

curio



# Audio is where video was in 2008

## Audio is bigger than podcasts

Revenues of Headspace + Calm alone are more than half of the entire US podcast market

\$7bn digital subscription audio market in China

## Pre-existing deeply-engrained behavior

1/3<sup>rd</sup> of Americans listen to podcasts, 65% started only in the past 3 years

176bn hours of radio listened/year in the US

## New technology-led experiences

8bn voice enabled devices by 2023, 200 million by end 2019

\$36 billion global earphone market by 2024, \$8bn revenues from AirPods, 50% y-o-y growth



# Multi-tasking adds 7 hours to an American's day

With this time, people everywhere in the world seek these 3 jobs to be done



Understand the world



Self-improvement



Smart escape



# Huge **global** market

**0.5bn**

- ✓ Highly educated
- ✓ Cash rich
- ✓ Time poor
- ✓ Information hungry

**1.5bn**

- ✓ English speaking
- ✓ Aspirational mass market
- ✓ Time poor
- ✓ Information hungry

**3bn+**

- ✓ Non-English speaking
- ✓ Aspirational mass market
- ✓ Time poor
- ✓ Information hungry

# We are building the full-stack global audio platform

5

Strong brand  
and community

4

Ownership of IP

3

Secret data sauce for  
commissioning content  
and personalisation

2

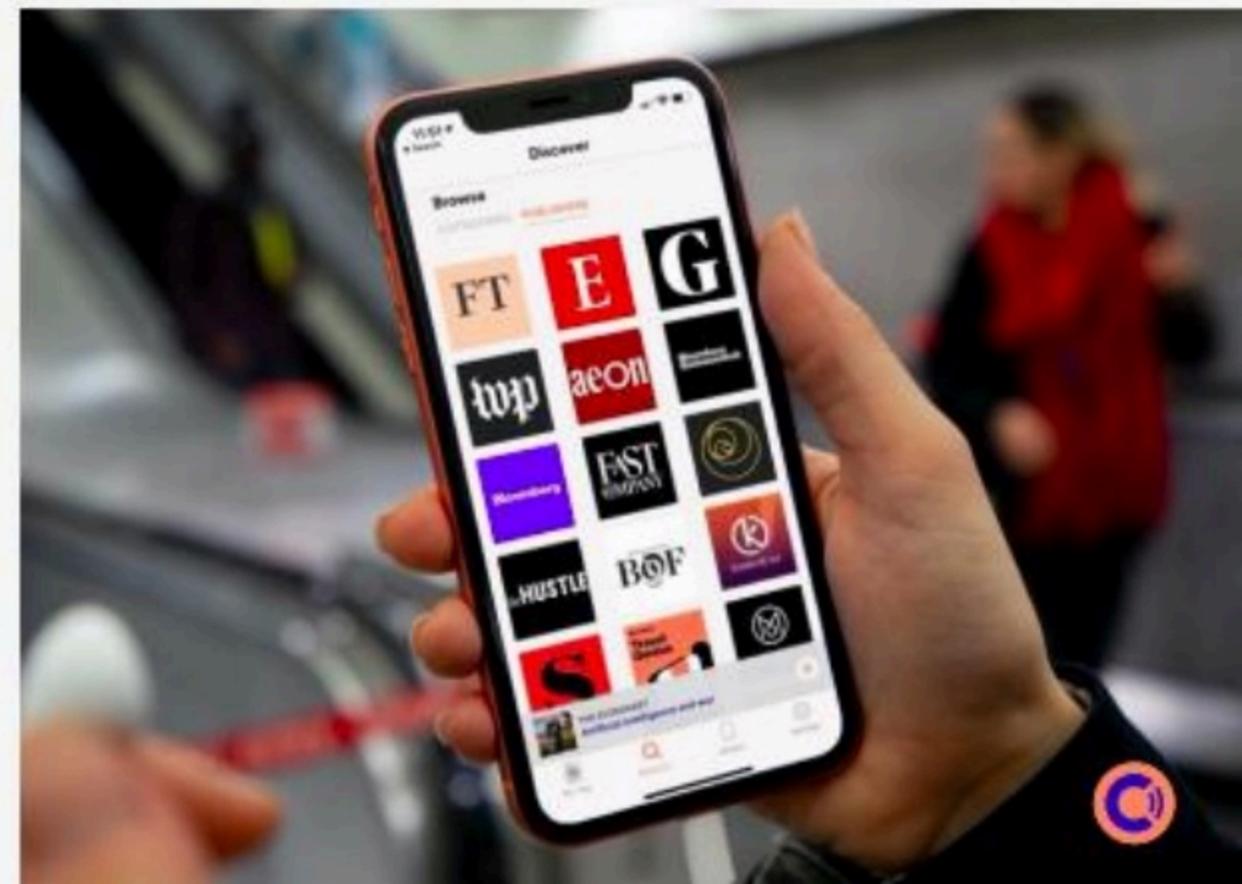
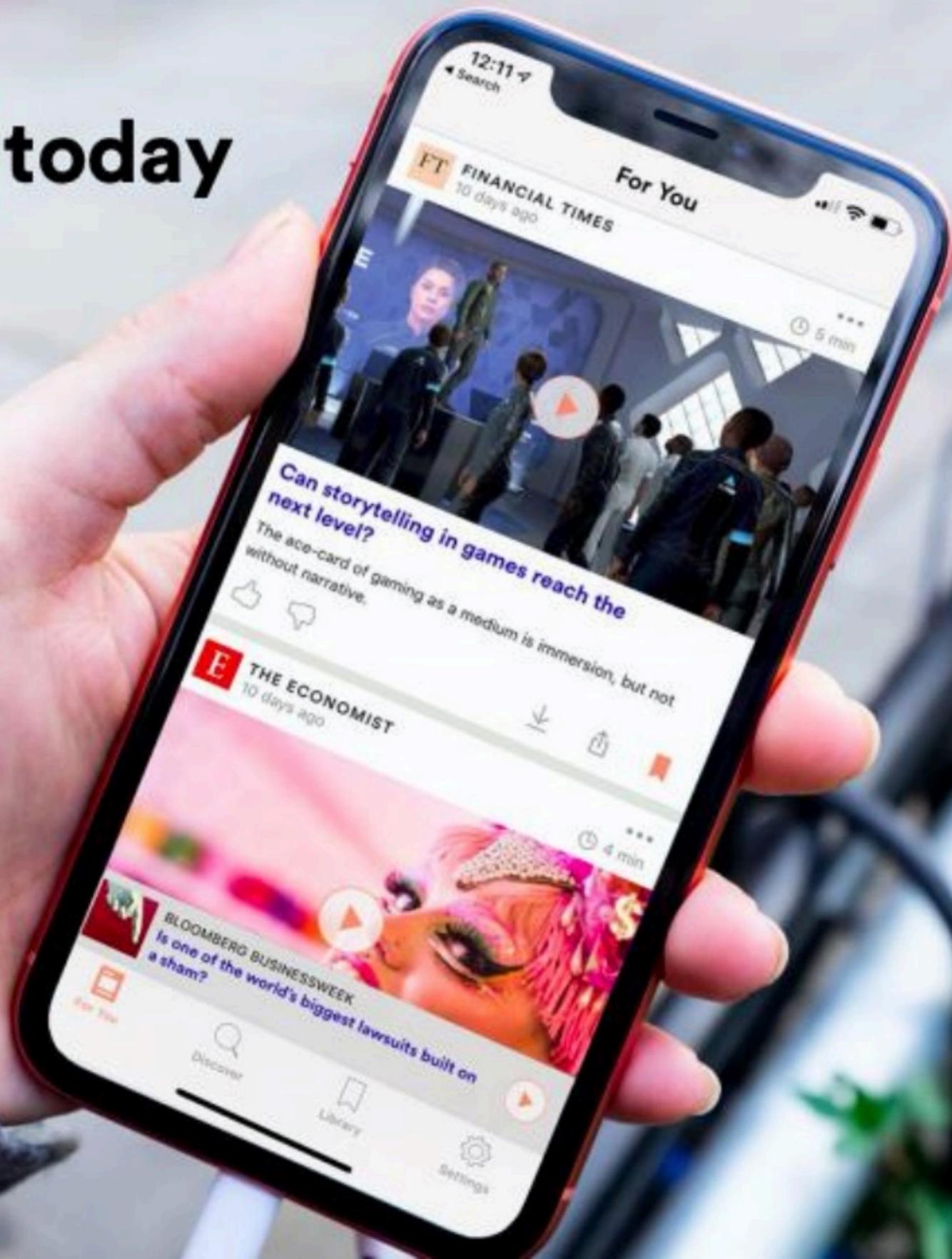
Product that enhances  
the content

