

# podcastone

## (Nasdaq: PODC)
## Investor Presentation
## November 2023

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# INTRODUCTION TO PODCASTONE

***PodcastOne (Nasdaq: PODC) is a leading podcast platform and publisher that makes its content available to audiences via all podcasting distribution platforms, including PodcastOne's website, Apple Podcasts, Spotify, Amazon and more…***



# KEY STATS

**PodcastOne (Nasdaq: PODC) is a leading advertiser-supported podcast company offering a 360-degree solution for both content creators and advertisers.**

**350+**
Episodes Produced Weekly

**38M**
(IAB) Monthly Downloads

**600M+**
Annual Downloads

**200+**
Advertisers

**#10**
Rank on Podtrac's Top Podcast Publishers

**6M**
Monthly Unique Listeners

## PodcastOne Highlights

- Shares of PodcastOne ("PODC) common stock began trading on Nasdaq under the symbol "PODC" on September 8, 2023 after LiveOne (Nasdaq: LVO) completed the spin-out of PodcastOne as a separate public co. with a Special Dividend of ~19% of PODC's common stock to LiveOne's shareholders.
- LiveOne now owns ~80% of PODC's common stock and will continue to consolidate PODC's financial results.
- PODC delivered Q2 FY 2024 Revenue of $10.5M, a 24% increase compared to Q2 FY 2023, and Adjusted EBITDA* of $500K.
- PODC reported first six months FY 2024 revenue of $21.1M and Adjusted EBITDA* of $866K.
- PODC raised pro forma revenue guidance for FY 2024 to $47-$51M with pro forma Operating Adjusted EBITDA* of $4-$5M.
- PODC converted a total of $5.8M of convertible notes at $3 per common share. PODC is now debt free.
- PODC was ranked 10th in PODTRAC's Podcast Industry Top Publishers Rankings for October 2023.
- PODC recently renewed its top tier shows with over one billion combined downloads, including *The Adam Carolla Podcast, The Jordan Harbinger Show, LADYGANG, Off The Vine with Kaitlyn Bristowe*, and *Court Junkies.*
- PODC is now featured in over 1 million Tesla cars.
- As of 9/8/2023, PODC had ~22.9M common shares outstanding.

* *See About Non-GAAP Financial Measures in PodcastOne's SEC filings and press releases*

Source: Public SEC filings and press releases as of November 26, 2023

# MANAGEMENT TEAM



**Kit Gray**
*Co-Founder & President*
*19+ YEARS EXPERIENCE*



**Aaron Sullivan**
*Interim CFO*
*17+ YEARS EXPERIENCE*



**Sue McNamara**
*Chief Revenue Officer*
*20+ YEARS EXPERIENCE*



**Stacie Parra**
*Content and Podcast Producer*
*20+ YEARS EXPERIENCE*



**Eli Dvorkin**
*Chief Content Officer*
*15+ YEARS EXPERIENCE*

## Board of Directors

**Robert Ellin**
Executive Chairman of PodcastOne
Founder & CEO & Chairman of LiveOne
Founder & Managing Director of Trinad Capital Management

