



3 October 2016

Audioboom Group plc
(the "Company")

Strategic investment discussions update

On 5 August 2016, the Company announced that it was in discussions with a Chinese fund for a strategic investment of up to US\$8 million and expected a formal agreement to be entered into by the end of September 2016. The Company wishes to advise that whilst a formal agreement with the Chinese fund has not yet been reached in the timeframe originally envisaged, discussions remain active. The Company will provide a further update in due course.

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