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

Audioboom Launches Series of International Advertising Sales Partnerships

Exclusive ad sales agreements with advertising agencies in Australia, Canada, New Zealand and the UK

Audioboom Group plc (AIM:BOOM), the leading spoken word audio on-demand platform, announces three exclusive commercial agreements with leading international ad sales networks, which will significantly expand the Company's global reach and revenue generating opportunities.

These partners will leverage Audioboom's established back office technology and data analytics, serving the networks and media sales agencies with content to drive revenue from programmatic and in-read advertising.

The first agreement with The Podcast Exchange ("TPX"), focuses on the Canadian region and makes Audioboom the first podcast platform to partner with this network. Launched in February 2018, TPX, which does not make or sell its own content, combines research-driven strategy, advanced metrics, sales expertise and geo-targeting, providing advertisers with better monetisation opportunities within the Canadian podcast audience.

The second agreement targets the Australian and New Zealand markets through Placard Media ("Placard"). Placard is a dedicated agency that connects advertisers from these territories with engaged podcast listeners. The agreement gives Placard the exclusive right to sell "Host Endorsements" and "Live Reads" on Audioboom's podcast inventory to advertising agencies within Australia and New Zealand.

The third agreement is with DAX, which is the world's largest, most advanced programmatic advertising platform, available in the UK, US, France and Germany and is Global Radio's premium digital audio advertising service. Audioboom is a key partner for Global Radio as it looks to extend its reach into the programmatically delivered spot advertising market for podcasting.

DAX gives advertisers access to an audience of 160 million people across premium audio publishers including the Capital, Heart and Radio X radio stations, as well as platforms like SoundCloud, TuneIn and Audioboom.

This newly signed agreement with DAX is a renewal of Audioboom's successful partnership which has been running for the last 12 months. The renewal will see enhanced Cost Per Thousand (CPMs) and sell through rates compared to our previous agreement.

Rob Proctor, Chief Executive Officer of Audioboom, said: *"These worldwide agreements with leading networks and media sales agencies will extend the reach and commercialisation of Audioboom podcasts through programmatic and in-read advertising, and further increases our revenue generating capabilities."*

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.

About The Podcast Exchange (TPX)

The Podcast Exchange (TPX) brings broad experience in monetising media opportunities and a comprehensive understanding of podcasting from a content and distribution perspective. Strong relationships with podcast industry leaders combined with an in-depth knowledge of the Canadian media landscape positions TPX as a leader in the field, with extensive insights into the interests and listening patterns of Canadian podcast consumers.

TPX are trusted, and known contributors to the podcast industry, and have a track record of optimising the distribution of digital audio to grow audiences, engage users and generate returns. TPX is jointly owned and operated by Jeff Ulster and Jean-Marie Heimrath.

About Placard Media

Placard Media is a dedicated agency connecting Australian and New Zealand advertisers with engaged podcast listeners.

About DAX/Global

The world's most advanced and largest programmatic platform, now available in the UK, US, France and Germany.

DAX is the market leader in digital audio advertising. DAX can easily measure the performance of audio ads. Find out what time audiences listened to your ad, whether they visited your website and how far down the purchasing funnel journey they went. Advertisers can even monitor parts of the creative executions and get the insights to power clients' audio campaign performance.

DAX helps you to interact with current and new audiences, capturing them when they are most engaged with audio.