**Craig Foster**
Director of LiveOne
Former CFO & CAO of Amobee & Ubiquiti Networks

**James Berk**
Chairman & CEO of Goodman Media Partners
Former CEO of Participant Media

**Jay Krigsman**
Director of LiveOne
Executive VP & Asset Manager of The Kraus Companies

**Patrick Wachsberger**
Director of LiveOne
Founder & Manager of Picture Perfect Entertainment

**Ramin Arani**
Director of LiveOne
Former Portfolio Manager at Fidelity Management

# RANKED #10 ON PODTRAC TOP PODCAST PUBLISHERS

PODTRAC

**PODCAST INDUSTRY RANKING**
**TOP PODCAST PUBLISHERS**
**US AUDIENCE: OCTOBER 2023**

| RANK | PODCAST PUBLISHER | US UNIQUE MONTHLY AUDIENCE | GLOBAL STREAMS & DOWNLOADS | ACTIVE SHOWS | SALES CONTACT |
|---|---|---|---|---|---|
| 1 | iHeartPodcasts | 33,597,000 | 368,937,000 | 903 | iHeartRadio |
| 2 | Wondery | 22,180,000 | 159,930,000 | 232 | Wondery Brand Partnerships |
| 3 | NPR | 18,970,000 | 153,066,000 | 49 | National Public Media |
| 4 | New York Times | 11,544,000 | 114,465,000 | 12 | |
| 5 | NBC News | 10,612,000 | 66,023,000 | 77 | |
| 6 | The Walt Disney Company | 9,244,000 | 48,007,000 | 135 | |
| 7 | DailyWire+ | 8,570,000 | 120,200,000 | 14 | |
| 8 | Barstool Sports | 6,781,000 | 33,554,000 | 100 | Barstool Sports Sales |
| 9 | Vox Media | 6,306,000 | 41,163,000 | 61 | Vox Media |
| 10 | PodcastOne | 5,977,000 | 34,672,000 | 176 | PodcastOne Sales |
| 11 | Paramount | 5,915,000 | 41,887,000 | 87 | |
| 12 | PRX | 5,538,000 | 47,597,000 | 147 | Soundrise |
| 13 | Fox Audio Network | 4,719,000 | 38,871,000 | 115 | Fox Ad Solutions |
| 14 | CNN | 4,609,000 | 34,435,000 | 57 | WarnerMedia Ad Sales |
| 15 | Blaze Media | 3,557,000 | 33,672,000 | 18 | Blaze Media |
| 16 | WNYC Studios | 3,270,000 | 18,389,000 | 34 | |
| 17 | BBC | 2,910,000 | # | 858 | Acast |
| 18 | This American Life | 2,702,000 | 9,527,000 | 1 | |
| 19 | reVolver Podcasts | 1,765,000 | 8,290,000 | 78 | SXM Media |
| 20 | Lemonada Media | 1,089,000 | 3,999,000 | 51 | Lemonada Media |

Unique Monthly Audience: Total of unique audience members who stream or download publisher's podcast content across all shows they produce.

Global Unique Streams & Downloads: Total unique streams and downloads of podcast content for the month across all shows produced by publisher.

Active Shows: Count of shows produced by publisher and measured by Podtrac which contribute to the totals in the Ranking.

Podcast Publisher: An entity or individual which owns, creates and publishes podcasts.

Ranking data only includes publishers that participate in Podtrac measurement for the full month for which the ranking is being released.

