



# SOUNDGROUP

## Sound Group Upgrades AI-Powered App to Enrich Its Product Portfolio

March 11, 2024

SINGAPORE, March 11, 2024 (GLOBE NEWSWIRE) -- [Sound Group Inc.](#) ("Sound Group" or the "Company") (NASDAQ: SOGP), a global audio-centric social and entertainment company announced today that it has upgraded one of its AI-powered applications and launched a new version, incorporating voice technology and the latest AI models.

Constantly engaged in in-depth research and exploration of cutting-edge technologies such as AIGC, Sound Group is committed to advancing technological productization, deeply integrating AI and the Company's proprietary technologies, as well as expanding the scope where these technologies can be applied. Leveraging the advantages of voice-based technology, Sound Group further optimized its AI products and implemented voice input functionality in the new version of its AI application. This was achieved by employing Natural Language Processing (NLP), Automatic Speech Recognition (ASR), Large Language Models (LLM) and other related technologies, as well as integrating the GPT-4 model by OpenAI. These efforts are aimed at enhancing product usability and improving the user experience.

With years of accumulated experience in the audio field, Sound Group has built a foundation of proprietary technologies as the cornerstone for the Company's business development and will continue to strengthen core technological capabilities and advance in-depth AI technology research. Focused on the Company's core business ecosystem, leveraging the advantages of product innovation and operation systems, and guided by insights into user needs, Sound Group is dedicated to building and continuously enriching its diversified AI product matrix, thus driving global business development.

### About Sound Group Inc.

Sound Group Inc. is a global audio-centric social and entertainment company driven by a clear mission and vision: building the world's largest audio platform to better connect and communicate. The Company is dedicated to shaping a future where audio not only bridges gaps but also amplifies human connection through the power of sound. Sound Group Inc. has been listed on Nasdaq since January 2020.

For more information, please visit: <https://ir.soundgroupinc.com/>

### Safe Harbor Statement

This press release contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties, and a number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's goals and strategies; the Company's future business development, results of operations and financial condition; the expected growth of the online audio market; the expectation regarding the rate at which to gain active users, especially paying users; the Company's ability to monetize the user base; fluctuations in general economic and business conditions in China and overseas markets; the impact of the COVID-19 to the Company's business operations and the economy in China and elsewhere generally; any adverse changes in laws, regulations, rules, policies or guidelines applicable to the Company; and assumptions underlying or related to any of the foregoing. In some cases, forward-looking statements can be identified by words or phrases such as "may," "will," "expect," "anticipate," "target," "aim," "estimate," "intend," "plan," "believe," "potential," "continue," "is/are likely to" or other similar expressions. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the Securities Exchange Commission. All information provided in this press release is as of the date of this press release, and the Company does not undertake any duty to update such information, except as required under applicable law.

### For investor and media inquiries, please contact:

Sound Group Inc.  
IR Department  
E-mail: [ir@soundgroupinc.com](mailto:ir@soundgroupinc.com)

Piacente Financial Communications  
Jenny Cai  
E-mail: [soundgroup@tpg-ir.com](mailto:soundgroup@tpg-ir.com)