

Apr-Jun 2026

Acast

Interim Report

Meet the team



Greg Glenday

Chief Executive Officer

in our NYC studio

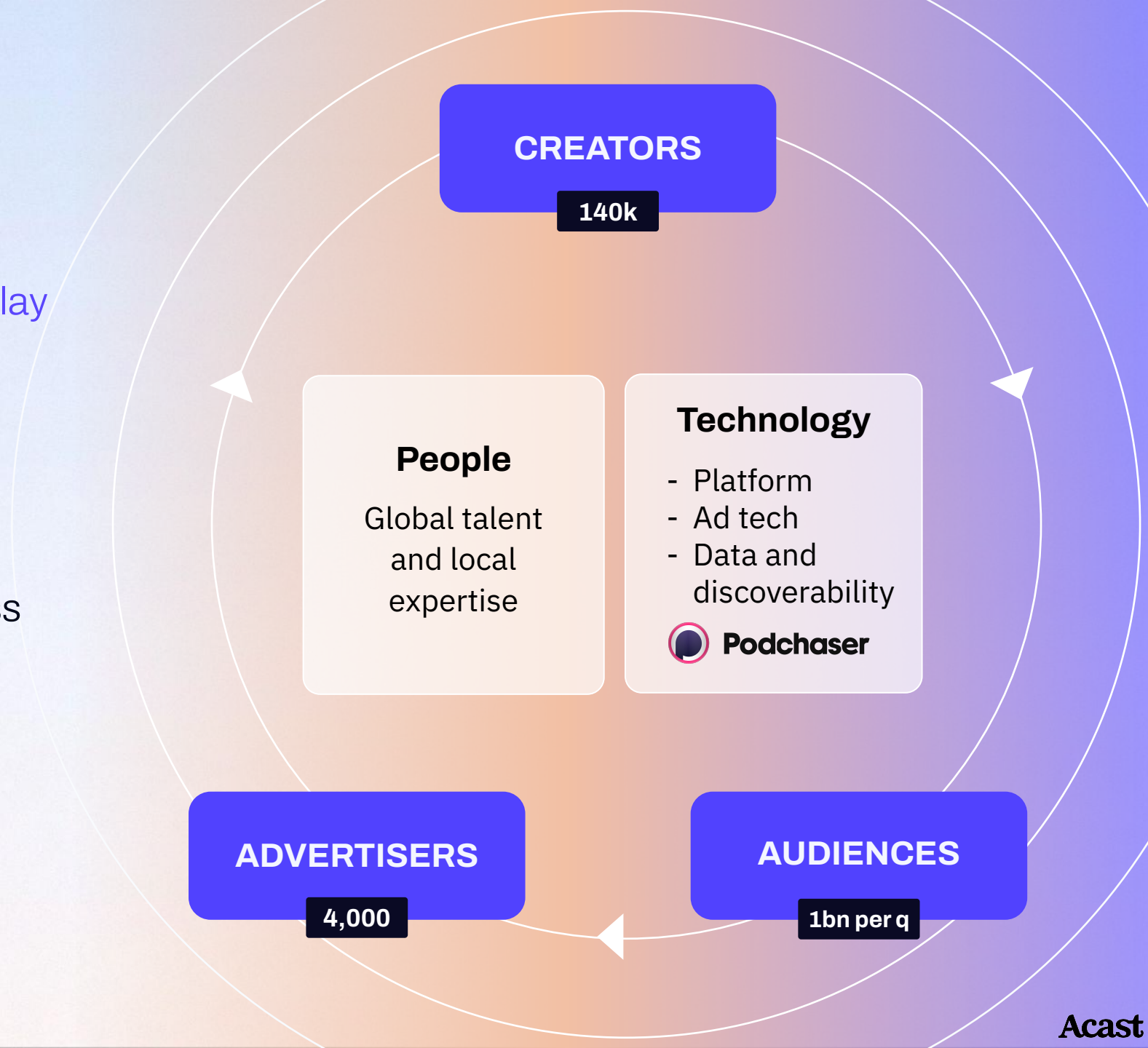


Anders Hägg

Chief Financial Officer &
Deputy CEO

in our Stockholm Studio

- World's largest independent pure-play podcast company
- Building the infrastructure that serves as the single point of entry for the whole industry
- *Creators*: grow and monetize across audio, video, social and beyond
- *Advertisers*: buy at scale - without walls or borders



The best place for **creators** to **build and monetize**

Premium Publishers

The Athletic

TED

Perfect
Day
Media

SLATE

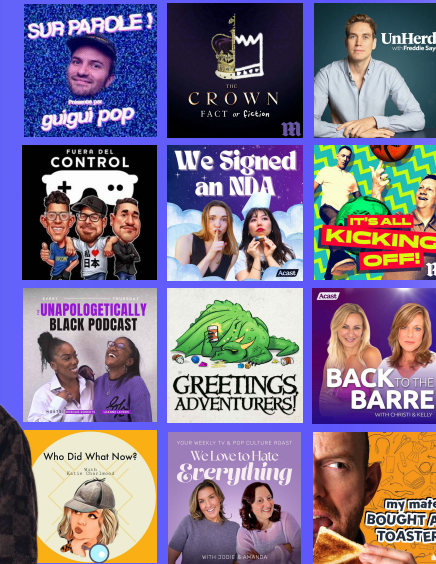
The
Economist

M
Le Monde

Big Indies



Niche Audiences



Best-in-class monetization
\$690m paid to creators
since launch

Full independence -
creative and
commercial control

**Global reach and
monetization**

The best place for **advertisers** to **reach audiences**

Premium Publishers

The Athletic

TED

Perfect
Day
Media

SLATE

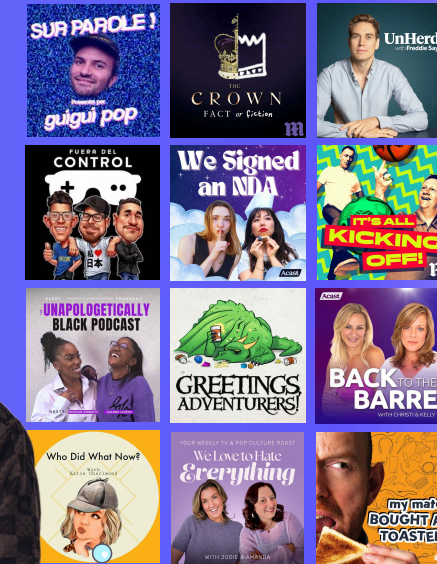
The
Economist

Le Monde

Big Indies



Niche Audiences



PREMIUM TALENT:

