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

2025 Trading Update
Record revenue; adjusted EBITDA profit ahead of expectations

Audioboom (AIM: BOOM), the leading global podcast company, is pleased to provide a trading update for the 12 months ending 31 December 2025.

Financial⁽¹⁾ and operating highlights

- Annual adjusted EBITDA⁽²⁾ profit of approximately US\$5.1 million, up 54% on 2024 (US\$3.4 million) and ahead of 2025 market expectations
- 2025 revenue of approximately US\$80.4 million, up 10% on 2024 (US\$73.4 million)
- Total gross profit of approximately US\$17.0 million, up 18% on 2024 (US\$14.4 million), representing the Company's continued focus on higher quality revenue
- Record quarterly revenue of approximately US\$24.9 million and record quarterly adjusted EBITDA profit of approximately US\$2.2 million in Q4, reflecting a 9% adjusted EBITDA margin
- Continued significant growth of Showcase – our scalable, higher gross margin, tech-based, global advertising marketplace with record revenue of approximately US\$30.4 million, up 31% on 2024 (US\$23.1 million)
- Q4 average monthly distribution of 150 million downloads and video views, up 66% on Q4 2024 (91 million views) following the acquisition of Adedicious in July 2025 and the fast-paced growth of Audioboom's video podcasts
- Q4 RPM (average revenue per 1,000 downloads and views) of US\$55.23; as expected, lower than the prior year (Q4 2024: US\$75.62) due to the increase in lower-yield video views and UK downloads. This represents significant upside opportunity through medium-term value creation in video podcast monetisation and the expansion of the UK podcast market
- Group cash at 31 December 2025 of US\$4.2 million (31 December 2024: US\$3.9 million), with a further US\$3.4 million available via an overdraft facility
- Conclusion of the final onerous contract on 31 December 2025, which had been provided for on 30 June 2023, with the Board expecting adjusted EBITDA in 2026 to once again serve as a proxy for cash generation

Key Q4 2025 and post-period commercial developments

- Launch of a commercial partnership with Spotify, which will support the development of Audioboom's video monetisation engine through expanded advertising and subscription opportunities
- Record quarterly revenue from our UK operation following the successful integration of Adedicious
- Further expansion of the Audioboom Creator Network through a new commercial and distribution partnership with *History Daily*, an award-winning daily podcast which has been downloaded more than 70 million times since it launched in 2021

Strategic Review

The Strategic Review announced on 3 October remains ongoing, and the Board expects to provide an update on or before the publication of the Company's results for the year ended 31 December 2025 in April 2026.

Stuart Last, CEO of Audioboom, commented:

"2025 marked an inflection point in Audioboom's transition from a podcast network to a scaled audio and video platform. The accretive acquisition of Adelicious in July created instant scale in the UK market and highlights the growth opportunity that exists through disciplined M&A. The additional inventory from the Adelicious network fuelled Showcase, supporting its continued expansion and record revenue contribution.

Video growth was also key to this transition, as we developed a market-leading position with 13 of the top 100 Youtube video podcasts in the Audioboom Creator Network. Podscribe's ranker recognised us as the number 1 network for video, and our new commercial partnership with Spotify will support our 2026 focus on enhancing our video revenue engine. It will bring new advertising options as well as direct revenue from subscriptions – this will be a step forward in ensuring we maximise value for our video creators.

Our financial performance in 2025 was very pleasing, with record revenue and adjusted EBITDA ahead of market expectations for the year. Our gross profit grew at double the pace of revenue, reflecting our continued focus on developing higher-quality revenue. Our increased gross margin combined with our stable operating costs to deliver 54% annual adjusted EBITDA growth – in Q4 our EBITDA margin hit 9%, highlighting the gearing effect of our business model as we drive revenue forward.

I am excited about 2026. We will have record inventory levels, new international opportunities, and a continued focus on growing our platform model. I would like to express my appreciation to the Audioboom team and to thank shareholders for their continued support and belief in the future of the Company."

- 1) Financial information for the year ended 31 December 2025 remains subject to audit
- 2) 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

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded and viewed 150 million times each month by 50 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.