



8 September 2022

# CHANGING GEARS

# We are ahead of plan ...



## From IPO in Oct 2021 to now:

- ✓ Development of APP (IOS)
- ✓ Expanded commercial relationship with Anker Innovations
- ✓ Hearing is believing
- ✓ Technology is proven
- ✓ Strategic shortcut to licensing
- ✓ Identification of targets

“... not much said, but all done”

Original timeline:

- ~~B2C service in 2022~~
- ~~dongle in 2023~~
- Aifi Inside for brands in 2024

New timeline (1-2 years ahead of plan):  
• **Aifi Streaming and Aifi Inside  
for brands in 2024 starting in 2022.**



# AIFI BUSINESS OBJECTIVE: LICENSING PARTNERSHIPS

with Bluetooth speaker brands<sup>1</sup> and Streaming vendors<sup>2</sup>



**2022/23 (starting now):**

Selling Technology  
Trials to 3-4 strategic  
partners across both  
categories

**2023/24:**

Commercial  
projects with +5  
partners across  
both categories

<sup>1)</sup> Bluetooth speakers

(374M est 2022), other portable speakers,  
speaker systems, Devices with speakers like  
TV, Mobilephone vendors etc

**SONOS**

**JBL**

**Panasonic**

**soundcore**

**DENON**<sup>®</sup>

**harman/kardon**  
by HARMAN

<sup>2)</sup> Music streaming

including video and Television streaming etc



**APPLE** MUSIC



**music**

**DEEZER**



# AiFi STREAMING



Consumption of streamed music is exploding. Social listening with friends is a big part of this. **The music is at hand, always. Good quality sound is not.**

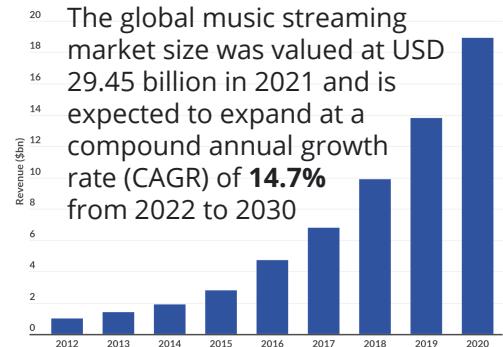
**AiFi STREAMING** - quality sound for togetherness

# AiFi STREAMING TARGETs :

## Global Music Streaming providers

### Music streaming revenue

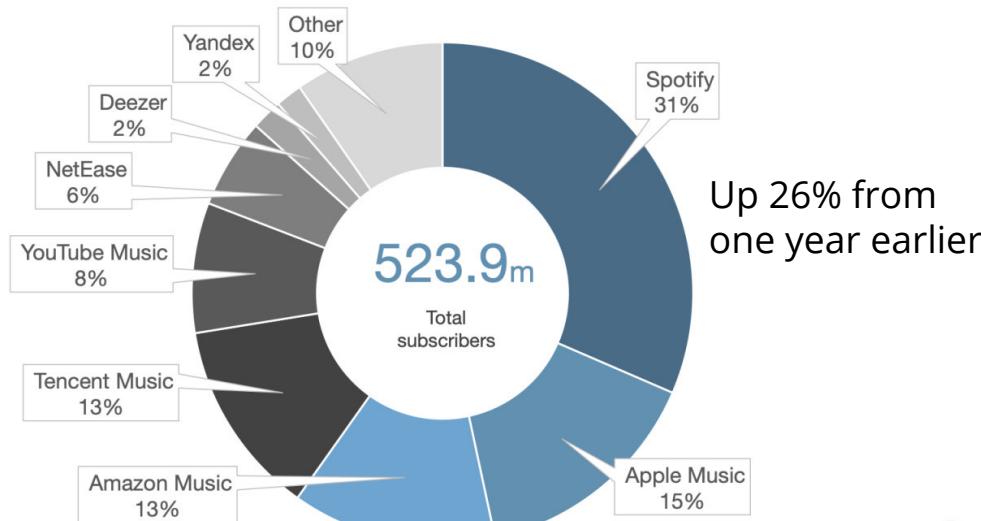
Revenue from music streaming has increased every year since inception. From 2014, it has grown at an average rate of 43.9% and become the primary revenue source for most music labels.



