

Datavault AI Inks Strategic Licensing Agreement with GFT Rewards for ADIO-Enabled Mobile Rewards with Expected Revenue in Q3'25

Approximately 500 million redemptions are processed through GFT Rewards annually

BEAVERTON, Ore.--(BUSINESS WIRE)-- Datavault AI Inc. (NASDAQ: DVLTI), a leader in AI-driven data experience, valuation and monetization, today announced a strategic licensing agreement with GFT Rewards to deploy ADIO®-enabled, Web 3 mobile rewards across major distribution channels from airports and retail chains to movie exhibitors, college campuses and Ride-Hailing networks.

GFT Rewards is a pioneer in web 3 promotions and rewards, transforming how shoppers discover and redeem offers across mass diverse distribution channels from grocery stores, stadiums and movie theatres, to college campuses and Ride-Hailing Networks. By partnering with major brands like T-Mobile, Kroger, Toshiba, Marvel and others, GFT Rewards reinvented reward creation, distribution, redemption and reimbursements, making it frictionless and profitable for retailers to hyper-scale, target and personalize their rewards and loyalty platforms, while making it easier and much more abundant for consumers to engage and reap the benefits.

In its latest initiative, GFT Rewards has teamed up with Datavault AI and ADIO® to set a new standard for programmatic reward distribution, from coupons and rebates to web 3, tokenized loyalty incentives. Leveraging ADIO's patented inaudible-tone technology, this collaboration enables retailers and brands to deliver cash-redeemable or tokenized loyalty offers directly to consumers' mobile devices. Under the terms of the agreement, Datavault AI will receive a fee for every reward redemption managed and redeemed through GFT's platform with ADIO.

Datavault AI has licensed its proprietary audio-based ADIO® solution to GFT Rewards to trigger secure mobile reward redemptions through ultrasonic tones embedded in advertisements and digital media. These rewards are instantly redeemed at the point of sale, offering real-time incentives to shoppers. GFT Rewards will utilize its GFT Cash App to execute revenue-share payments to partners with AI analytics and redemption reporting built into its dashboard.

"Retailers are experiencing a growing demand for frictionless, instant savings and rewards tied to digital ads and proximity triggers," said Jonas Hudson, Co-CEO of GFT Rewards. "This partnership combines our financial infrastructure and marketplace with Datavault AI's ultra-targeted, tone-based ad delivery system to enable the next generation in Web 3 rewards, sales and ROI for brands, distributors and IP."

The global mobile coupon market continues its rapid ascent. Valued at **\$603.3 billion in 2023**, the market is projected to reach **\$1.6 trillion by 2030**, reflecting accelerating digital adoption and evolving shopping habits among global consumers.

(<https://capitaloneshopping.com/research/coupon-statistics/>)

“These numbers show that while coupons are ubiquitous, their impact lies in how strategically they are delivered and redeemed,” said Jonas Hudson, Co-CEO of GFT Rewards. “Brands that optimize their loyalty and incentive strategies—particularly via mobile—stand to gain significant consumer engagement and revenue lift.”

As shoppers increasingly expect instant, low-friction experiences, retailers and brands are moving toward technologies that enable real-time engagement, automated delivery and seamless integration within everyday media. This shift is fueling demand for promotions that can be activated passively, in the moment and in response to media exposure—precisely the type of delivery model ADIO® supports.

Unlike legacy solutions reliant on barcodes or QR codes, ADIO® operates via encrypted, high-frequency tones that can be layered into any audio environment—streaming services, television broadcasts, retail PA systems or social video. The technology enables fully passive activation, with coupons appearing as notifications or digital wallet entries the moment the tone is detected.

“By integrating ADIO® technology into the cash ecosystem of GFT, we’re giving advertisers a way to turn impressions into transactions instantly,” said Nathaniel Bradley, CEO of Datavault AI. “ADIO® is an ideal solution for this kind of performance marketing, and we expect significant velocity in adoption as retailers and brands look to reduce friction in the promotional funnel. GFT’s system is already rolling out across select banners with national reach, and we anticipate this model becoming a standard for performance-based in-store media.”

The agreement expands Datavault AI’s channel access in key sectors, including consumer packaged goods (CPG), fast-moving consumer goods (FMCG) and high-volume grocery retail, all of which are facing increased pressure to demonstrate ROI on every promotional dollar. The ADIO® + GFT Rewards software delivers SKU-level tracking, geo-anchored performance reporting and immediate economic attribution, creating a new standard for coupon campaign accountability.

