



4 June 2015

Audioboom Group plc
(the “Company” or “Audioboom”)

Quarterly key performance indicators

Audioboom (AIM: BOOM), the leading spoken-word audio on-demand mobile platform, announced at the time of its 2014 annual results in February that it would provide quarterly updates on its key performance indicators (KPIs).

The following KPIs cover the Company’s second financial quarter from March to end-May:

Content partners – over 3,000 active content partners¹ at the end of May. Approximately 650 new content partners were added during the quarter, with recent notable additions including the hit US podcast Undisclosed: The State Vs Adnan Syed, Baseball America, SNY.TV (New York Giants, New York Jets, New York Mets), ARU (Australian Rugby Union), Epsom racecourse, 2015 FIFA Women’s World Cup, BBC Hindi, MCM Comic Con and the Bob Harris Legend Series.

¹Active content partners are those who have posted content during the period

Registered users – over 4 million at the end of May, with almost 600,000 new registered users signing up in the quarter (including c. 206,000 in May, a new monthly record).

App downloads – over 1,275,000 total mobile app installs during the quarter (approximately 60:40 Android to iOS), with more than 550,000 added in May alone, another monthly record.

Although not currently a reported KPI, the number of “listens” (that is, the number of times users consume Audioboom content through the website, the iOS and Android apps, and via the embeddable content players) will become an important metric in the coming months as it will ultimately drive advertising revenue. Total listens for the quarter exceeded 75 million, taking the total lifetime listens for Audioboom content past the 500 million mark.

Audioboom CEO, Rob Proctor, commented, *“May was another record month, not just for our reported KPIs but also for other key metrics including monthly active users, listens and follows. Together with strong performance in March and April, the quarter was comfortably our best to date. With our current rate of growth we are on track to meet or exceed the full year expectations for all these performance measures.”*

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About Audioboom (www.audioboom.com)

Audioboom is the leading mobile, web and connected device platform for the very best spoken-word content in news, current affairs, business, entertainment and sports.

It operates a digital, on-demand, streaming audio platform enabling the creation, broadcast and consumption of audio across multiple global media outlets. Audioboom works with some of the biggest names in broadcasting across sport, entertainment and current affairs to bring their content to millions of listeners worldwide via Facebook, Twitter and other media platforms.

The technology allows partners to embed playlists onto their sites and apps, use our mobile apps and functionality as listen again players and re-syndicate their content around the web.

Audioboom also allows the monetisation of audio via the dynamic insertion of pre and post roll advertising into content as a user is listening, allowing contemporary advertising selection, depending on content genre and geographic location of the user.

Audioboom has over 3,000 active content partners, including the *BBC, Telegraph, Guardian, CBS, Sky Sports, Premier League, Southern Cross Austereo, Reuters, CNBC, Universal* and *Fox*.

Audioboom is using this platform to create the world's first aggregated audio content syndication and advertising network.