1

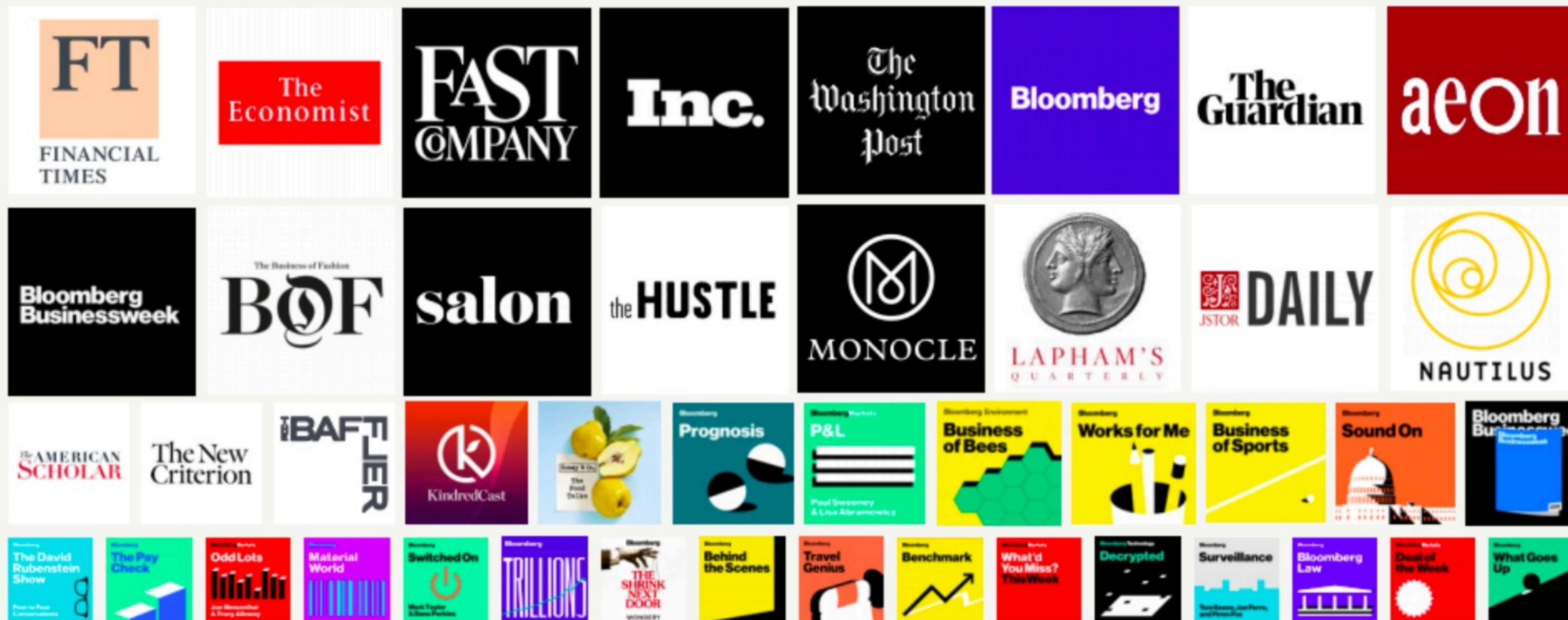
High quality differentiated  
and deeper content



