



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

Partnership Updates

Advertising Sales Partnership with Leading Content Creator

Two of Audioboom's biggest UK-based podcast partners extend commercial agreements

Spotify update

Audioboom Group plc (AIM:BOOM), the leading spoken word audio on-demand platform, announces that it has entered into an advertising sales agreement with Starburns Audio, further enhancing the benefits of its Spotify distribution agreement and increasing the Company's potential revenue generation network.

Having created a global platform to drive targeted adverts for podcast listeners, Audioboom continues to monetise its technology by establishing itself as the go-to strategic partner of choice for content creators. Partners typically share a percentage of advertising sales revenues in return for Audioboom's services.

Ad Sales partnership

Starburns Audio ("SBA")

Starburns Audio is a new podcasting network created by Starburns Industries, the production studio behind Rick and Morty, HBO's Animals, and the Academy Award-nominated Anomalisa.

SBA makes creator-driven comedy podcasts by providing a platform to unique, exciting talent and amplifying their voices to create high-quality comedic content. The launch line-up is a mix of Apple Podcasts' comedy top 50 mainstays and exciting new shows, including: "Harmontown", "Small Doses" with Amanda Seales, "Dumb People Town", "Glowing Up", "The Duncan Trussell Family Hour" and "Natch Beaut".

Spotify update

Audioboom's listens and live read ad inventory via the Spotify streaming service increased over the twelve-month period to 31 May 2018 by approximately 10%, following the successful implementation of a distribution partnership with Spotify. The increase can be attributed to just 1% of Audioboom's content being available on the Spotify platform. The next stage of the Company's partnership with Spotify will have the potential to make all Audioboom content available through an automated API. As a result, Spotify is now established as the Company's second biggest distribution platform after Apple Podcasts, with Audioboom's on-demand podcasts, such as "Mafia" and "Drink Champs", now featured on the Spotify platform across multiple content categories.

Importantly, the ability to deliver embedded Audioboom host read advertising inside the Spotify platform should result in increased revenue for Audioboom and its podcast partners as more listeners are on-boarded. Increased listens and advertising revenues as a result of partnerships are a key part of the Company's future growth strategy, which involves utilising third-party relationships and technology platforms to widen reach and the ability to grow additional revenue streams.

To date, Audioboom has been manually uploading less than 1% of its total podcast library to the Spotify platform. As indicated in the Company's announcement of 8 June 2018, Audioboom and Spotify have now integrated their services, via an application programming interface (API), which will facilitate the potential availability of 100% of Audioboom's content library to Spotify users via a simplified and streamlined upload engine. As a result, Audioboom's podcast partners can now submit their shows directly to Spotify, at the click of a button.

Audioboom's podcast partners will also benefit from more comprehensive analytics for podcasts hosted on AudioBoom, with Spotify's consumption data now integrated into Audioboom's comprehensive analytics dashboard.

Extended Commercial Agreements

No Such Thing As A Fish and The Totally Football Show

The Company is also delighted to have extended its commercial partnerships with these two podcast partners. As two of the UK's biggest podcasts by listens, the extended relationship should help further drive unique users and advertising impressions as the Company builds on the strong momentum achieved to date.

Rob Proctor, Chief Executive Officer of Audioboom, commented: "We are delighted to be widening our content network and potential revenue streams. *We have created a model that allows an ever growing number of media organisations to partner with us to create and distribute content and share revenues. Companies like Starburns are turning to us for our technology and distribution capabilities, which is a great endorsement of our platform.*"

Enquiries

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About Audioboom

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 and Australia, 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 over 12,000 content channels, with key content partners including A+E Networks (US), Associated Press (US), The BBC (UK), "Casefile True Crime" (AUS), CastBox Originals (US), Edith Bowman (UK), "Felon True Crime Podcast" (AUS), "Moneycontrol Podcast" (India), "News Roast" (UK), "No Such Thing As A Fish" (UK), "Pound for Pound with Jake Wood and Spencer Oliver" (UK), "Red FM" (India), Starburns Audio (US), "The Totally Football Show" (UK), "The True Geordie Podcast" (UK) and "Undisclosed" (US).

Original content produced by Audioboom includes "The 45th" (US), "Covert" (US), "I Almost Knew That" (India), "The Psychology Behind with Dr Linda Papadopoulos" (UK), "Ctrl Alt Win Podcast" (India), "Deliberations" (US), "It's Happening with Snooki & Joey" (US), "Mafia" (US), "Mission To Zyxx" (US), "Night Call" (US) and "The Russell Brand Podcast" (UK).

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, visit audioboom.com.

No Such Thing As A Fish

No Such Thing as a Fish is a weekly British podcast series produced and presented by the researchers behind the BBC Two panel game QI. In it each of the researchers, collectively known as "The QI Elves", present their favourite fact that they have come across that week. The most regular presenters of the podcast are James Harkin, Andrew Hunter Murray, Anna Ptaszynski and Dan Schreiber, although other QI researchers also make appearances, and there are guest presenters on some episodes.

The Totally Football Show

The Totally Football Show presented by James Richardson is a twice weekly podcast about association football produced by Muddy Knees Media. The new shows received five million downloads in their first two months. Throughout the 2017/18 season 26 million downloads were reported.