podcastone

A LEADING PODCAST PLATFORM WITH OVER 3.8 BILLION DOWNLOADS THAT PROVIDES CONTENT CREATORS AND ADVERTISERS WITH A FULL 360-DEGREE SOLUTION

NASDAQ: PODC

Investor Webinar
August 13, 2025

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Presenters

KIT GRAY

Co-Founder & President

One of the early strategists in developing a monetization standard for the podcast industry. Gray has spent nearly two decades working with talent and developing podcast concepts across all genres, all while creating a top tier team of individuals that are experts in all aspects of podcasting from technology, advertising sales, marketing, talent booking, acquisitions, development, vodcasts, video, social media, emerging concepts and more.

RYAN CARHART

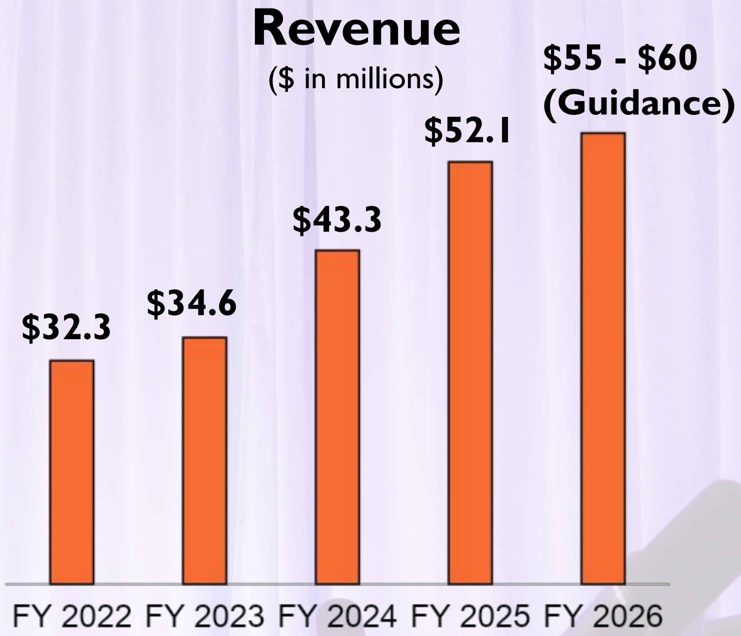
Chief Financial Officer

A seasoned executive with extensive financial, mergers and acquisitions and operational experience in building, managing and scaling organizations, as well as financial reporting and internal controls.

PodcastOne: Overview

PodcastOne is a leading global podcast platform

- 206 exclusive podcasts, 350+ episodes per week, **20.3** million monthly downloads and **5.3** million monthly unique listeners
- Differentiated platform provides full 360-degree solution for advertisers and content creators
- Diversifying revenue streams with high margin offerings to loyal podcasting audiences and owned IP, with two shows sold for TV adaptation
- Focused on acquiring new talent and expanding reach to grow audiences
- Leader in podcasting, a $2B+ market
- Opportunistic M&A outlook to incorporate smaller networks and technology into PodcastOne's robust infrastructure
- Strong financial profile: Double digit revenue growth, expanding margins and no debt
- Pathway to $100M in revenues, target 2 - 4 years
- Strong management, with media veterans and podcasting pioneers



THE ONLY PUBLICLY-TRADED PURE-PLAY PODCAST COMPANY IN THE U.S.

NASDAQ: PODC

1) Financial guidance as of August, 2025

Recent News

- Named 9th Largest US Podcast Publisher by Podtrac for July 2025
- Announced return of Todd and Julie Chrisley with Chrisley's 2.0 in exclusive multi-year deal
- Renewed existing exclusive rights and distribution agreements with A+E networks, partnership launched in 2017
- Video views surge 218% YoY across platforms like YouTube, Substack, Rumble, TikTok
- PodcastOne deepened strategic partnership and successfully moved network of programming to Amazon's Podcast Hosting Platform, Art19, and has exceeded the initial contractual Minimum Guarantee download threshold achieving an increased financial guarantee.
- Launched the PodcastOne Crypto Network in June 2025
- Diversification of new revenue channels include Podroll, Premium Subscriptions, PodcastOne Pro, and new distribution deals.