Vertical Sales & Omnichannel Expertise

140k+ exclusive shows globally

UNMATCHED SCALE:

Contextual & Audience Buys

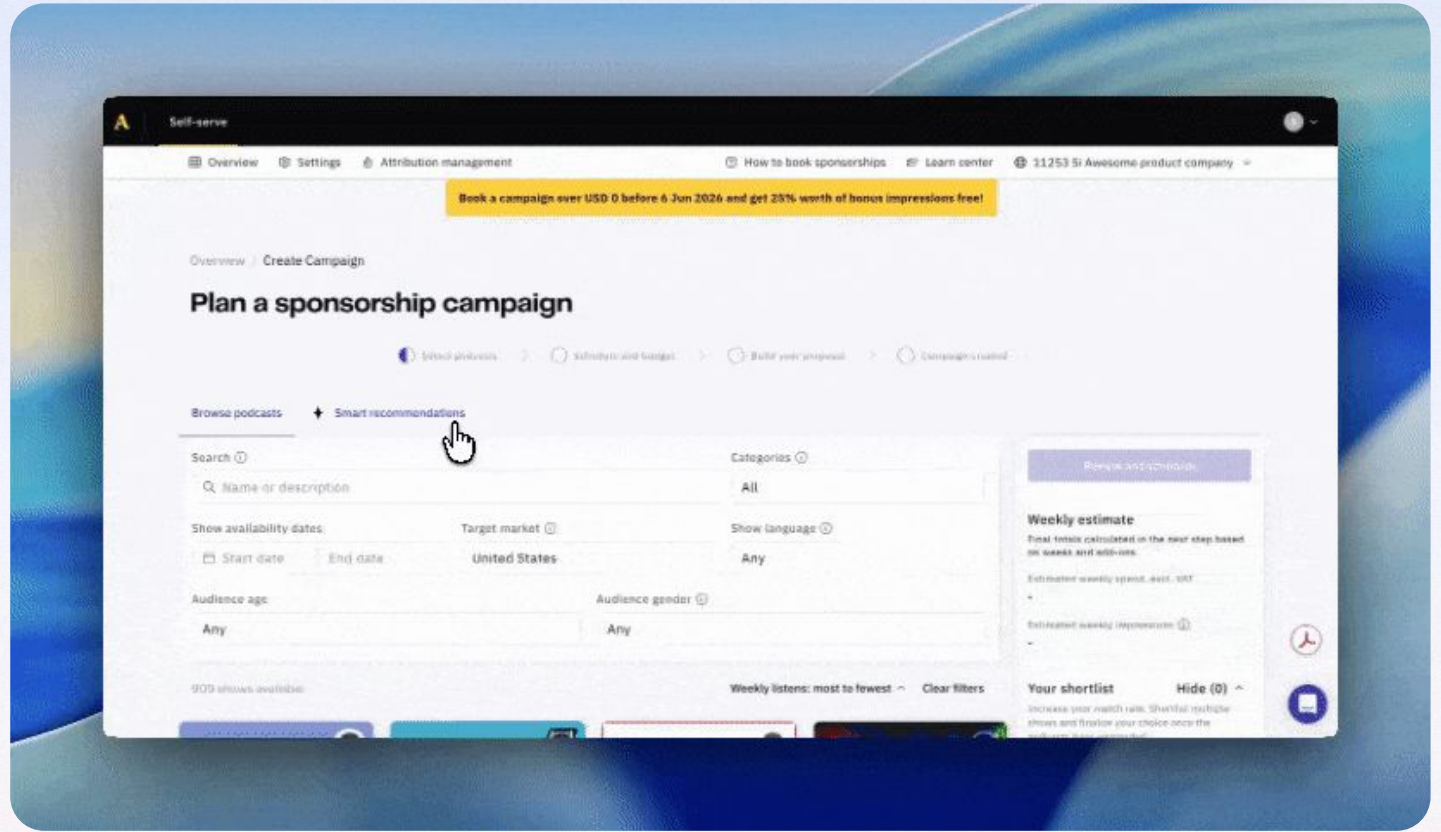
Driving the full range of blue chip omnichannel, brand, programmatic to self-service automated buys with precision data-driven targeting



Robust, proprietary data underpinning our business

6M+ show transcripts and
7B+ audience signals

Matching brands to the right
audiences in seconds - not
hours of manual research





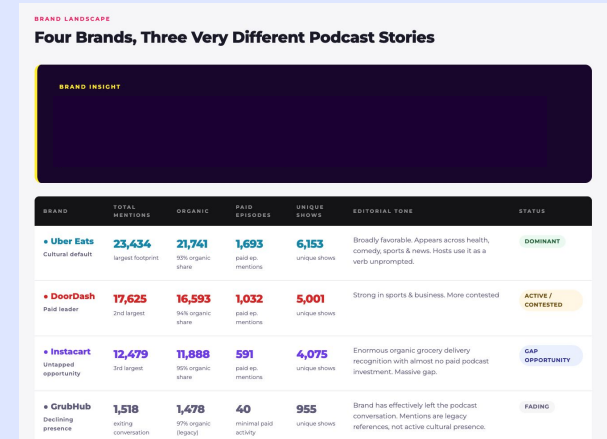
Acast Intelligence

- A comprehensive view into the conversations shaping specific industries and cultural categories
- Analyzing trends, audience behaviors, key genres, and emerging topics across podcasts
- Brands enabled to make smarter decisions
- Robust roadmap of future use cases

