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Adswizz Extends Agreements with Soundcloud and Sonos to Exclusively Represent Their Audio Advertising Inventory Across Europe

July 7, 2026 - Today, AdsWizz announced the renewal of two long-standing exclusive sales representative agreements in Europe. AdsWizz will continue to be the exclusive sales representative for SoundCloud's audio advertising inventory in 14 European markets (Germany, France, Netherlands, Belgium, Ireland, Italy, Sweden, Denmark, Spain, Switzerland, Austria, Portugal, Finland, and Norway); AdsWizz also has non-exclusive access to SoundCloud's video and display inventory. AdsWizz will also continue to be the exclusive sales representative for Sonos's audio advertising inventory across Europe.

AdsWizz and its regional sales representatives will serve advertisers seeking to reach SoundCloud's young, highly engaged, and diverse audience across audio and video. The renewed advertising relationship, dating back to 2021, will give buyers continued access to SoundCloud's growing European audience and premium audio inventory. SoundCloud will continue to leverage AdsWizz's technology, including its programmatic marketplace and innovative ad-tech solutions. The renewal gives advertisers continued access to SoundCloud's global community of over 50 million global users^[1] and 40 million creators^[2].

"We're happy to renew our partnership with AdsWizz this year, marking another step in SoundCloud's continued investment in growing its advertising business across Europe. As the platform continues to shape music and culture globally, we remain focused on creating innovative opportunities for brands to connect with highly engaged audiences in authentic and impactful ways," said Patricia Claper, Senior Manager, International Ad Partnerships at SoundCloud.

AdsWizz's renewed relationship with Sonos, dating back to 2022, will continue to give advertisers access to millions of engaged listeners of Sonos Radio across Europe, offering buyers advanced targeting and ad tech capabilities

"We are thrilled to renew our agreements in Europe with two of our premium partners, SoundCloud and Sonos," said Paul Brown, VP, European Business and Operations, AdsWizz. "These deals will give brands a powerful way to reach engaged, diverse audiences across Europe, backed by our contextual targeting, measurement, and ad tech capabilities."

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About SoundCloud

SoundCloud empowers artists, tastemakers and fans to connect and share through music. Founded in 2007, SoundCloud is a creator-first platform helping artists build and grow their

careers by providing them with the most advanced tools, services, and resources. With 500+ million tracks from 40+ million artists across 193 countries, SoundCloud is where emerging artists find their sound, hidden gems are discovered, and music culture is shaped in real time.

About Sonos

Sonos (Nasdaq: SONO) is a leading audio company dedicated to elevating life through sound. Since pioneering multi-room wireless audio in 2005, Sonos has built a connected system that brings together every dimension of sound, including music, movies, stories, and conversations. Its portfolio of home theater speakers, components, plug-in and portable speakers, and headphones grows more powerful with every room and device added. Trusted by more than 17 million households in over 60 countries, Sonos is headquartered in Santa Barbara, California. Learn more at www.sonos.com.

About AdsWizz

AdsWizz Inc., a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally. From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

[1] ComScore Media Matrix, Nov 202

[2] SoundCloud 1P Data