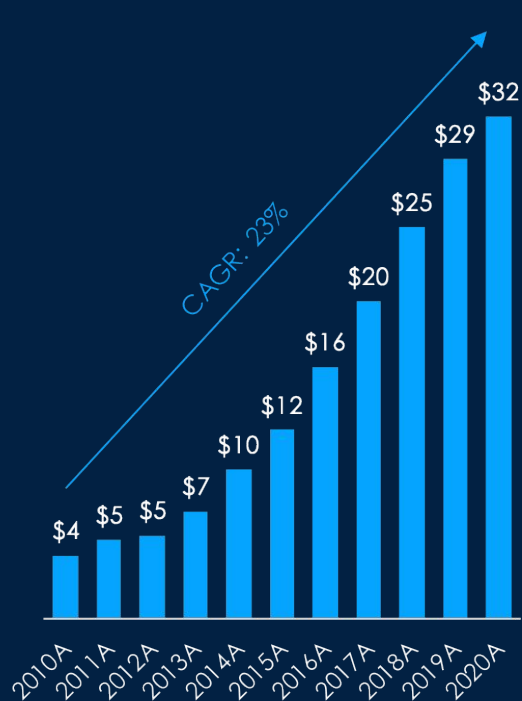
SoundHound's projected revenue per device is conservative relative to Facebook and Google's historical figures



Historical Industry KPIs

Facebook (Global) ARPU

Facebook (US) ARPU: \$164



Google (Global) ARPU

Google (US) ARPU: \$281



SoundHound's Undeniable Criteria For Adoption

Technology		Breakthrough Houndify Voice AI technology with 5+ year lead on competition
Brand Control		Houndify offers full control over brand, users, and data
Financial		Through Houndify's unique monetization strategy, companies can integrate Houndify Voice AI at no cost and generate revenue
Ecosystem		Public and private customizable domains offer the broadest range and flexibility for voice AI integration
Privacy Control		Full privacy control through Houndify allows companies to establish trust with customers
Conflict of Interest		Houndify does not compete with its customers (whereas big tech has an agenda to learn, compete, and take over the product)
Edge Hybrid		Houndify offers embedded on-device technology for always-on voice interaction with a seamless connection to the cloud for optimized interaction
Differentiation and Innovation		Houndify Voice AI innovation is focused on delivering the greatest value for third-party integration

Transaction Overview

SoundHound Inc.

Transaction Overview

(in millions, except per share figures)

Sources & Uses

Sources of Funds

SoundHound Rollover Equity	\$2,000
SPAC Cash in Trust	133
PIPE Proceeds	111
Total Sources	\$2,244

Uses of Funds

SoundHound Rollover Equity	\$2,000
Estimated Fees & Expenses	25
Cash to Balance Sheet	219
Total Uses	\$2,244

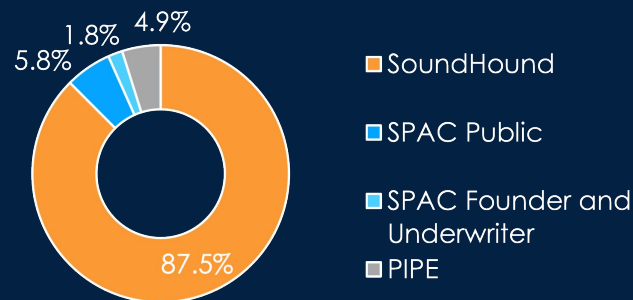
Pro Forma Revenue Multiples

2023P Gross Revenue	\$110
2024P Gross Revenue	297
<i>Pro Forma Enterprise Value / 2023P Gross Revenue</i>	<i>18.8x</i>
<i>Pro Forma Enterprise Value / 2024P Gross Revenue</i>	<i>7.0x</i>