# 46,790,477 for June 2023 based on data for 853 shows

# PODCASTONE LISTENERS

**A LOYAL, ENGAGED AND HIGHLY SOUGHT AFTER-DEMOGRAPHIC**

**78%**

**Listen to more than one PodcastOne podcast**

**4.5**

**Number of PodcastOne podcasts listened to on average**

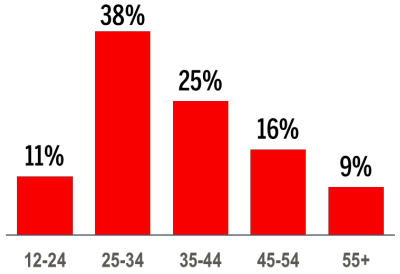
**58% 42%**

**Gender breakdown**

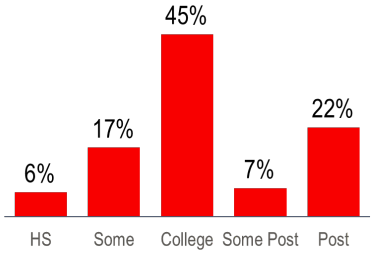
**11 hrs, 20 min**

**Average time spent listening per week**

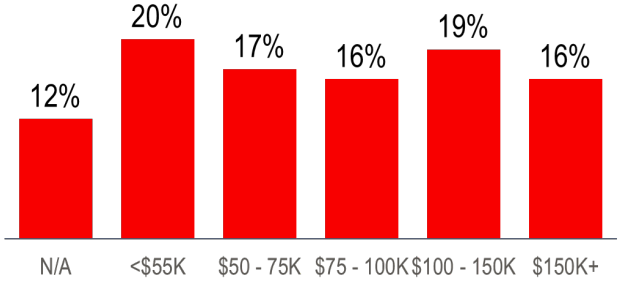
## Age




## Education



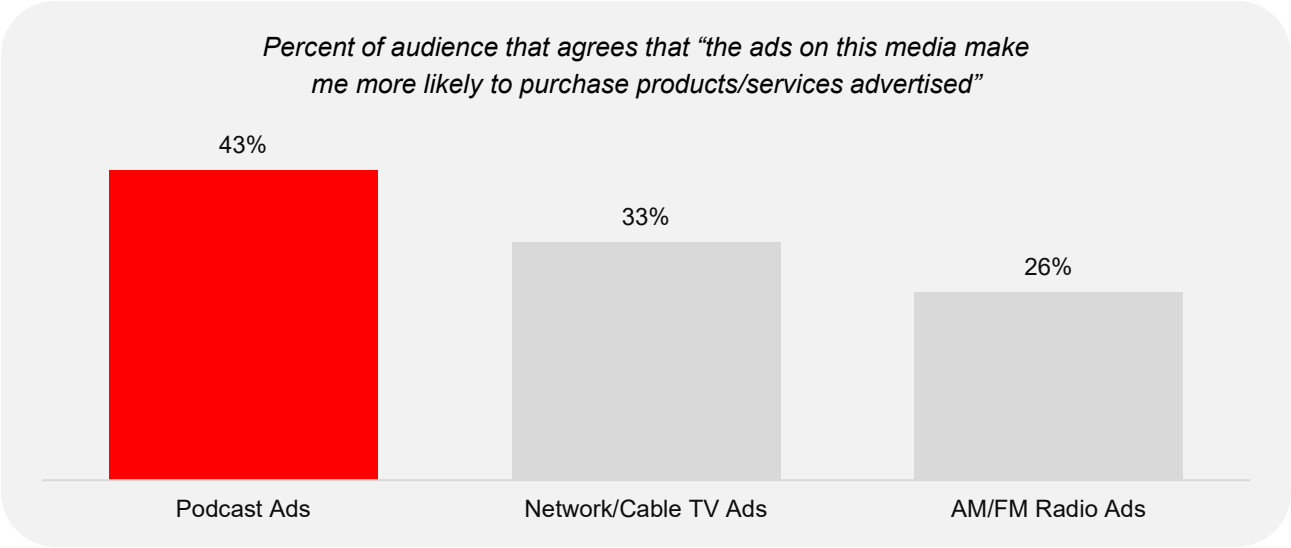

## Household Income




Source: PodcastOne Data and Edison Audience Survey – Sept. 2019

# PODCAST LISTENERS ARE A VALUABLE DEMOGRAPHIC

**Podcast listeners are more likely to purchase advertised products or services than TV viewers or AM/FM radio listeners, making them a valuable demographic to advertisers.**




Source: Sounds Profitable report, *The Medium Moves the Message*, as of March 2023.

# OUR REVENUE MODEL

## HOST READ AD - AUDIO

A Host read ad is recorded directly into the episode file and served with every download from the moment the episode is released. All podcast ads prior to the mid-2010s were baked in.




PROGRESSIVE




Body Guardz




MEATER

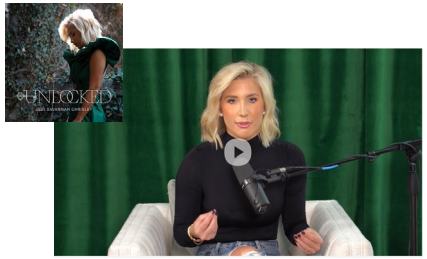



THIRDLOVE

## HOST READ AD – VIDEO

A Host read ad is recorded directly into the episode file both audio and video. Video is mainly viewed on YouTube.




betterhelp

## DYNAMIC AD INSERTION AUDIO

Dynamic ad insertion, these can be host read or agency produced spots which are inserted the moment the podcast episode is downloaded. These can also be targeting to a specific audience.

amazon

Voiced by:
LadyGang

PELOTON

Voiced by:
Off the Vine

OXI CLEAN

Voiced by:
Gals on the Go

Etsy

Voiced by:
Coffee Convo

# OUR REVENUE MODEL (CONT'D)

## CUSTOM SEGMENTS

PodcastOne has the capabilities to do custom executions, episode takeovers or custom segments per the client's needs. Segments are 3-5 minutes long.




