

12 April 2023

Angling Direct plc

("Angling Direct" or "Company" or "Group")

Director / PDMR Shareholding

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, announces that on 11 April 2023 Chris Keen, Non-Executive Director, purchased 20,000 ordinary shares of 1 pence each in the Company ("Ordinary Shares") at a price of 26.45 pence per Ordinary Share.

Following this purchase, Chris Keen, will have an interest in 45,475 Ordinary Shares, representing 0.06% of the issued share capital of the Company.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

For further information please contact:

Angling Direct plc

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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 25,000 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 45 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 persons discharging managerial responsibilities and persons closely associated with them

| | | |
|----|---|---------------------------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Chris Keen |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive Director |
| 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 | Ordinary shares of 1 pence each |
| | Identification code | GB00BF1XGQ00 |
| b) | Nature of the transaction | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s) | Price |
| | | Volume |
| | | 26.45 pence |
| | | 20,000 Ordinary Shares |
| d) | Aggregated information | N/A – single transaction |
| | - Aggregated volume | |
| | - Price | |
| e) | Date of the transaction | 11 April 2023 |
| f) | Place of the transaction | London Stock Exchange |