



# SOUNDGROUP

## LIZHI Selected as One of the “Guangzhou Top 30 Cultural Enterprises 2024”

September 27, 2024

September 27, 2024 – Sound Group Inc. (“Sound Group” or the “Company”) (NASDAQ: SOGP), a global audio-centric social and entertainment company, is pleased to announce that its business brand in China, LIZHI, has been selected as one of the “Guangzhou Top 30 Cultural Enterprises 2024” and was invited to participate in the awards ceremony on the same day.

The Guangzhou Cultural Industry Fair 2024 opened with the unveiling of the “Guangzhou Top 30 Cultural Enterprises 2024” lists, released by the Guangzhou Academy of Social Sciences (GASASIS) jointly with other organizations.



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As one of Guangzhou's most prestigious cultural industry awards, the “Guangzhou Top 30 Cultural Enterprises” series lists are released following a rigorous selection process, including preliminary research, industry recommendations, candidate list identification, compliance reviews, and expert assessment. The process ensures the final list represents the most influential backbone enterprises of Guangzhou's cultural industry. Recognized for leading in the digital music industry, this has been the fourth year that LIZHI has been included on the “Guangzhou Top 30 Cultural Enterprises” list.

This year, LIZHI has been committed to meeting the evolving needs of a more diverse user base and supporting a greater number of audio content creators in monetizing via the Company's content and services. In an internal letter to the Company, Mr. Zelong Li, the CEO of LIZHI, outlined the Company's strategy for 2024. He stated, “In 2024, we will continue to drive product innovation and advance toward our mission: to build the world's largest audio platform to better connect and communicate.”

**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.

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