Quickie Episode
LadyGang




Custom Segment
Adam Carolla



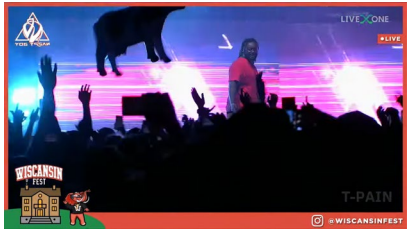

Custom Segment
Prosecutors

## LIVE SHOWS

PodcastOne has live tour sponsorship, live events, PPV & licensing rights and will continue to produce live shows with some of our leading talent.




LadyGang (Tampa)
Presented by Hyundai




T-Pain - Road to Wiscansin
Presented on Twitch and LiveOne

## BRANDED PODCASTS

PodcastOne has the capabilities to work with clients and create their own podcast. We created podcasts for Motortrend and Microsoft.




Presented by
MOTORTREND




Presented by
Microsoft




Presented by
Horizon

## SOCIAL EXECUTIONS

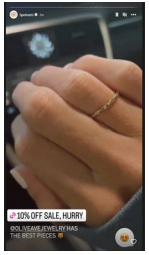
With our talent we have the ability to sell social activations across talents social platforms.









# OUR ADVERTISER NETWORK



# CASE STUDY: AMAZON GROCERIES

**Amazon teamed up with PodcastOne to drive awareness for Amazon Groceries, exposure to the podcasts with advertisements yielded higher agreement of Amazon Prime's convenience and helped make their life easier. The advertising positively influenced agreement that Amazon Prime is convenient to use across all age groups and genders.**

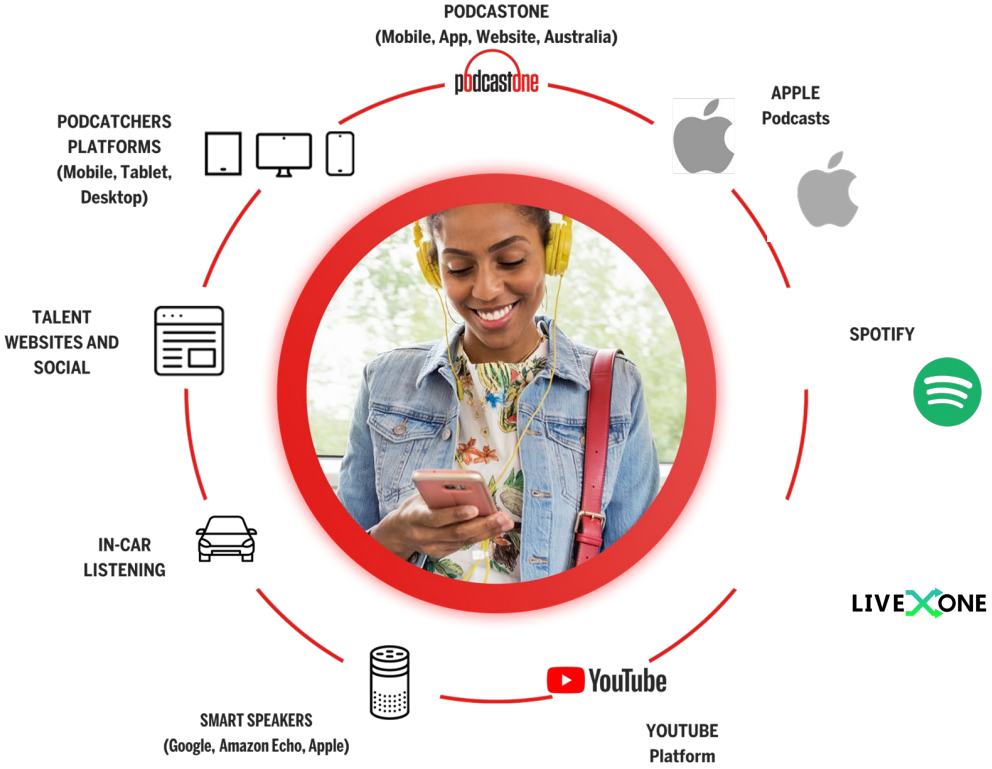
**11+** Purchase Intent for groceries from Amazon Prime rose by 11pts among the 18-34 age group as well.

**3+** Almost all respondents agreed that Amazon Prime makes their life easier, a +3pt lift over the control. Females were the main driver in this overall increase.