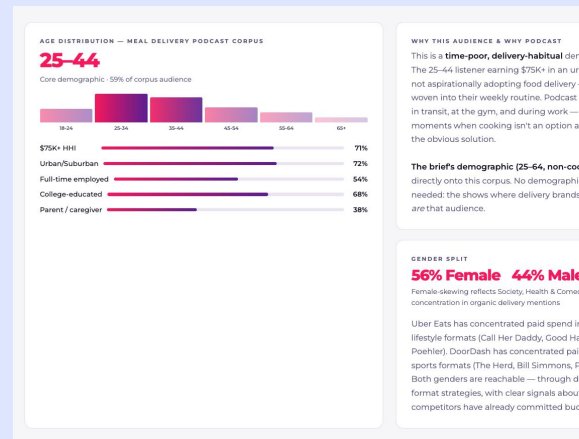
CATEGORY SNAPSHOT



COMPETITOR AUDIT



AUDIENCE ANALYSIS



CORE TAKEAWAYS

KEY FINDINGS

Four Things to Know Before You Pitch

FINDING 01 · AUDIENCE

Your target is already in this corpus — and they're not on food shows

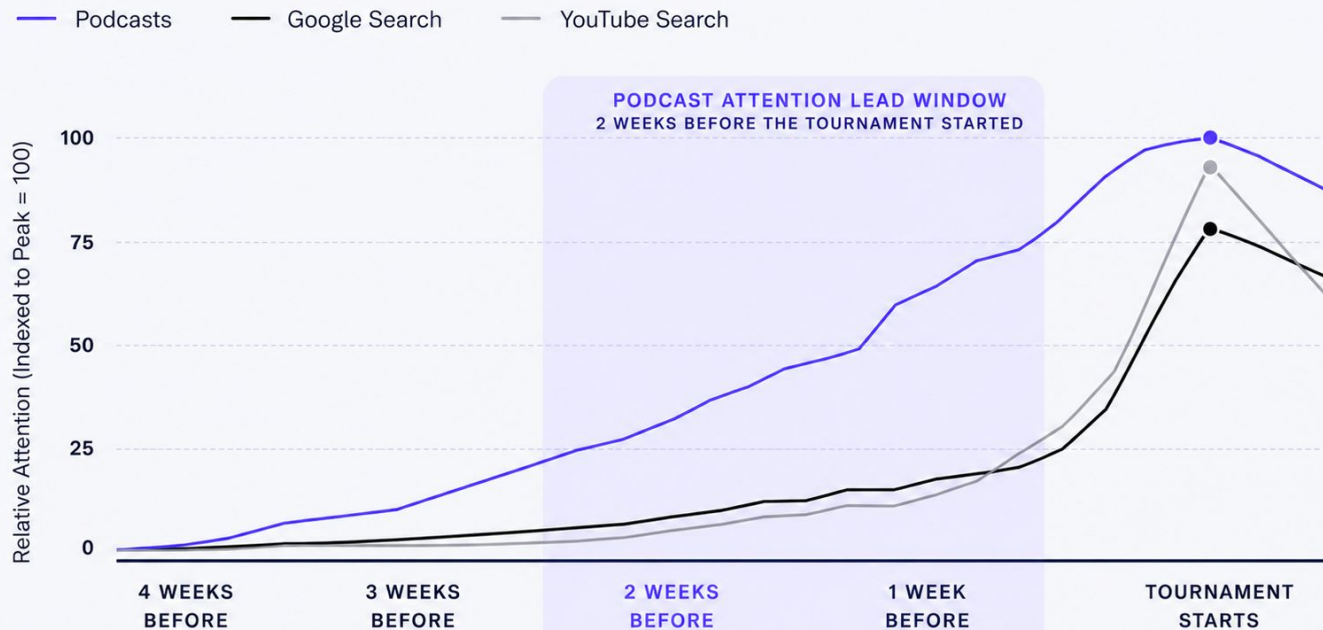
The 25-64 "don't enjoy cooking" audience concentrates on Sports, News, Personal Finance, and Health podcasts — not food shows. These listeners reference delivery habitually, not aspirationally.

This is a retention and occasion-expansion campaign, not a category adoption campaign.

The earliest indicators of cultural momentum happen in podcasting.



World Cup: Podcasting leads attention by 2 weeks.



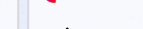
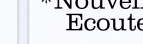
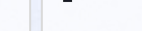
*Illustrative

Before search on Google and YouTube spikes, attention on podcasts is already building – giving brands an opportunity to reach audiences before interest peaks and media becomes more crowded.

2026 World Cup

3X More attention on podcasts vs. search two weeks before opening match.

World's largest independent pure-play podcast company

US 	UK 	CA 	IE 	AU 	NZ 	FR 	DE 	SE 	NO 	DK 	MX 	SG 
Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast	Acast
 Spotify  iHeart RADIO  SONORO  dax DIGITAL AD EXCHANGE — global  SiriusXM  SONY MUSIC  Audioboom  Xilixyn  Audacy  ART19  RedSeat VENTURES  Vox  npr  Daylight Media  AdLange  lemonada	 Spotify GOALHANGER  audioXi  dax DIGITAL AD EXCHANGE — global  PLATFORM MEDIA  SONY MUSIC  Audioboom	 Spotify  ROGERS  CBC  TPX  SiriusXM	 Spotify  AudioOne  audioXi  dax DIGITAL AD EXCHANGE — global  RTÉ  HeadStuff Podcasts  Digitize Digital Media Solutions  Aleph	 Spotify  SCA  arn  nova  PODCASTS Mamamia  shameless media	 Spotify  NZ ME.  mediaworks  RNZ	 Spotify  azerion  radiofrance  SoundCast  Orso Media  Nouvelles Ecoutes  audion  the Podcast bureau	 Spotify  podimo  Julep  seven.one audio  iq digital  RMS  Podstars by OMT  Podcastbude	 Spotify  podimo  audioXi  Podspace  podme  Perfect Day Media  make sense media	 Spotify  podimo  audioXi  Podspace  podme	 Spotify  podimo  audioXi  PODADS	 Spotify  podimo  PITAYA  genuina media	 Spotify  mediacorp  sph media