Pro Forma Valuation

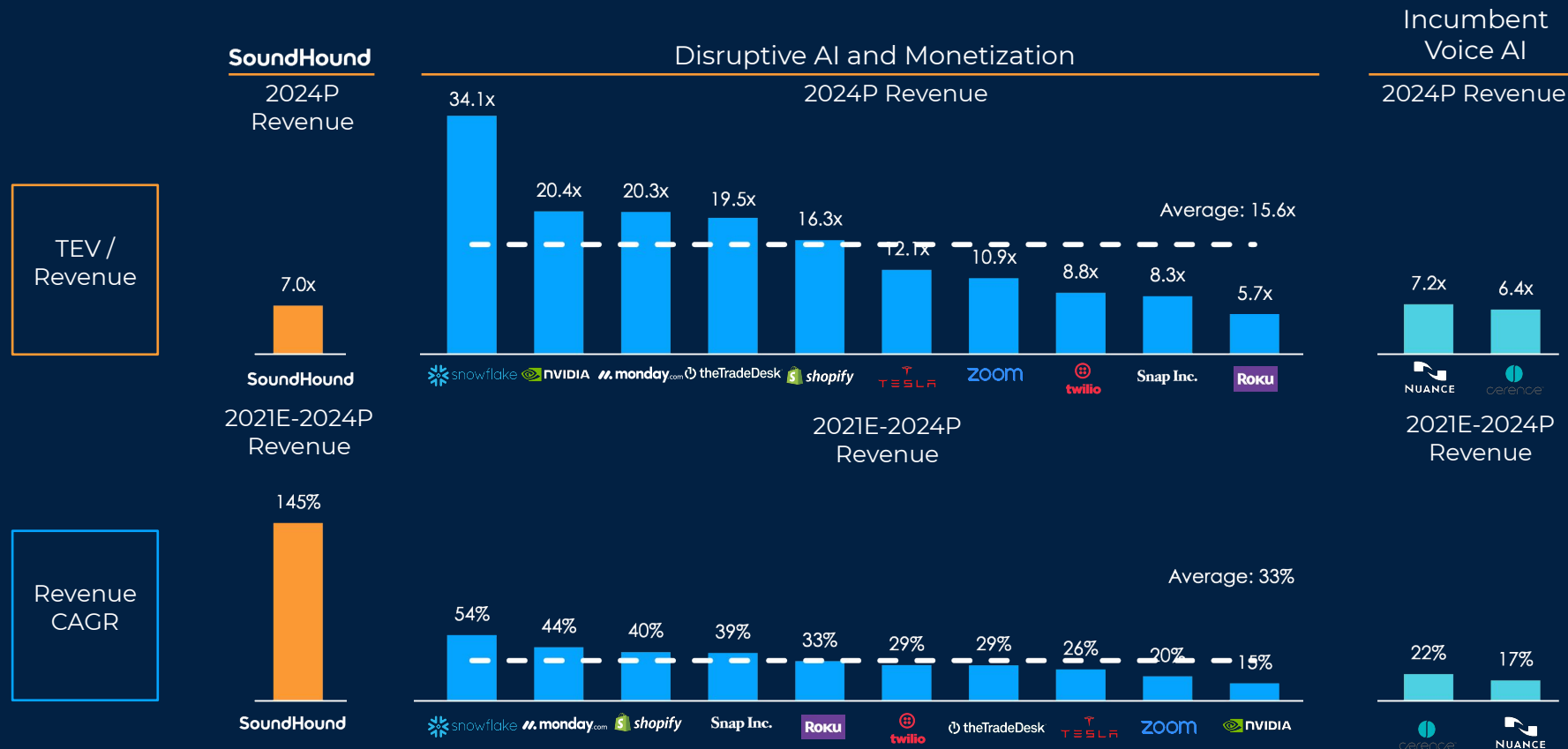
Share Price	\$10.00
Pro Forma Shares Outstanding	228.6
Pro Forma Equity Value	\$2,286
Less: Pro Forma Net Cash	(219)
Pro Forma Enterprise Value	\$2,067

