

Acast

Capital Markets Day

October 2022

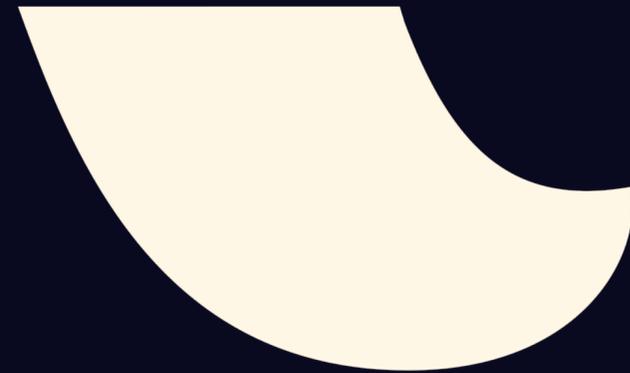
www.acast.com





Hello!

We're Acast.



Agenda



- 1 **Acast and the Podcasting Opportunity** – CEO Ross Adams
- 2 **How we work with podcasters** – CPO Matt MacDonald
- 3 **Advertising deep dive** – Global Head of Ad Innovation – Elli Dimitroulakos
- 4 **From hypergrowth to profits** – CFO Emily Villatte



Ross Adams
CEO



We are the
Wordpress
of podcasting

Ross Adams, CEO

How the Internet Works



WEBPAGE CREATOR



WORDPRESS



HTML



WEB BROWSERS

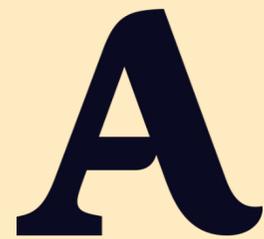


INTERNET USERS

How Podcasting Works



PODCASTERS



HOST



RSS



A vertical stack of 18 colorful icons for various podcasting and streaming applications, including Spotify, Apple Podcasts, Amazon Music, YouTube Music, Pandora, SoundCloud, iHeartRadio, Deezer, and others. The icons are arranged in two columns of nine, with a small cluster of colorful dots in the center.

LISTENING APP



LISTENERS

How Revenues are Generated

Sponsorship

Audio Ads

**Branded
Content**

**SALES
CHANNELS**

Direct sales

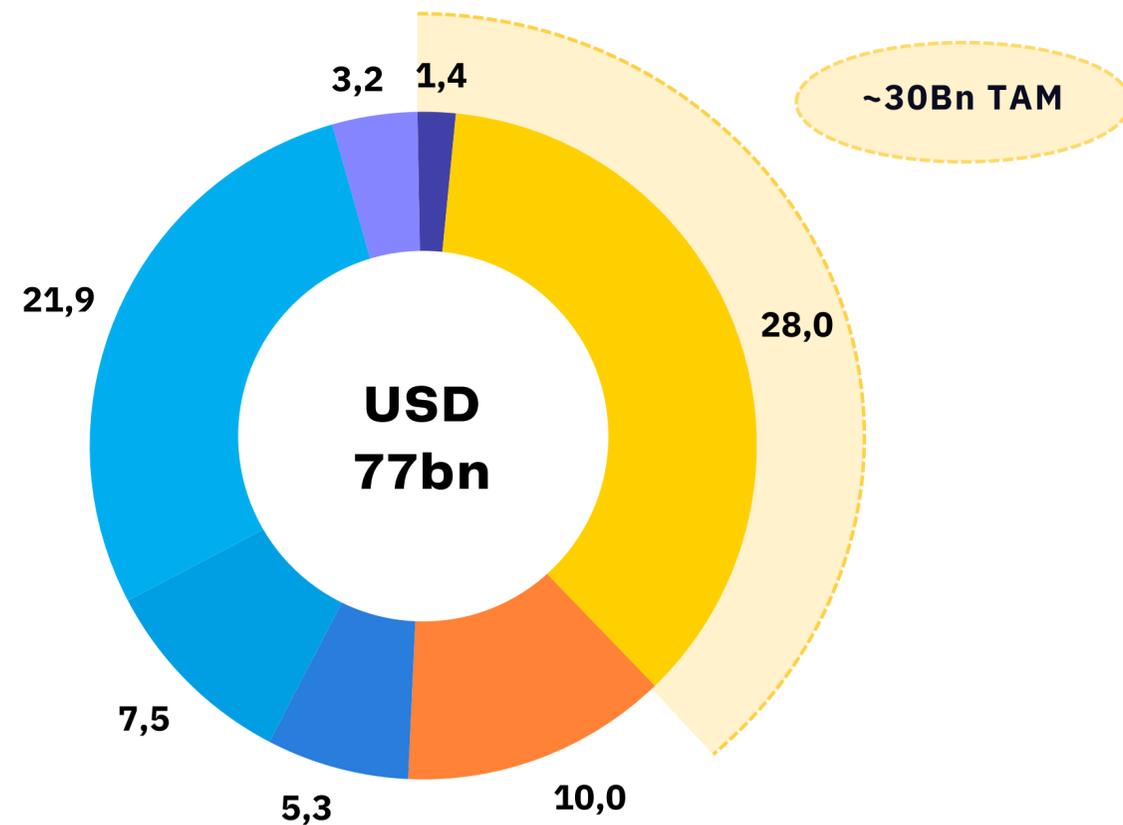
**Direct sales
Programmatic sales
Self-serve**

Direct sales



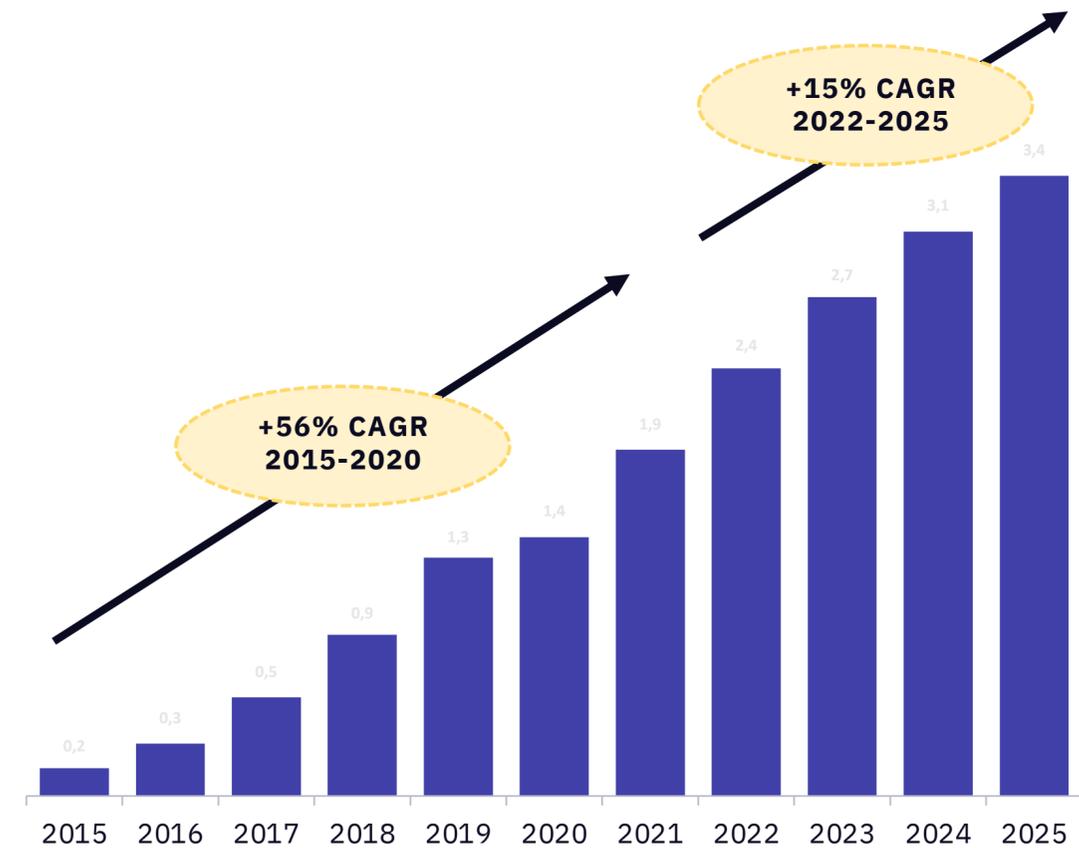
USD 30Bn Addressable Market – Podcast Advertising Growing 15% CAGR

Global Audio Market (USDbn)



- Podcast Advertising ⁽¹⁾
- Other Radio
- Live Music
- Other Music Segments
- Radio Advertising
- Physical Recorded Music
- Digital Music (Streaming & Downloading)

Global Podcast Advertising Market (USDbn)



✓ The Global Podcast advertising market is estimated to be worth **USD 4-6Bn** in the coming 3-5 years

✓ Podcast advertising has grown by CAGR of 56% 2015 to 2020 with **15% projected growth** as the latest estimate as at June 2022

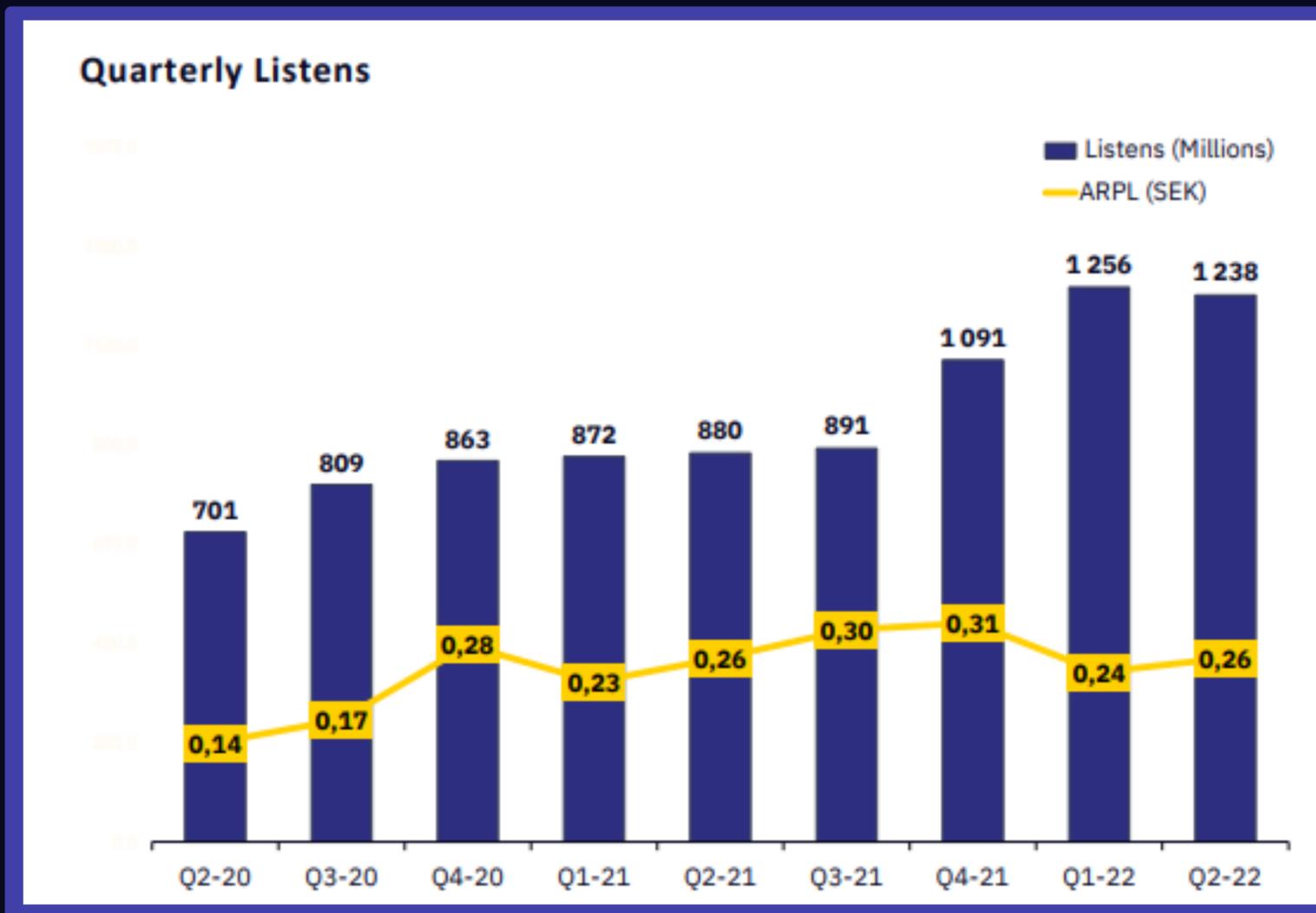
The Acast Marketplace

We have built the infrastructure required to match podcasters and advertisers



A World Leading Network of Podcasters

We have expanded our podcaster network significantly and we keep growing the number of shows and listens