Grandview research

### Global streaming music subscription market, Q2 2021

Global streaming music subscription market, Q2 2021, global



Source: MIDiA Research Music Subscriber Market Share Model 11/21

Share of music streaming subscribers worldwide in the 1st quarter of 2021, by company 6

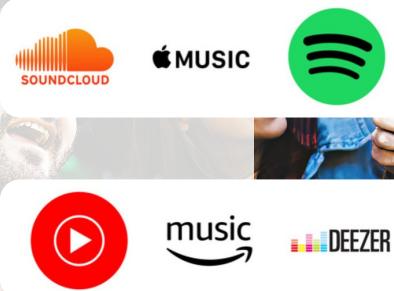
**MIDiA**

# AiFi Streaming Q3-22 (now) +30 Long List, 5 short-listed

Spotify  
Apple Music  
Amazon  
Tencent Music (QQ Music, Kugou and Kuwo)  
YouTube Music  
NetEase Cloud Music:  
Deezer  
Yandex  
Pandora  
SoundCloud  
Audiomack  
Tidal  
Gaana (focus India)  
JioSaavn  
Anghami  
Qobuz  
Jazzed  
Tuned Global  
Deedo  
PortalDisc  
Mdundo  
uDux  
LineMusic  
TrueID by TurueDigital  
Idagio  
Bandcamp  
Jamendo  
iHeart  
LiveXone (Fd Slacker)  
EnterCast

Music Streamer  
White label music streaming app/Backbone  
Music Streamer  
Professional Streamer

EXAMPLES:





**AiFi INSIDE**

A composite image featuring four individuals shouting into megaphones. On the left, a woman in a brown shirt and a man in a dark shirt are shouting. In the center, a man with a beard and a blue shirt looks shocked with three concentric circles around his head. On the right, a woman in a white shirt and a man in a white shirt are shouting. Hand-drawn style sound waves radiate from the megaphones.

More does not necessarily mean better.



In short: Just adding more speakers, does not equal a better sound experience"

# AiFi INSIDE Prime TARGETs:

## Global Speaker manufacturers

### AUDIO STREAMING

#### Drivers for Today

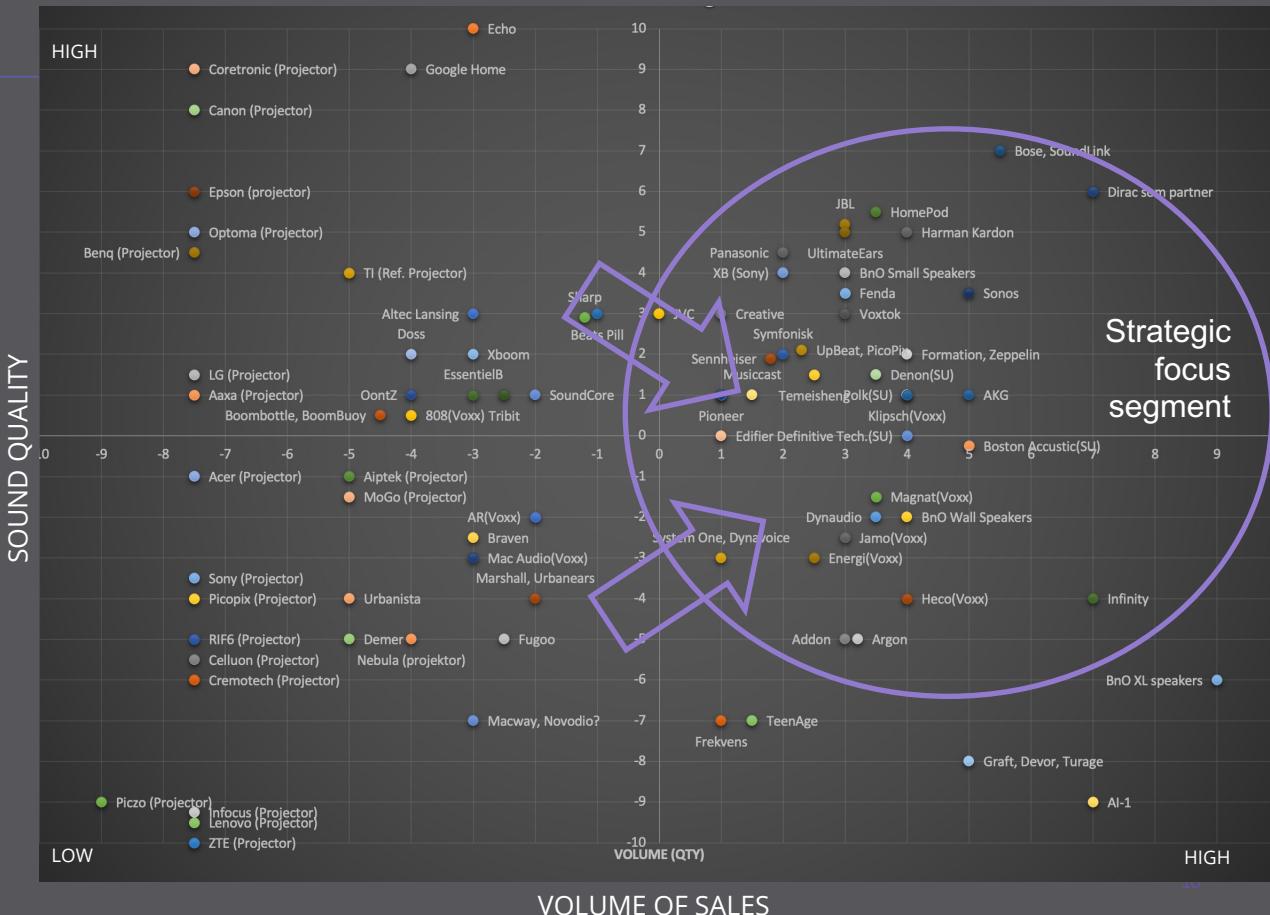
Bluetooth® technology is now in nearly all wireless speakers

