

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

Audioboom Completes Successful Integration of Adelicious

Audioboom (AIM: BOOM), the leading global podcast company, is pleased to provide an update on the integration of recently acquired UK-focused podcast network, Adelicious.

By 1 September 2025 - ahead of management's 60-day goal - all key operational elements of the Adelicious business were successfully integrated into Audioboom, including;

- Showcase – Audioboom's global advertising marketplace – connected to Adelicious inventory, providing additional brand demand for unsold advertising space in the Adelicious podcast slate
- The launch of a fully combined Adelicious and Audioboom UK sales team, effectively doubling access to UK inventory for brands
- All 2026 Adelicious inventory integrated into Audioboom's LIRICAL inventory intelligence platform, ensuring its availability to buyers ahead of this year's Upfronts season, where up to 50% of 2026 advertising campaigns will be sold
- The consolidation of all billing processes into Audioboom's Netsuite platform, with Audioboom's best-in-class finance processes rolled out to Adelicious including banking, podcaster payments, payroll and insurance
- The Adelicious team integrated into the Company's UK HR platform and daily operations shifted to Audioboom's London office
- Andy Goldsmith commencing his role of *President, Audioboom UK & Adelicious* leading all business development and sales operations for the Company in the UK

Audioboom's CEO, Stuart Last, commented: *"I am very pleased with how smoothly the integration of Adelicious has been achieved, ahead of schedule and with great collaboration between the Audioboom and Adelicious teams. Showcase has been connected with Adelicious podcasts, providing incremental advertising demand for unsold inventory and this week our combined UK sales team hit the market, bringing the expanded podcast roster to customers. Crucially, all Adelicious podcasts are now integrated with our inventory intelligence system – this will enable advertising inventory to be offered to our biggest customers during the Upfronts sale season, setting us up for a record 2026 as the UK's largest homegrown podcast network."*

Enquiries

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 125 million times each month by more than 40 million unique listeners around the world. Audioboom is ranked as the fifth largest podcast publisher in the US by Edison Research.

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.