66,000 shows

We Have Established a Network of Advertisers

PODCAST CREATORS



>1.2Bn LISTENS / QTR

>66,000 SHOWS

Acast

We are winning the trust of the
Supply and the Demand side

ADVERTISERS & LISTENERS



2,400 ADVERTISERS /
YEAR

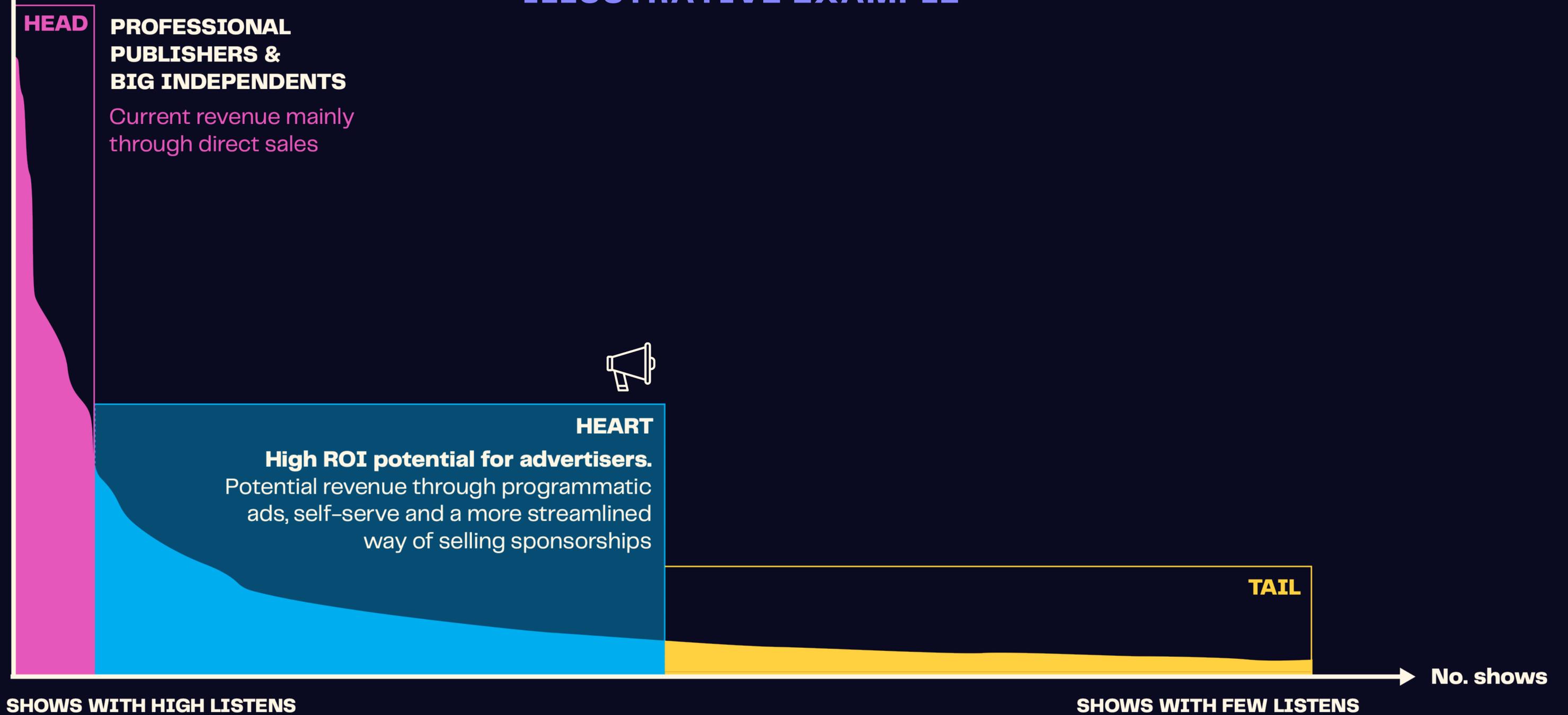


87M MONTHLY
UNIQUES⁽¹⁾

No. listens

The Podcast Portfolio

ILLUSTRATIVE EXAMPLE



No. listens

Acast Has Many Shows Left to Monetize

REALITY

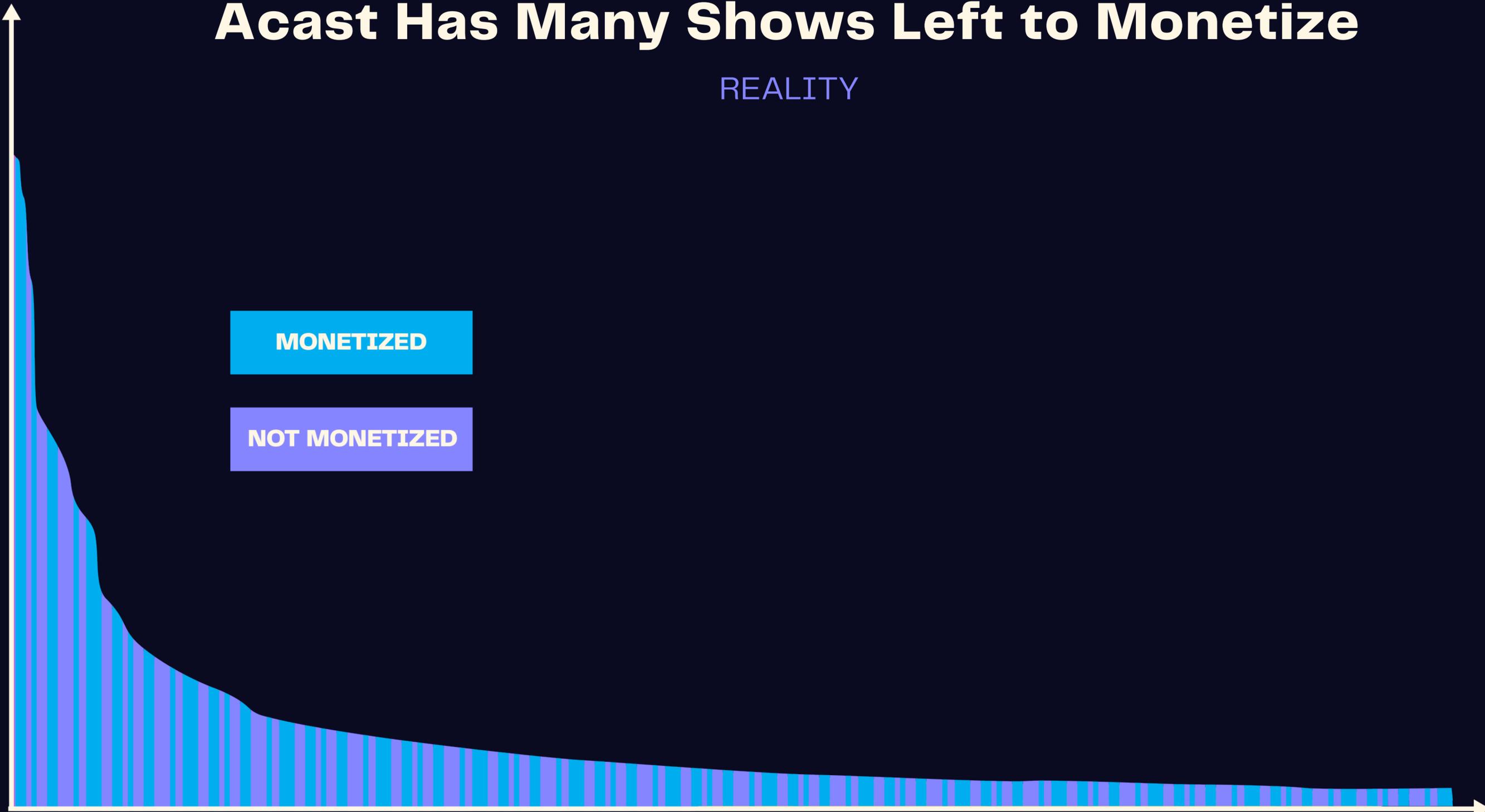
MONETIZED

NOT MONETIZED

SHOWS WITH HIGH LISTENS

SHOWS WITH FEW LISTENS

No. shows



Podchaser Delivers Discoverability, Dollars and Data

Acast



Podchaser

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Matt MacDonald
CHIEF PRODUCT OFFICER



Help me grow my
audience and help
me make more
money.

