



Audioboom

INVESTOR UPDATE

JULY 2020



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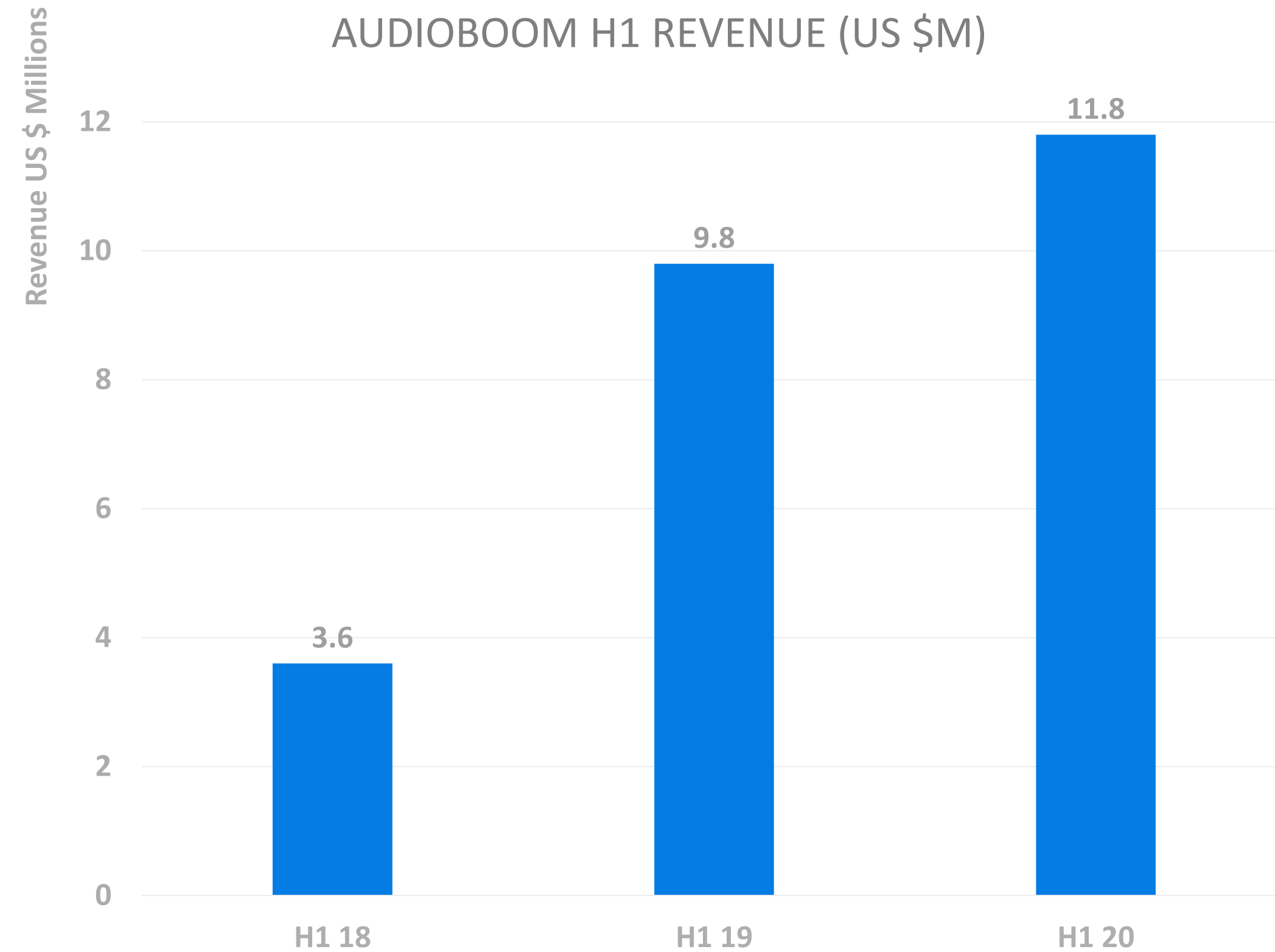
