This presentation contains forward-looking statements about the products and services of Sonic Foundry within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934.

Forward looking statements include statements about our products and services, our customer base, strategic investments, new partnerships, our future operating results and any statements we make about the company’s future. These types of statements address matters that are subject to many risks and uncertainties. Actual results could differ materially from the forward-looking guidance we provide.

Any forward-looking statements should be considered in context of the risk factors disclosed in our periodic forms 10Q, 10K and other filings with the SEC. These filings can be accessed on-line at www.sec.gov and other websites or can be obtained from the company’s investor relations department.

All of the information and disclosures we make in this news release regarding our business, including any forward-looking guidance, are as of the date given and we assume no obligation to update or change this information, regardless of subsequent events.
A Track Record of High Growth & Change

MY EXPERIENCE

A career spanning unique sectors at the heart of Sonic Foundry’s future: technology, higher education, big data, consulting.

United by two major factors:

High growth opportunities:
Building businesses with >20% YoY revenue growth

Transformations:
Financial turnaround fuelled by product and market innovations

Joe Mozden, Jr.
CEO

- 10x opened new international markets
- 5x launched new services
- 9x capitalization events
- 4x sold businesses
Sonic Foundry is Primed for a Major Transformation

**The Compelling Opportunity**

- **1650** Active Mediasite customers
- **>80%** Renewal rate
- **70%** Repeatable revenue
- **50%** Revenue outside US
- Engineering talent
- Reputable technology

**Impressive Customers**

- Texas A&M University
- Stanford Medicine
- Teikyo
- Sandia National Laboratories
- NASA
- Ministry of Defense
- University of Leeds
- Mercedes-Benz
- Northrop Grumman
- Dell
- Autodesk
Mediasite Powers Learning Around the Globe

Why our foundational business matters

Capture
Any device, anywhere

Transform
Enhance powerful content

Engage
Connect with your audience

Analyze
Data at your fingertips

Supports the Classroom of the Future
Empowers the Remote Workplace
Enables Enterprises & Associations
Provides Full-service Virtual Events Platform
Transforming Sonic Foundry into a High-Growth Company

A 3-Step Process

Transforming Sonic Foundry into a high-growth company:

**STEP 1**
Stabilize the core business and generate profits

**STEP 2**
Execute a proven approach for identifying and entering new massive markets where we have the right to win

**STEP 3**
Leverage the base business as a springboard to penetrate these new massive markets
2021 Results Demonstrated Significant Progress

**Stabilize The Business**
- New leadership team
- Built strategy and vision
- Added capital to invest in growth markets

**Identify New Markets for expansion**
- Reversed 7 year revenue decline
- Became profitable
- Uplisted to Nasdaq

**Design Theory Approach:**
- Ideate
- Prototype
- Test
- Gather feedback

**ALL IN THE FIRST YEAR**
*Created the springboard for new high-growth business opportunities.*
Our New High-Growth Initiatives

vidable™
less work. more wow.

GLX GLOBAL LEARNING EXCHANGE™
The world’s *most complete collection* of AI for video delivering *instant, comprehensive & automated* video transformation at scale.

We take raw video from any source.

Through the Vidable cloud.

Apply up to 100 improvement and enhancement services, all powered by AI/ML.

To generate a ready-to-view video.
Video Creation & Consumption Undergoing Massive Shift

121% increase in video consumption 2019-2022

Enterprise video market size to reach $33 billion by 2027; CAGR of 11.6%

By 2022, 82% of the global internet traffic will come from streaming videos and downloads

1/3 of all online activity is spent watching videos

THE PROBLEM THAT THIS CREATES:

Enormous amount of high-quality content may never be utilized as creators scale.