As overall demand and the desire for more flexibility and mobility increases, the adoption of Bluetooth technology in speakers will also continue to expand. 374 million Bluetooth® speakers are expected to ship this year with 425 million forecasted annually by 2026.

**374**  
MILLION

Bluetooth® speakers will ship in 2022

Bluetooth 2022 market Update



AiFi Inside Q3-22 (now):  
+30 brands on long list, 9 short-listed

 AIFI

Zound Industries  
Harman Kardon (Samsung)  
Anker Innovations  
Bang & Olufsen  
IKEA  
Teenage Engineering  
Winn Scandinavia  
Sonos  
UE (Ultimate Ears)  
Bose  
Sony  
Creative Technologies  
Philips  
Apple  
Wonders Technology Co Ltd  
Edifier  
Yamaha  
Voxx  
Sound United  
Amazon  
Google  
JVC/KENWOOD  
Goertek  
Sharp  
Sonnova Holding  
Panasonic  
Samco Electronic Co, Ltd  
Fenda  
Defunc  
Audiopro  
Urbanista



Marshall  
Harman Kardon, JBL, AKG, Infinity  
SoundCore, Eufy  
Beosound, Beoplay  
Symfonisk  
Ortho, OD  
BRL:, System One, Dynavoice  
Sonos  
UltimateEars; Blast, Megblast, Boom 3, Me  
Bose, SoundLink  
XB, XG, XE ....  
Pebble, Katana  
Philips  
HomePod  
Doss  
Edifier  
MusicCast  
Klipsch, AR, Magnat, Heco, Jamo, Energi  
Denon, Polk, Definitive Tech, Boston Acous  
Echo  
Home, Nest  
JVC  
Dynaudio, Xeo  
Sharp  
Sennheiser  
Panasonic  
Temeisheng  
Fenda  
Defunc  
Audio Pro  
Sidney