Pro Forma Ownership

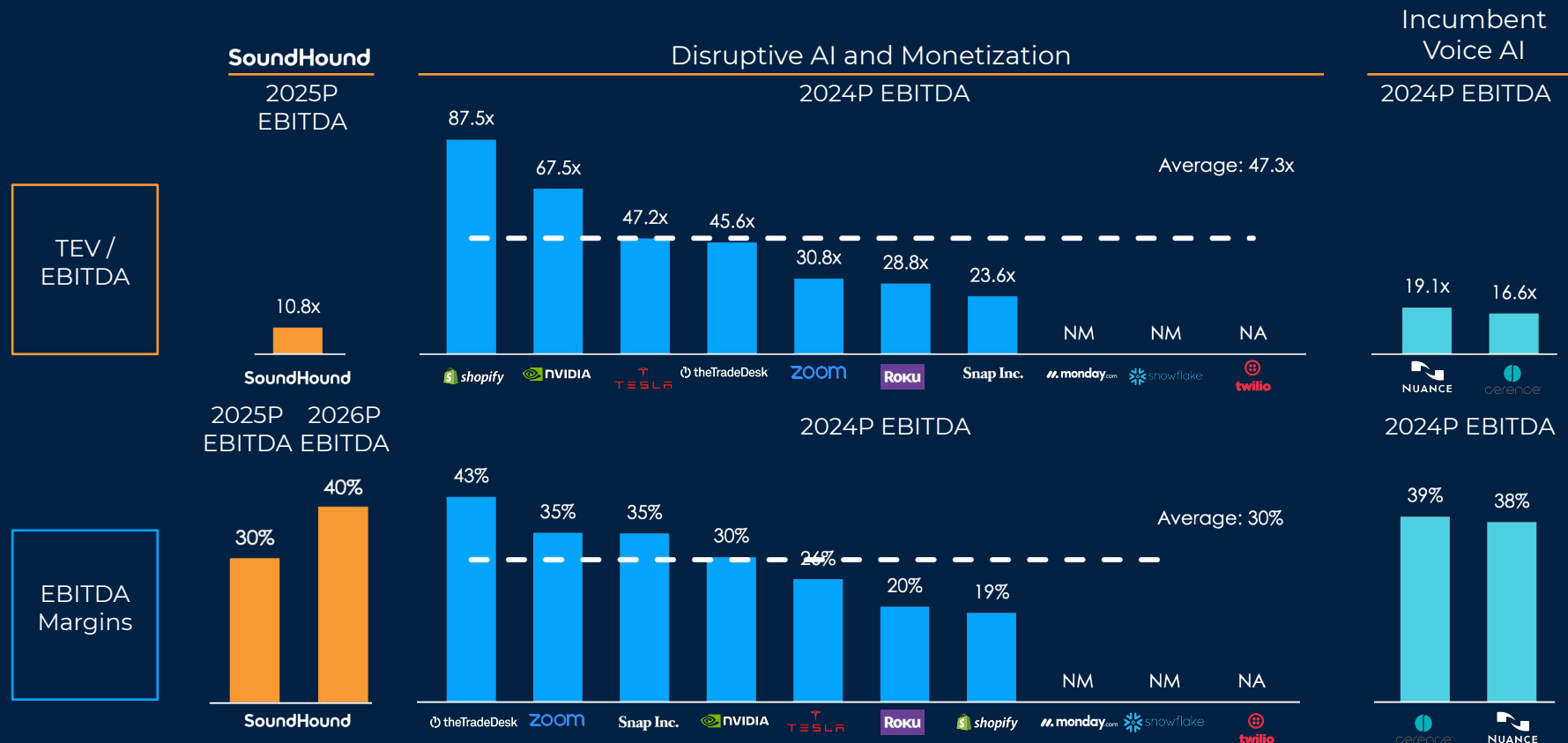


Note: Assumes no redemptions from SPAC trust account and assumes new shares are issued at a price of \$10.00. Pro forma shares outstanding includes 13.30 million SPAC Public shares, 3.33 million SPAC Founder shares, 0.42 million SPAC Underwriter shares, 0.42 million SPAC Founder and Underwriter private placement shares, 11.10 million PIPE shares, and 200.00 million rollover shares to existing SoundHound shareholders (with assumed options and warrants based on the treasury stock method). Excludes impact of 6.86 million outstanding warrants with a strike price of \$11.50 and excludes awards reserved under the new equity incentive plan and employee stock purchase plan to be adopted in connection with the closing. Pro forma ownership reflects economic rights; stock