**22.7M+** Impressions delivered.



# OUR DISTRIBUTION NETWORK




# FEATURED PLATFORMS

LIVEXONE · Spotify · YouTube · STITCHER · Google Podcasts · Apple Podcasts · iHeart RADIO · amazon music · TESLA · TUNE IN · pandora · POdBean · podcast addict

# OUR PARTNERS

## MEASUREMENT

We deploy leading podcast measurement solutions tailored to your KPIs: brand impact, sales lift, even in-store conversions while ensuring transparency and accountability.

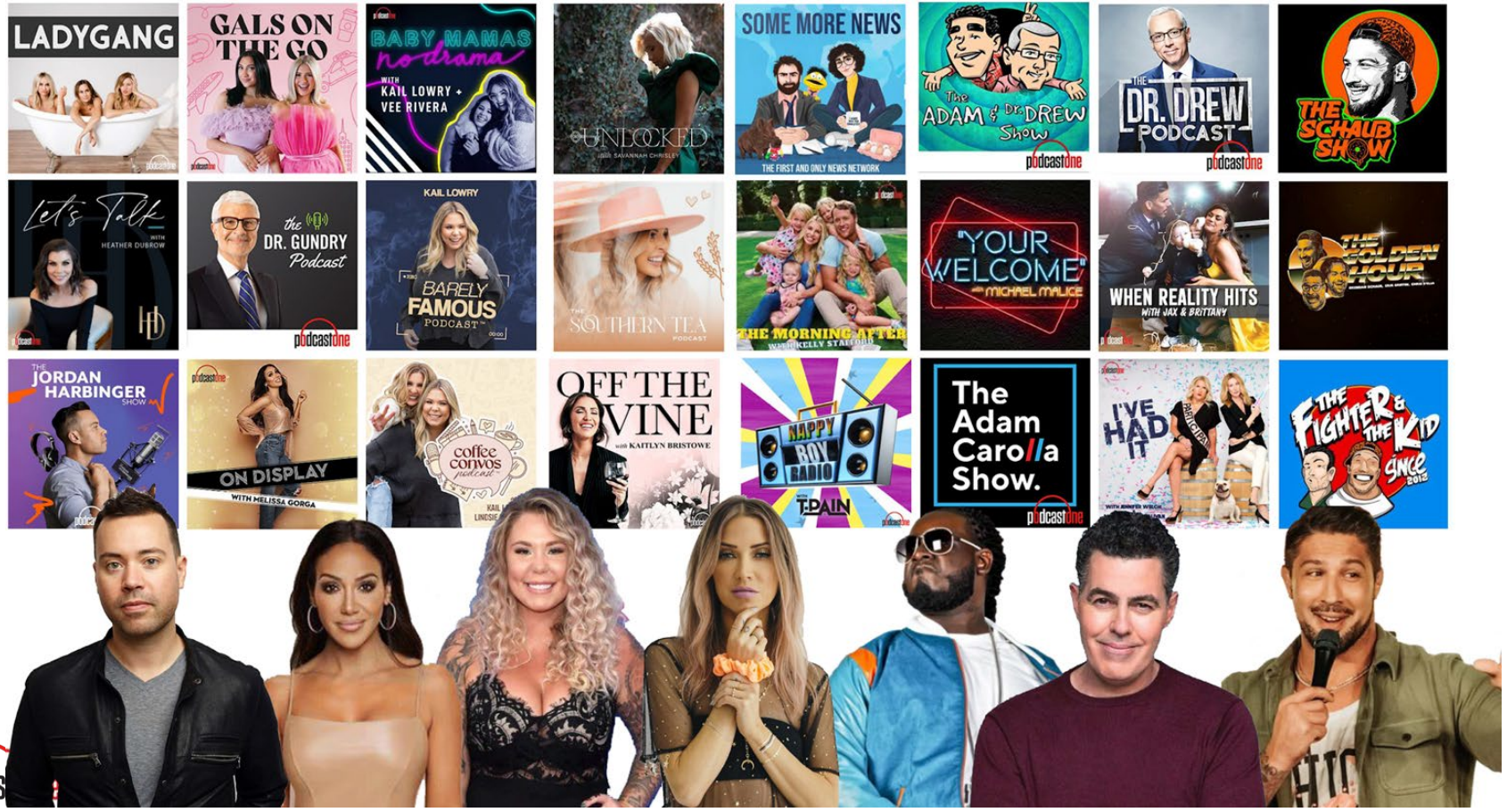
## ATTRIBUTION

We work with our attribution partners to provide greater insight for your brand into the effectiveness of your campaign across multiple publishers and hosting providers.

