

Corporate

 Current price **835p**

 Sector **TMT**

 Code **BOOM.L**

 Listing **AIM**

Share Performance



	1m	3m	12m
BOOM.L	-4.6%	+25%	+411%

Source: Thomson Reuters, Allenby Capital

Share Data

 Market Cap (£m) **131.1**

 Shares in issue (m) **15.7**

52 weeks (p)	High	Low
	995	155

 Financial year end **December**

Source: Company Data, Allenby Capital

Key Shareholders

Nick Candy/Candy Ventures	14.5%
AAQUA BV	12.4%
N Islam-Bonnier	8.0%
Herald Investment Man.	5.6%
Kingsley Duffy/Slovar Ltd	3.1%

Source: Company Data, Allenby Capital

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Audioboom Group plc (BOOM.L)

Significantly outstripping global market

A positive trading update from Audioboom Group plc, one of the leading independent podcasting companies, results in the fourth significant upgrade to forecasts this year as the company continues to outpace growth of the global podcasting industry. This performance has been driven by continued growth in the Audioboom's content-focused expansion plan with growth in premium advertising inventory, increased demand and strong pricing, and increased back catalogue inventory created by Audioboom's proprietary AdRip tool. Audioboom has reported record performance in August across its three KPIs (average monthly downloads, brand advertiser count and average eCPM) resulting in record monthly revenue (\$7.0m) and adj. EBITDA (\$0.5m). Separately, All Active Asset Management has withdrawn its possible offer for the company, initially announced in July. We increase our fair value per share to 1230p from (1020p), equivalent to an FY22 EV/revenue multiple of 4.0x of revised forecasts.

- Content-focused expansion plan driving growth:** Q3 has seen increased premium advertising inventory from new major content partnerships and Audioboom Originals previously announced, including *Dark History*, *Unfiltered* and *The Fantasy Footballers*; increased demand and strong pricing during major events, including the start of the NFL season, Premier League football and F1 season; and increased back catalogue inventory created by Audioboom's proprietary AdRip tool this automates the process of removing premium, first window, embedded ads once an episode has passed through its 90-day first sales window. The tool replaces the embedded ads with ad breaks that enables Audioboom's platform to dynamically serve new real-time advertising and thereby remonetise existing content by creating new inventory. More than half of Audioboom's monthly content consumption relates to back catalogue episodes.
- Record August:** Management has reported a record performance across its three KPIs in August. Global monthly downloads increased 29% to 98.9m; the brand advertiser count increased 45% to 371; and average global revenue per 1,000 downloads (eCPM) increased 120% to \$63.83. As a result, August was a monthly record for revenue and adj. EBITDA. Unaudited revenue for August increased 187% to \$7.0m and adj. EBITDA was \$0.5m (a \$0.7m positive). August is not Audioboom's strongest month and the outlook for Q4, typically the company's and industry's biggest quarter for advertising, is very positive and our revised forecasts are heavily underpinned.

Year End: 31 December

(\$'000)	2020A	2021E New	2021E Old	2022E New	2022E Old
REVENUE	26,782	53,280	46,088	66,580	55,345
ADJ. EBITDA	(1,720)	1,031	355	2,377	1,425
ADJ. PBT	(1,930)	931	255	2,277	1,325
ADJ. EPS (p)	(13.52)	5.94	1.63	14.52	8.45
NET CASH	3,257	1,714	1,570	2,457	1,660
EV/REVENUE (x)	6.6	3.4	3.9	2.7	3.3
EV/EBITDA (x)	NEG	125.5	364.4	54.1	90.9

Source: Allenby Capital. Allenby Capital acts as Nomad & Broker to Audioboom Group plc (BOOM.L).

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