“Our mission is to make every touchpoint actionable,” continued Nathaniel Bradley. “This partnership delivers on that goal - bridging content, location and purchase in one seamless loop. Retailers benefit from increased footfall and basket size, while consumers experience real value without extra steps and friction.”

The licensing deal with GFT Rewards positions Datavault AI at the center of a rapidly modernizing retail marketing environment. As legacy couponing continues to decline and media fragmentation grows, ADIO® promises a path forward for brands seeking to integrate promotional spend with content strategy and real-world sales outcomes. The technology also opens new monetization avenues for media owners, streaming platforms and retail audio networks.

About Datavault AI Inc.

Datavault AI¹ (Nasdaq: DVLT) is leading the way in AI experience, valuation and monetization of assets in the Web 3.0 environment. The company's cloud-based platform provides comprehensive solutions with a collaborative focus in its Acoustic Science and Data Science Divisions. Datavault AI's Acoustic Science Division features WiSA®, ADIO® and Sumerian® patented technologies and industry-first foundational spatial and multichannel wireless HD sound transmission technologies with IP covering audio timing, synchronization and multichannel interference cancellation. The Data Science Division leverages the power of Web 3.0 and high-performance computing to provide solutions for experiential data perception, valuation and secure monetization. Datavault AI's agentic platform serves multiple industries through patented DataValue®, DataScore® and Data Vault Bank®, including HPC software licensing for sports & entertainment, events & venues, biotech, education, fintech, real estate, healthcare, energy and more. The Information Data Exchange® (IDE) enables Digital Twins, licensing of name, image and likeness (NIL) by securely attaching physical, real-world objects to immutable metadata objects, fostering responsible AI with integrity. Datavault AI's technology suite is completely customizable and offers AI and Machine Learning (ML) automation, third-party integration, detailed analytics and data, marketing automation and advertising monitoring. The company is headquartered in Beaverton, OR. More about Datavault AI at www.dvlt.ai.

About GFT Rewards

GFT Rewards, LLC is a "Rewards as a Service" (RaaS) software company which enables retailers, brands and intellectual property owners to distribute, redeem and reconcile rewards and promotions. GFT Rewards focus on creating, distributing, redeeming and reconciling rewards, enabling businesses to engage customers and incentivize desired behaviors effectively. The GFT Rewards platform supports seamless management of reward campaigns, offering a comprehensive service that covers the entire lifecycle of rewards distribution and redemption and loyalty rewards like Chilis (CHI) and other Web 3 rewards. Based in Las Vegas, Nevada, GFT Rewards aims to facilitate innovative reward experiences for companies looking to enhance customer loyalty and drive growth. Learn more at www.gftrewards.com

Forward Looking Statements Disclaimer

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, and other securities laws. Words such as "expect," "will," "anticipates," "estimates" and variations of such words and similar future or conditional expressions are intended to identify forward-looking statements. Such forward-looking statements, including statements herein regarding our business opportunities and prospects, strategy, future revenue expectations, licensing initiatives, recent funding and M&A activities as well as our plans to integrate acquired businesses and technologies, are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Readers are cautioned not to place undue reliance on these forward-looking statements. Actual results may differ materially from those indicated by these forward-looking statements as a result of various risks and uncertainties including, but not limited to, the following: our ability to successfully integrate all IP that we have acquired; risks regarding our ability to utilize the assets we acquire to successfully grow our market share; risks regarding our ability to open up new revenue streams as a result of the various agreements we have entered into and assets we

have acquired; our current liquidity position and the need to obtain additional financing to support ongoing operations; general market, economic and other conditions; our ability to continue as a going concern; our ability to maintain the listing of our common stock on Nasdaq; our ability to manage costs and execute on our operational and budget plans; our ability to achieve our financial goals; the degree to which our licensees implement the licensed technology into their products, if at all; the timeline to any such implementation; risks related to technology innovation and intellectual property, and other risks as more fully described in our filings with the U.S. Securities and Exchange Commission. The information in this press release is provided only as of the date of this press release, and we undertake no obligation to update any forward-looking statements contained in this communication based on new information, future events, or otherwise, except as required by law.

¹ Formerly known as WiSA Technologies, Inc.

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