Overwhelming for enterprises to manage their video

Editing isn’t scalable

Impossible for users to discover and consume relevant content efficiently
Vidable™ in Action

- Automatically edits and enhances videos, reducing human labor by 80%+
- Recognizes every word spoken or displayed and metatags every element of the video, creating searchable text to feed discovery crawlers and display algorithms
- Is a companion to, not a replacement for, existing enterprise video platforms
- Will become the AI inside every video platform in the industry

Raw Video → Improve/Enhance Menus → Finished Video

Inputted from any source → Through the Vidable cloud → Apply up to 100 improvement and enhancement services → To yield a ready-to-view video
AI Video Market Is a Massive Blue Ocean

WE ENJOY A PRIME MOVER ADVANTAGE:
No existing player combines machine automation with a full suite of transformation offerings.
Vidable™ is entering a rapidly growing $15B market, at the intersection of Video Editing, Enterprise Video, and AI.
We Have First Mover Advantage: **Our 1,600+ Existing Customers**

- **6 million videos**
  - managed in Mediasite

- **Over 11 billion hours**
  - of content consumed by cloud customers in the past 12 months

- **2+ Petabytes**
  - of video in Mediasite Cloud

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**2022**
- Early product build
- Roll out to existing customers

**2023**
- Scale across user base and new users
- Iterate to improve AI capabilities

**2024**
- Achieve profitability in this segment
- Explore other AI expansion opportunities
Enabling highly motivated students around the world to attain life changing opportunities and careers through access to world-class higher education...

...in a flexible, cost-effective, locally supported environment.
Closing the Higher Ed Gap

Problem
Millions of students do not have access to higher education, despite the tremendous amount of on-line educational content.

Solution
Democratize education by providing students with access to world-class education in a locally supported, affordable, community-centric environment.

It is estimated in an average year...

Nigeria
- 2+ Million prospective students apply for ~500,000 university openings
- 75% of applicants are denied admission

Uzbekistan
- 600k+ prospective students apply for ~45K university openings
- 93% of applicants are denied admission
Global Learning Exchange is at the Center of a New Economic Model for Higher Education
## Global Competitive Advantage

<table>
<thead>
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<th>Price</th>
<th>Local Support</th>
<th>Availability</th>
<th>Completion Rate</th>
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<tr>
<td>Study abroad programs</td>
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<td>Average</td>
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<tr>
<td>Student Direct Enroll</td>
<td>$$</td>
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<td>Average</td>
<td>Low</td>
</tr>
<tr>
<td>OPM (ex: Guild)</td>
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<td></td>
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<td>Average</td>
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<tr>
<td>Local Universities</td>
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<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Content Provider/MOOC (ex: Coursera)</td>
<td>$</td>
<td></td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Global Learning Exchange</td>
<td>$</td>
<td>✓</td>
<td>High*</td>
<td>High*</td>
</tr>
</tbody>
</table>

**Many-to-many, pricing, local support, world-class brands.**

*Anticipated to be high due to target markets and local support network*
Path to $1 Billion

- 20 Countries with compelling supply/demand opportunity
- 10k – 20k students per country
- $5k – $10k per year per country

$1–$4 Billion Annual Revenue Potential
Investment Thesis

**Strong Mgmt. Team**
- Handpicked for growth mindset and innovation
- Track record of delivering on stated objectives

**Established Base Business**
- Reversed multi-year revenue decline
- Achieved profitability in 2021
- Market tailwinds

**Expansion Into Massive Markets**
- Defined process for identifying new high growth markets
- Multiple additional revenue paths for Vidable™ and Global Learning Exchange™

**Undervalued Brand**
- Recent listing on the Nasdaq
- Awareness still lagging among investors
Management Team

**Joe Mozden, Jr.**
CEO

**Ken Minor**
CFO

**CJ Tao**
VP, Controller

**Rob Lipps**
EVP of Corporate Strategy

**Steve McKee, Sr.**
SVP of Product & Technology

**Duane Glader**
SVP of Sales

**Shelley Raaths**
VP, Human Resources

**Toshihide Muneyuki**
CEO of Mediasite Japan

Years of Experience:  
- Black dot: Yrs. of experience at SOFO  
- Blue dot: Yrs. of experience in this industry  
- Orange dot: Yrs. in workforce
## Sonic Foundry Share Data

### Share Data
- **Shares Outstanding at 2/17/22**: 9,100,683
- **Less Held by Affiliates at 2/17/22**: (3,872,000)
- **Public Float**: 5,228,683
- **Shares Authorized**: 25,000,000
- **Shares on Shelf**: 9,300,676

### Derivatives
- **Employee Stock Options Outstanding at 12/31/21**: 2,345,426
- **Stock Warrants Outstanding at 12/31/21**: 440,450
- **Total Derivatives**: 2,785,876