

REACH

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

Audioboom and Crooked Media Announce Exclusive Commercial Partnership

Audioboom (AIM: BOOM), the leading global podcast company, is pleased to announce a new exclusive commercial partnership with [Crooked Media](#), the network behind some of the most influential podcasts in global politics, including *Pod Save America* and *Pod Save the UK*.

Under the agreement Audioboom will provide hosting, global distribution and audio network advertising sales across Crooked Media's full podcast portfolio. For *Pod Save the UK* Audioboom will also hold Premium advertising rights, creating a new commercial opportunity in the UK market.

The multi-year partnership, running through the 2026 U.S. mid-term elections and the 2028 presidential election, unlocks new advertising inventory across Crooked Media's network via Showcase, Audioboom's proprietary global advertising marketplace.

Crooked Media was founded in 2017 by former Obama administration staffers Jon Favreau, Jon Lovett and Tommy Vietor. Today, it is one of the most recognised political media brands in the world. Together, Crooked's shows generate more than 14 million monthly downloads and the network has received more than 80 awards and nominations including Webby Awards, Tribeca Honors and a Peabody Award nomination for season two of *This Land*.

The partnership follows Audioboom's recent recognition as the world's largest video podcast publisher according to the Podscribe Ranker, and its appointment as a launch partner for Spotify's Distribution API, further reinforcing its leadership in podcast technology and monetisation.

Giancarlo Bizzarro, Vice President of Sales at Crooked Media, commented: "Crooked has always focused on building shows with loyal, highly engaged audiences and partners who respect that relationship, and this new deal with Audioboom will strengthen our infrastructure for global distribution and monetisation. At a time when the eyes and ears of the world are increasingly focused on the United States, this agreement ensures our shows reach audiences wherever they are and creates new commercial opportunities for *Pod Save the UK* and our growing international portfolio. It is a meaningful step in expanding how we can further connect with listeners worldwide."

Brendan Regan, Chief Content Officer at Audioboom, commented: "Crooked Media has built one of the most influential podcast portfolios in modern political media. This partnership reflects our shared belief in creator-led networks supported by best-in-class distribution and monetisation infrastructure. As audio and video podcasting continue to scale globally, we are proud to support Crooked's growth with the tools, technology and commercial capabilities required to meet rising demand from audiences and advertisers alike."

Enquiries

Audioboom Group plc
Stuart Last, Chief Executive Officer
Brad Clarke, Chief Financial Officer

Tel: +44(0)20 3714 4285

Cavendish Capital Markets Ltd (Nominated Adviser and Broker)

Jonny Franklin-Adams/Fergus Sullivan/Elysia Bough (Corporate Finance)
Harriet Ward (ECM)

Tel: +44(0)20 7220 0500

J Goodwin & Co (Financial Advisers to Audioboom)

Rupert Hill / Charlie Barnes Yallowley Harriet Ward (ECM)

Tel: +44(0)20 3976 6215

Rockefeller Capital Management (Financial Advisers to Audioboom)

William B. Drewry / Francisco A. Mato

Tel: +1 212-549-5341

Montfort (Financial PR Adviser to Audioboom)

James Olley
Jack Hickman

Tel: +44(0)7974 982302

Tel: +44(0)7736 201582

About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 150 million times each month by more than 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.

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