# Curio today



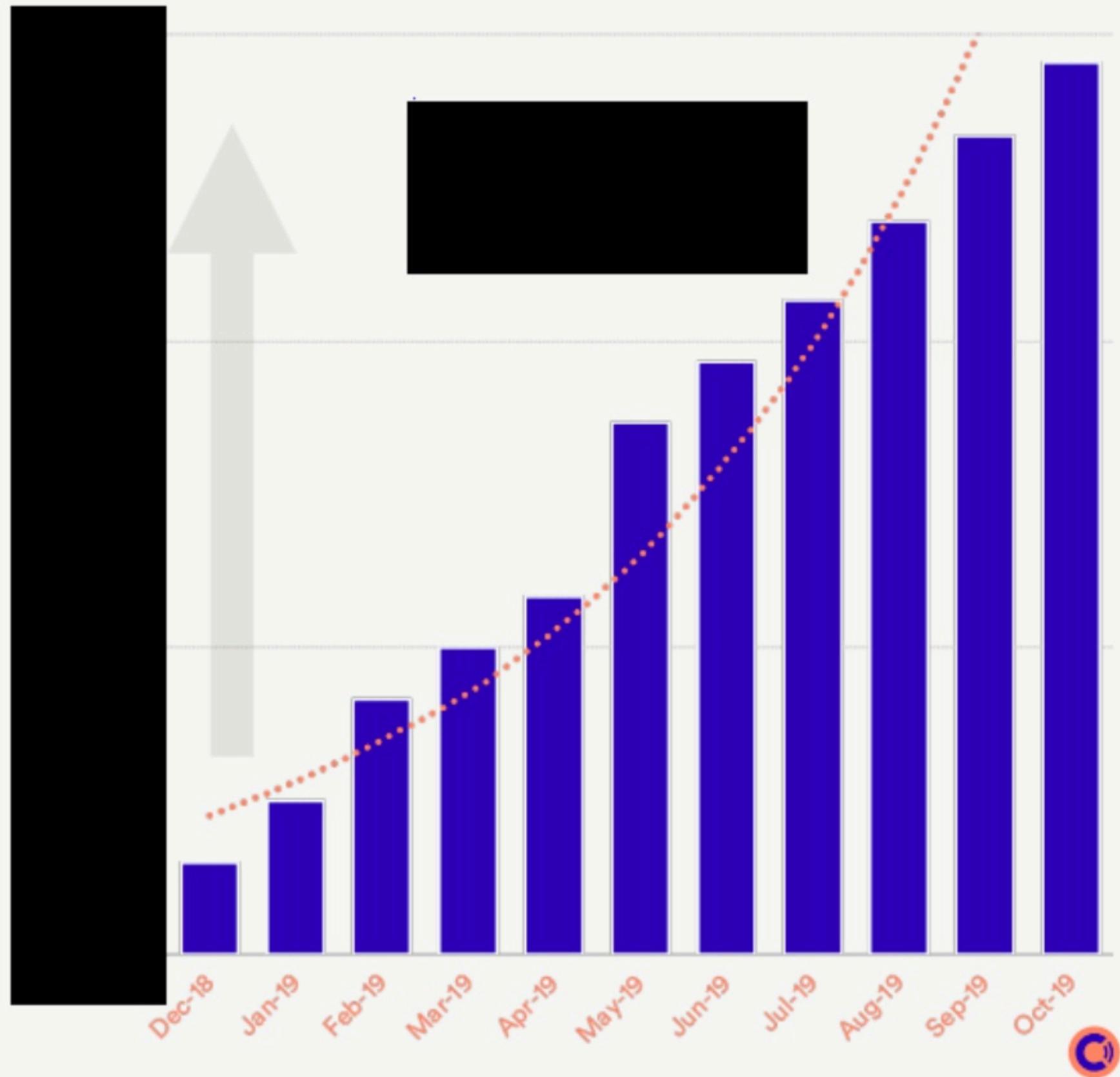
# Today Curio offers curated, professionally narrated articles from the best sources in the world



# 26% m-o-m CMGR subscription revenue growth



Price: \$59.99 p.a. (with 7 day free trial) or \$7.99/month



## Our subscribers **love** Curio

“ I'm increasing the number of stars from 4 to 5, as Curio became a routine part of my life. I listen to it instead of music when I drive to and from the office, and sometimes during breakfast. It feels effortless to learn about what's going on and new things around us. My anxiety coming from FOMO reduced... ”