PodcastOne: Snapshot

A 2025 Top 10 US Podcast Publisher[1]

20.3M	206	1,000+
Monthly Downloads July 2025	Exclusive Podcasts	Episodes Produced Monthly

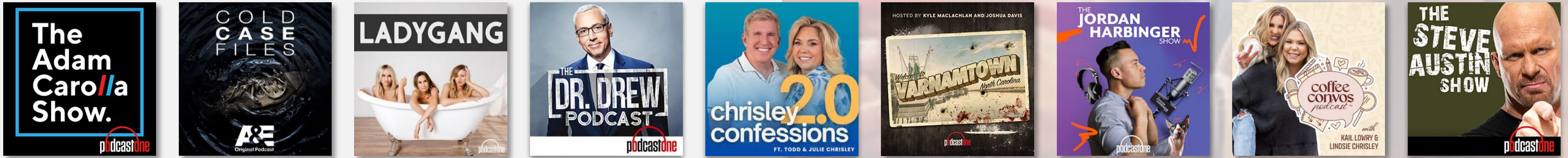
5.4M	500+	2
July Unique Listeners	Advertisers	Shows Sold for TV Adaptation

Fiscal 2026 Guidance[2]

$55-60M	Positive
Revenue +16%	Adjusted EBIDTA

$100M

Two – Four Year Revenue Goal

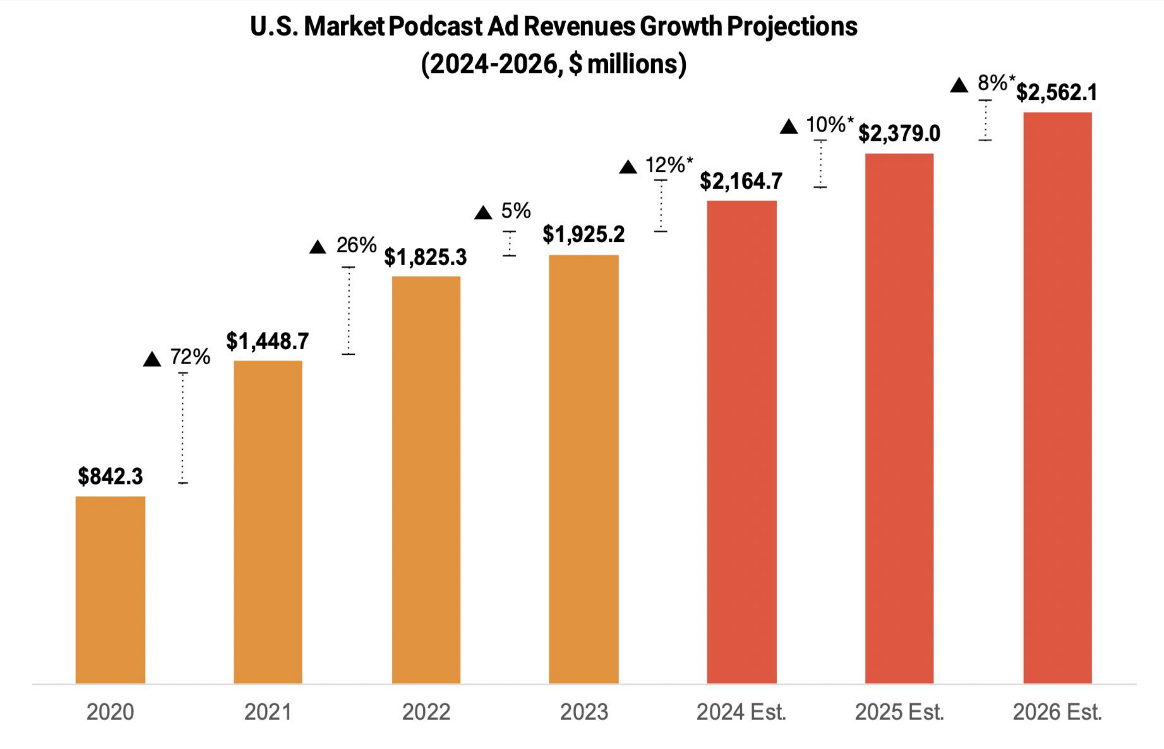


1) Podtrac Podcast Publisher Rankings
2) See Company's Press Release dated August 13, 2025