The Podcasters

The Podcast Growth Funnel

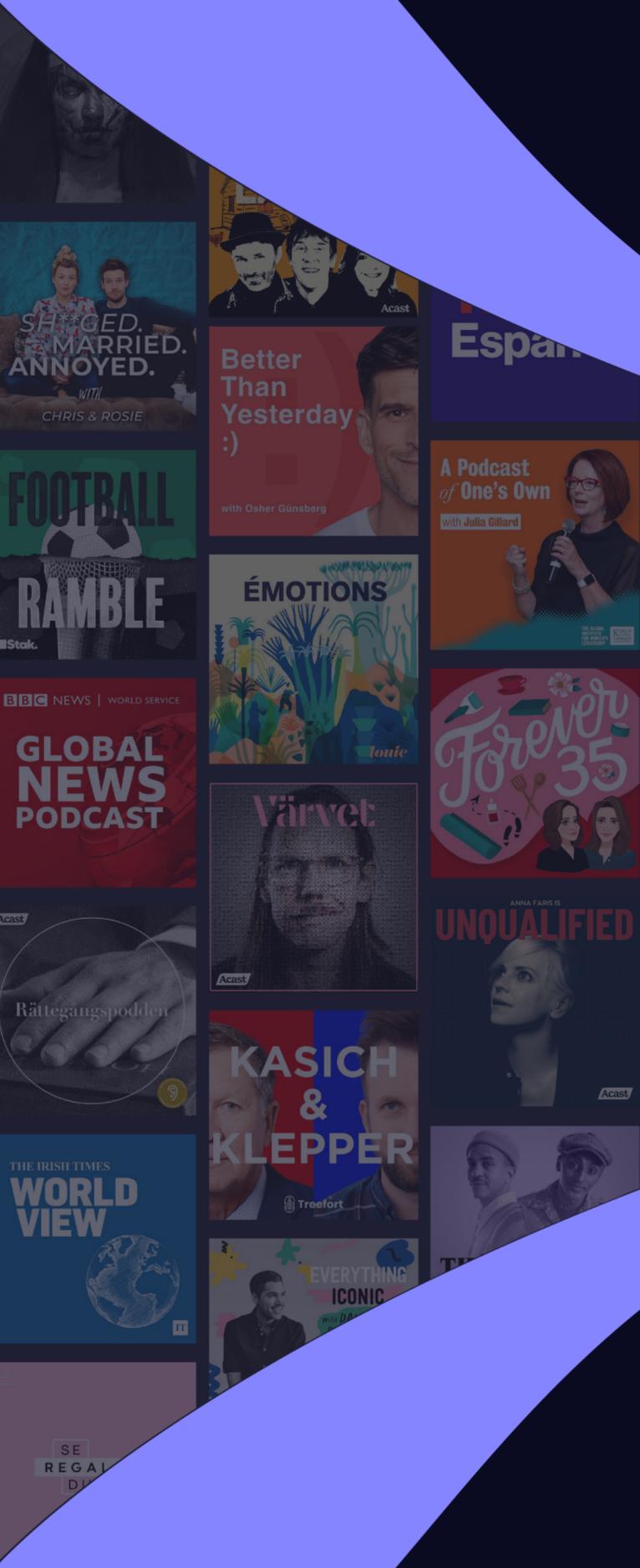
Automated
lead generation

Smoother
onboarding

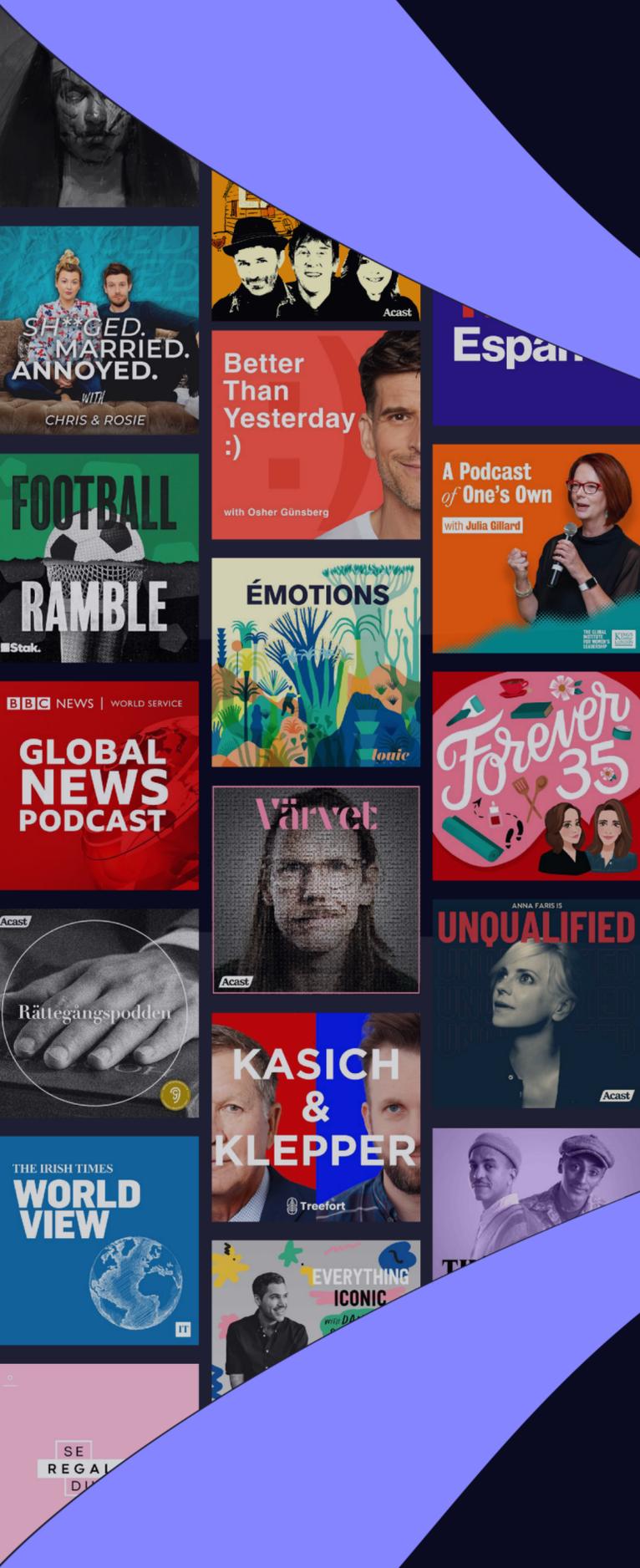
Adaption to
local markets

Campaign
management

Acast



Our Acast distribution API



STITCHER

Becoming Profitable



Removing friction



Attracting Supply

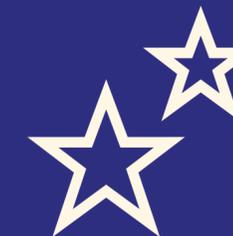


Acast+



Ads

- **Demand lead generation** (active)
- **Content matching** (active)
- **Campaign management** (active)
- **Payments** (future pain point to address)



Self serve

Advertising – What's Next



Improved matching of podcast inventory to meet advertiser demand



Development of core ad technology to control delivery of impressions



Acast Self-serve buying channel



Algorithms to automatically increase available inventory for Acast

The Value Creation Flywheel

PODCHASER VALUE CREATION:

- Better quality show profiles
 - More advertiser leads
 - Improved discoverability
- Promote Acast+ on Acast show profile pages
- Reduced transcription costs
- Accurate reach with verified listens



ACAST VALUE CREATION:

- Package more shows
- Improved planning insights
- New ad targeting options
- More buyer leads
- New Acast+ memberships

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Elli Dimitroulakos

GLOBAL HEAD OF AD INNOVATION

Leading the Way in Podcasting Sales

VALUE-ADDED SERVICES



MEASUREMENT, RESEARCH & INSIGHTS



BRILLIANT BRAND STORIES



EFFICIENCY & SCALE

FORMATS

ADS

SPONSORSHIP

SPONSORSHIP

SPONSORSHIP+

SPONSORED STORIES

BRANDED CONTENT

SEGMENTS

EPISODE

ORIGINAL SERIES

EXTENSIONS

SOCIAL

COLLABORATIONS

CAPABILITIES

TARGETING

CURATED COLLECTIONS

AUDIENCE SEGMENTS

SUBJECTS & TOPICS

KEYWORDS

BRAND SUITABILITY

ADVERTISER OWN AUDIENCE

MEASUREMENT

ATTRIBUTION

BRAND UPLIFT

The Industry's Most Innovative Ad Targeting Opportunities

Curated Collections

Content Collections

Curated by Acast Experts



Brand Suitability

Varying Risk Levels

Using words & sentiment

Conversational Targeting

Subjects & Topics

Tier 1 & 2 IAB categories

Keywords

By relevancy

Audience Targeting

Acast Audience Segments

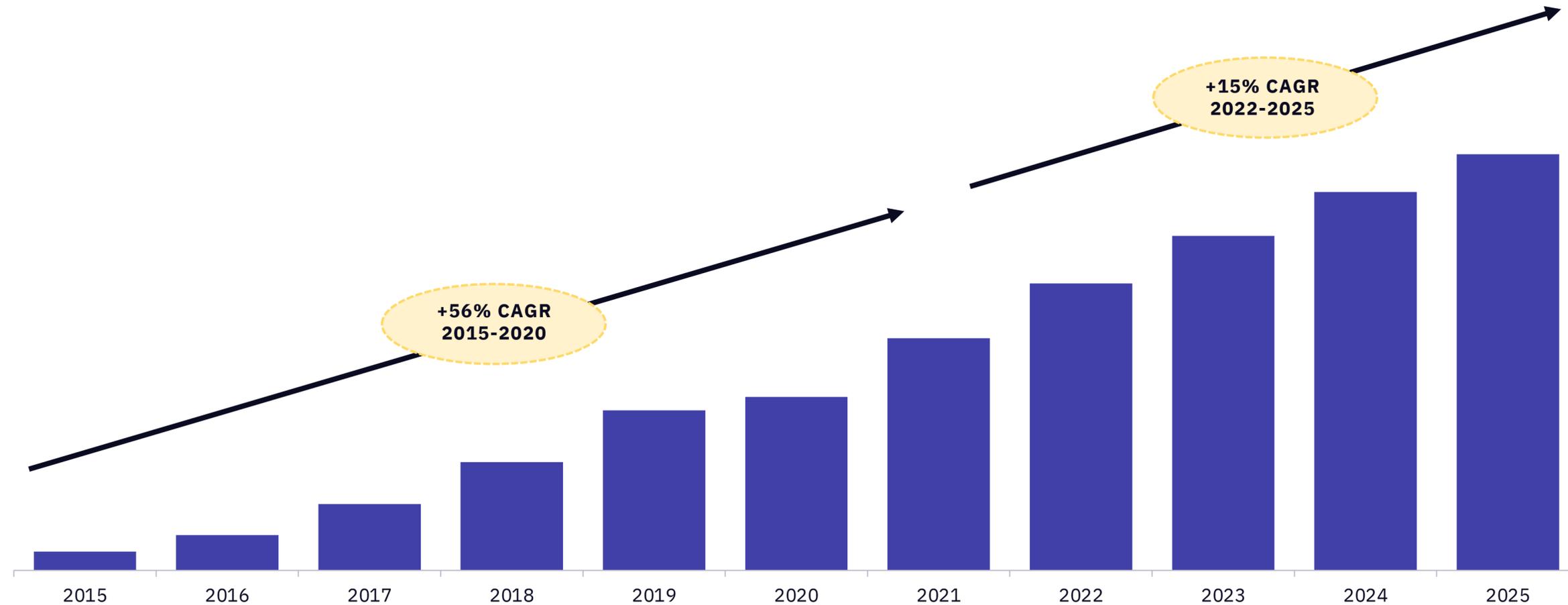
Using Nielsen data

Advertiser Audience Segments

1st party data via Liveramp, Nielsen, Tapad, Coming soon...

