The biggest Podcast movement in Africa





The Podcast & Chill Network was established in 2018 and has grown exponentially to become the largest in Africa

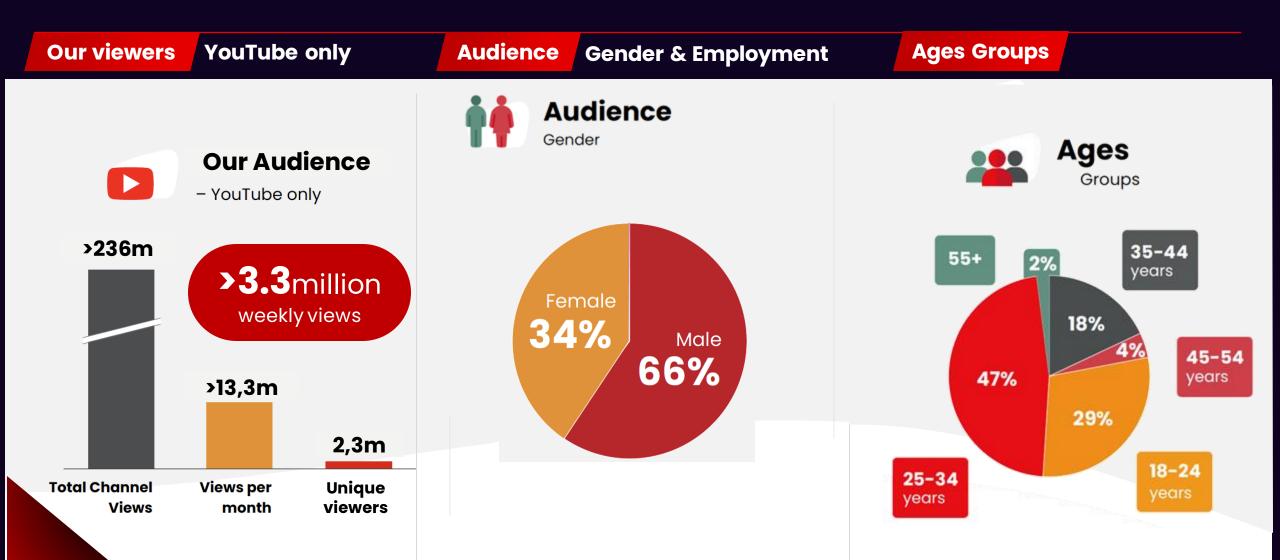
Podcast & Chill is a digital podcast **launched in 2018**. The channel is a mixture of **fun**, **entertainment**, **music**, **social conversations and** most importantly your weekly dose of **laughter** is always guaranteed

With over 1.2m subscribers and average views at 9-13 million per month it is no doubt that the Podcast & Chill Network is the number one podcast on YouTube, Spotify, Apple Podcast and the African continent