The Podcast Market

Podcast Listeners are a Loyal, Engaged And Highly Sought After Demographic

135M	Monthly U.S. listeners[1]
8.3	Avg. podcast episodes listened to per week[1]
75%	Say “I feel close to the hosts of the podcasts I listen to”[2]
48%	Of listeners are college educated[2]
39	Median age, with heavy users trending younger[2]
$101K	Median household income[2]
$2B+	Total U.S. podcast market Ad Revenue in 2024 climbing to ~$2.6B by 2026[3]
4.3M+	Total Podcasts[4]



> *“Improvements in measurement and the evolution in programmatic buying, along with revenues tied to video and live events are contributing to the positive outlook.”*
>
> ***– PwC | IAB FY 2023 Podcast Ad Revenue Study***

1) The Infinite Dial 2024
2) MRI-Simmons 2023 April Podcast Study
3) PwC | IAB FY 2023 Podcast Ad Revenue Study
4) Podcastindex.org

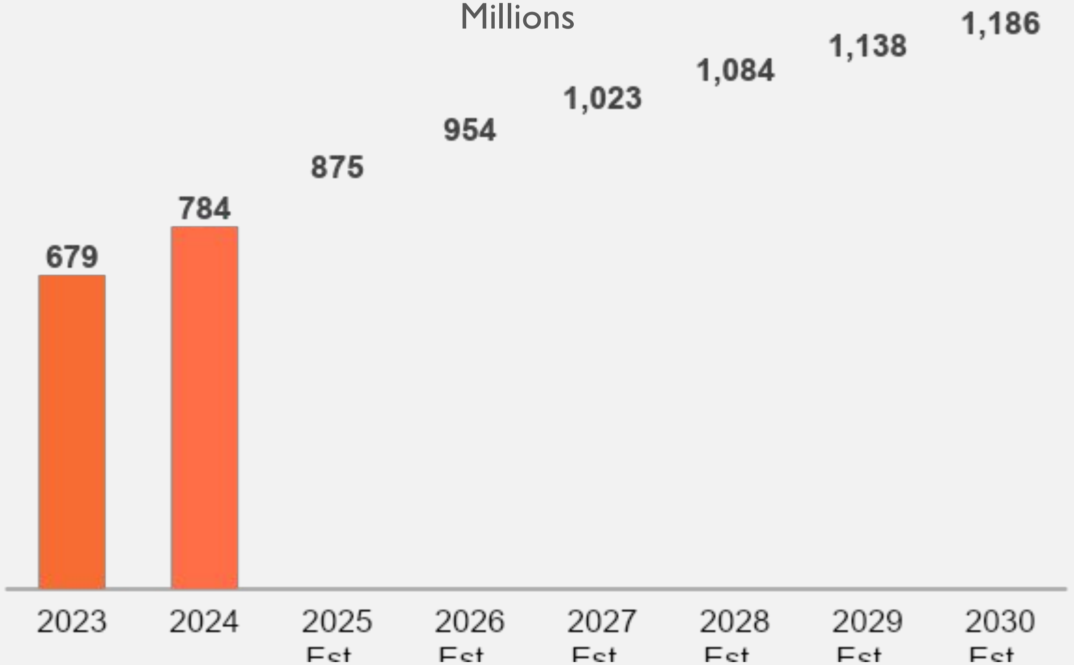
The Podcast Market

Recent Podcast Pay-days

$250M+	*Joe Rogan's Renews Spotify Deal, Podcast Will No Longer Be Exclusive to the Platform*
$125M	*Alex Cooper Jumps From Spotify to SiriusXM*
$100M+	*SiriusXM Inks 'SmartLess' Podcast Three-Year Deal*
$100M+	*Kelce Brothers Sign Three-year Deal With Amazon's Wondery for 'New Heights' Podcast*

> *"The latest nine-figure deals, while they look pricey, are rooted in solid projections of the ad dollars they could generate. These are tested shows – these aren't big risks these companies are taking,"*
>
> ***– Josh Lindgren, Head of CAA's Podcast Department***