Podcast Advertising Market Growing 15%

Global Podcast Advertising Market (USDbn)



✓ Podcast advertising has grown by CAGR of 56% 2015 to 2020 with **15% projected growth** as the latest estimate as at June 2022

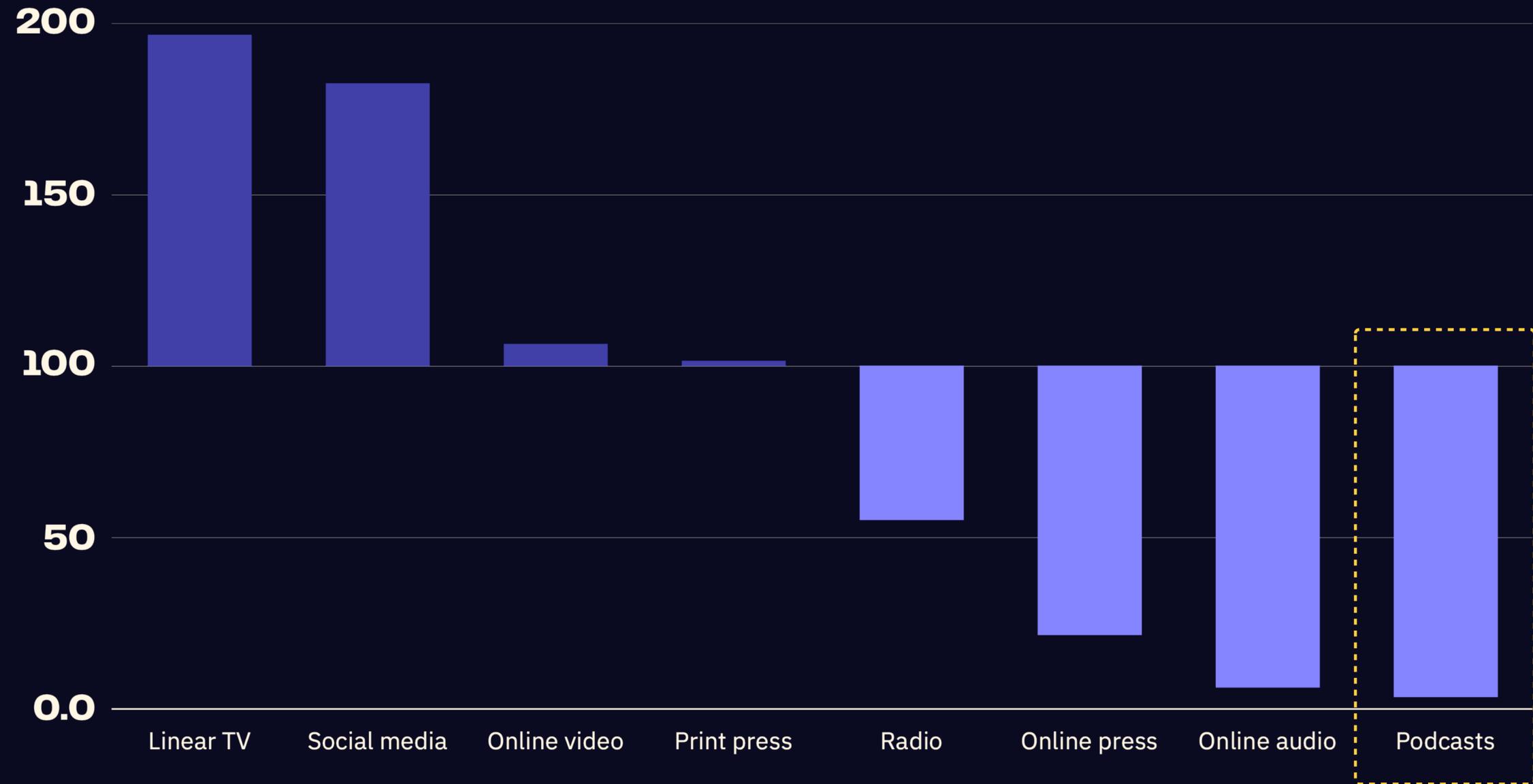
✓ The Global Podcast advertising market is estimated to be worth **USD 4-6Bn** in the coming 3-5 years

The Global Gap in Ad-spending

Ad-spend share is larger than share of media consumption

100 = Index

Ad-spend share is lower than share of media consumption



The Acast Partners

2022 PODSCAPE

ADVERTISERS

Agencies

Direct response agencies
Podcast-focused

Ad Results Media VERITONE. OXFORD.

sonic pod searchAD THE RADIO AGENCY

havas edge incrementalMedia Bautista

strategicmedia ADOPTER MEDIA

Podcasting and other channels

parle media hybrid marketing architects rain

adcology NEW ENGEN CANNELLA MEDIA

Agency holding companies

havas media dentsu IPG

WPP OMG Omnicom Media Group

PUBLICIS GROUPE MDC Partners

Independent agencies

horizonmedia Wieden Kennedy cramer-krasselt

OCEAN MEDIA HARMELIN MEDIA

Trade shops

ACTIVE ICON Orion

Consultants

RIGHT SIDE UP @ #TOPPODCAST

Media planning & buying

Media planning platforms

MAGELLAN AI

Ad marketplaces

podcorn adswizz RedCircle

Acast GUMBALL.FM BSA

MatchCasts ZVOOK ADVERTISECAST

Content creation

Production houses + branded content

YAMAT lemonada spokenlayer SPOKE

Acast AIRSHIP audiochuck

PUSHKIN PRX

Poofy SIMPLER

paciflocontent AUDIOBIO

Cadence3 WUN 18Sixty

Hosting & ad serving tech

Ad serving

adswizz TRITON kevel

Hosting + ad sales

ART19 Megaphone Acast

Anchor Audioboom whooshkaa

RedCircle VOXNEST libsyn

Podcast players

Open RSS

Publisher-owned

Spotify STITCHER Audacy

audible RADIO PUBLIC iHeartRADIO

npr one Acast BBC iPlayer

Big platforms

Apple Podcasts Google Podcasts

amazon music YouTube

Independent apps and web players

Pocket Casts Castbox tunein

PODCAST INDEX OVERCAST

Laughable redisound

podcartaddict CASTRO

PlayerFM D) PodBean

Hubi Breaker PODCAST RADIO

deezer REMIXD METRONOME

Non-Open RSS

Walled gardens

Spotify pandora

audible

Subscription-based services

STITCHER Luminary

WONDERY

LISTENERS

Media sales

Podcast-focused publishers

Spotify WONDERY pandora CROOKED reVOLVER ATC Gimlet

Audioboom Cadence3 BARSTOOL SPORTS LOUD SPEAKERS LOL! NETWORK cloud10 DEARBORN

THE RINGER blueWire LOCKED ON STITCHER KAST melrosepodcasts Amaze Media Labs

Broadcast-to-podcast publishers

iHeartMEDIA Audacy BBC ESPN abcAUDIO sxm MEDIA

npr R RAMSEY WNYC 90.9 wbur AMERICAN PUBLIC MEDIA GROUP

Westwood One BEASLEY SALEM MEDIA GROUP HUBBARD RADIO

Diversified publishers

meredith CONDÉ NAST WARNER MEDIA The New York Times NBC The Atlantic

VIACOM CBS Interactive BET HD SONY MUSIC The Athletic SLATE 7

VIACOMCBS VOX MEDIA The Economist UNIVISION FOX NEWS PODCASTS macmillan podcasts

Programmatic (self-serve and managed)

adswizz dox TRITON Spreaker targetspot audiology

ART19 Megaphone WIDEORBIT REMIXD Acast

Rep firms

Allygo cabana MARKET ENGINUITY sxm MEDIA ADVERTISECAST THE ROOST podcastone RED SEAT VENTURES

PMM NATIVE DEARBORN GUMBALL Acast podfront delicious dox PAR KATZ TPX

Hosting platforms

blubrry P PodBean

Simplecast buzzsprout Captivate

castos fusebox FIRESIDE

Castbox PRX RSS.com

SOUNDCLOUD PODCASTICS RESONATE RECORDINGS

Sounder Transistor Pinecast

Spreaker OmnyStudio shoutEngine

podcasts WISTIA castpod

Creator tools

patreon Supporting Cast

Podimo glow Ko-fi

Ode TEEPUBLIC Anchor

Buy me a coffee Memberful Podspike

Acast Supercast Sonant

Data / Measurement / Analytics

Download metrics and rankers

Algorithmic Opt-in Survey

Apple Podcasts PODTRAC nielsen

Spotify TRITON MAMA

STITCHER Chartable edison

MAGELLAN AI

Attribution

Chartable podsights

VERITONE. neustar

Leads claritas

LoopMe artsai

Brand lift & research

nielsen

KANTAR

edison

SignalHill

Competitive intelligence

MAGELLAN AI

MEDIA Radar

MINTEL

TL

Creative analytics

VERITONIC

Lopa

frequency

amitionads

Linking services

podfollow

Chartable

PodLink

METRONOME

Other data sources

PODCHASER

rephonic

Podscribe

Podcast industry media

Trade publications

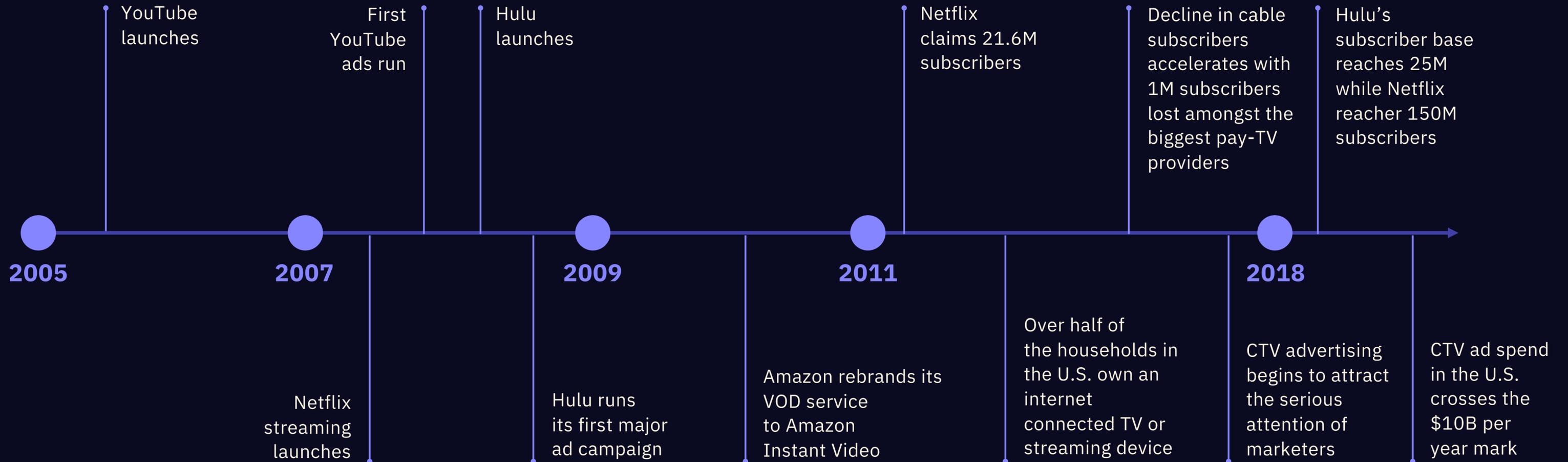
podnews

DISCOVER PODS [INSIDE] ALL ACCESS PODCAST NEWS DAILY

PODMOV DAILY Bello collective Timber PODCAST

MAGELLAN AI | \$OUNDS PROFITABLE

The Evolution of CTV Took Time



Direct vs Programmatic Audio Ads

What is Programmatic Advertising?

Programmatic advertising is **the use of technology to automate many of the manual pre, mid and post campaign activities of media buying including negotiations, trafficking, reporting, optimisations, targeting and billing.**

Programmatic media buying utilises data insights and algorithms to serve ads to the right user at the right time, and at the right price.