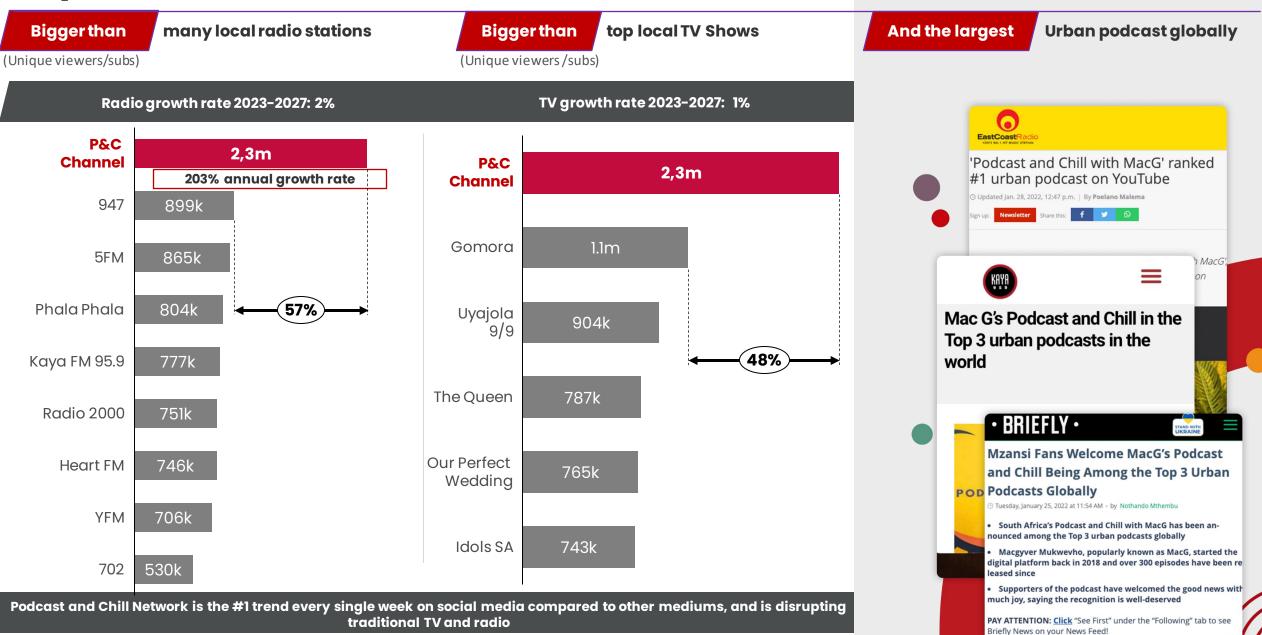
Our footprint has grown beyond the country & the continent to a global scale. The audience are our "Chillers" who are loyal to the brand and enjoy watching Our content every week



The Podcast and Chill Network channel at a glance

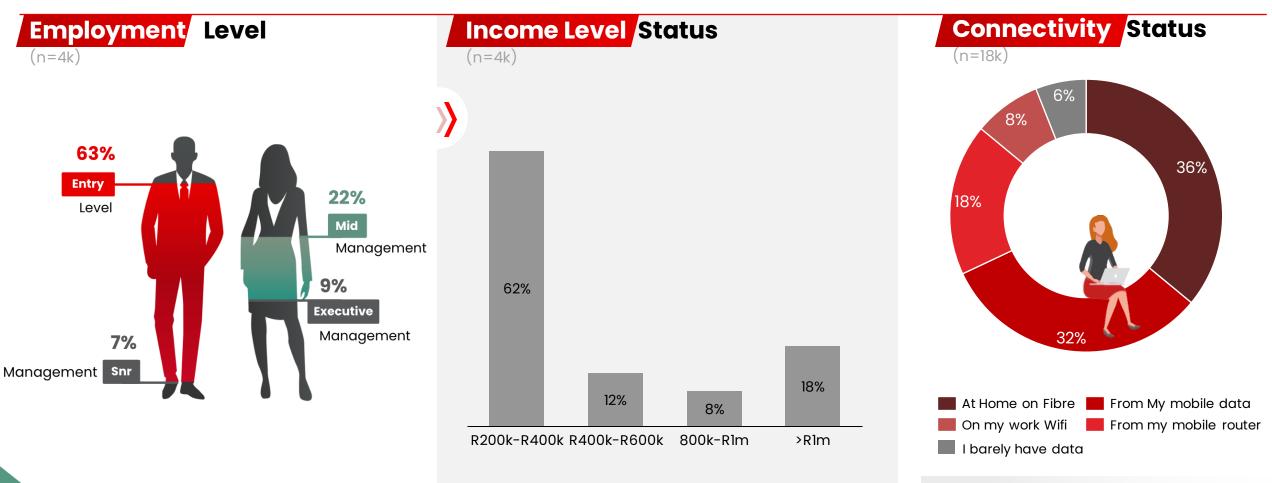


To put these numbers into context, the Podcast & Chill Network is...