Global Podcast Listeners to Exceed 1 Billion by 2027[1]



> *"Watchable podcasts are growing in popularity; 1 in 3 now say they prefer actively watching podcasts with videos."*
>
> ***– Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2024 Report***

1) MIDiA Research, 2024–2030 global podcast forecasts

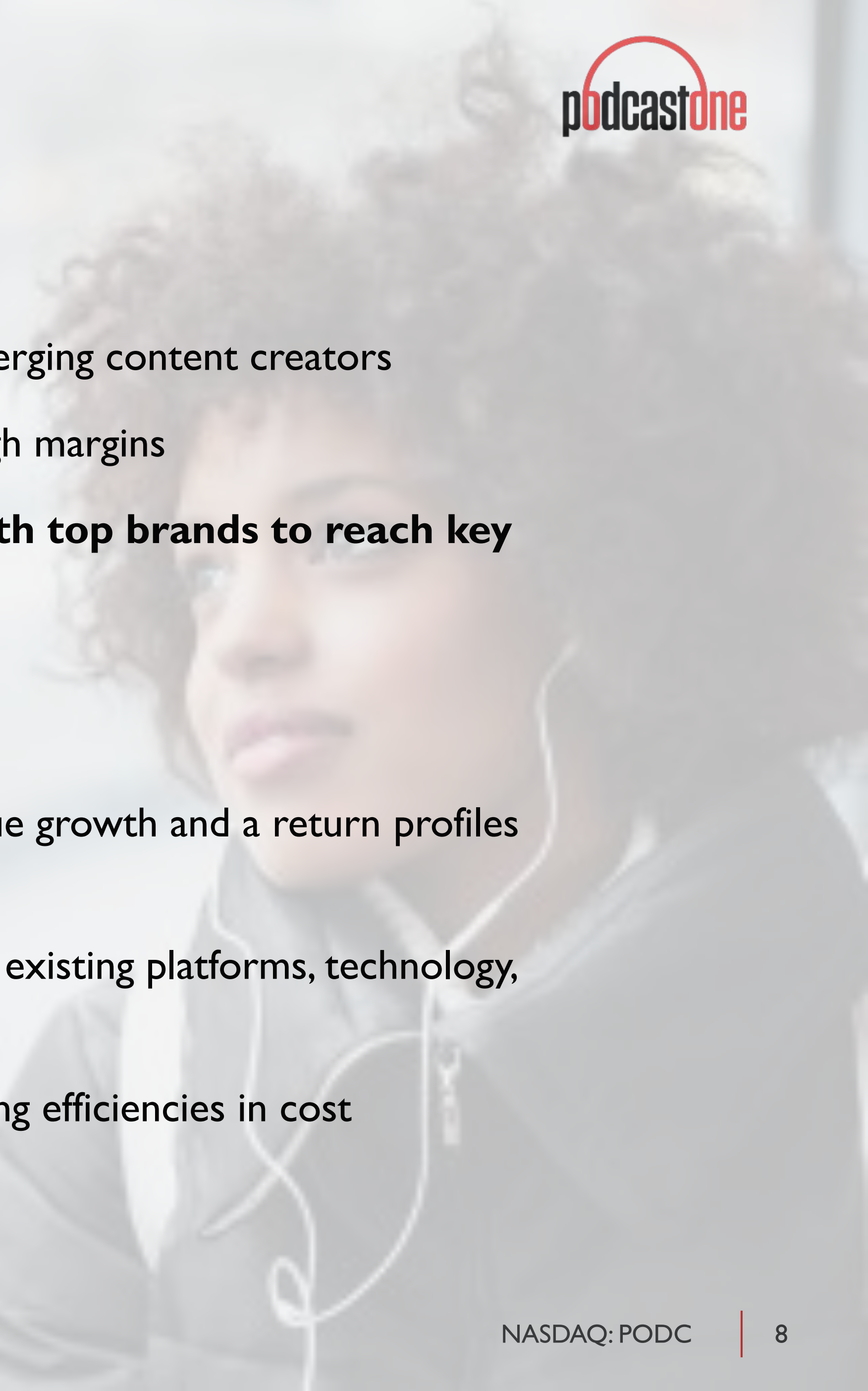
PodcastOne Vision & Objectives

Near-Term

- Be **the go-to platform** to grow audiences and expand reach for established and emerging content creators
- Invest in **technology and infrastructure** to produce best-in-class podcasts with high margins
- Grow the advertising platform with diversification of podcasts and by **partnering with top brands to reach key demographics** and loyal listeners, resulting in growth above industry trends

