31 July 2017

**Angling Direct plc**

("Angling Direct" or the "Company")

**Exercise of options and PDMR dealings**

As described in the Company’s admission document of 30 June 2017 an aggregate of 271,085 options over ordinary shares of 1 pence each (“Ordinary Shares”) were granted to 32 employees, under an unapproved employee share option scheme (the “Options”). The Options were granted to enable certain employees, who have expressed an interest in subscribing for Ordinary Shares, to become shareholders in the Company and were exercisable for 14 days following the first day of dealings of the Company’s Ordinary Shares on AIM.

At the end of this 14 day vesting period, a total of 187,493 Options have been exercised. The Company has made application for the 187,493 new Ordinary Shares to be admitted to trading on AIM. Admission is expected to occur on 4 August 2017.

Following Admission, the Company shall have 42,999,993 Shares in issue, each with voting rights, which figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules. The Company does not hold any Shares in Treasury.

Of the employees that exercised Options, four individuals are classed as either persons discharging managerial responsibilities (“PDMR”s) or persons closely associated with PDMRs. The notifications below, made in accordance with the requirements of the EU Market Abuse Regulation, provide further detail on each of these transactions.

**For further information:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Angling Direct PLC** | | +44 (0) 1603 258658 | |
| Martyn Page, Executive Chairman | |  | |
| Darren Bailey, Chief Executive Officer | |  | |
| **Cenkos Securities – NOMAD and Broker** | | +44 (0) 20 7397 8900 | |
| Bobbie Hilliam (Corporate Finance)  Russell Kerr (Sales) | |  | |
|  | |  | |
| **Yellow Jersey PR – Financial PR** | |  | |
| Charles Goodwin | | +44 (0) 7747 788 221 | |
| Harriet Jackson | | +44 (0) 7544 275 882 | |

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| --- | --- | --- |
| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | |
| a) | Name | Shona Wright |
| **2** | **Reason for the notification** | |
| a) | Position/status | Company Secretary |
| 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  Identification code | Ordinary Shares of 1p each |
| b) | Nature of the transaction | Exercise of options over Ordinary Shares |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 64p *(exercise price)* | 1,562 | |
| d) | Aggregated information  - Aggregated volume  - Price | 1,562  64p |
| e) | Date of the transaction | 28 July 2017 |
| f) | Place of the transaction | n/a |

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| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | |
| a) | Name | Stewart Downing |
| **2** | **Reason for the notification** | |
| a) | Position/status | Group Commercial Manager |
| 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  Identification code | Ordinary Shares of 1p each |
| b) | Nature of the transaction | Exercise of options over Ordinary Shares |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 64p *(exercise price)* | 31,250 | |
| d) | Aggregated information  - Aggregated volume  - Price | 31,250  64p |
| e) | Date of the transaction | 28 July 2017 |
| f) | Place of the transaction | n/a |

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| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | |
| a) | Name | Michelle Ross |
| **2** | **Reason for the notification** | |
| a) | Position/status | Person closely associated with Wouter Putman, Operations Manager |
| 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  Identification code | Ordinary Shares of 1p each |
| b) | Nature of the transaction | Exercise of options over Ordinary Shares |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 64p *(exercise price)* | 31,250 | |
| d) | Aggregated information  - Aggregated volume  - Price | 31,250  64p |
| e) | Date of the transaction | 28 July 2017 |
| f) | Place of the transaction | n/a |

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| **1** | **Details of the person discharging managerial responsibilities / person closely associated** | |
| a) | Name | Angela Easton |
| **2** | **Reason for the notification** | |
| a) | Position/status | Person closely associated with Keith Easton, Financial Controller |
| 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  Identification code | Ordinary Shares of 1p each |
| b) | Nature of the transaction | Exercise of options over Ordinary Shares |
| c) | Price(s) and volume(s) | |  |  | | --- | --- | | Price(s) | Volume(s) | | 64p *(exercise price)* | 31,250 | |
| d) | Aggregated information  - Aggregated volume  - Price | 31,250  64p |
| e) | Date of the transaction | 28 July 2017 |
| f) | Place of the transaction | n/a |