Source: Broadcast Research Council of South Africa (BRCSA) | Statista

Our typical subscriber is an established professional with sufficient disposable income for trading



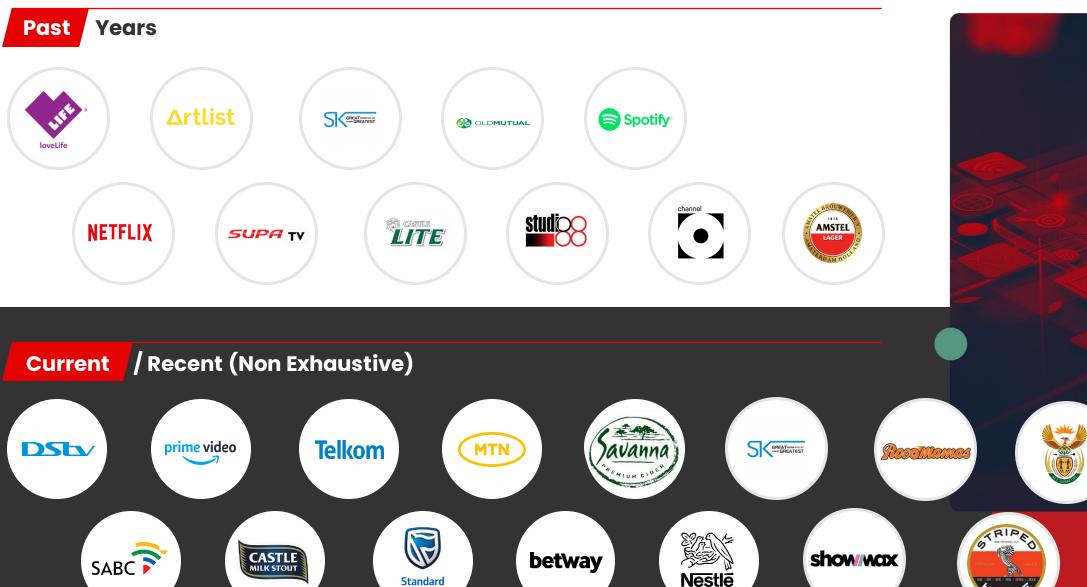
94% have some form of consistent connectivity

Source: Community survey ran for 24 hours on our YouTube channel | (1) Growth estimate is based off our current 203% Compounded annual growth rate

We have a wide range of shows today that have their own unique audience and subject matters

Podcast and Chill (Monday Show)	Popcorn and Cheese	Spreading Humours	Celebrity Interviews	Onside
Variety show focused on latest entertainment news and reviewing trending topics/events in SA and globally	New comedy show that will shed light on serious topics and provide comedic relief with 	A captivating and comedic show centered around the vibrant culture of Generation Z, featuring entertainers who resonate with the GenZ audience	Entertainment show which focuses on long- form celebrity interviews from celebrities artists, politicians and sports	A sports program centered around football, showcasing game analyses, expert perspectives, and conversations with iconic
			stars	sports figures.
		Airing		
Every Monday	Every Wednesday	Every Sunday	Every Thursday	Every Friday
		View Range		
500k – 1,2m views Per episode	200k – 600k views Per episode	200-800k views Per episode (New Show)	500k – 2,8m views Per episode	20-30k views Per episode

We have grown the number of brands working with us significantly



Bank

^YOP

Non-exhaustive list

The advertising power of P&C | **As an advertising channel**, we have created value far beyond traditional channels

GREAT MOMENTS AT THEIR GREATESS

KN@W your CASH



5

2

3

prime video



- Sold out Cinemas across JHN, DBN and CPT through a partnership campaign – Highest numbers since COVID in 2020
- Sold out cinemasin Gauteng within 25min in 2023
- Sold out cinemas country-wide for Black Coffee episode¹
- New client in 2023, who advertised their betting platform – 200% increase in registrations in 2 weeks
- Website crashed due to inordinate traffic volume after advertising on Podcast and Chill where radio stations could not bring the same volumes
- Drove flagship TV show to trend on social media through subliminal advertising
- Over 100% increase in enquiries including a blue chip client looking to use property for business purposes



(1) Excluding Northern Cape

We win awards – Our platform is the most decorated on the continent

[Non-exhaustive list]



Podcast of The year

Podcast and Chill with MacG

[DSTV Awards]



Coolest local Online influencers

Podcast and Chill with MacG

[Sunday Times – Gen NXT awards]



Most Viral Campaign

Popcorn and Cheese

Won for Nestle –New Generation social & Digital Media Awards



Best use of a Podcast

Popcorn and Cheese

[New Generation Social & Digital Media Awards]



Biggest Live Podcast Broadcast in Africa

Podcast and Chill Network

8,500 Attendees

Including>15 more awards and recognitions



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