Long-Term

- Partner, nurture and **develop industry leading podcasts** by offering diverse revenue growth and a return profiles that exceeds industry growth metrics and returns
- Execute on **focused M&A strategy** to grow PodcastOne through the acquisition of existing platforms, technology, and production capabilities to capitalize on future industry trends
- Be an **acquirer of choice for smaller podcast platforms** (10-50 podcasts), offering efficiencies in cost structure, ability to scale and access to much larger advertising platform



Platform of Choice

Building a Successful Podcast Requires More Than Just Great Content; It Requires a Strategic Approach

Unmatched Infrastructure

- Allows creators to focus on what they do best and PodcastOne to offer value-added services that efficiently drive revenues

PodcastOne Pro

- Specializes in transforming podcasts into polished productions
- Offers fully customizable production packages for brands, professionals, or hobbyists
- Leverages current infrastructure, to drives higher margins & diversified revenue streams

Our Blue-Chip National Advertisers

podcastone

Deep Relationships Across Our Network of 500+ Advertisers & Brands

PodcastOne has Exclusive Rights to All Advertising Inventory

amazon | Walgreens | intuit turbotax | Microsoft | indeed | SimpliSafe

pepsi | DUNKIN' | shopify | DRAFT KINGS | LaCroix

StateFarm | MillerCoors | General Mills | CLOROX | THE HOME DEPOT | dish

zoom | CBS | ROCKET Mortgage by Quicken Loans | KFC | shopify | DAILY HARVEST

Crate&Barrel | HYUNDAI | CVS | FOX | hulu | brooklinen

Betty Crocker | abc | peacock | PayPal | CERVEZA XX DOS EQUIS | CARVANA

Revenue Segments

Core

Direct & Programmatic Sales

- Host Read Ads – Audio & Video
  - Recorded directly into the episode file and served with every download or view
- Dynamic Ad Insertion
  - Targeted & inserted the moment the podcast episode is downloaded
- Custom Segments
  - 3-5 minute custom executions or episode takeovers
- Social Media Campaigns

Diversified / Emerging

- PodcastOne owned IP on scripted shows allows for second window opportunities
  - *Varnamtown* & *Vigilante* have been sold for TV adaptation
- PodcastOne Pro
  - Fully customizable production packages for brands, professionals, or hobbyists
- Paywalls
  - Substack, Apple+, Patreon
- Podroll
  - Feed dropping at the end of another podcast
- Other
  - Live shows, branded podcasts, merchandise, etc.

Reaching Audiences Across Every Medium

PodcastOne's Hit Shows Are Available Wherever You Get Your Podcasts & However You Consume

31% of weekly podcast listeners use YouTube to listen & view
Spotify (27%) and Apple Podcasts (15%)[1]

1) Edison Podcast Metrics™, Oct, 2024

2026 FY Growth Strategy

Two-Pronged Approach to Grow in Fiscal Year 2026 & Beyond

Mergers & Acquisitions

- Industry has seen consolidation & PodcastOne will be a consolidator of choice
- Positioned to act opportunistically with **$0 debt,** using cash & stock
- Major mergers or acquisitions of synergistic verticals
  - Accretive, cash flow positive assets to benefit from cost reductions upon integration
  - Platforms with 10-50 podcasts
  - Technology & industry talent to bolster infrastructure