Note: Illustrative comparison

Acast's Structural Advantages



Global Scale
& Pure Focus



Independent: Platform
Neutrality
& Agnostic Distribution



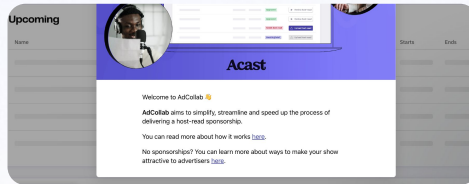
Creator Choice
& Control



Omnichannel Monetization
& Advertiser Optionality



Proprietary Data
& Intelligence



Transactional Workflow
& Proprietary Infrastructure



Trust & Transparency



Network Effect

CEO Update

Financial highlights Q2 2026

28%

SALES GROWTH

29%

ORGANIC GROWTH

7%

ADJ. EBITDA MARGIN

4%

ADJ. EBIT MARGIN

Strong organic growth with increasing margins

Financial highlights January – June 2026

24%

SALES GROWTH

30%

ORGANIC GROWTH

6%

ADJ. EBITDA MARGIN

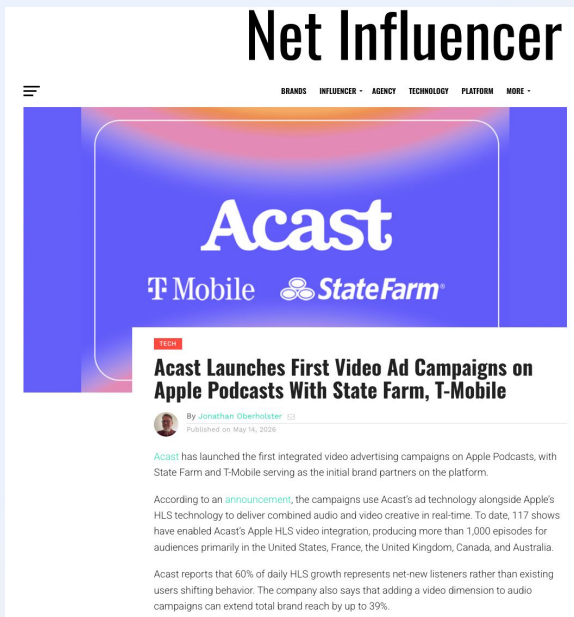
3%

ADJ. EBIT MARGIN

EBITDA in H1 growing by nearly 600%

Business events Q2 2026

First video advertising campaigns launched on Apple Podcasts

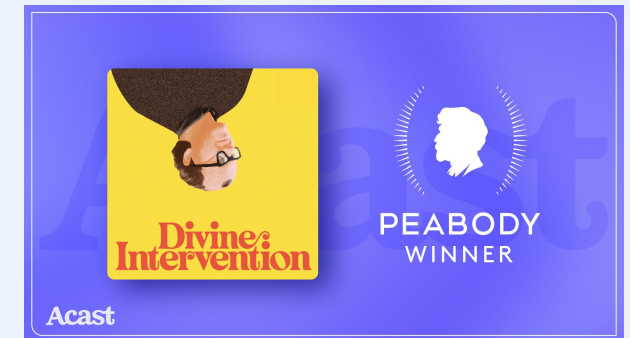


Washington Post, *The Lonely Island* and *Seth Meyers*, *The Comment Section* join premium roster