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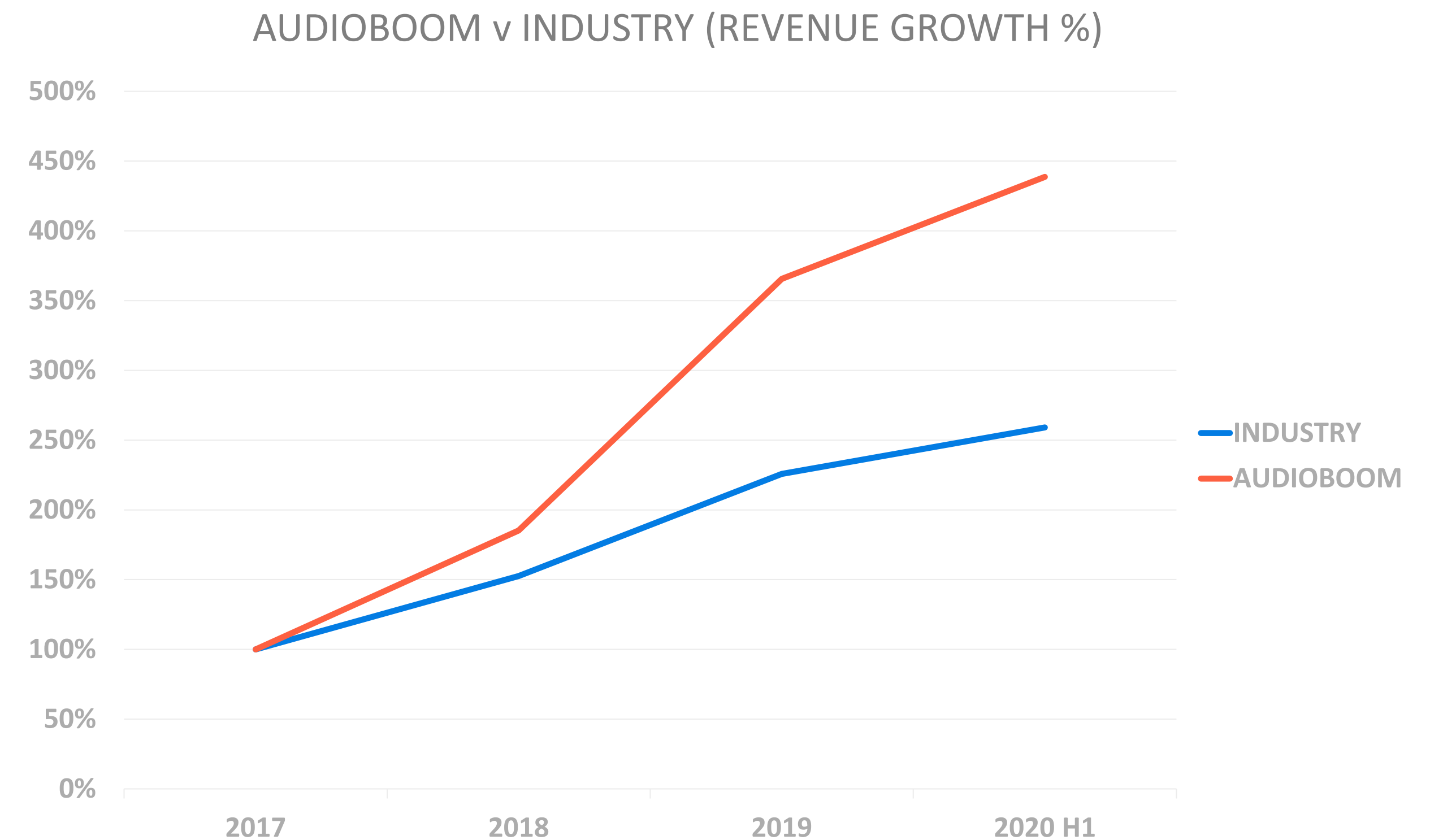
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Revenue & Performance Summary