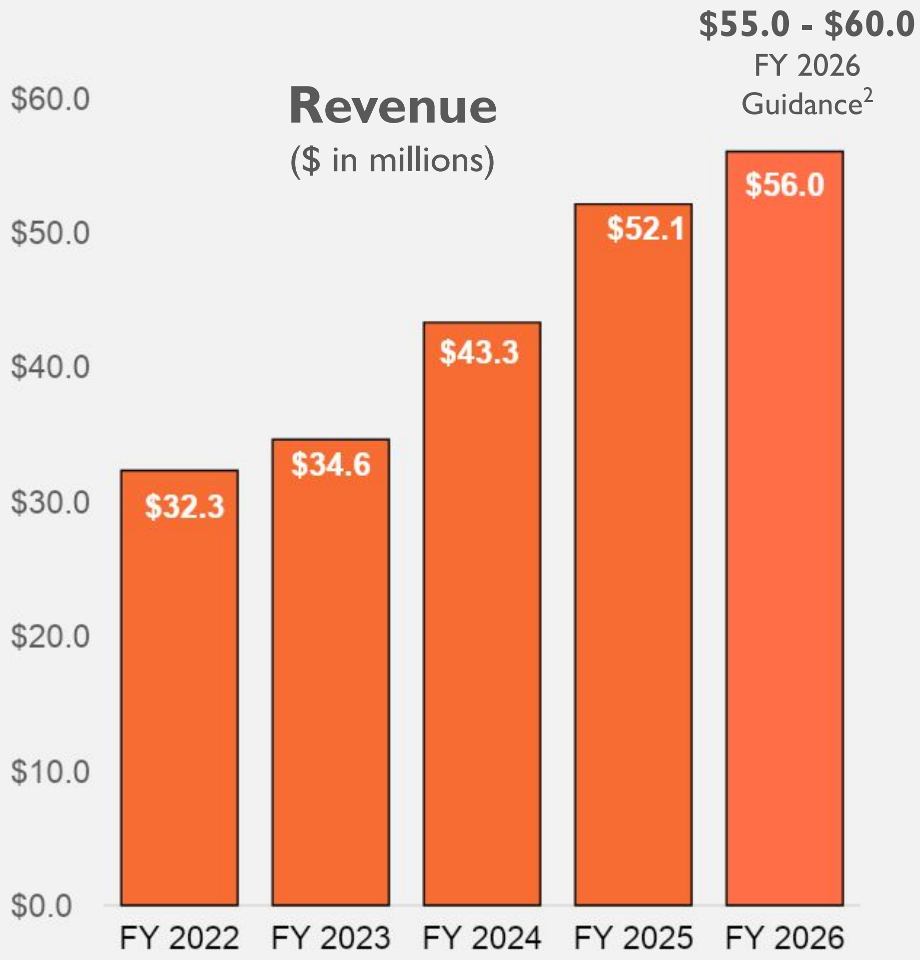
Organic

- Focused execution on driving ad revenue
- Supporting talent to expand beyond audio & video
- Cross platform promotion and monetization
- Maximize current infrastructure to drive higher margins
- Diversified and emerging revenue streams
  - Owned IP, PodcastOne Pro, Paywalls, Podroll, Live Events, Merchandise, …

Select Financials

Expect FY 2026[1] Revenues to Increase at Least 7% to at Least a Record $55.0 Million, Driving Expected Positive Adjusted EBITDA[2]

	Fiscal Year	Fiscal Year	Three Months Ended June 30,	
$ in Millions	2025	2024	2026	2025
Revenue	**$52.1**	$43.3	$15.0	$13.2
Gross Profit	**$4.7**	**$6.0**	1.4	1.4
Operating Expenses	$(57.6)	$(48.3)	(13.6)	(11.7)
Net Loss	$(5.5)	$(14.7)	$(1.1)	$(1.4)
Adj. EBITDA	$(0.5)	$0.5	$0.6	$(0.3)
Debt	$0.0	$0.0	$0.0	$0.0



1) The Fiscal Year ends March 31, 2025
2) Company financial guidance as of November 7, 2024

Case Studies

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 11 pts 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**

Podcasters

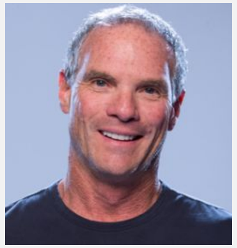
- The Adam Carolla Show moved from Radio to Podcasting in 2009, joining what would become PodcastOne
- **With PodcastOne as a partner**, Carolla expands his podcast network:
  - The Adam Carolla Show, The Adam and Dr. Drew Show, Carolla Classics
- And **diversifies his revenue streams**
  - Live shows & tours, PPV, merchandise, Substack

