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

Q2 2025 Trading Update
400% adjusted EBITDA increase and 35% gross profit growth

Audioboom (AIM: BOOM), the leading global podcast company, is pleased to provide a trading update for the quarter ending 30 June 2025.

Financial and operational KPIs

- Q2 adjusted EBITDA⁽¹⁾ profit of US\$1.2 million, US\$1.0 million higher than Q2 2024 (US\$0.2 million), highlighting the continued strong performance of the business model
- Q2 gross profit of US\$4.0 million, **up 35%** on Q2 2024 (US\$3.0 million) representing a gross margin of 23% (Q2 2024: 18%)
- Q2 revenue of US\$17.8 million, **up 5%** on Q2 2024 (US\$17.0 million)
- Continued strong growth of Showcase – our higher gross margin, tech-based global advertising marketplace – with Q2 revenue **up 16%** year-on-year
- Expansion of the Audioboom Creator Network, with average monthly distribution in Q2 of 100 million downloads and views – **up 5%** year-on-year
- Group cash at 30 June 2025 of US\$2.5 million, with a further US\$2.0 million collected in the first four days of July and a further US\$3.4 million available via an overdraft facility
- The Company has in excess of US\$70 million revenue for 2025 booked – more than US\$5 million added since the April 2025 Trading Update and US\$5 million more than at the same point last year

Commercial highlights

- Launched a new partnership with Gumball FM to bring Adaptive Ads – a scalable AI driven advertising product – to Showcase, expanding monetisation options for creators utilising our global advertising marketplace
- Expansion of the Audioboom Creator Network through new tier one content partnerships, including *Something Was Wrong*, *Undisclosed*, *AI Franken*, *What They Don't Tell You* and *On the Case with Paula Zahn*. These shows are expected to contribute more than four million downloads and YouTube views per month to the Audioboom Creator Network

¹ Earnings before interest, tax, depreciation, amortisation, share based payments, non-cash foreign exchange movements, material one-off items and onerous contract provisions and losses incurred

Stuart Last, CEO of Audioboom, commented:

"A very positive second quarter reflects the continued improvements we have made across the business. Revenue is up 5%, gross profit is up 35%, and adjusted EBITDA is up by approximately 400% - a fantastic achievement by the Audioboom team.

Topline growth is primarily driven by the expansion of the Audioboom Creator Network, and higher gross profit – a key metric as we focus on higher quality, higher margin income – grew significantly as Showcase, with its higher gross margin, continued to perform strongly. Our stable opex base – a result of our platform's scalability – helped deliver significantly higher adjusted EBITDA than for the same period last year.

The second half of 2025 is primed for further growth as new podcasts join Audioboom, knowing we are leaders in delivering maximum value for their work. The advertising market remains stable despite global economic uncertainties, and with our highest demand season on the horizon I am excited about delivering Audioboom's strongest ever year."

Enquiries

Audioboom Group plc

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 100 million times each month by 38 million unique listeners around the world. Audioboom is ranked as the fifth largest podcast publisher in the US by Triton Digital.

Audioboom's ad-tech and monetisation platform underpins a scalable content business that provides commercial, distribution, marketing and production services for a premium network of top tier podcasts. Key partners include the official Formula 1 podcasts 'F1: Beyond the Grid' and 'F1 Nation', 'True Crime Obsessed' (US), 'The Tim Dillon Show' (US), 'No Such Thing As A Fish' (UK) and 'The Cycling Podcast' (UK).

Audioboom operates internationally, with global partnerships across North America, Europe, Asia and Australia. The platform distributes content via Apple Podcasts, YouTube, Spotify, Pandora, Amazon Music, Google Podcasts, iHeartRadio, Facebook and Twitter as well as a partner's own websites and mobile apps.

For more information, visit audioboom.com.