The Washington Post

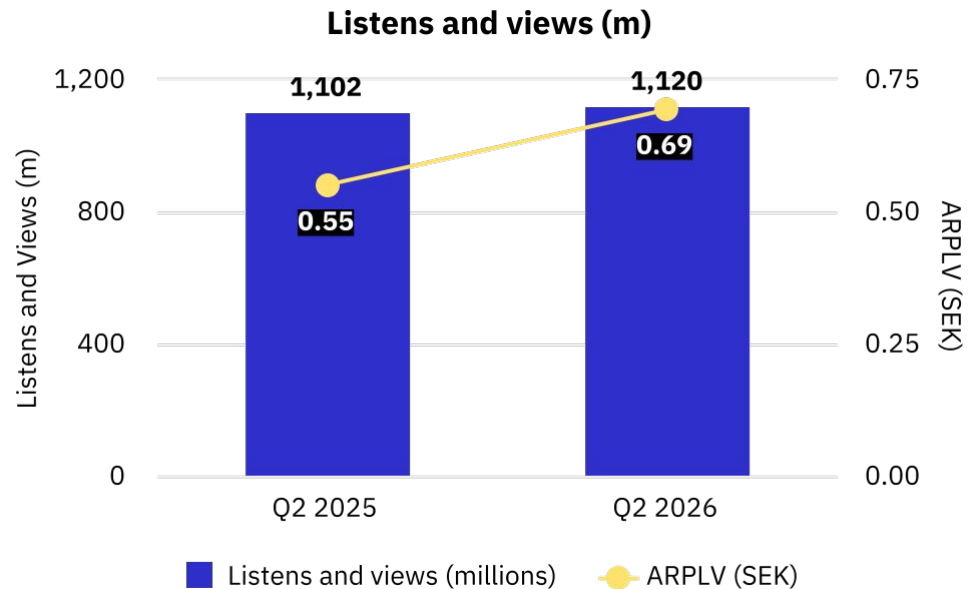


Award-Winning Content

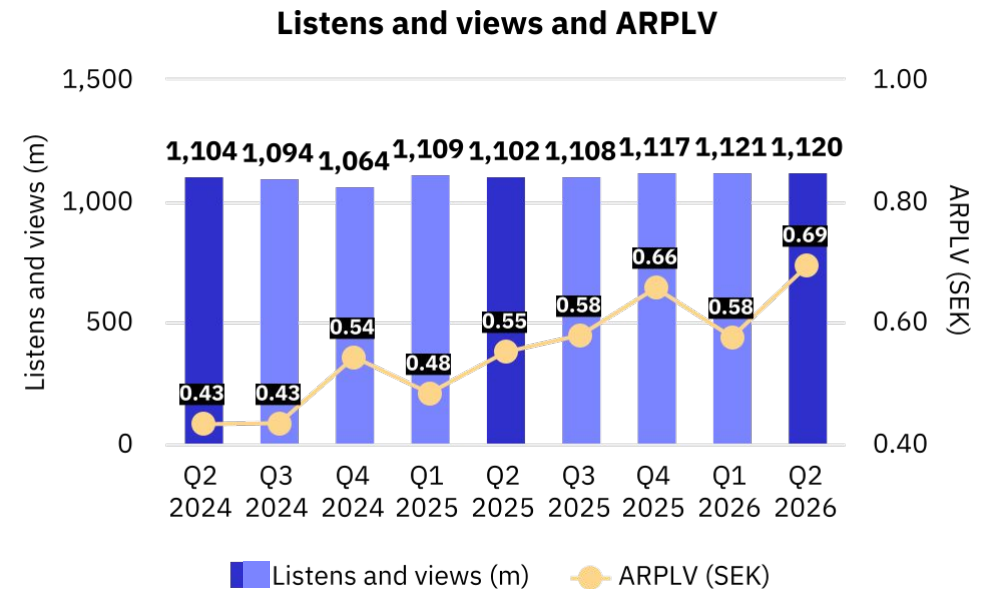


Financials

ARPLV (Views HLS-only) grew **26%**

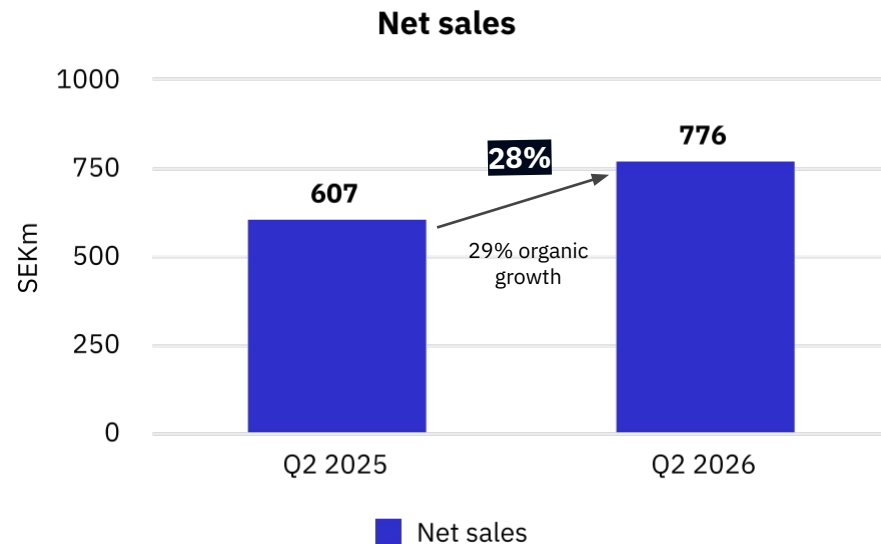


- Listens and Views expanded by 2% Y/Y. (Views HLS-only)
- Average Revenue Per Listen or View (ARPLV - Views HLS-only) increased by 26% Y/Y.

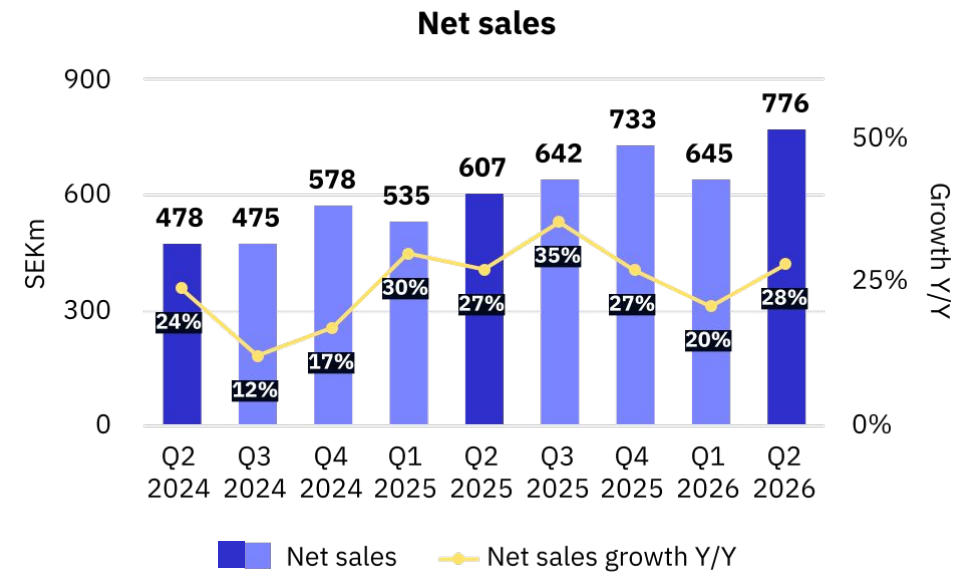


- ARPLV (Views HLS-only) reached SEK 0.69 in Q2 26, the highest ARPLV for any quarter.