Management & Board

Podcast Industry Veterans
High Insider Ownership Creates Alignment With Investors







KIT GRAY	ROBERT ELLIN	RYAN CARHART	SUE MCNAMARA	STEVE LEHMAN	ELI DVORKIN	STACIE PARRA
Co-Founder & President	*Executive Chairman*	*Chief Financial Officer*	*Chief Revenue Officer*	*Vice Chairman*	*Chief Content Officer*	*Content & Podcast Producer*
19+ YEARS EXPERIENCE	25+ YEARS EXPERIENCE	+ YEARS EXPERIENCE	20+ YEARS EXPERIENCE	25+ YEARS EXPERIENCE	15+ YEARS EXPERIENCE	20+ YEARS EXPERIENCE

Board of Directors

Robert Ellin
Executive Chairman of PodcastOne
Founder, CEO & Chairman of LiveOne
Founder & Managing Dir. of Trinad Capital Mgmt.

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

Carolyn Blackwood
Head of Studio, Sphere Entertainment
Former Chief Operating Officer of Warner Bros

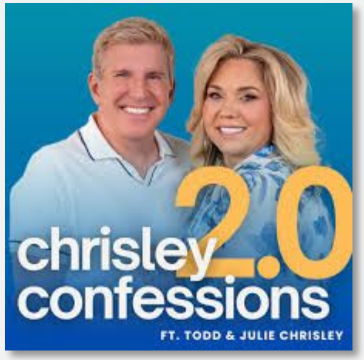
Jay Krigsman
Director of LiveOne
Executive VP & Asset Manager of The Kraus Companies

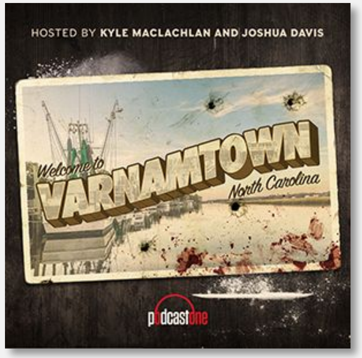
Patrick Wachsberger
Director of LiveOne
Founder & Manager of Picture Perfect Entertainment

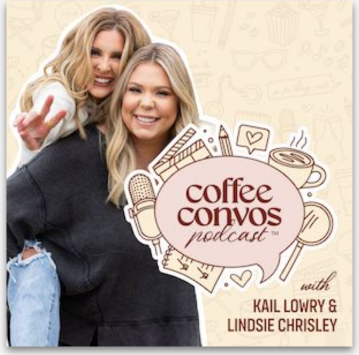
Ramin Arani
Director of LiveOne
Former Portfolio Manager at Fidelity Management

Jon Merriman
Head of Equities for Texas Capital Bank

Up Trending Shows







Key Takeaways

PodcastOne is a leading podcast platform with over 3.8 billion downloads that provides content creators and advertisers with a full 360-degree solution. PodcastOne's hit shows are available wherever and however you listen.

- The only publicly-traded pure-play podcasting company in U.S.
- The U.S. podcast market commands 35M monthly listeners and ad revenues of ~$2.0B
- Platform of choice, given robust infrastructure that leverages technology, production efficiencies, advertising breadth, and marketing reach to create significant competitive advantage
- Ability to grow PodcastOne show revenues faster than competitors and the market through focused marketing
- Diversified revenue opportunities beyond direct advertising, including paywalls, live events, social campaigns, and owned IP through scripted podcasts with two shows sold for TV adaptation
- Strong financial profile – double digit revenue growth, expanding margins and no debt
- Strong organic and M&A focused inorganic growth strategies leading to $100M revenue goal over the next two – four years.
- Management team led by media and podcasting industry veterans with significant insider ownership

NASDAQ: PODC[1]	
Price	$1.58
Market Cap	$43.05M
52 Week Range	$1.10 - $2.94
Avg. Volume (3-Mo)	71.93K
TTM Revenue[2]	$53.94M
TTM Adj. EBITDA[2]	$394.0K
Debt	$0
Enterprise Value	$46.65M

1) As of August 19, 2025
2) As of September 30, 2024

Investor Relations

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