Build on Instantaneous Stock Market Tech

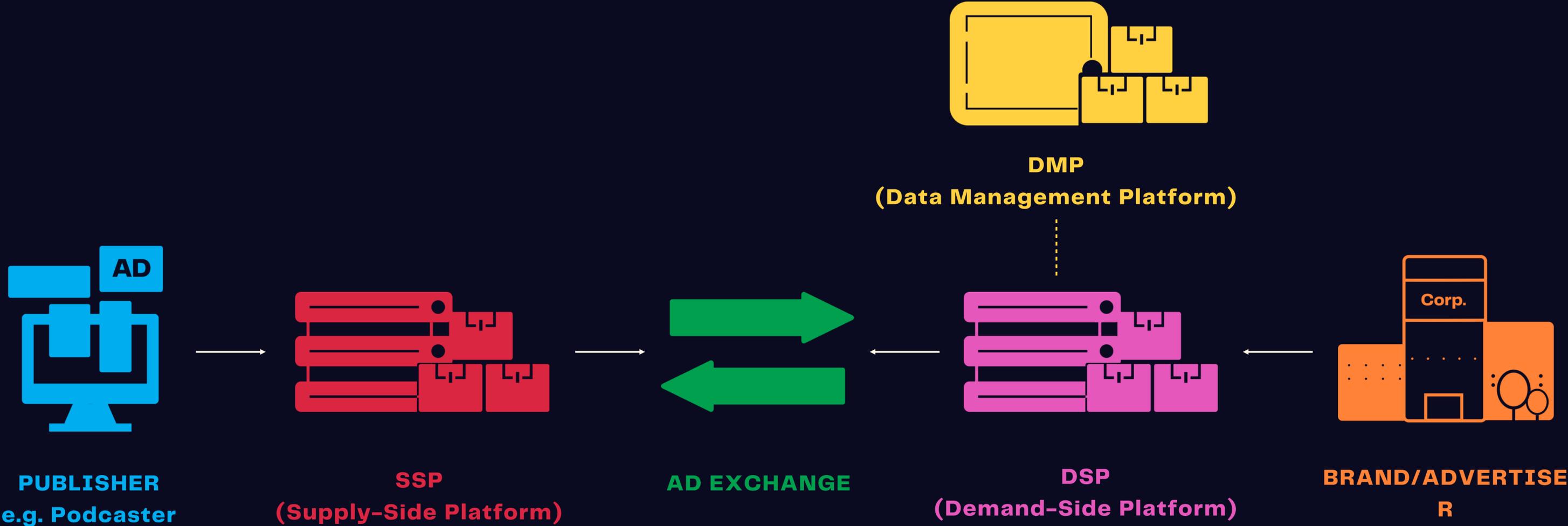
How do you buy Stocks?



VS



Connecting Podcasting to the Programmatic Tech Stack Has Taken Time and Investment



Programmatic Deal Types



OPEN AUCTION



PRIVATE AUCTIONS



PREFERRED DEALS



**GUARANTEED
DEALS**

Agenda

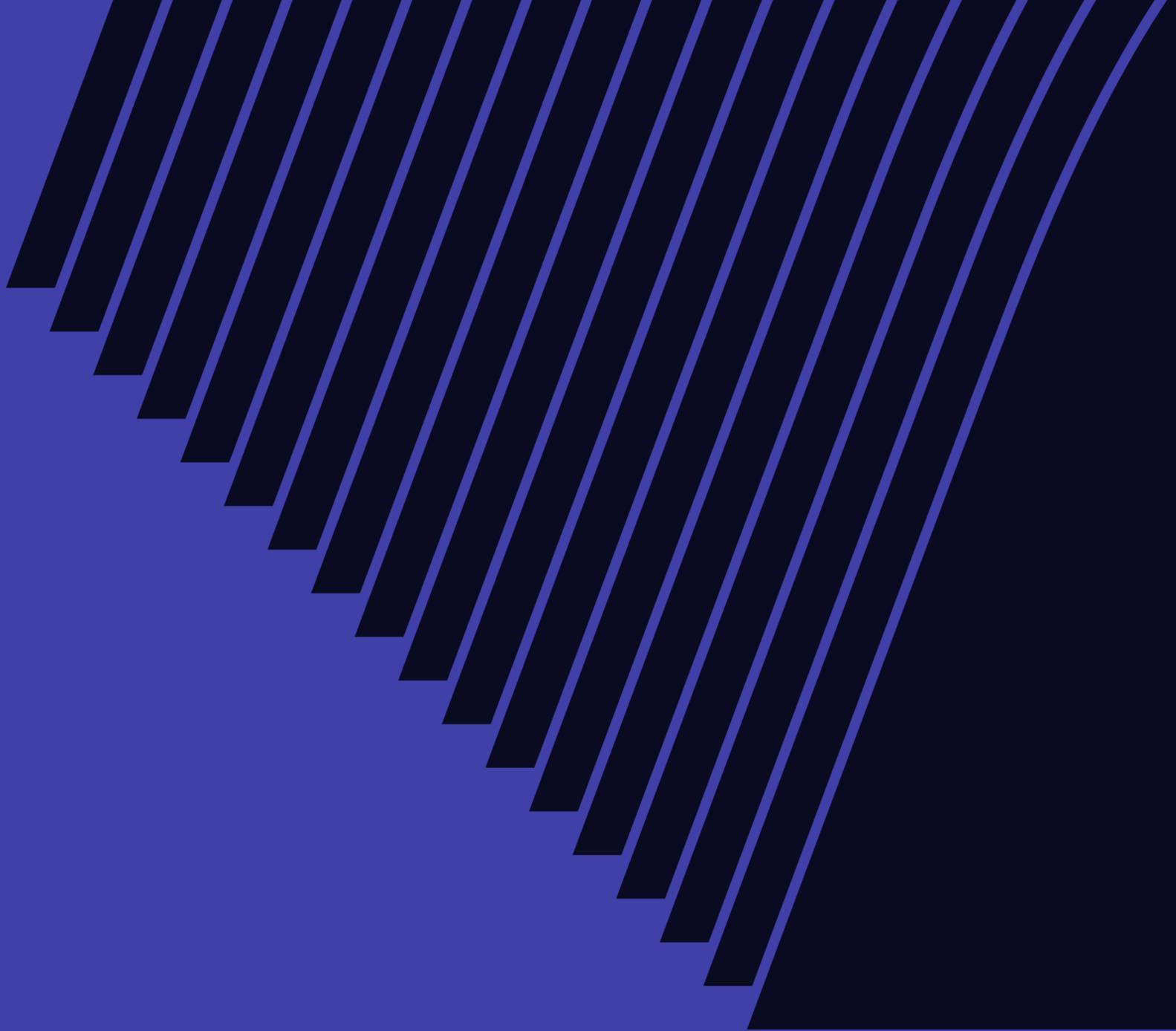


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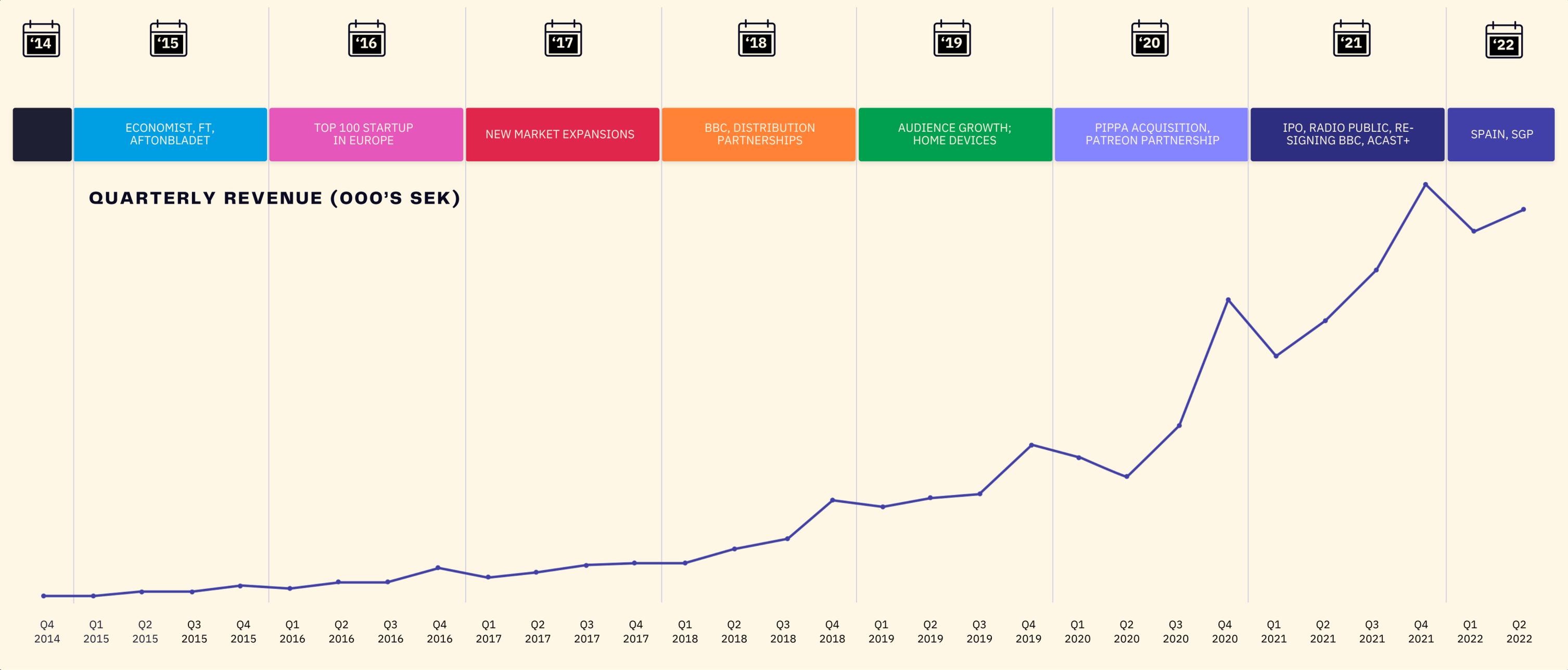
Emily Villatte