29% organic net sales growth

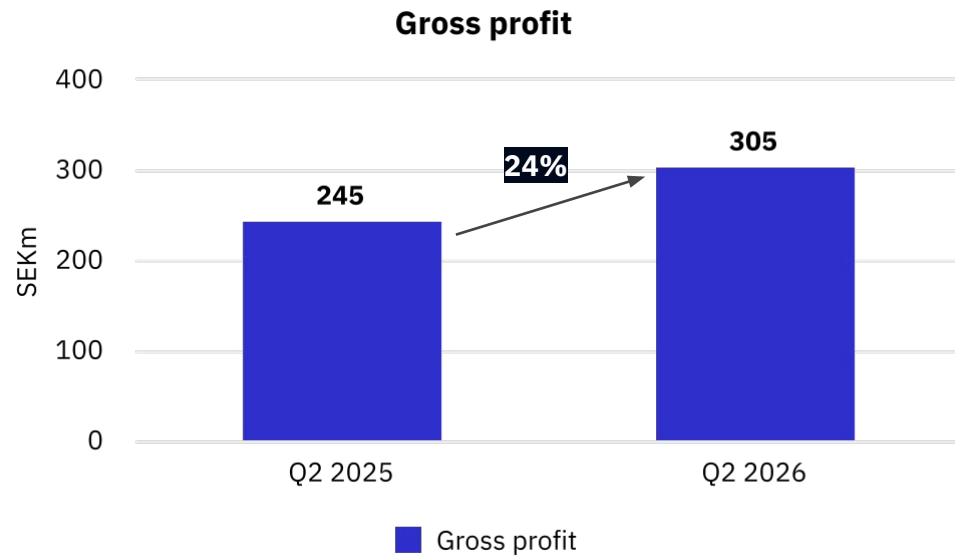


- Net sales increased by 28% Y/Y, while Organic growth was 29%, reflecting a slight FX headwind, offset by the effect of the Wakeword acquisition.

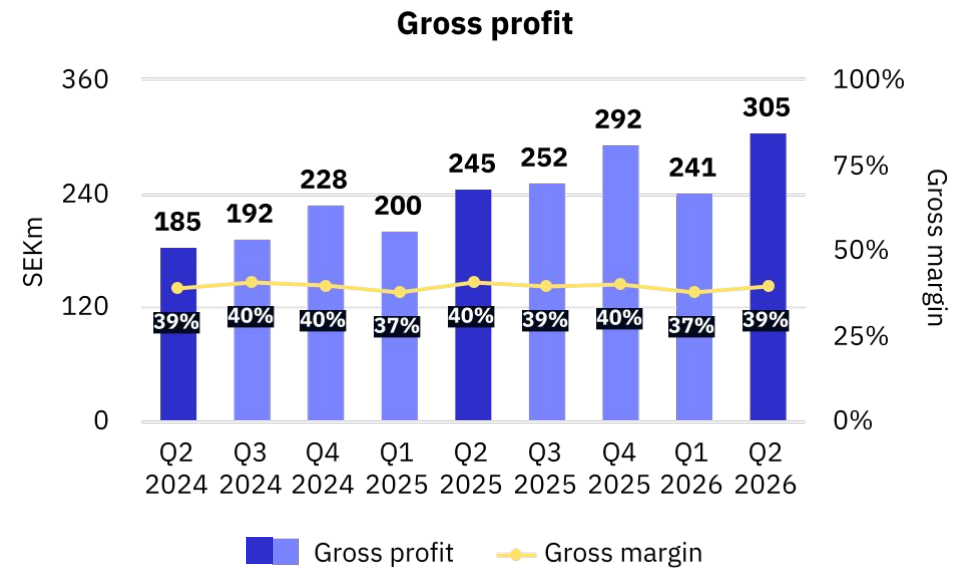


- Organic growth in Q1 and Q2 was broadly in line (30% and 29% respectively), with the large difference in reported growth (20% vs. 28%) explained by a much smaller FX headwind in Q2.

Stable Q2 gross margin



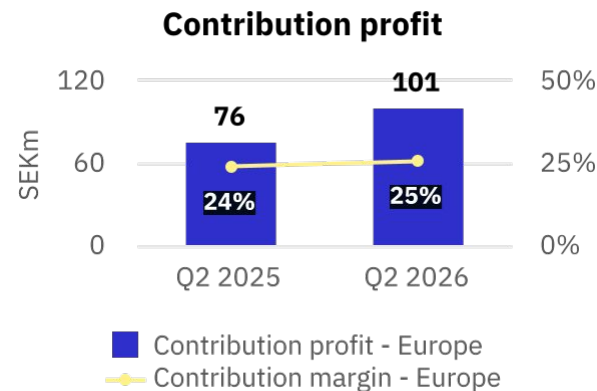
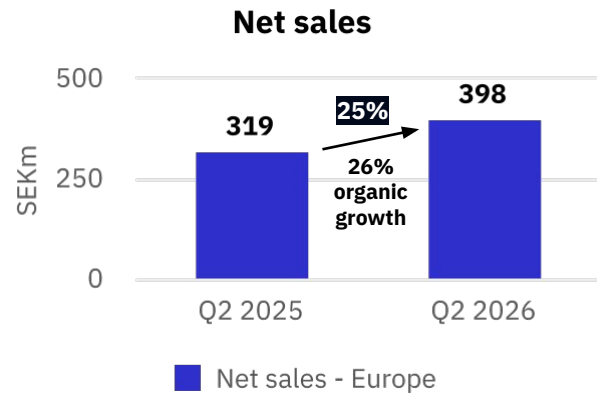
- Gross margin of 39%, reflecting a gross profit increase of 24%.



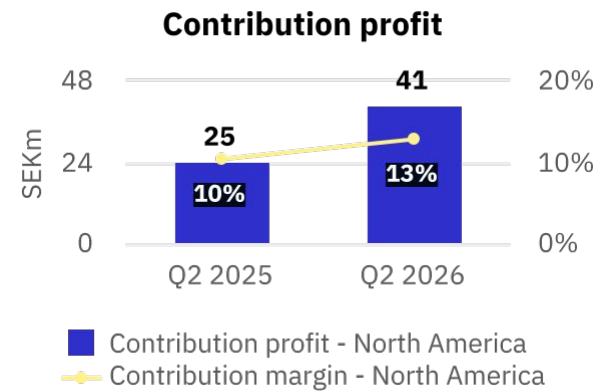
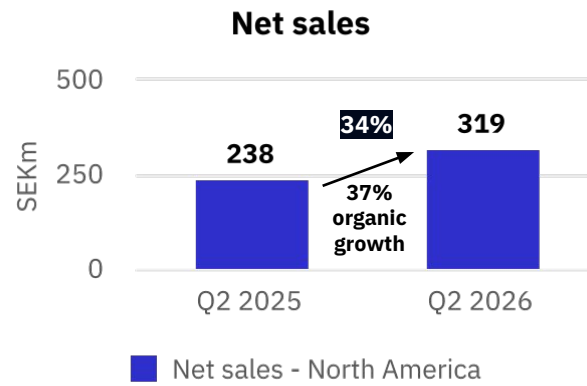
- The slight Y/Y softening of the gross margin continues to reflect country and product mix, as North America — which carries a somewhat lower margin while it scales — becomes a larger share of the group.