- \$11.8 million revenue – up 20% on H1 19 despite impact of Covid-19 pandemic during the period



2020 Revenue Growth: Audioboom 20% v Industry 14.7%

3 YR CAGR: Audioboom 64% v Industry 37%

Source: IAB Podcast Revenue Study 2020

Global Leader in Podcasting

USA Top Publishers

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS
1	NPR	National Public Media	52	41,639,372	12,021,796
2	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	375	22,653,898	6,747,777
3	Stitcher	Midroll	271	22,463,403	7,263,014
4	Wondery	Wondery Brand Partnerships	118	17,435,143	4,747,582
5	Cumulus Media/ Westwood One	Cumulus Media/Westwood One	242	13,587,424	3,022,270
6	Audioboom	Audioboom	246	8,404,297	2,554,835
7	NBC News	Wondery Brand Partnerships	25	7,318,236	2,051,559
8	WarnerMedia	WarnerMedia	85	3,739,784	1,172,414
9	FOX News Podcasts	FOX News Podcasts	36	2,567,473	803,516

6th largest podcast publisher in the United States

Australia Top Publishers

RANK	PUBLISHER	SALES REPRESENTATION	# OF ACTIVE PODCASTS	MONTHLY DOWNLOADS
1	ARN/iHeartMedia	ARN/iHeartPodcast Network Australia	327	8,904,850
2	SCA	SCA-PodcastOne Australia	391	7,297,783
3	Audioboom	ARN/iHeartPodcast Network Australia	241	4,284,807
4	News Corp Australia	News Corp / Nova Ent	133	4,157,511
5	Stitcher	Whooshkaa	247	4,099,530
6	Wondery	Ranieri & Co	95	3,191,680
7	Nova	Nova Entertainment	89	1,838,446
8	SEN / Crocmedia	SEN / Crocmedia	64	1,686,043
9	Nine Radio	Nine Radio	129	1,540,256
10	Schwartz Media	Schwartz Media	1	973,207

Biggest international podcast publisher in Australia

Key consumption data points;
74 million+ downloads per month globally
21 million unique listeners
40 million downloads in US, 12 million in UK

Audioboom – Creativity, Quality and Content

2020 – a meaningful shift of the business towards content development, creative bravery, and quality production

Audioboom’s production arm expanded the Audioboom Originals Network, struck a co-production partnership with Future Publishing, delivered a new season of the official Formula One podcast, and developed new shows with the Toast News Network and Main Event Media



22 SHOWS

PRODUCTION SERVICES



CO-PRODUCTION



H2 2020 SHOWS IN DEVELOPMENT:
 DARK AIR STARRING RAINN WILSON
 DANCE MOMS
 HUDDLED MASSES
 CRIME WEEKLY
 DAYS THAT SHOOK THE WORLD

Covid Impact – Fit For Business

Consumption & Ad Inventory Supply – returned to pre Covid-19 levels during Q2 2020

Advertiser Demand – deep decrease across Q2 2020. Signs of recovery for H2 2020

Directors consider strategic partnerships developed during H1 2020 will enable Audioboom to emerge from Covid-19 in a position of strength



DISTRIBUTION

Distribution deals with Pandora and Amazon music put Audioboom podcasts in front of 140m new potential listeners



AD TECH & SALES

Deepened relationships with advertisers globally through expanded sales, audience data, and attribution metrics



DATA & MARKETING

Audience insights allow dynamic content/creative decisions for podcasters. Triton Podcast Reports highlight global leadership

