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Audioboom

This announcement contains inside information as stipulated under the Market Abuse Regulations (EU) no. 596/2014 ("MAR").

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

Q3 Trading Update

Record quarterly revenue of US\$5.7 million

Audioboom (AIM: BOOM), the leading global podcast company, is pleased to provide an update on trading for the quarter ended 30 September 2019.

Financial and Operating Highlights*

- Trading in line with management expectations with record quarterly revenue of c.US\$5.7 million, **up 86%** on Q3 2018 (US\$3.0 million). Total revenue for the nine months to 30 September is US\$15.5 million, **up 127%** on the same period last year (US\$6.8 million)
- Brand advertiser count of 244 as at 30 September 2019, **up 15%** on 30 June 2019 (212) and **up 45%** on September 2018 (168)
- Global revenue per 1,000 downloads (eCPM) for September increased to US\$27.38, **up 28%** on the same period last year (September 2018: US\$21.34)
- Total Q3 available premium advertising impressions was 446 million, **up 66%** from the same period last year (Q3 2018: 269 million). Total available premium advertising impressions for the nine months to 30 September 2019 was 1,138 million, **up 46%** on the same period last year (September 2018 YTD: 780 million)
- Cash position as at 30 September 2019 was US\$2.5 million (30 June 2019: US\$3.4 million; 30 September 2018: US\$1.6 million)

*The financial period ended 31 December 2018 was a 13-month period. In order to provide appropriate like-for-like comparisons, the Q3 2018 comparable period referred to herein is 1 July – 30 September.

Key contract wins and renewals

- Key contract renewals include "No Such Thing As A Fish", "The Totally Football Show", and "The Morning Toast"
- New Audioboom Originals Network (AON) shows launched during the quarter include "Never Thought I'd Say This" hosted by Jodie Sweetin, the star of Netflix's Fuller House, and co-produced with Main Event Media, "A Life Lived", and "After The Whistle" hosted by Lewis Moody
- Notable new shows signed during Q3 2019 include:
 - Waveform with Marques Brownlee
 - Morbid
 - rSlash
 - Ohoney
 - Silent Waves
 - Limitless with Josh Patterson
 - Mental Podcast

- Confessionals
- 50 Facts Podcast

Other key developments

- Enhanced technology partnership with Voxnest to provide ad-serving and programmatic technology
- New partnership with global analytics and data company Nielsen
- Opening of new recording studios and production facilities in New York City
- Strong development pipeline of Audioboom Originals Network shows for launches in Q4 2019 and Q1 2020

Stuart Last, interim CEO of Audioboom, commented: *“We’re pleased to confirm another strong quarter of growth for Audioboom, cementing our position as one of the largest independent podcast companies in the world. New shows launched into our Audioboom Originals Network made a significant impact as we increased our commitment to creative bravery and solidified our marketing strategy. We continue to execute our strategy efficiently, proving our business model both in the US and the UK, and delivering dynamic growth across all our key performance markers. Audioboom is in the strongest position since its founding, and I’m excited to lead this incredible team into a new phase, fully focused on driving the core business forward and delivering value to our podcast partners and our shareholders.”*

Enquiries

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About Audioboom

Audioboom is the leading global podcast company, consolidating the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. Audioboom operates internationally, with operations and global partnerships 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 13,000 content channels, with key partners including A+E Networks (US), Associated Press (US), 'Astonishing Legends' (US), 'Casefile True Crime' (AUS), Edith Bowman (UK), 'Felon True Crime Podcast' (AUS), Jonathan Ross (UK), 'Moneycontrol Podcast' (India), 'No Such Thing As A Fish' (UK), Red FM (India), Starburns Audio (US), 'The Cycling Podcast' (UK), '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 Podcasts, iHeartRadio, RadioPublic, Saavn, Spotify, Stitcher, Facebook and Twitter as well as their own websites and mobile apps.

For more information, visit audioboom.com.