This announcement contains inside information as stipulated under the UK Market Abuse Regulations ("MAR").

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

Q3 Trading Update
Record Q3 trading, 127% YTD adjusted EBITDA growth

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

Financial and operating highlights

- Record Q3 performance in several key financial metrics, including:
    - Q3 adjusted EBITDA(1) profit of US$1.2 million, **up 18%** on Q3 2024 (US$1.0 million)
    - Q3 revenue of US$20.4 million, **up 9%** on Q3 2024 (US$18.8 million)
    - Q3 gross profit of US$4.3 million, **up 12%** on Q3 2024 (US$3.8 million)
- Adjusted EBITDA(1) profit for the nine months to 30 September of US$3.0 million, **up 127%** on the same period last year (US$1.3 million)
- Total revenue for the nine months to 30 September of US$55.5 million, **up 5%** on the same period last year (US$52.9 million)
- Total gross profit for the nine months to 30 September of US$11.7 million, **up 23%** on the same period last year (US$9.5 million)
- Q3 average monthly distribution of 135 million downloads and video views, **up 40%** on Q3 2024 (96 million) views following the acquisition of Adelicious in July 2025 and the fast-paced growth of Audioboom's video podcasts
- Q3 RPM (average revenue per 1,000 downloads) of US$51.92, as expected lower than the prior year (Q3 2024: US$66.06) due to the increase in lower-yield UK downloads from the Adelicious acquisition. This represents significant upside opportunity through medium-term value creation in the UK podcast market
- Q3 average total brand advertiser count of 10,058, **up 22%** (Q3 2024: 8,257)
- Group cash at 30 September 2025 of US$2.9 million (30 June 2025: US$2.5 million) with a further US$3.4 million available via an overdraft facility
- The Group has in excess of US$79.0 million revenue for 2025 booked - 7% up on total 2024 revenue with 11 weeks of the year remaining

Commercial highlights

- Completed the acquisition of Adelicious Limited on 22 July 2025 creating the UK's second largest podcast network. The full integration of Adelicious was completed by 1 September 2025, two weeks ahead of the initial 60-day goal due to excellent collaboration between the Audioboom and Adelicious teams
- Record performance from Showcase – our tech-driven global advertising marketplace – following the addition of Adelicious inventory into the platform which contributed to a quarterly revenue record of US$8.1 million in Q3 (Q3 2024: US$7.0 million)
- Established our leadership position in video podcasting, highlighted by our number 1 ranking on the Podscribe chart. Additionally, 12 podcasts from the Audioboom Creator Network earned spots in YouTube's Top 100 video podcasts, showcasing the strength and reach of our content across platforms

- Confirmed to the podcast industry that since launch, the Company has facilitated over US$325 million in payments to creators, supporting more than 8,000 podcasters across the US and UK. This achievement underscores our ongoing commitment to powering podcasting for creators and highlights the strong and growing engagement with our platform
- Appointment of Craig Eastwood into the new role of Vice President, International to lead Audioboom's global expansion strategy with a focus on international commercial partnerships, the development of on-the-ground expansion plans, and M&A opportunities outside the US and UK
- Audioboom CEO Stuart Last recognised in 6th position on Co-Hosts list of top podcast industry thought leaders

Strategic Review

On 3 October 2025, and in response to media speculation, the Company announced that it had commenced a strategic review (the "Strategic Review") and, as a consequence, is now in an offer period. The Board and the Company's advisers are considering a broad range of possible outcomes to the Strategic Review that may include a sale of the Company. The Company has not received any proposal for the sale of the Company and, in particular, has not received an approach within the meaning of the City Code on Takeovers and Mergers (the "Code").

The Board will make announcements on the progress of the Strategic Review in due course, as required.

Stuart Last, CEO of Audioboom, commented:

"Audioboom's positive performance has continued through the third quarter of the year and alongside record Q3 revenue, gross profit, and adjusted EBITDA, the third quarter of 2025 marked a turning point in the Company's story with the successful acquisition and integration of Adelicious, highlighting the long-term value our platform business can deliver through accelerated expansion.

We are already extracting new, untapped value from the UK market through our combined sales team and wider customer reach. Showcase - buoyed by the additional inventory now plugged in to it via Adelicious - delivered a record revenue quarter. Together, these benefits demonstrate the opportunity ahead for the Company through further organic growth and disciplined M&A activity.

Also in Q3, our leadership position in video podcasting became clear as we ranked number one for video in the Podscribe chart and 12 of our shows appeared in YouTube's top 100 podcasts ranker. Podcasters have always recognised Audioboom as a leader in audio monetisation, now they are seeing the value we are creating in video.

We expect Q4 2025 to be our best quarter ever. With more than US$79.0 million of advertising revenue already booked for 2025, we are set to end the year strongly with our expanded network in high demand from advertisers.

With good momentum and record performance ahead in Q4, the timing is right to assess future opportunities to maximise the Company's value. We have appointed J Goodwin & Co LLP to undertake a strategic review in order to consider a variety of outcomes and I look forward to updating shareholders on developments related to the strategic review in due course.

I would like to thank the Audioboom and Adelicious teams for their collaboration during the integration and for their commitment to building our best-in-class network as we look forward to delivering further growth in the coming months and years."

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

Enquiries

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 135 million times each month by 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.