issued to SoundHound's three founders may be high-vote stock, subject to negotiation with and approval of the Special Committee of the Board of Directors and approval of Company Stockholders.

Attractive Valuation Relative to Revenue and Revenue Growth



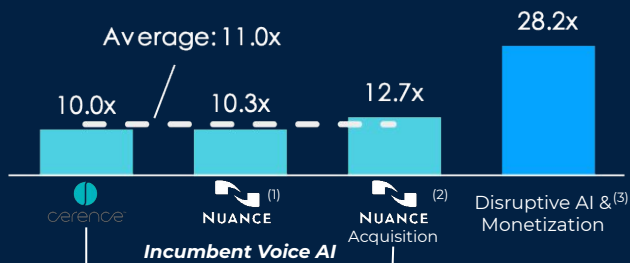
Attractive Valuation Relative to EBITDA and Profitability



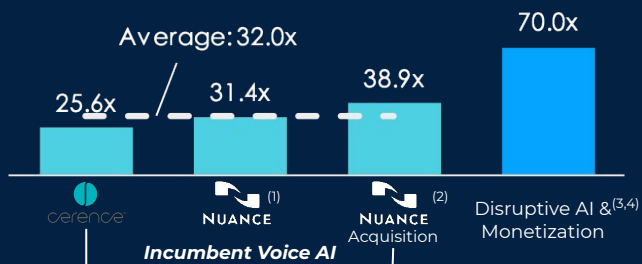
Significant Near Term Value Creation Opportunity

Peer Group 2022 Valuations

TEV / 2022P Revenue



TEV / 2022P EBITDA



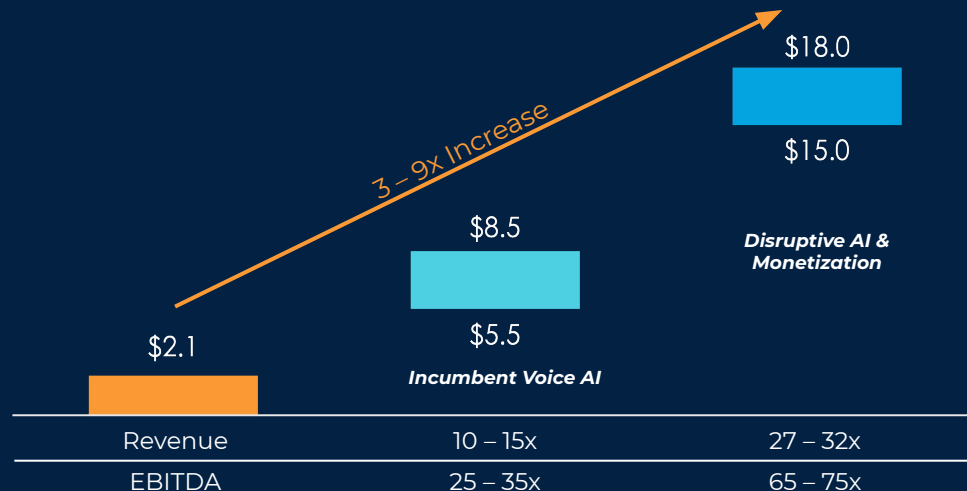
Illustrative SoundHound Value Creation Opportunity

Transaction Value

(\$ in billions)

Present Value at Peer Valuations (5)

Future value calculated based on outlined forward multiples applied to 2026E Revenue and EBITDA, discounted 20% annually to December 31, 2021