## EXAMPLES

harman/kardon  
by HARMAN

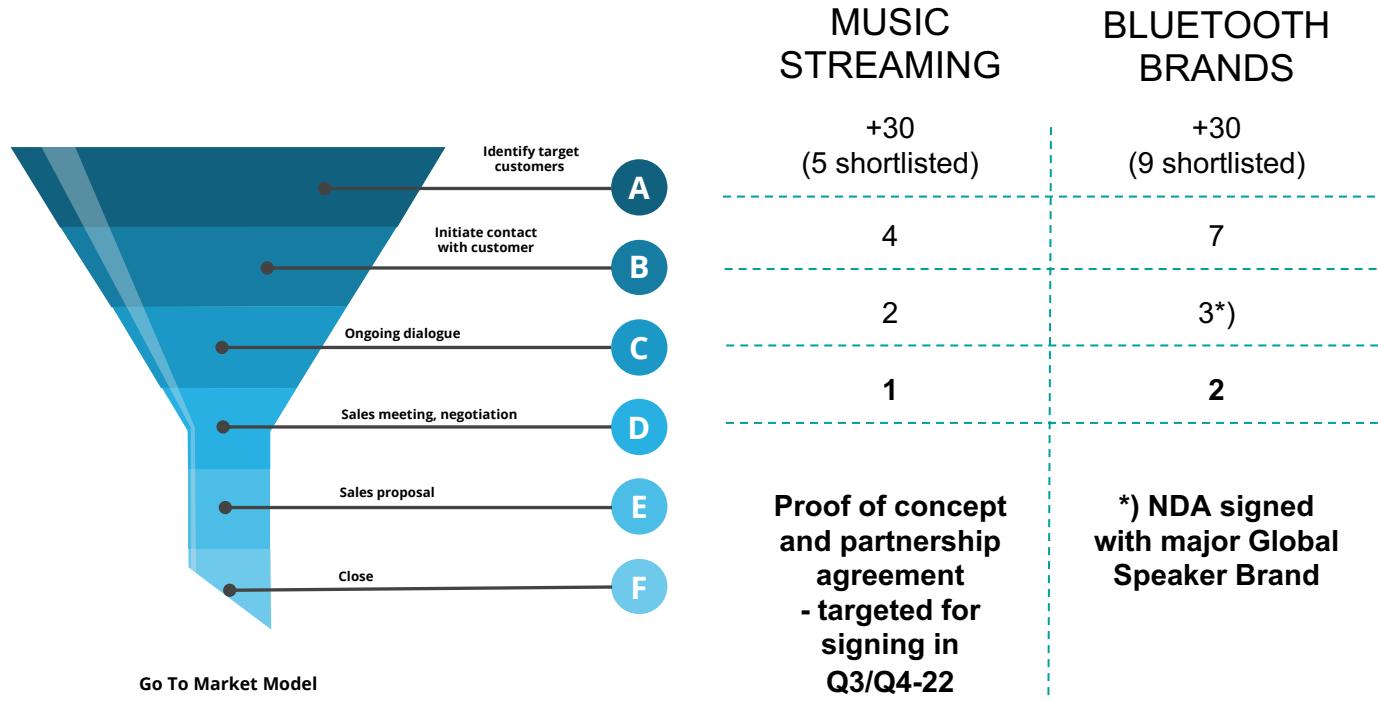
Panasonic

DENON

soundcore

SONOS

# Now (2022): Real progress



→ Target to reach first trial/LoI in Q4

## Immediate actions:

- Increase sales force: VP Business Development by Q4
- Intensified activities towards commercial targets

## Objectives by end 2023:

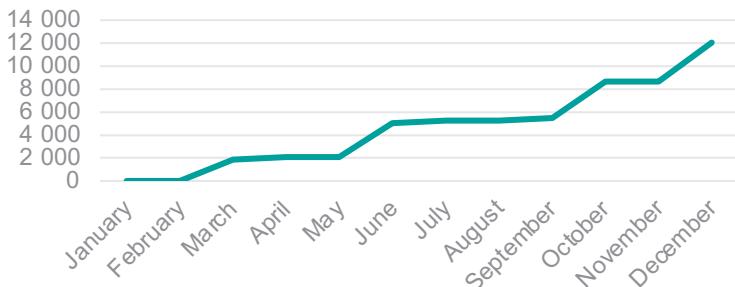
- Technology trials with 3-4 strategic partners
- **Reaching Break Even** on a quarterly basis by Q4 2023
- Commercial agreements with more than 5 partners (AiFi Inside and AiFi Streaming) started by end 2023 and matured into 2024
- Commercial launch ready/planned with at least one customers (AiFi Inside and AiFi Streaming), leading to license revenue stream in 2024.