Growth Strategy

ACQUIRE CONTENT

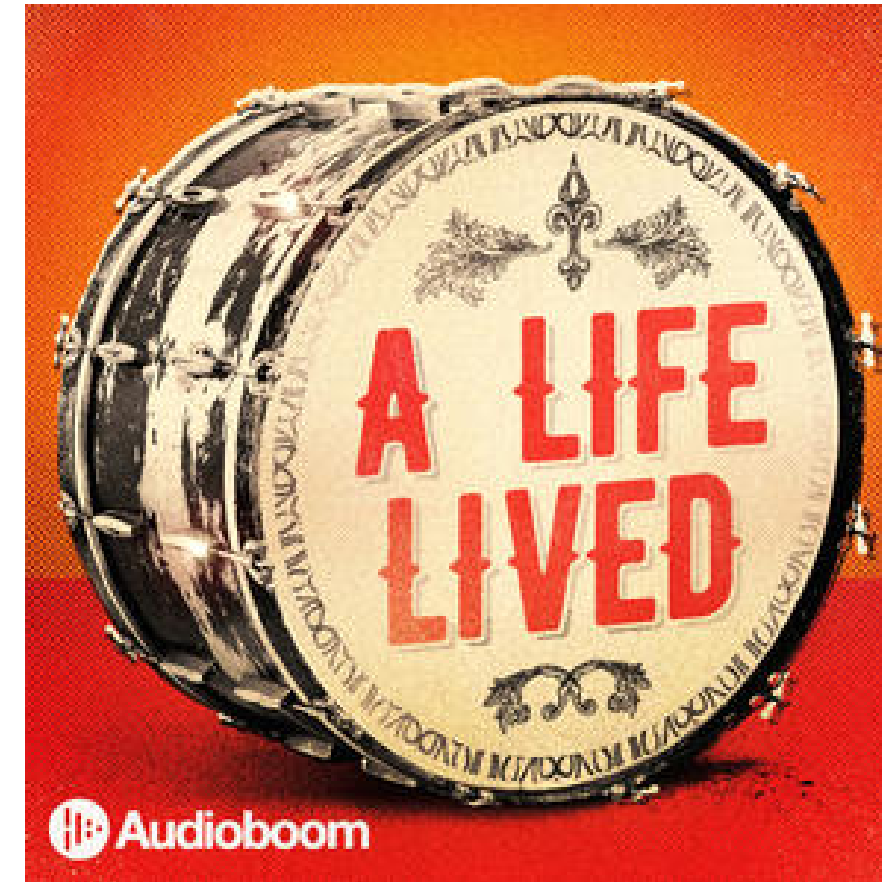


200 TOP TIER PODCASTS

HOSTED & DISTRIBUTED VIA
AUDIOBOOM TECH

MONETISED THROUGH PREMIUM
SALES AND PROGRAMMATIC AD
NETWORKS

MAKE CONTENT



SHOWS DEVELOPED & PRODUCED BY
AUDIOBOOM'S PRODUCTION ARM

22 AUDIOBOOM ORIGINALS SHOWS +
PRODUCTION SERVICES ON 7 SHOWS

5 NEW SHOWS LAUNCHING IN H2 2020

INVESTMENT IN PRODUCTION TALENT &
FACILITIES

ACCESS CONTENT



IN-HOUSE AGENCY SPECIALISING IN
PODCAST ADVERTISING

MONETISE PODCASTS OUTSIDE
AUDIOBOOM NETWORK

ACCESS TO 50,000+ PREMIUM
PODCASTS

REPRESENT BRAND CLIENTS TO
EXECUTE AD SPEND

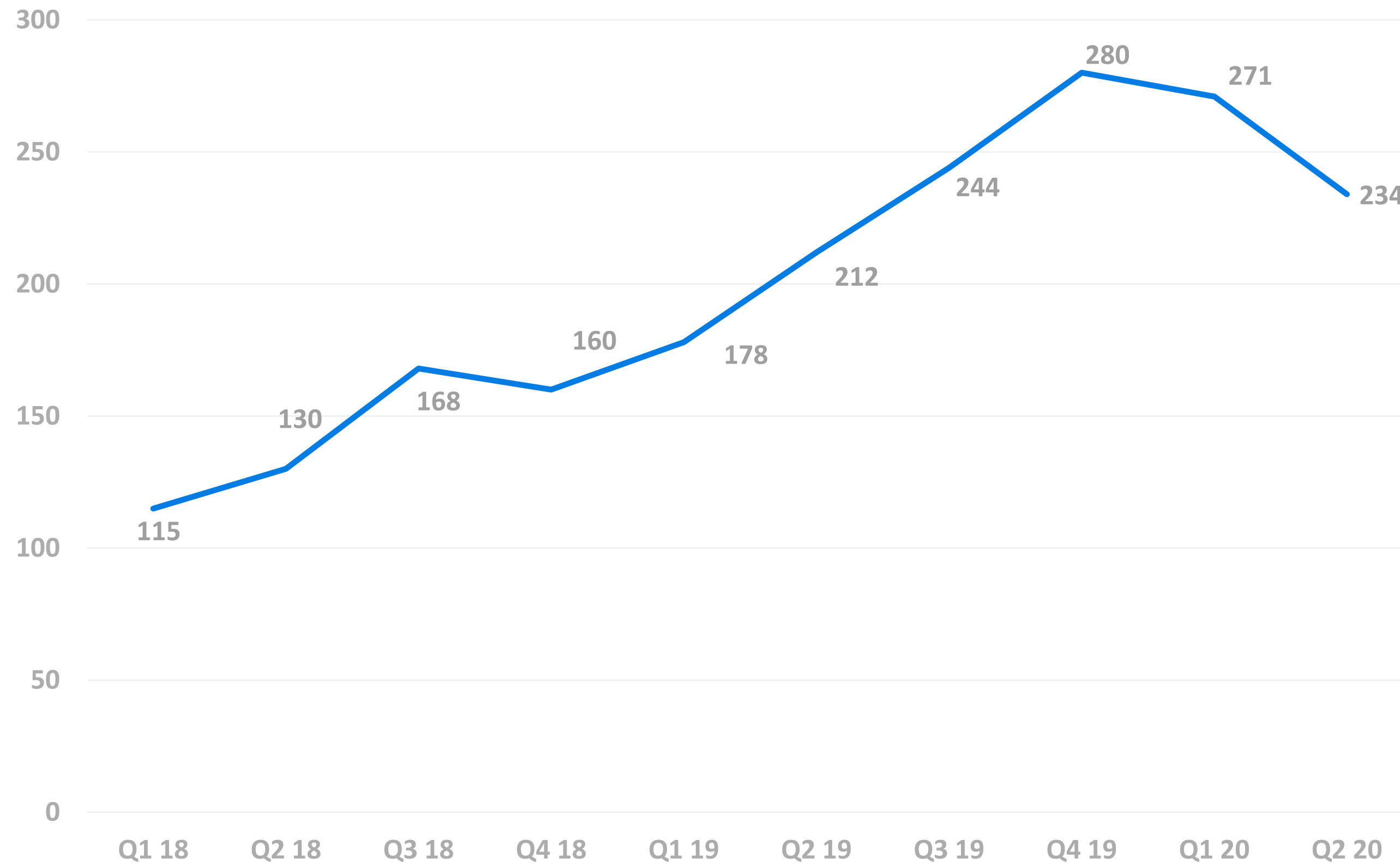
Financial Highlights for H1 2020

- ✓ **Revenue** increased **by 20%** to **US\$11.8m** (H1 19: US\$9.8m)
- ✓ **Adjusted EBITDA** loss improved to **US\$1.2m** (H1 19 loss: US\$1.4m)
- ✓ **Group loss** for the period significantly improved to **US\$2.0m** (H1 2019 loss: US\$2.8m)
- ✓ **US\$4.3m** of **cash reserves** as at 30 June 2020, representing Group cash of US\$0.8m and **US\$3.5m** of the SPV loan facility remaining undrawn
- ✓ Entered into a two-year **US\$4m secured loan facility** arrangement with SPV Investments Limited, a special purpose vehicle owned by both Michael Tobin, the Company's Chairman, and Candy Ventures sarl, the Company's largest shareholder. The loan has enabled the Company to access funding without equity dilution of the Company's shareholders. The facility should provide sufficient funding through to forecast sustainable positive cash generation on a monthly basis

KPI One – Brand Count

Brand Count measures Audioboom’s growth in active customers, showing the number of brands who have spent money advertising with Audioboom during the quarter.

AUDIOBOOM BRAND COUNT



Q2 2020 = 234 Brands

Annual growth of 10% (Q2 20 v Q2 19)