Double digit growth in all segments

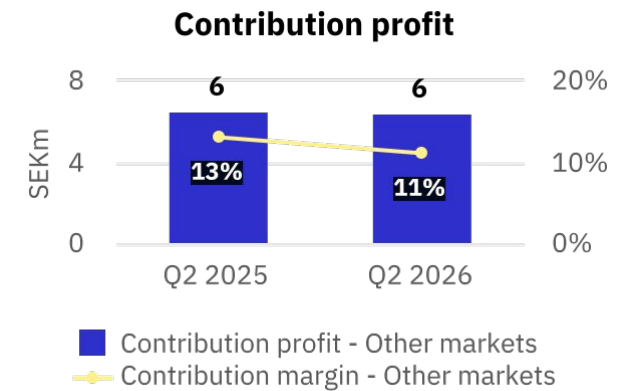
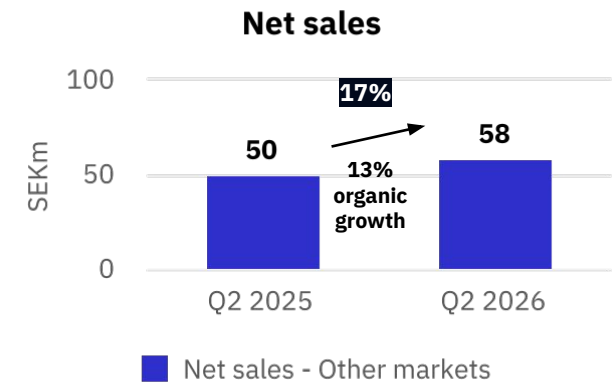
Europe