CFO

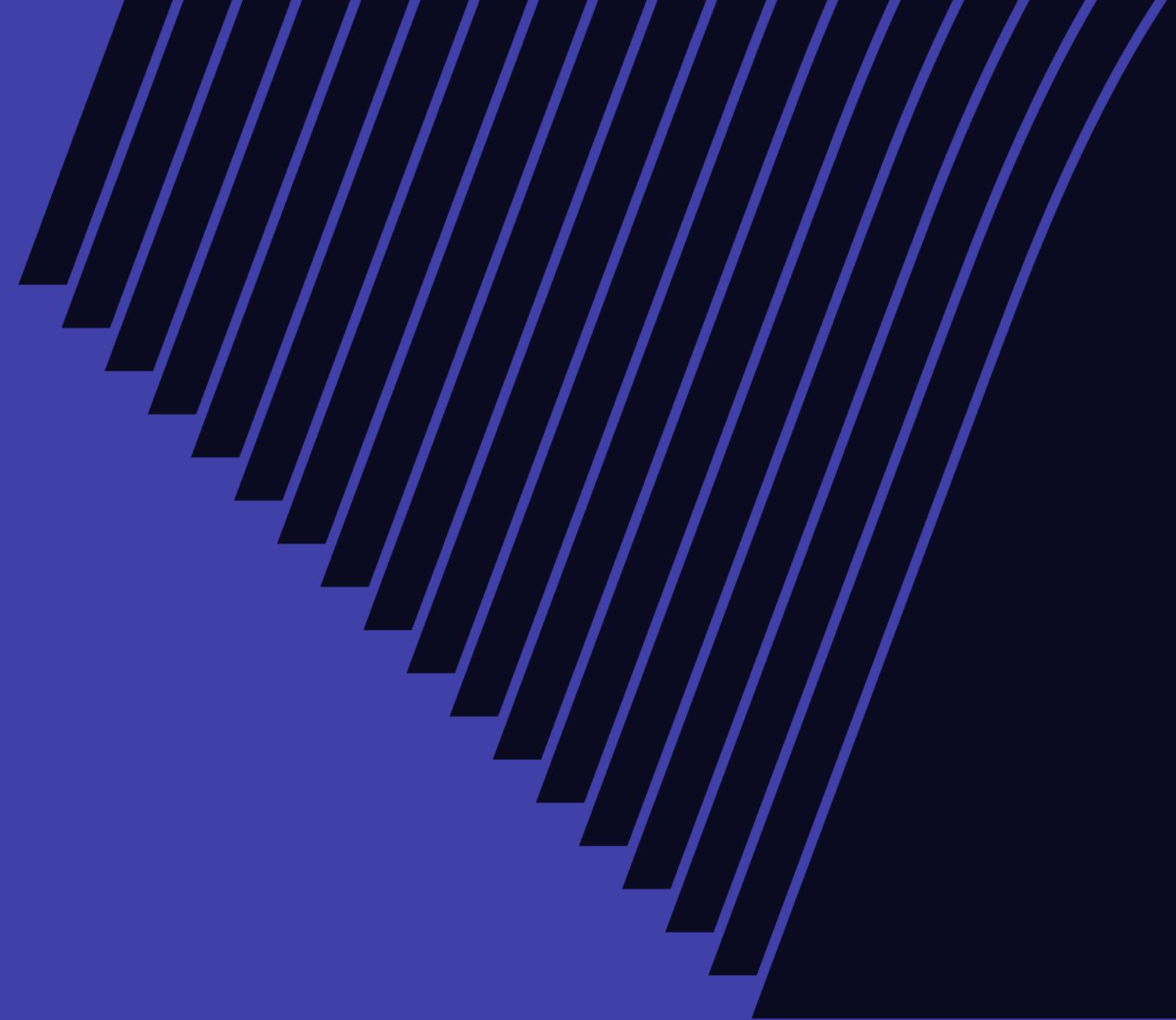


What we have achieved

Acast Has a Track Record of Growth



>40-80% MARKET SHARE IN CORE EUROPEAN MARKETS GROWING AT PACE IN ALL MARKETS WHERE WE PLAY

A decorative graphic in the top right corner consisting of a series of parallel, curved lines that sweep from the top right towards the center of the page. The lines are dark blue and create a sense of movement and depth.

What we will achieve

Financial targets

Organic net sales growth	30% average organic growth rate between 2022-2025
Gross margin	Annual gross margin of 35 - 38%
EBITDA	Full year EBITDA profitability in 2024
Dividend Policy	Retain available funds and future earnings to support growth and development. Acast does not intend to pay cash dividends in the foreseeable future

Podcast Market Growth Pace Through the Economic Cycle

Increasing demand
in podcasting

Competition for
creators increases

High advertiser appetite
to try new channels
and products

Podcast Market Growth Pace Through the Economic Cycle

Advertisers are still spending but are rethinking their bets. Some focus on ROI or 'what is known'

Reduced appetite to try new podcasting ad formats

Ad-spend increases across verticals and markets

Ad-Spend catching up with the consumption patterns resulting in an increase in Sell Through Rate

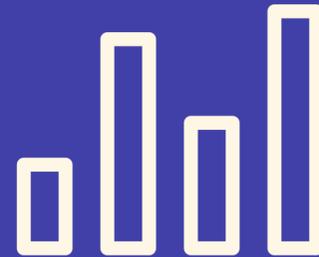
From Hypergrowth to Profitability

1



**Get more from
each Listen**

2



Cost control

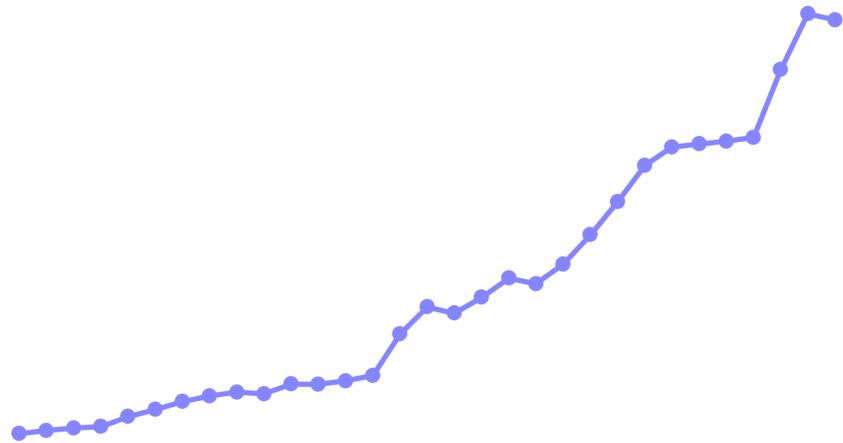
3



**Stay focused
on our vision
and purpose**

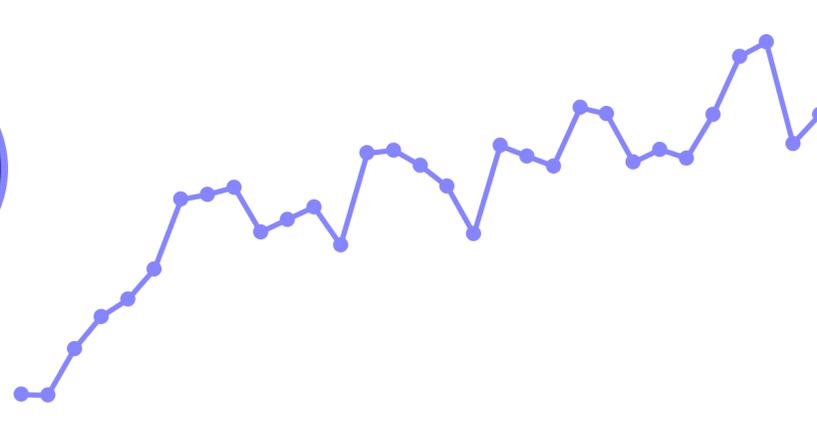
Listens and ARPL Have Increased Over Time

Quarterly Listens



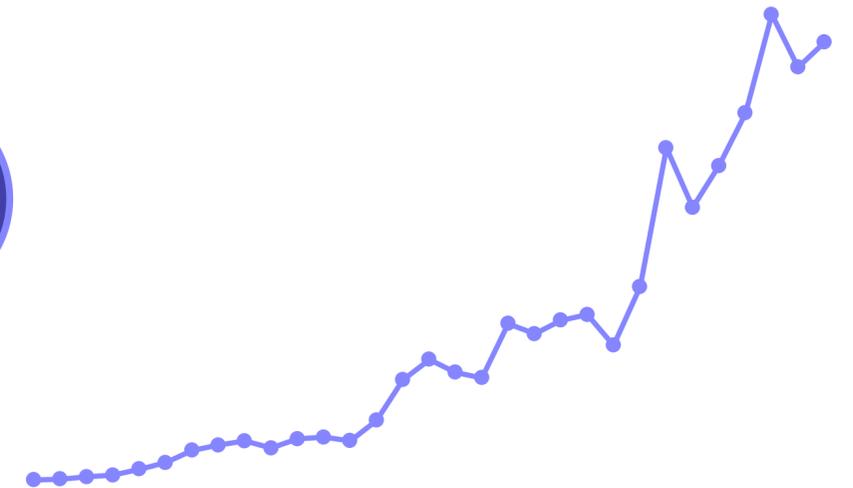
X

Average Revenue per Listen

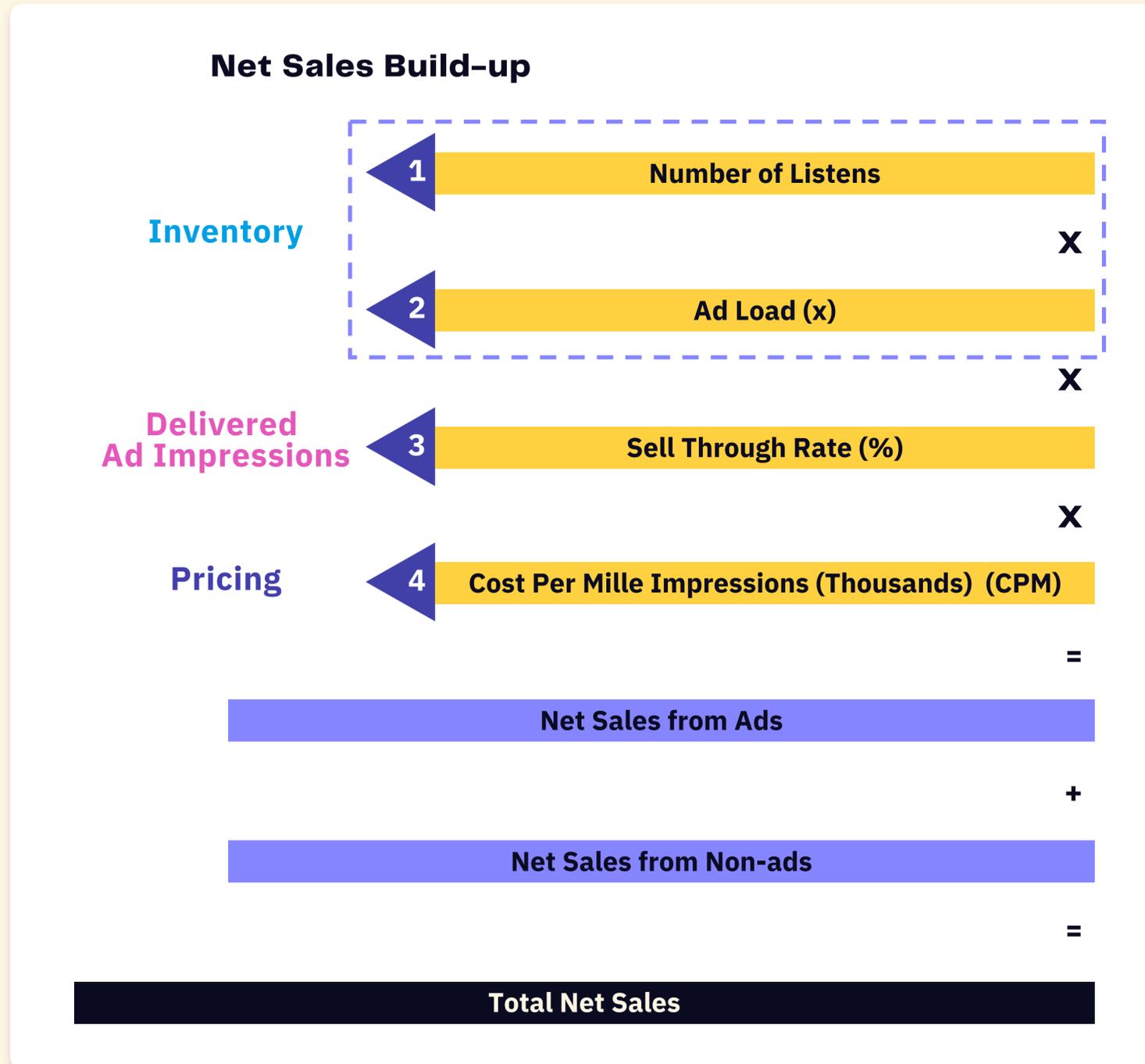


=

Quarterly Net Sales



Detailed Mechanics of Acast's Net Sales Build-up



- 1 Number of times all shows have been listened to
- 2 Ad load refers to the number of ad breaks per show
- Inventory: Multiplying Number of Listens and Ad Load gives the total capacity / number of slots available for ad placement
- 3 Sell Through Rate is the percentage of total ad inventory that has been sold
- Delivered Impressions: Number of delivered ads, which is a product of Inventory and Sell Through Rate
- 4 Net sales per delivered impressions (000's)
- Both Programmatic Ads and Sponsorship / Host-read Ads have a similar net sales build-up structure

