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Prior to publication, the information contained within this announcement was deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 ("MAR"). With the publication of this announcement, this information is now considered to be in the public domain.

Audioboom Group plc
(‘Audioboom’ or the ‘Company’)

Contract Win

‘Casefile’ a leading podcast joins Audioboom’s digital platform

Audioboom (AIM: BOOM), the leading spoken word audio on-demand platform, announces that it has signed a multi-year contract to host Casefile, a true crime podcast, on its digital platform. The Board is hopeful that the contract will generate potentially material incremental hosting, distribution and advertising revenues from Casefile podcasts in the Company’s current and future financial years.

Launched in January 2016, Casefile regularly features among the top 50 shows on the Apple Podcasts chart, rising as high as fourth in July 2016.

Casefile’s mini-series on Yorkshire Ripper Peter Sutcliffe received 5.8 million downloads. Its most popular single episode was on tourist Peter Falconio, who disappeared, presumed murdered, in the Australian outback. That episode has more than 4.2 million downloads.

Casefile moves to Audioboom for no acquisition cost in a commercially focused revenue sharing agreement, which further demonstrates Audioboom’s growing industry recognition as the ‘go-to’ podcast advertising company for podcasters and advertisers across the globe.

The Board believes that the acquisition of some of the biggest podcasts in the world will help drive audience adoption of Audioboom’s original content network which launched in 2017. The Audioboom Originals network comprises hit shows like Mission To Zyxx and Deliberations, with a slate of 15 podcasts due to launch in 2018. The Board believes that the Audioboom Originals network will generate higher returns for the Company through stronger margins and IP ownership.

Rob Proctor, CEO of Audioboom, said: *“I am absolutely delighted that Casefile is coming exclusively to Audioboom. It is truly one of the stand out podcasts and has a huge international appeal. I am confident that Casefile will act as a further catalyst to our growth in attracting the best podcasts and help to accelerate our revenues at an even faster pace. Well done to the entire US team on this huge win for the Company in the face of spirited competition.”*

“This is important because it marks the start of Audioboom’s concerted strategy to attract the top global podcasts both from a commercial perspective and listener reach.”

A host from Casefile, said: *“As we prepare to enter our third year of podcasting, we are thrilled to be partnering with the World’s leaders in audio broadcasting, Audioboom. 2018 is set to be an exciting year and we are looking forward to new opportunities and bringing listeners the best Casefile has to offer.”*

Audioboom Group plc

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AudioBoom is a global podcasting platform that consolidates the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. AudioBoom operates internationally, with operations across North America, Europe, Asia, Australia and Latin America, and addresses the issue of disparate podcast services by putting all of the pieces of the puzzle together under one umbrella, creating a user-friendly, economical experience.

AudioBoom hosts more than 12,000 content channels, with key content partners including Associated Press (US), "Athletico Mince" (UK), The BBC (UK), Cumulus Media (US), Edith Bowman (UK), "The Heart of It with Estée Lalonde" (UK), India Today (India), "News Roast" (UK), "No Such Thing As A Fish" (UK), Red FM (India), "The Totally Football Show" (UK), "Untold: The Daniel Morgan Murder" (UK), "Undisclosed" (US) and Westwood One (US).

Original content produced by AudioBoom includes "The 45th" (US), "I Almost Knew That" (India), "Corinne Bailey Rae: The Heart Speaks in Whispers" (UK), "Ctrl Alt Win Podcast" (India), "Deliberations" (US), "InBox (US), "It's Happening with Snooki & Joey" (US), "Mission To Zyxx" (US), "The Russell Brand Podcast" (UK) and "Very Bad Words" (US).

The platform receives over 60 million listens per month and allows partners to share their content via Apple Podcasts, BookMyShow, Deezer, Google Play, iHeartRadio, Saavn, Spotify, Stitcher, Facebook and Twitter as well as their own websites and mobile apps.

For more information for podcasters, advertisers and listeners, visit audioboom.com.

About Casefile

Casefile is one of the biggest true crime podcasts, with huge and loyal audiences around the world. Casefile's anonymous host says he isn't a journalist, just a guy with an Aussie drawl and a thing for really gory stories.

The first episode of Casefile's mini-series covering the Moors Murders in Manchester, England had more than a million downloads in four days.

ENDS.