

Angling Direct plc
("Angling Direct", the "Company" or the "Group")

Grant of Options

Angling Direct plc (AIM: ANG), announces that, pursuant to the Company's Long Term Incentive Plan ("LTIP"), options ("the Options") have been granted over ordinary shares of 1p each ("Ordinary Shares") in the Company to Steve Crowe (CEO) and Sam Copeman (CFO), each a Director and person discharging managerial responsibilities ("PDMR").

Details of the grants made are set out below:

Option Holder	Number of Ordinary Shares subject to an Option	Exercise Price per Ordinary Share	Vesting date
Steve Crowe	1,000,000	£0.375	28 July 2026
	500,000	£0.375	28 July 2027
Total	1,500,000		
Sam Copeman	333,333	£0.375	28 July 2026
	666,666	£0.375	28 July 2027
Total	999,999		

The Board has set challenging financial performance criteria for the Options to vest, focused on creating stakeholder value and consistent with the long-term ambition and strategy of the Group. Exercise of the Options is also conditional on the Option Holder remaining an employee on the Exercise Date.

For further information please contact:

Angling Direct plc

Andy Torrance, Non-executive Chairman

Singer Capital Markets – NOMAD and Broker

Peter Steel

Alex Bond

Tom Salvesen

James Fischer

FTI Consulting – Financial PR

Alex Beagley

Sam Macpherson

via FTI Consulting

+44 (0) 20 7496 3000

+44 (0) 20 3727 1000

anglingdirect@fticonsulting.com

About Angling Direct

Angling Direct is the leading omni-channel specialist fishing tackle retailer in the UK. The Company sells fishing tackle products and related equipment through its network of retail stores, located strategically throughout the UK as well as through its leading digital platform (www.anglingdirect.co.uk, .de, .fr, .nl and .eu) and other third-party websites.

Angling Direct is committed to supporting its active customer base and widening access to the angling community through its passionate colleagues, store-based qualified coaches, social media reach and

ADTV YouTube channel. The Company currently sells over 28,000 fishing tackle products, including capital items, consumables, luggage and clothing. Angling Direct also owns and sells fishing tackle products under its own brand 'Advanta', which was formally launched in March 2016.

From 1986 to 2002, the Company's founders acquired interests in a number of small independent fishing tackle shops in Norfolk and, in 2002, they acquired a significant premise in Norwich, which was branded Angling Direct. Since 2002, the Company has continued to acquire or open new stores, taking the total number up to 47 retail stores. In 2015, the Company opened a 2,800 sq. metres central distribution centre in Rackheath, Norfolk, where the Company's head office is also located. In January 2022 Angling Direct acquired an additional 3,900 sq. metres distribution centre in Venlo, Netherlands to service its established, and rapidly growing, presence in Europe with native language websites set up in key regions to address demand.

Notification and public disclosure of transactions by PDMRs and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Steven Crowe	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Angling Direct plc	
b)	LEI	213800MZ7P7HZIRI7H93	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 1 penny each	
	Identification code	GB00BF1XGQ00	
b)	Nature of the transaction	Grant of options over Ordinary Shares	
c)	Price(s) and volume(s)	Price	Volume
		(a) Exercise price of £0.375	1,000,000
		(b) Exercise price of £0.375	500,000
d)	Aggregated information	N/A	
	- Aggregated volume		

	- Price	
e)	Date of the transaction	28 July 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Sam Copeman	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Angling Direct plc	
b)	LEI	213800MZ7P7HZIRI7H93	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Options over Ordinary shares of 1 penny each	
	Identification code	GB00BF1XGQ00	
b)	Nature of the transaction	Grant of options over Ordinary Shares	
c)	Price(s) and volume(s)	Price	Volume
		(a) Exercise price of £0.375	333,333
		(b) Exercise price of £0.375	666,666
d)	Aggregated information	N/A	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	28 July 2023	
f)	Place of the transaction	Outside a trading venue	