(1) Number of listens per year based on Acast's IAB 2.0 certified measurement (minimum download of at least 60 seconds of the episode and only count one listen per listener per episode within 24 hours)

Acast Has Multiple Levers for Net Sales Growth

NET SALES BUILD	2018	2019	2020	2021
Listens (M's)	1330	1950	2976	3735
Listens growth	-	47%	53%	26%
Ad-Load (#)	4,5	5,0	5,0	5,0
Inventory (M's)	5985	9750	14880	18675
Sell Through Rate	17%	21%	22%	28%
CPM (USD)	19	18	19	22
Net Sales from Ads	174	332	545	994
		+ Other non ad revenues		
Total Net Sales (MSEK)	190	361	591	1026
Net sales growth	-	90%	64%	74%
ARPL (SEK)	0,14	0,19	0,20	0,27

No. listens

Acast Have Many Podcasts Left to Monetize

REALITY

MONETIZED

NOT MONETIZED

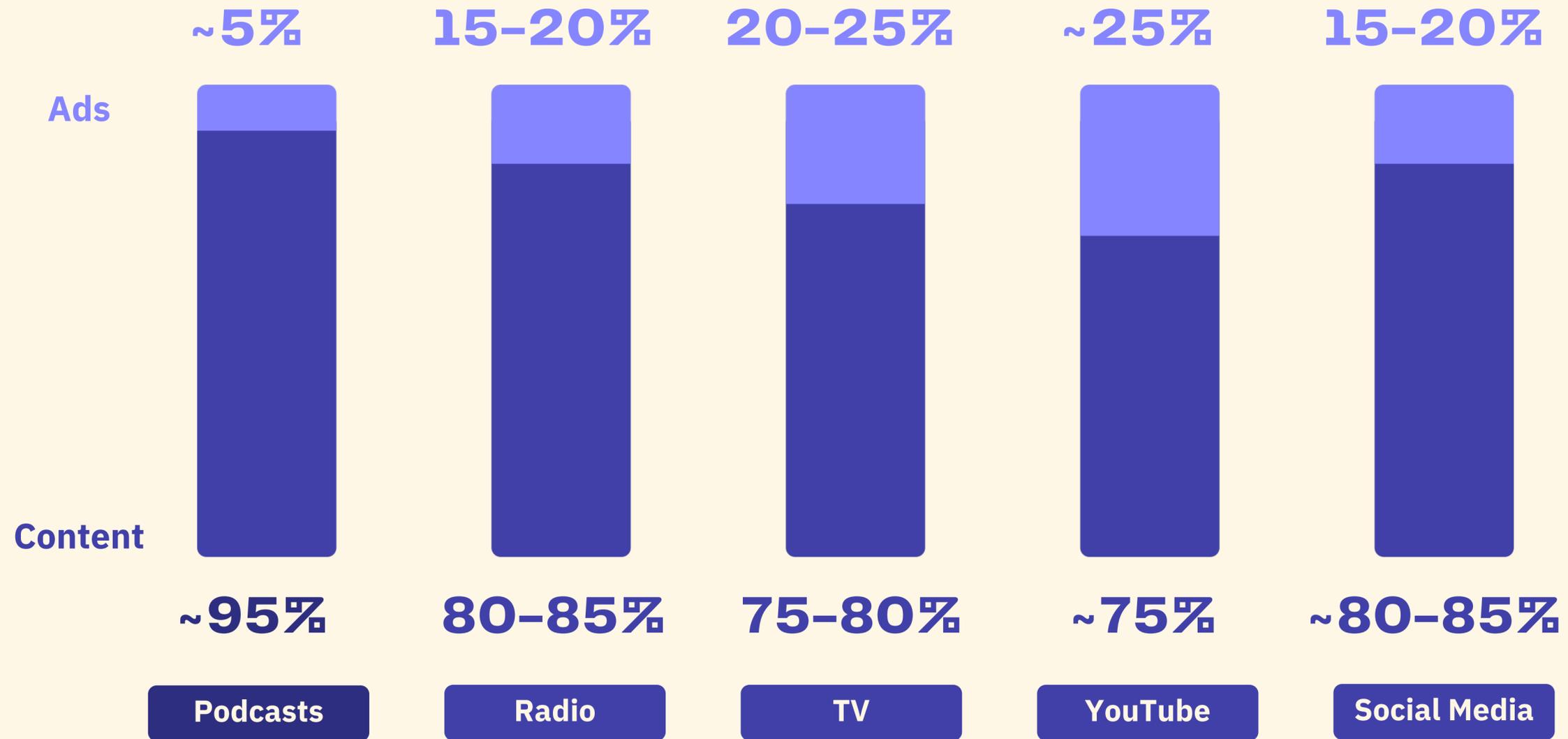
SHOWS WITH HIGH LISTENS

SHOWS WITH FEW LISTENS

No. shows



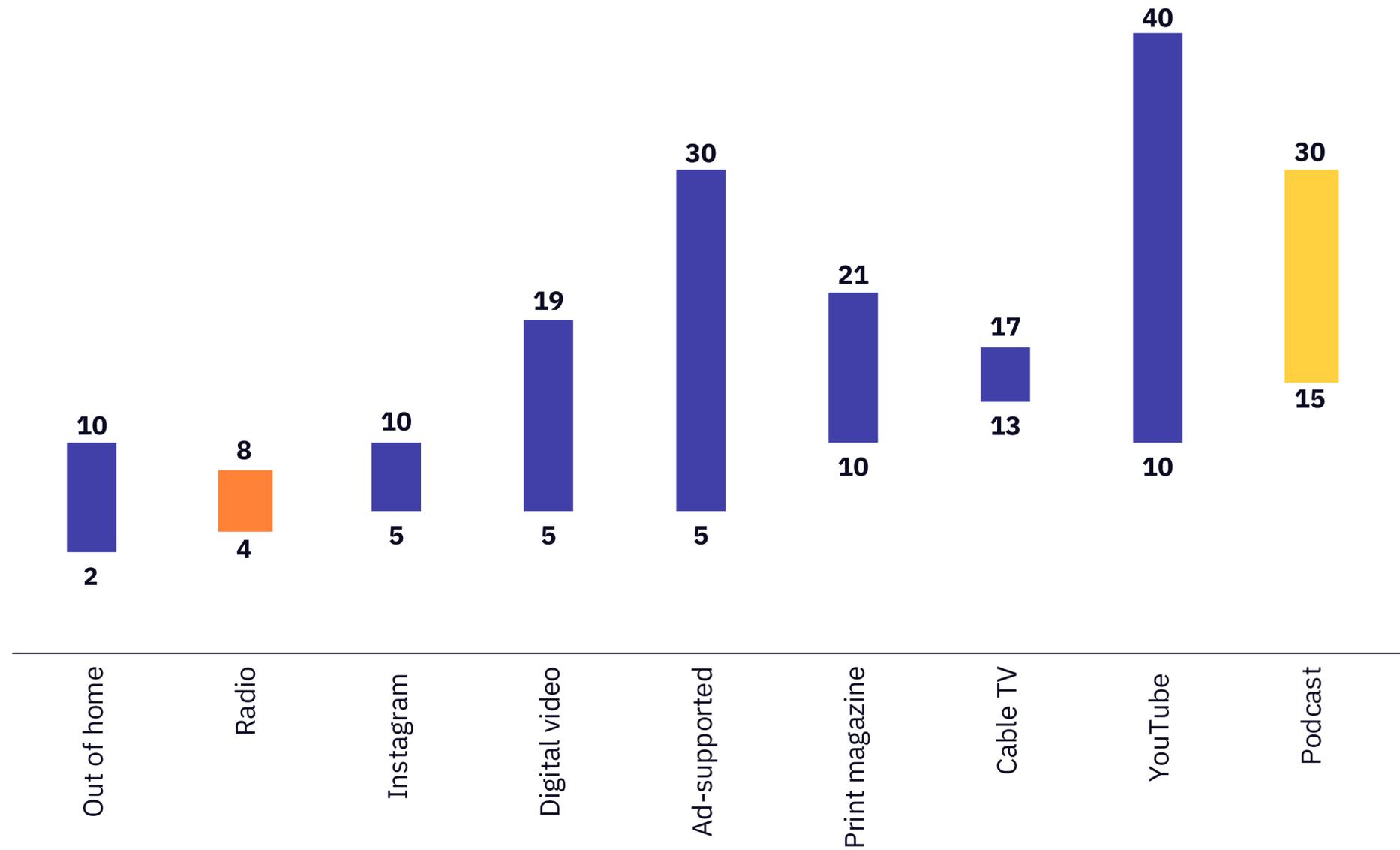
There is Room to Increase Ad-Load



Ad load in 2020 (% of ads/hour)

Strong CPMs Reflect Higher ROI

CPM Ranges Across Media Segments in 2020 (USD)