17% decline from Q4 19 peak due to impact of Covid-19

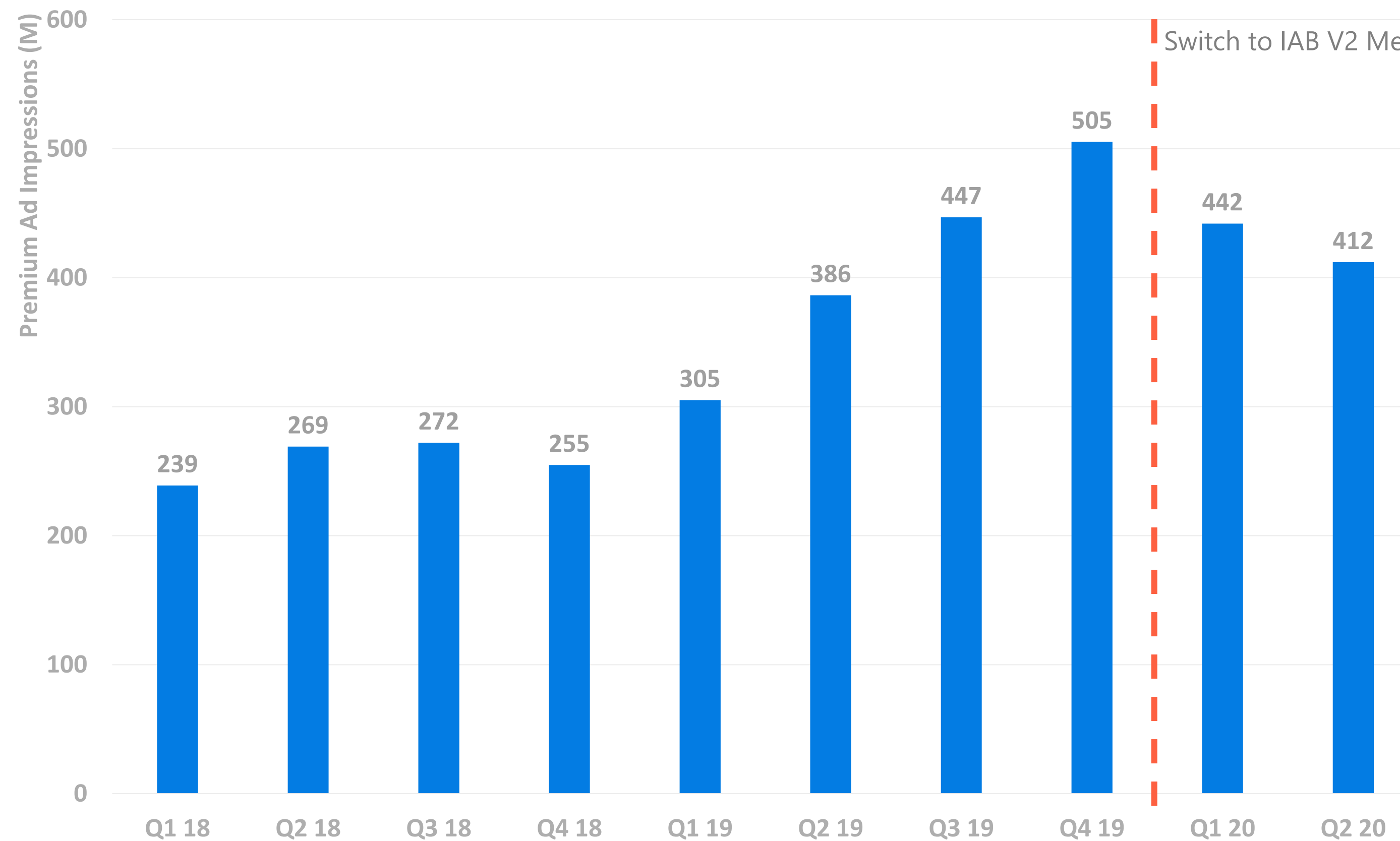
Key Drivers of KPI Growth

- adding new content genres to widen brand appeal
- overall market growth of brands advertising in podcasts
- optimal campaign performance with major agencies resulting in new clients being added

KPI Two – Premium Ad Impressions

Premium Ad Impressions measures the total monetizeable inventory Audioboom can access for high-value advertising campaigns sold by our in-house Sales teams

AUDIOBOOM PREMIUM AD IMPRESSIONS BY QUARTER (M)



Switch to IAB V2 Metrics in Jan 2020

H1 2020 = 854M available advertising impressions

Annual growth of 24% (H1 19 v H1 20)

KPI down 10% from H2 19 due to a) switch to IAB V2 Measurement Standard, and b) impact of Covid-19

Key Drivers of KPI Growth

- signing new Tier 1 shows for sales representation
- increasing the number of available ad slots per episode
- launching new Audioboom Originals shows
- organic audience growth across premium network

KPI Three - ECPM

E-CPM represents the value Audioboom is able to extract from a set amount of content consumption across the network – 1,000 downloads. It is a measure of how we optimize the available supply of available advertising inventory.

AUDIOBOOM E-CPM BY QUARTER (US \$)



Q2 2020 = US \$25.32

Annual decrease of 4% (Q2 19 v Q2 20)

Down 34% from Q1 20 peak due to Covid-19.

Key Drivers of KPI Growth

- increasing advertising fill rate across the premium network
- increasing advertising CPMs
- selling second sales window - archive and back-catalogue

Summary & Outlook

Audioboom continues its growth story despite Covid-19. 20% H1 20 growth outpaces the industry by 36%*

Significantly reduced EBITDA loss, overall loss, and cash burn

Ad inventory supply remains strong, while advertiser demand is increasing post Covid-19 – confident in H2 growth

New partnerships supporting Ad Tech, Sales, Marketing, and Content Development ensure Audioboom is fit for business post Covid-19

Focus on production and creative content development sets the tone for strategic focus over the next 3 years

Audioboom positioned as a global leader in an industry that has shown strong resilience and continues to grow

Review of strategic options and Takeover Code formal sale process is ongoing and Board, management and Raine Advisors remain engaged with a number of interested parties

*Audioboom H1 20 revenue growth of 20% versus IAB's July 2020 Podcast Revenue Report growth expectation of 14.7% for the US podcast industry over the 2020 full year.



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