## Best in class retention



50% of subscribers are power users who complete **at least 30 tracks/ month**



# ~1 hour average session time

**15%** of sessions are power users who have  
an average session duration of **2 hours**



# Why is Curio so sticky?

## Generic podcast apps

- ✗ Poor discovery, UX with no defined purpose
- ✗ Inconsistent content quality
- ✗ Very limited data
- ✗ Annoying ads
- ✗ Poor monetization, no incentive to innovate
- ✗ US/ W Europe and English centric

## CURIO

Discovery and UX based on clear jobs to be done

Consistently top quality IP owned content

Insights from 2m+ data points/ month

No ads

Content creators incentivized to create

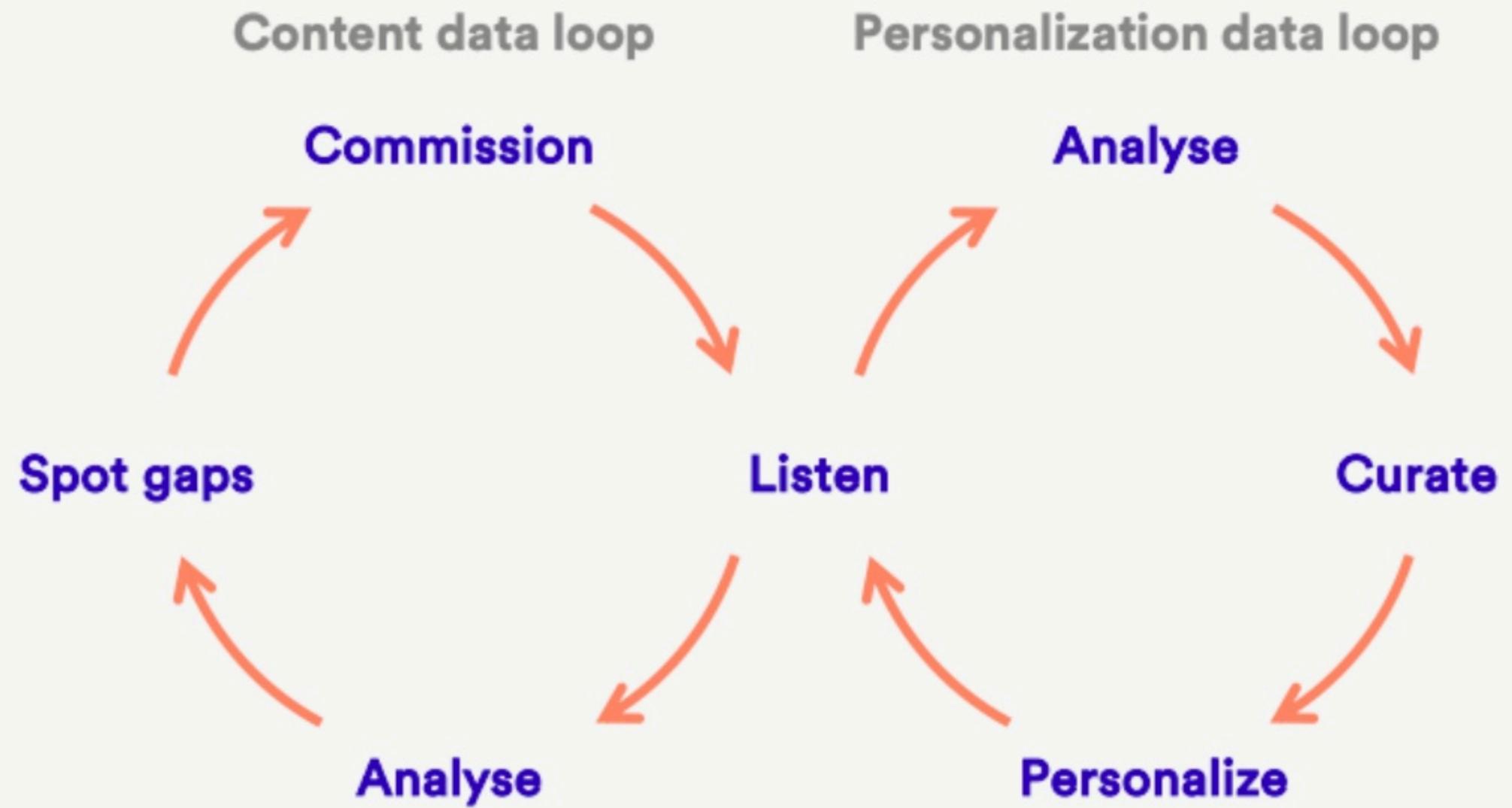
Global product



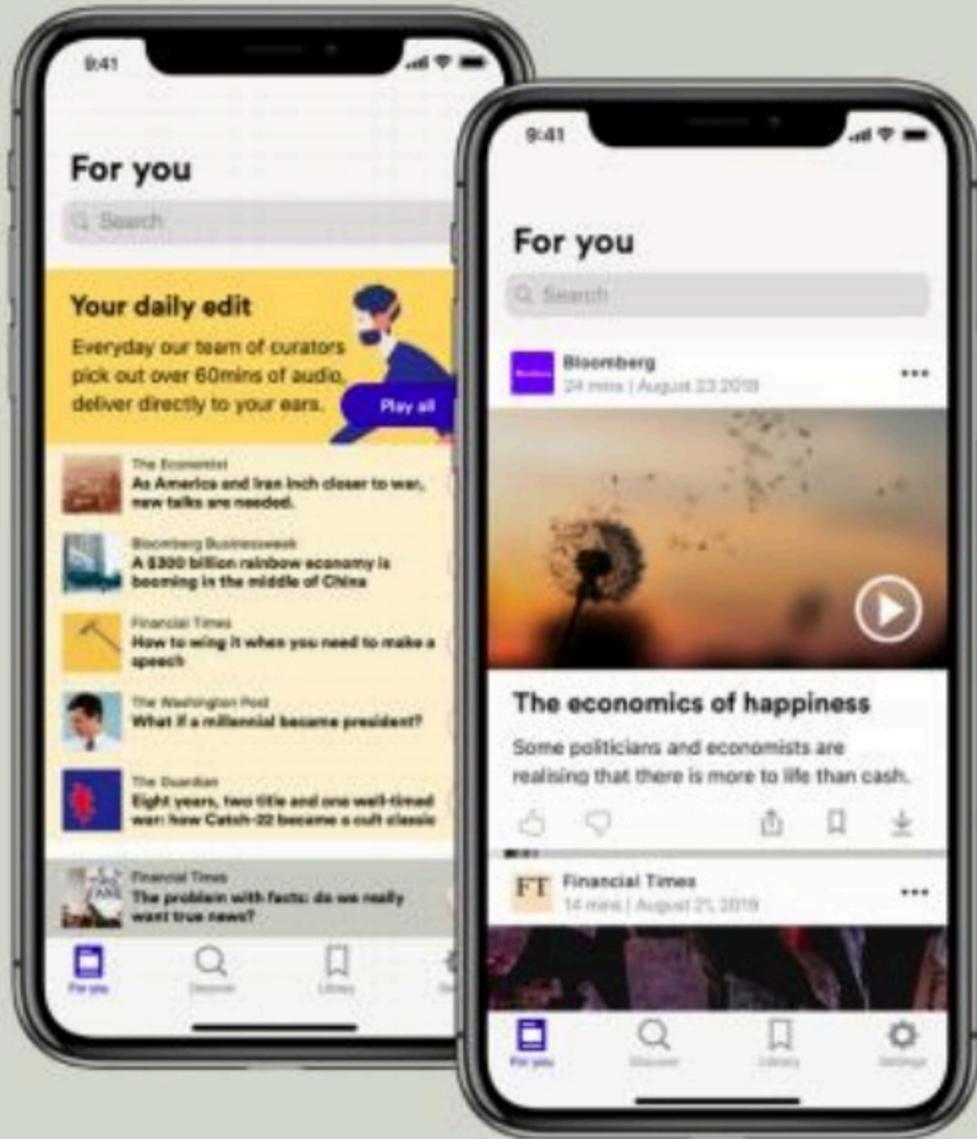
# HOUSE of CARDS



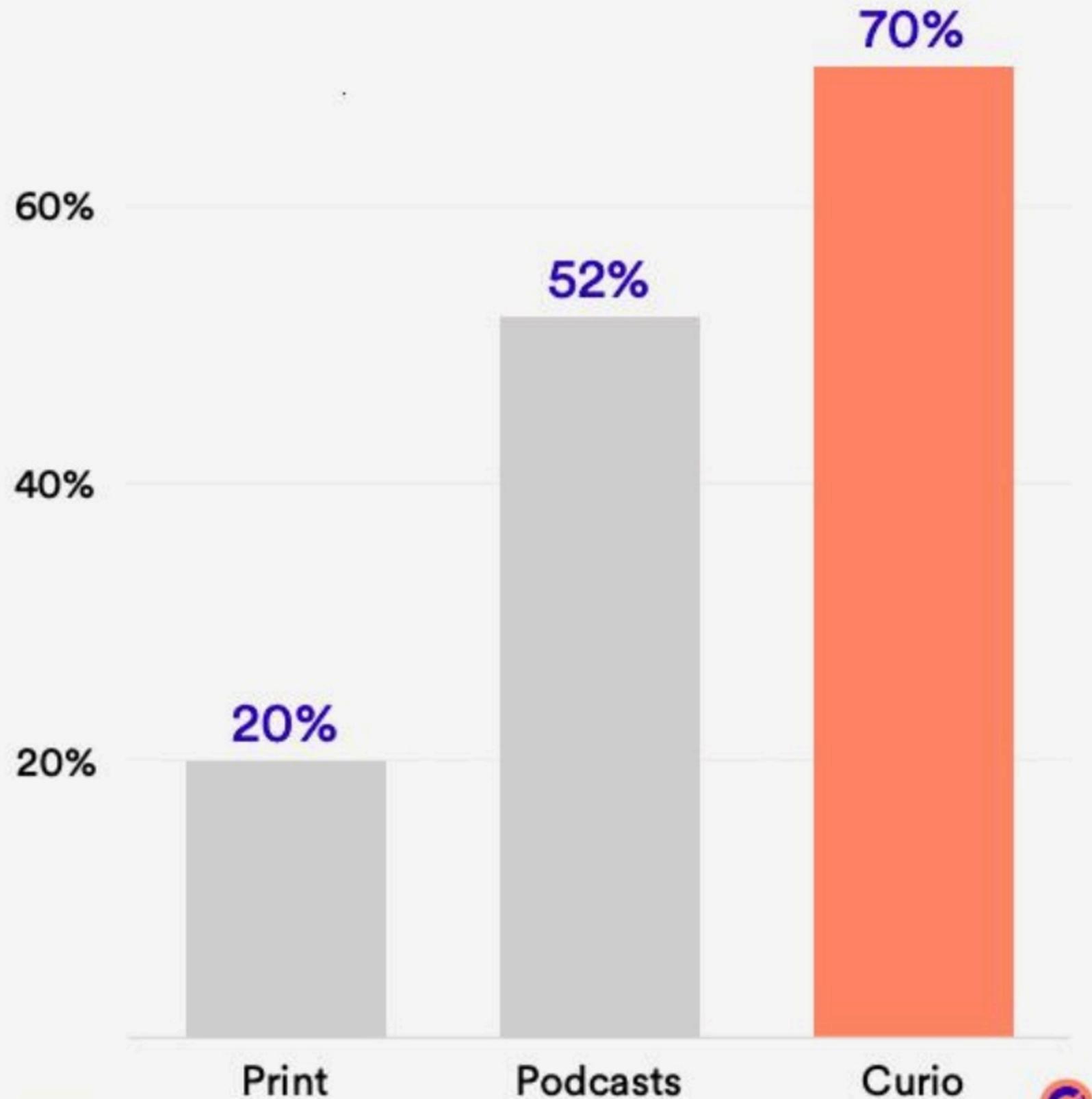
2 million+ data points/ month=  
two powerful ever growing data loops



# Using ML to achieve 70% completion rate



Average track completion rate



# Apple loves Curio

