



3 March 2017

Audioboom Group plc
("Audioboom" or the "Company")

First Quarter KPI Update

Audioboom (AIM: BOOM), the leading spoken-word audio on-demand platform, is pleased to provide an update on its KPIs for the quarter ended 28 February 2017.

KPIs

The Company's impressive KPI performance for 2016 has continued into the first quarter of 2017:

- Available advertising impressions: total available ad impressions grew from 128.6 million in Q4 2016 to 304.2 million in Q1 2017, an increase of 136%. Audioboom created 57.5 million advertising impressions in Q1 2016, representing year-on-year growth of 429%
- UFRs: as stated previously, the Company has adopted the IAB standard of unique file requests (UFRs) to replace its "listens" metric. Audioboom's Q1 2017 UFRs were 149 million (a quarterly record), compared to 145 million in Q4 2016. UFRs for Q1 2016 were 45 million, a year-on-year rise of 231%
- Content channels: the Company passed 10,000 content channels in Q1 2017, adding 478 new content channels to give a total of 10,005 as at 28 February 2017. Notable new partners include iHeart media, Up and Vanished (one of the USA's top podcasts) and Caixin (a large Chinese publisher)
- Revenues: Q1 2017 revenues will exceed those of Q4 2016 (£630,000), providing another quarterly record. The Company is well placed to meet its revenue targets for 2017, with over £2 million already booked for advertising campaigns, inclusive of the Q1 2017 revenues

Audioboom CEO, Rob Proctor, commented: *"Q1 2017 has seen us make significant progress both in terms of revenue generation and direct cost management. We continue to enjoy significant growth in all of our KPI's, setting records across the board, despite Q1 being a shorter period and the holidays disrupting content creation.*

The last six months has seen a significant swing in UK media agency attitudes towards trying and buying podcast advertising, which when combined with the growth in our US media operations means that the Company is well set to hit our ambitious 2017 targets."

Enquiries:**Audioboom Group plc**

Rob Proctor, Chief Executive Officer
David McDonagh, Chief Financial Officer

Tel: +44 (0)20 7403 6688

Liberum (NOMAD and Broker)

Neil Patel / Richard Bootle

Tel: +44 (0)20 3100 2222

Hudson Sandler

Nick Lyon / Jocelyn Spottiswoode

Tel: +44 (0)20 7796 4133

About Audioboom

Audioboom is the leading spoken-word audio platform for hosting, distributing and monetising content.

Audioboom works with more than 3,000 active broadcasters, content creators and podcasters around the world - including Cumulus, the BBC, Associated Press, NBC Sports Radio, Undisclosed and Global - hosting over 10,000 content channels.

Audioboom's hosting and distribution platform allows partners to embed, share via social channels and re-syndicate their content. Audioboom content currently receives approximately 50m unique file requests per month, and growing. Additionally, Audioboom works with its partners to monetise their audio via live host read, the dynamic insertion of pre and post roll audio adverts, and video ads.