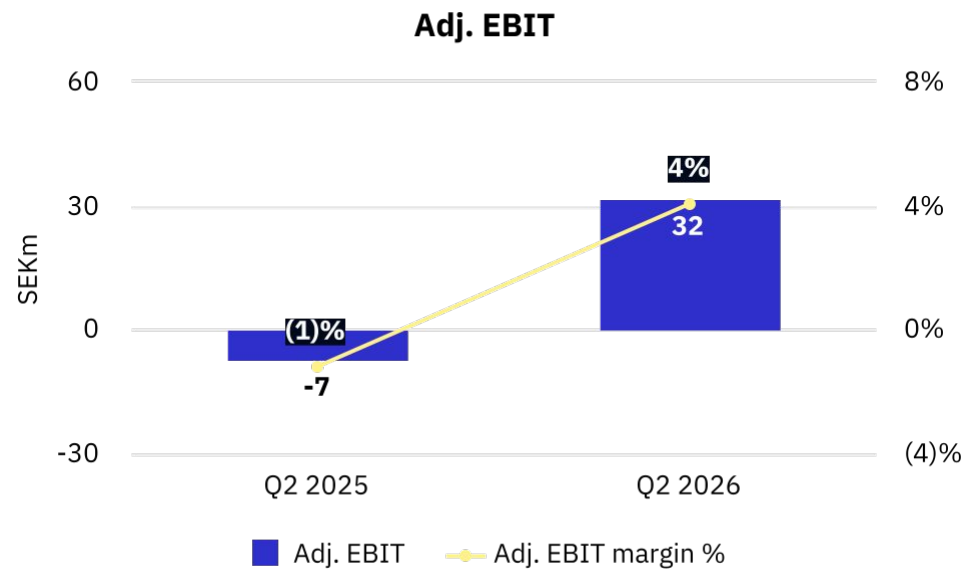
North America



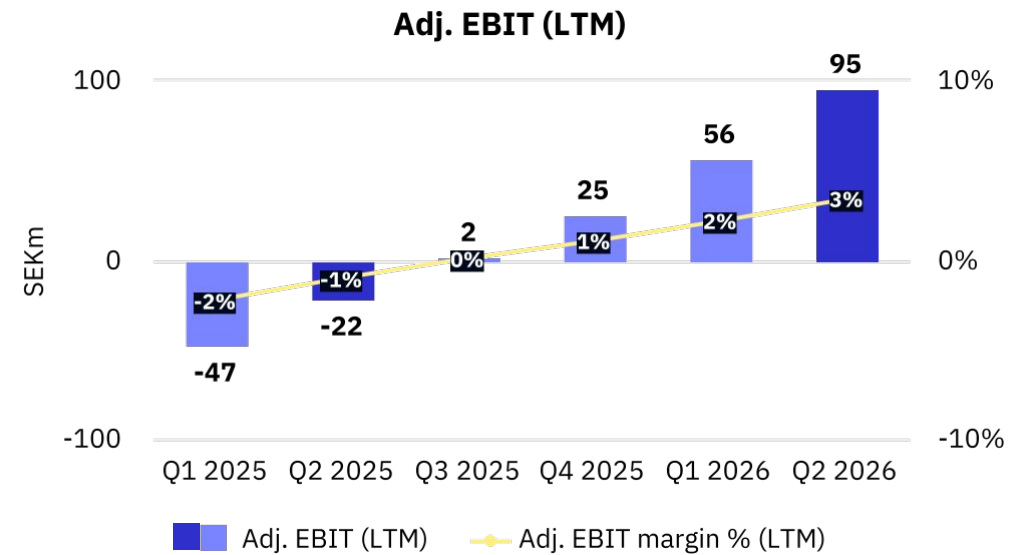
Other markets



Adj. EBIT margin reaches 4% in the quarter

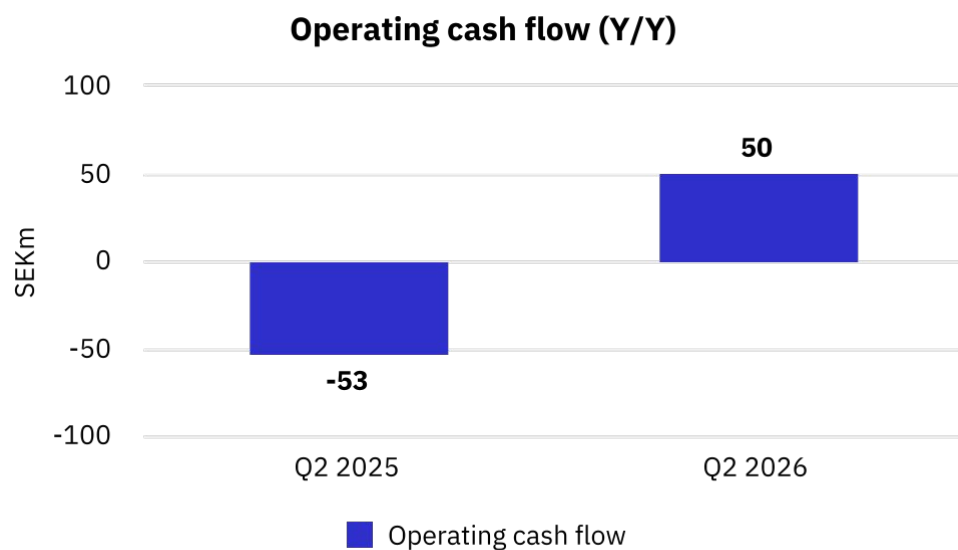


- EBIT increased to SEK 31.6m (4% EBIT margin) in Q2 2026, from SEK-7m (-1% margin) a year ago.
- The improvement reflects continued revenue growth combined with operating leverage across the cost base.

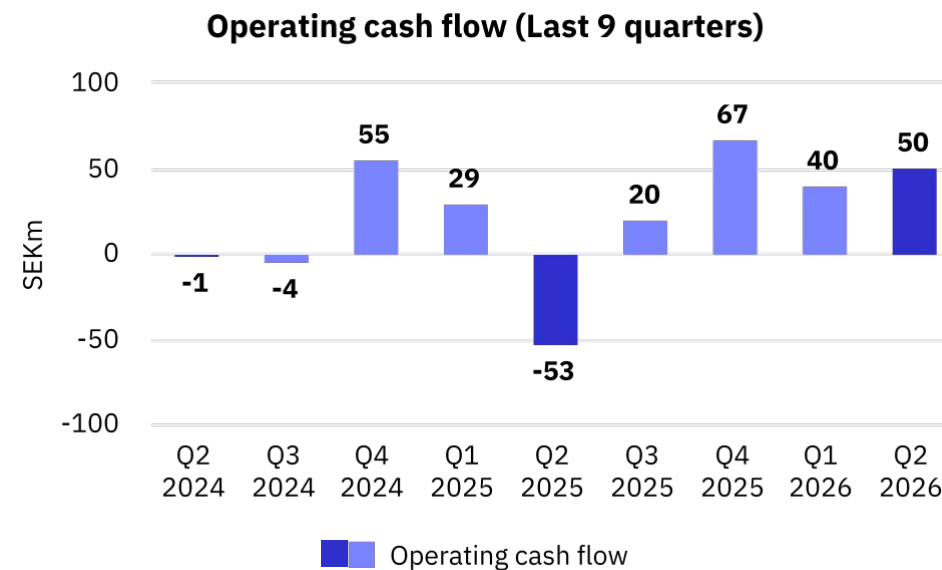


- Steady progress continues on an LTM basis, with Adj. EBIT margin reaching 3%, up from -1% a year ago.
- The trend reflects sustained revenue growth outpacing OPEX growth over the period.

Improving cash flows on back of profitability increase



- The SEK 103m improvement reflects a return to profitability (EBIT of SEK 32m vs. SEK -66m a year ago, when results included large non-recurring costs of SEK 59m).



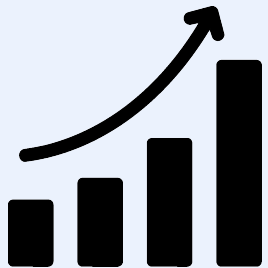
- Q2 LTM operating cash flow improved to SEK 176m, reflecting steadily strengthening cash generation over the past several quarters.
- Closed the quarter with robust cash position of SEK 630m.

Wrap-up

Key takeaways

Record growth across the board

Highest-ever quarterly revenue at SEK 776m, with double-digit growth in every region



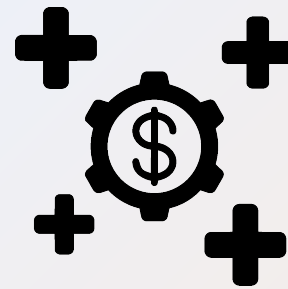
Delivering on monetization

ARPLV (HLS-only views) growing 26% and new partnerships with top-tier publishers and talent expand high-value content reach



Continued scaling

H1 EBITDA increased to 87m and EBIT to 36m, driven by strong revenue growth and disciplined cost scaling



Delivering on our strategy and targets

Our strategy is translating directly into results: organic growth continues to run ahead of our long-term target, while margin expansion keeps us on track toward our 2028 EBIT goal



Q&A

Follow us

investors.acast.com/subscribe

acast.com/news

shows.acast.com/acast-financial-reporting

Key dates

Oct 28, 2026 - Interim report for the period January 1- September 30, 2026

The Acast logo is displayed in a bold, black, serif font.