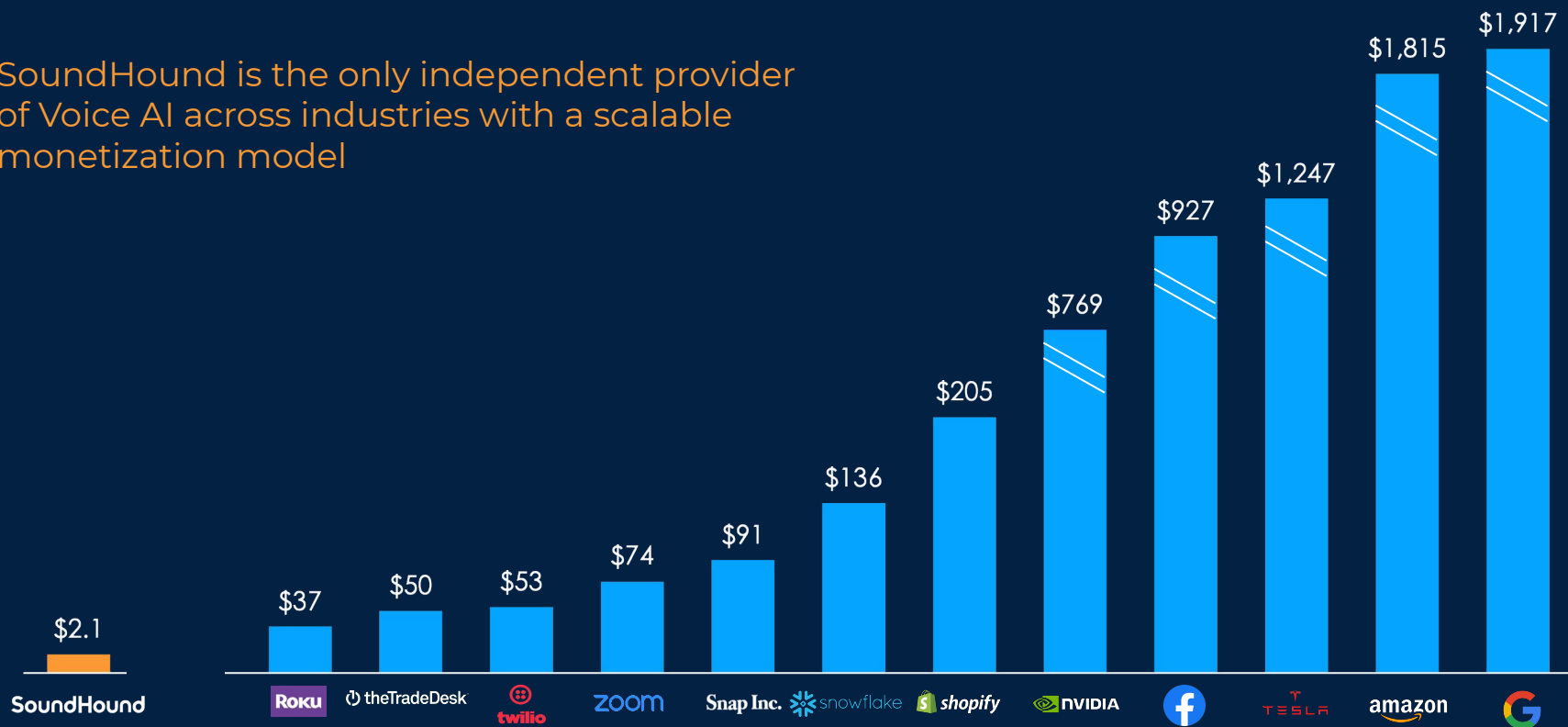


Source: Management estimates, Company materials, Wall Street research, CapitalIQ, and FactSet as of 11/2/2021. Note: Nuance revenue and EBITDA forecasts reflect management estimates. (1) Multiple reflects trading as of market close on the day prior to the announced acquisition by Microsoft. (2) Multiple reflects Microsoft's cash offer price of \$56.00 per share. (3) Disruptive AI and Monetization peer average includes Monday.com, NVIDIA, Roku, Shopify, Snap, Snowflake, Tesla, Trade Desk, Twilio, and Zoom. (4) Excludes EBITDA multiples above 100.0x or below 0.0x. (5) Present value assuming valuation multiples applied to 2026P Revenue and EBITDA, 12/31/2021 valuation date and 20% discount rate.

