

Acast Creative Studios and BetterHelp Launch "Mind If We Talk?" Podcast

Acast Creative Studios debuts its first original production, "Mind If We Talk?", a mental health podcast in partnership with BetterHelp, marking a new focus in podcasting for BetterHelp.

Acast Creative Studios, the branded content arm of Acast, has debuted its first original production *Mind If We Talk?* in partnership with BetterHelp. This eight-part podcast explores mental health discussions and aims to reduce stigma. This is BetterHelp's, a leading global advertiser in the podcasting industry, newest branded content project.

"We've been a global leader in podcast advertising for the last several years, and it continues to be a highly effective channel for us," said Brittany Clevenger, Senior Director of Growth Marketing at BetterHelp. "Building on that success, we're excited to evolve into long-form branded content. At BetterHelp, we've been committed to expanding access to therapy globally, which made Acast the perfect partner to bring this to life, with their leadership in podcasting and extensive network of local shows across numerous international markets."

Acast Creative Studios was formed through the combining of Acast's existing creative team with the acquisition of Wonder Media Network. Established to unlock new creative potential for brands in podcasting, Acast Creative Studios offers advertisers and creators a full-service solution for storytelling - from concept and production to campaign delivery and marketing.

"We highly value our work in assisting global companies like BetterHelp with their audio strategies," said Emily Villatte, Acting CEO and CFO of Acast. "Beyond delivering ads for brands like BetterHelp, Acast empowers them as a partner to craft rich, resonant content that truly captivates audiences. This delivers value to listeners and optimizes campaign effectiveness for advertisers."

The podcast will also feature video episodes for YouTube and an omnichannel marketing campaign, including social-first content for Instagram, TikTok and other social channels alongside audio advertisements across Acast's extensive podcast network. *Mind If We Talk?* launches on May 22.

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 140,000 podcasts, 3,300 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 BetterHelp

BetterHelp was founded in 2013 to remove the traditional barriers to therapy and make mental health care more accessible to everyone. Today, it's the world's largest online therapy service – providing professional, affordable, and tailored therapy in a convenient online format. BetterHelp's network of 30,000 licensed therapists has helped millions of people worldwide take ownership of their mental health and work towards their personal goals. As the unmet need for mental health services persists, BetterHelp is committed to expanding access to therapy globally.

Attachments

[Acast Creative Studios and BetterHelp Launch "Mind If We Talk?" Podcast](#)