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FOR IMMEDIATE RELEASE.

3 NOVEMBER 2025

Audioboom Group PLC

LEI Number: 213800QO681575J97813

Update on Strategic Review

Background to the Strategic Review

On 3 October 2025 and in response to media speculation, the Board of Audioboom Group PLC (“Audioboom” or the “Company”) announced that it was undertaking a strategic review which may include, as a possible outcome, a sale of the Company (the “Strategic Review”).

The Company has appointed J Goodwin & Co LLP and Rockefeller Capital Management LLC as its financial advisers (together, the “Advisers”) to conduct the Strategic Review and engage with industry peers and media companies to explore commercial and strategic partnerships which will maximise shareholder value. The objective of the Strategic Review is to accelerate Audioboom’s growth by building on its proven, scaleable and profitable business model and to capitalise on its position as global leader in podcasting.

Possible outcomes of the Strategic Review may include new investment to fund further acquisitions, a substantial acquisition or reverse takeover, a sale of either the Company’s US or UK businesses or a sale of the entire issued and to be issued share capital by way of an offer under the City Code on Takeovers and Mergers (the “Code”).

Following the announcement of the Strategic Review, a number of interested parties have been in contact with the Company and, accordingly, the Advisers are now engaged in preliminary discussions with them. All such discussions are at an early stage and the Company is inviting proposals to be made to the Company’s Board, including from possible offerors, over the next few weeks.

Takeover Panel Dispensations

The Takeover Panel Executive has granted a dispensation from the requirement of Rule 2.4(b) of the Code such that Audioboom is not required to identify any potential offeror with which the Company is in talks, or from which an approach has been received, unless that potential offeror has been specifically identified in any rumour or speculation.

The Company entered into an “offer period” (as defined in the Code) on 3 October 2025.

Further announcements will be made in respect of the Strategic Review in due course.

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 135 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 www.audioboom.com.

Further information

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J Goodwin & Co LLP, which is authorised and regulated in the United Kingdom by the Financial Conduct Authority, is acting exclusively for Audioboom and no-one else in connection with the Strategic Review and will not be responsible to anyone other than Audioboom for providing the protections afforded to clients of J Goodwin & Co LLP or for providing advice in relation to the Strategic Review or any other matter referred to in this announcement.

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Website publication

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