## BRAND LIFT STUDIES

We continuously embark upon brand lift studies to demonstrate and validate impact with Edison Research and Nielsen.

# OUR TOP SHOWS



# FROM OUR HOSTS




**“The team at PodcastOne understands LADYGANG exponentially and continues to bring us exciting partnerships with the brands that we love. Our relationship isn’t just about impressions, downloads and contracts- it is about their dedicated team of producers and salespeople working hand in hand with us on every single episode so that we can overdeliver on our promises to our brand partners, while remaining authentic, honest and vulnerable with our listeners. We had incredibly successful and lucrative specialty projects with brands like European Wax Center, Obe Fitness and Hyundai - and all three were so happy with the outcome they are all hanging with the gang again in 2022. Our listeners are happy. Our brands are happy. We are happy and so excited for the future, “ said Knight, Tobin and Vanek.**




**“We are beyond excited to announce our continued partnership with PodcastOne. Working with the team has been an absolutely incredible experience, and we look forward to seeing what’s to come in the next few years,” said Miccio and Carolan.**




**“PodcastOne doesn’t treat podcasters as a number, they treat them like part of the family and that makes a huge difference.”**
**-Michael Ferguson**

# PODCASTING AT A GLANCE

**Listeners have made podcasts part of their everyday life. ‘What podcasts are you listening to?’ is asked everyday and we have the numbers to back that up.**

**177M** — **People listen to podcasts**

**67%** — **Say “I feel close to the hosts of the podcasts I listen to”**

**61%** — **Consider podcasts as part of their daily routine**

**$2B** — **Analysts predict podcast ad spending to exceed $2 Billion in 2026**




Becca Tobin, Keltie Knight & Jac Vanek
**LadyGang**



Kail Lowry
**Coffee Convos**



T-Pain
**Nappy Boy Radio**

Source: MRI-Simmons 2020 Podcast Study and The Infinite Dial 2022

# RECENT TRANSACTIONS

- **In Nov. 2023, acquired exclusive sales and distribution rights to both *Lost In Panama* Podcast and *Vigilante* Podcast, including IP for TV and Film.**
  - ***Lost in Panama* was named a "Top 10 True Crime Podcast" by *Mashable* --- it was the 22nd largest new podcast across all genres during 2022.**
  - ***Vigilante* was named "Best True Crime Podcast of 2022" by Vulture and The Boston Globe.**
- **In Oct. 2023, acquired exclusive sales and distribution rights to *The Opportunist* Podcast, including IP for TV and Film – includes 71 episodes downloaded 18M times across 8 seasons.**
- **Completed acquisitions of certain individual former Kast Media podcasts which in the aggregate are expected to add up to $10 million of annual revenue for PodcastOne and be accretive to Adjusted EBITDA.**




Source: Public SEC filings and press releases as of November 26, 2023

# Investment Highlights

1. LiveOne Completed the Spin-out of PodcastOne to Become the First Stand-Alone Podcast Network Company to List and Trade on a National Exchange.
2. Reported Q2 Fiscal Year 2024 (ended 9/30/2023) Revenue of $10.5M, a 24% increase compared to Q2 FY 2023, and Adjusted EBITDA* of $500K -- First Six Months FY 2024 Revenue of $21.1M and Adjusted EBITDA* of $866K.
3. Raised Pro Forma Revenue Guidance for FY 2024 to $47-$51M with Pro Forma Operating Adjusted EBITDA* of $4-$5M.
4. Ranked 10th in PODTRAC's Podcast Industry Top Publishers Rankings for October 2023 – Ahead of Paramount, FOX and CNN.
5. 175 Exclusive Podcasts, Produces Over 350 Episodes Per Week, Over 44 Million Monthly Downloads, and 6.0 Million Monthly Unique Listeners.
6. Well Positioned to Strategically Acquire Both Existing Podcasts as well as Entire Podcast Networks.
7. PodcastOne now Featured in Over 1 Million Tesla EVs.
8. Management Team Among the Most Seasoned in the Podcast Industry.

* *See About Non-GAAP Financial Measures in PodcastOne's SEC filings and press releases*

Source: Public SEC filings and press releases as of November 26, 2023