

Casefile Partners with Acast for Exclusive Ad Sales, Hosting, and Distribution

Award-winning true crime podcast adds 80 million annual listens to Acast's global network

Acast, the world's largest independent podcast company, today announced an exclusive partnership with *Casefile True Crime*, one of the world's leading true crime podcasts and Australia's most successful podcasting export. This partnership brings an additional 80 million annual listens to Acast's global network.

"*Casefile* is an iconic brand in podcasting and is regularly the first name on people's lips when they are asked what podcast they listen to – just ask known fans like Steve Martin, Kate McKinnon and Daniel Radcliffe. This new partnership not only brings even more high-quality content to Acast, but also a massive global audience of engaged listeners for brands to connect with," **said Ross Adams, CEO at Acast.**

Since its launch in 2016, *Casefile* has grown into a global phenomenon, with over 800 million listens to date and an inclusion on Spotify's "Podcasts of the Decade" playlist. Hosted by an anonymous narrator, known as "Casey," the show combines thorough research and respectful storytelling, to analyze criminal cases from both Australia and around the world. It consistently ranks among the top podcasts globally across multiple platforms.

In 2019, *Casefile* launched *Casefile Presents*, a platform to grow audiences for existing podcasts and introduce new voices. Last year, *Casefile* and Acast collaborated to bring *The Bakersfield Three* podcast to market, which quickly topped Apple's Top Podcast Chart in the US and garnered over 12 million listens globally.

New episodes of *Casefile* are released weekly across all major podcasting platforms, YouTube and on the *Casefile* website.

For more information

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About Acast

Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans over 135,000 podcasts, 2,700 advertisers and one billion quarterly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST). Certified Adviser is FNCA Sweden AB, info@fnca.se

About Casefile

Casefile is an award-winning true crime podcast that presents unforgettable stories in a professionally produced audio format. More information can be found at casefilepodcast.com.

Attachments

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