Podcast has high CPM compared to rest of the media industry



CPM levels has been relatively stable within podcasting for the last 5 years

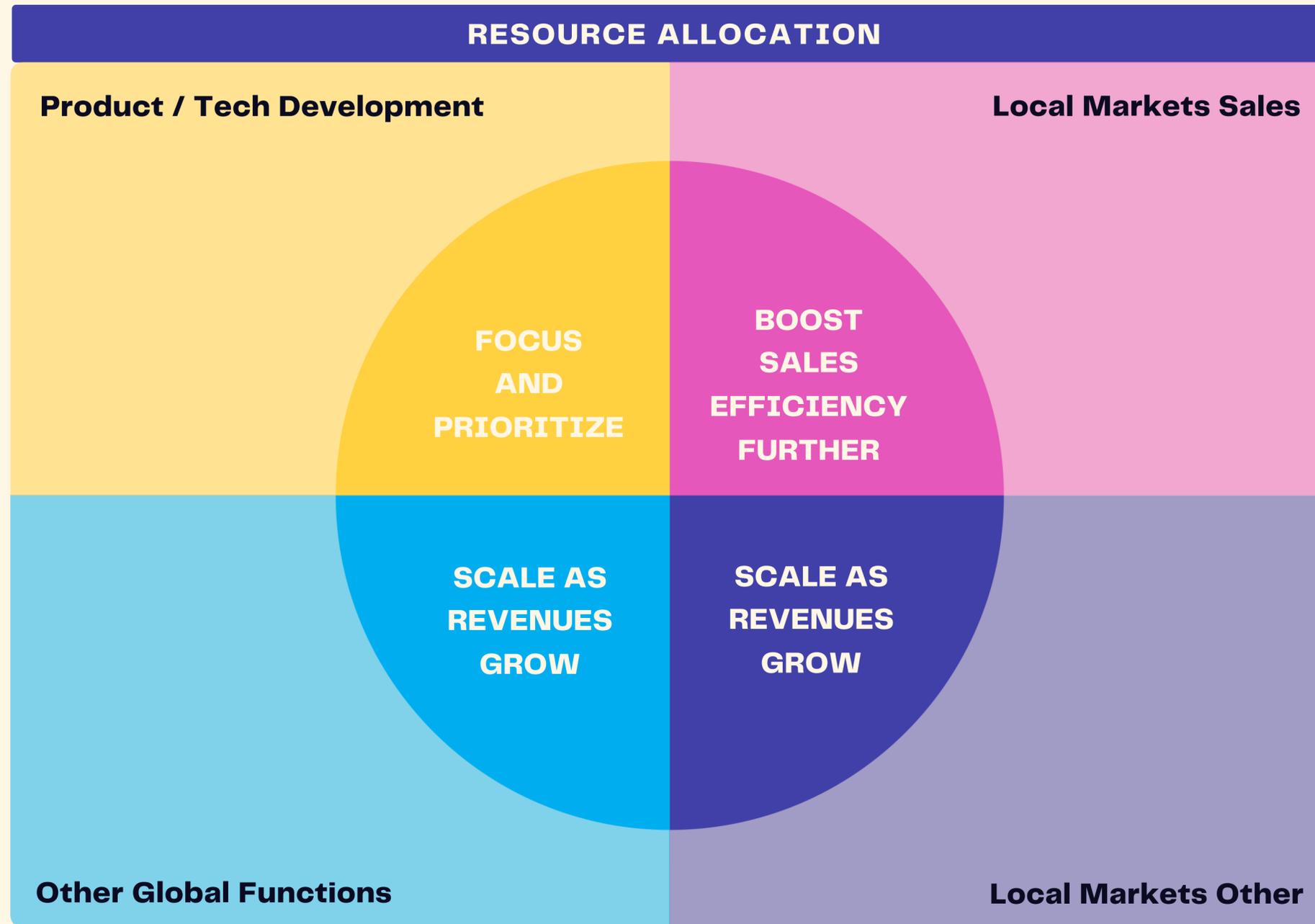


Podcasting ad spend was always compared to YouTube, which saw a race to the bottom, but the podcasting industry has managed to keep up the levels



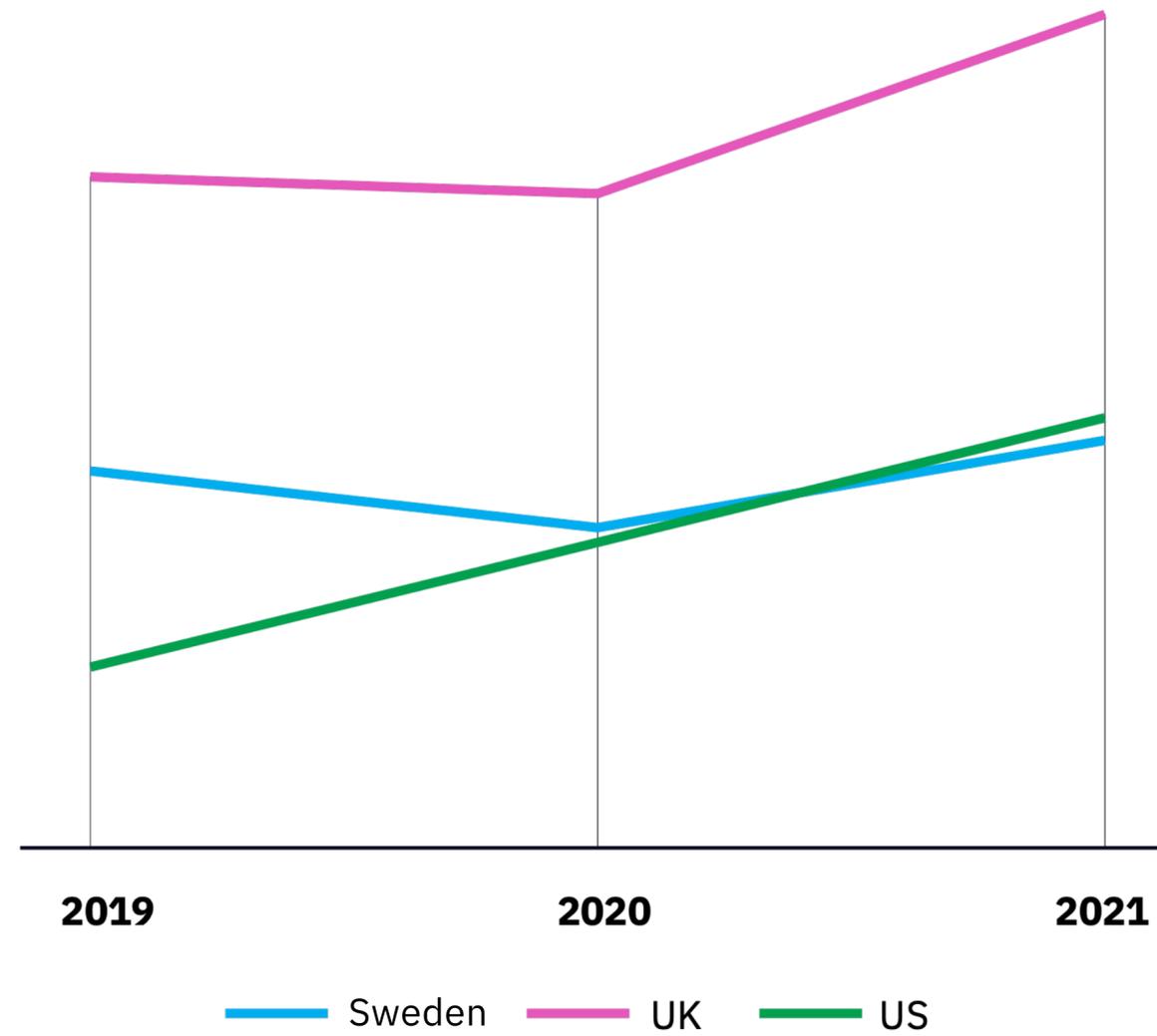
In emerging markets, the CPMs are often not more than 20% lower, given that many of the same global brands are present

Strategies for Effective Cost Control



Scaling Our Sales Organization

SALES EFFICIENCY



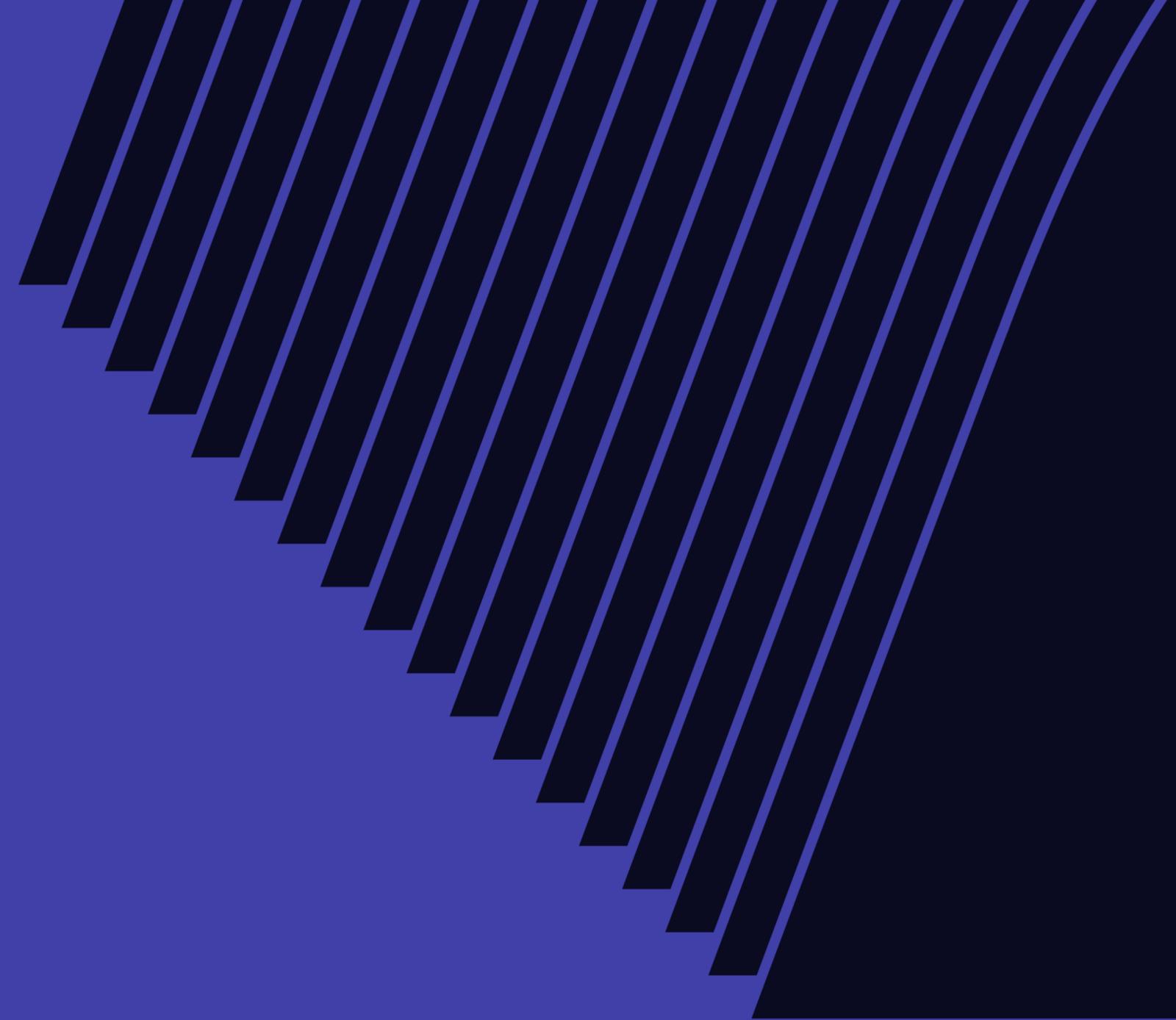
Podchaser Will Contribute SaaS Revenues, Gross Margin and Cash

Acast



Podchaser

Q&A



From Hypergrowth to Profitability

1 A large and growing TAM

2 Podcasting remains an under-monetized media

3 Acast have established a unique market position...and have the ability to leverage technology and expertise to solve the friction points of the industry at scale

4 Acast are coming out of a period of heavy investment to focus the business and deliver profits in 2024

5 Well financed with a strong balance sheet

Acast

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