Significant Medium to Long Term Value Creation Opportunity

(\$ in billions)

SoundHound is the only independent provider of Voice AI across industries with a scalable monetization model



Appendix

SoundHound Inc.

Non-GAAP Reconciliations

Adj. EBITDA Reconciliation

(in millions)

	2019A	2020A
GAAP Operating Income / (Loss)	(\$65)	(\$66)
Non-GAAP Adjustments		
Plus: Depreciation & Amortization	5	6
Plus: Stock-Based Compensation	3	6
Plus: Change in Warrant Liability	0	1
Plus: Amortization Of Debt Issuance Costs	-	1
Plus: Change in Fair Value of Derivative Liability	-	1
Plus: Loss Upon Extinguishment of Debt	-	4
Less: Deferred Income Taxes	-	(2)
Adj. EBITDA	(\$56)	(\$50)

Recent Strategic Developments

Strategic Partnership with Oracle

- In August 2021, SoundHound entered into a strategic partnership with Oracle Corporation (“Oracle”), a leading global cloud infrastructure provider, to accelerate its global expansion
 - Increases availability of SoundHound’s services to existing and prospective customers
 - Accelerates research and development and training of Artificial Intelligence (AI) models

Oracle has committed to an investment in the PIPE



Significant Lead in Voice AI Technology and Adoption

Voice AI technology has high barriers to entry

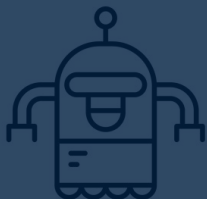
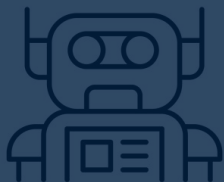
- Requires years of R&D
- Very few competitors
- Unlikely new players

Many industry giants have tried and not succeeded

Houndify maintains its technology lead on competition, with proven adoption and established global scale



Diversity in Voice AI



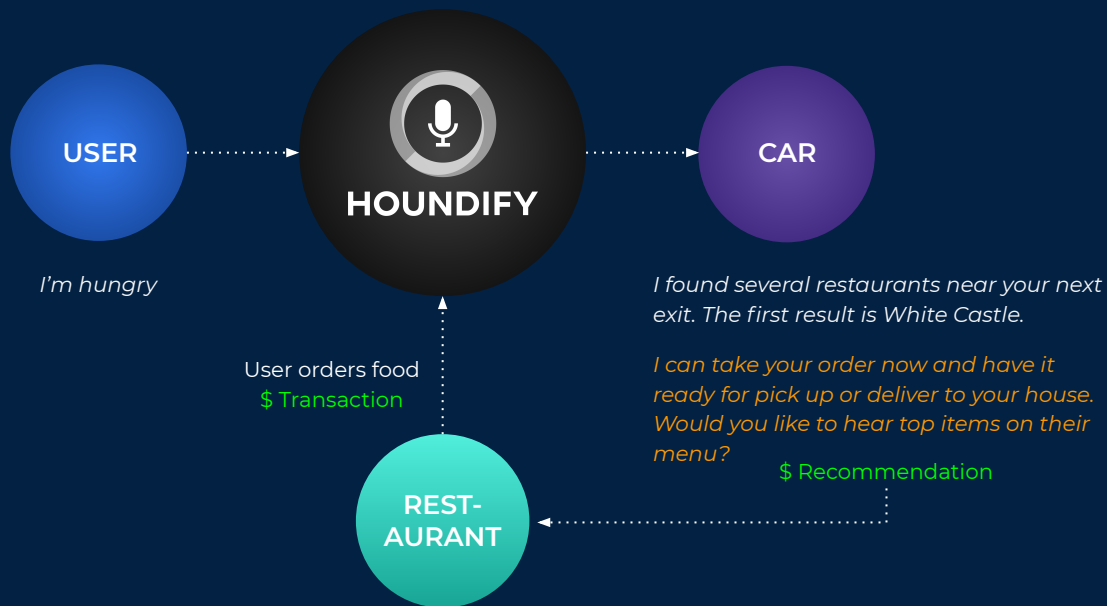
Our world will be filled with smart devices and robots

