

10 December 2025

Angling Direct plc

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

Extension of Share Buyback Programme

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, is pleased to provide the following update in relation to its share buyback programme (the "**Share Buyback Programme**").

On 9 December 2024, the Company announced a £4.0 million share buyback programme as part of its capital allocation policy. Since the commencement of the Share Buyback Programme, the Company has repurchased 4,523,000¹ Ordinary Shares of 1 penny each (the "**Ordinary Shares**") in aggregate, at an average price of 38.4 pence per Ordinary Share for a total consideration of approximately £1.735 million (excluding the associated dealing costs).

Approximately £2.265 million remains undeployed (the "**Undeployed Amount**") under the Share Buyback Programme. The Board has therefore resolved to extend the expiry date for the Share Buyback Programme from 10 December 2025 until the close of business on 10 December 2026. This is to provide an opportunity for the Undeployed Amount to be applied on further buybacks of Ordinary Shares up to the maximum consideration of £4.0 million.

Further details

The Company has instructed Singer Capital Markets Securities Limited ("Singer Capital Markets") to continue conducting the Share Buyback Programme on its behalf within certain pre-set parameters, including that the maximum amount (excluding expenses) of share value that can be traded in one week is £250,000.

The Company may terminate the Share Buyback Programme (at any time) provided that it is not in a closed period or party to any inside information which has not previously been disclosed via Regulatory Information Service. The Share Buyback Programme will also terminate if the general authority to repurchase Ordinary Shares is not renewed at the Company's next AGM in 2026.

The Company has determined that it will not rely on the safe harbour conditions for trading set out in Article 5 of EU Market Abuse Regulation (2014/596/EU) (which forms part of domestic UK law pursuant to the European Union (Withdrawal) Act 2018) ("UK MAR") given the limited liquidity in the Ordinary Shares and limitations that it would impose on the number of Ordinary Shares that can be purchased.

Singer Capital Markets will continue to make its trading decisions in relation to the Ordinary Shares independently of the Company. There is no guarantee that the Share Buyback Programme will be implemented in full.

¹ Of which 270,000 Ordinary Shares were issued out of treasury to satisfy the exercise of share options on 10 March 2025

Any purchases will be on market purchases of Ordinary Shares and made in accordance with the general authority of the Company to repurchase Ordinary Shares granted at the Company's AGM. Any Ordinary Shares purchased under the Share Buyback Programme will be held by the Company in treasury.

The Company is satisfied that it is not currently in a closed period, nor is it party to any inside information which is not disclosed in this announcement or has not been previously disclosed via Regulatory Information Service.

As at the close of business on 9 December 2025, the Company had an unutilised capacity to buy back up to a further 7,113,430 Ordinary Shares under the authority granted at the Annual General Meeting on 19 June 2025.

Total voting rights

As at the close of business on 9 December 2025, the Company's total issued share capital consists of 77,267,304 Ordinary Shares, of which 4,253,000 Ordinary Shares are held in treasury, therefore, the total number of Ordinary Shares carrying voting rights is 73,014,304. This figure may be used by shareholders 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 Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

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Angling Direct is the leading omni-channel specialist fishing tackle retailer in the UK, with an established and growing presence in Europe. Headquartered in Norfolk UK, the Company sells fishing tackle products and related equipment through its network of in excess of 50 UK retail stores, as well as through its leading digital platform (www.anglingdirect.co.uk) and the MyAD Fishing Club app. The Company has three further native language websites in its key European territories (www.anglingdirect.de, [.fr](http://www.anglingdirect.fr), [.nl](http://www.anglingdirect.nl)), with orders fulfilled by its international distribution centre in The Netherlands. Angling Direct's purpose is to inspire everyone to get out and enjoy an exceptional fishing experience, regardless of background or ability, in the great outdoors. Angling Direct's active

digital channels and over 500 colleagues contribute to the Company's ethos of care for the wider community and the environment (www.anglingdirect.co.uk/sustainability). Angling Direct currently sells over 25,000 fishing tackle products from industry leading brands alongside its own brands 'Advanta', and entry level offering 'Discover'.