# Turning into a real business: Scenario Q4 2022 – Q4 2023 (15 mo)



## Revenue scenario 2023 This is not a budget or forecast



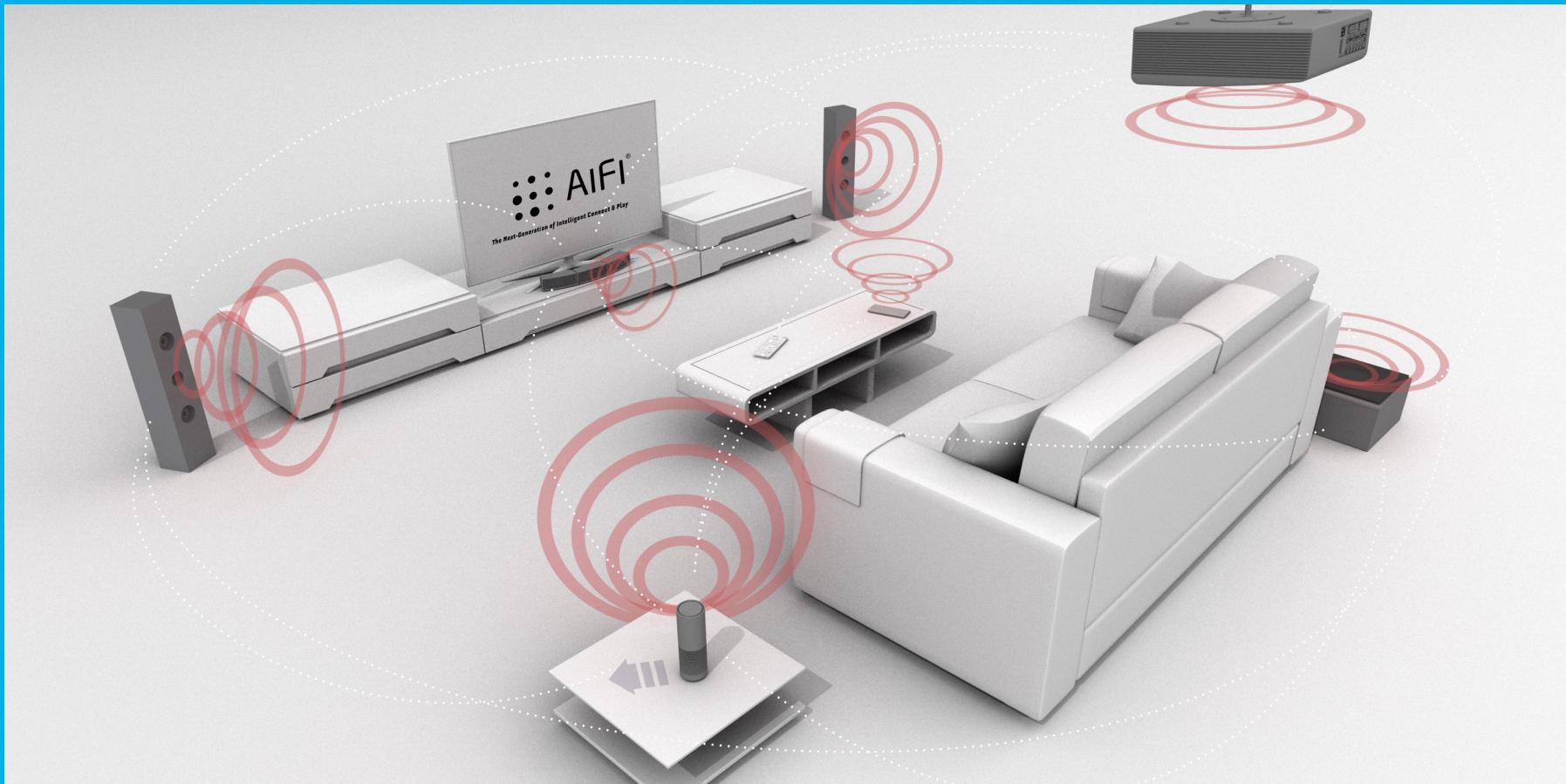
2023 – Mainly Technology Trials and Customer Development projects

- Five trials (one from Q4 2022)
- Four Development projects
- 6-7digit revenue (SEK) Licensing



Long term goal – not to forget:

TO SET A NEW DE-FACTO STANDARD IN SOUND





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