But they will not all have the same name

We will have multiple assistants, with different names, varying expertise and unique personalities

We will be living in a multi-assistant world, all connected to one Collective AI – a central source of broad knowledge

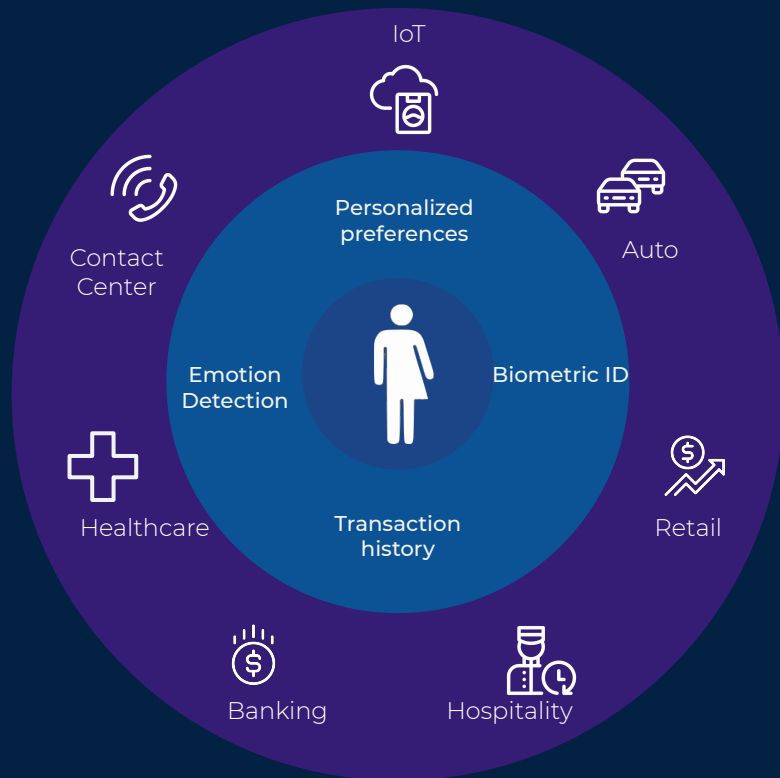
Example Monetizable Scenario



An enhanced ecosystem-based monetized voice AI model
creates compound annual revenue opportunities

Future Reality: Personalized Experience for Houndify users

Unified and across products creates value across the ecosystem



Voice Biometrics

- Allows for personal identification
- Works across Houndify products

Voice Password

- Combine with speaker ID/biometrics to create two-factor authentication

Emotion Detection

- A more tailored empathetic experience
- Leveraged to offer more targeted monetizable offers

Visual Wake

- Face tracking, body tracking, and audio channelling can create more natural interactions

Always Listening

- Free from turn-based conversations, Houndify interactions happen organically

Multi-Zone Audio

- Can better differentiate multiple speakers, especially in automotive
- Working with biometrics, can identify unique individuals

Real-Time Translation

- Speak and receive responses in any language
- Houndify acts as a universal translator

Dynamic TTS

- Responds and sounds like a real person

Payment and Fulfilment

- Voice-based ordering

Audiovisual Search

- "Tell me about this building"
- "What's that store across from me?"

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%
Houndify	95%	90%	78%	66%

Houndify Everything

November 2021