

17 June 2019

**Angling Direct plc**  
("Angling Direct" or the "Company")

**New Store Opening**

**Angling Direct plc** (AIM: ANG.L), the largest specialist fishing tackle and equipment retailer in the UK, is pleased to announce that it has opened its 28<sup>th</sup> store in the UK. The new store, located in Sutton in Ashfield, Nottinghamshire, opened on Saturday 15<sup>th</sup> June.

The new store, which was previously occupied by Brantano, has a 4,500 sq ft. display area and is located just outside the main town, with easy access via the A38 and other arterial roads.

Located in a popular fishing area, with a strong angling community and a series of lake and river venues, the store is the first fishing tackle "destination store" of its kind in Sutton in Ashfield. As with all Angling Direct stores, it caters for a wide range of angling disciplines, whilst also providing excellent service from local and knowledgeable employees. The new store is creating five full and three part-time positions.

**Angling Direct's Chief Executive Officer, Darren Bailey, commented:**

"We are very excited to have opened our Sutton in Ashfield store, which is situated in a very popular angling area that includes a number of excellent local lakes, including A1 Pits, Sapphire Lakes, Trent View and, of course, the great River Trent.

"As we seek to cater for all anglers across the UK with a new and modern retail offering, we are continuing to strategically expand our store footprint, as well as enhance our online offering in terms of products, experience and education in order to help raise the profile of angling.

"While parts of the retail sector are experiencing difficulties, we are delighted that our strategic focus on customer experience and service has paid off and delivered a strong start to the year. Additionally, our focus on carefully selecting the correct location for each of our stores is driving our growth and brand value. We look forward to updating the market on our further progress in due course."

**For further information:**

**Angling Direct PLC**

Martyn Page, Executive Chairman

Darren Bailey, Chief Executive Officer

+44 (0) 1603 258658

**Cenkos Securities – NOMAD and Broker**

Stephen Keys (Corporate Finance)

Russell Kerr (Sales)

+44 (0) 207 3978926

**Yellow Jersey PR – Financial PR**

Charles Goodwin  
Harriet Jackson  
Annabel Atkins

+44 (0) 7747 788 221

+44 (0) 7544 275 882

## **Notes for editors**

### **About Angling Direct plc**

Angling Direct is the largest specialist fishing tackle retailer in the UK. The Company sells fishing tackle products and related equipment through its network of retail stores, located throughout the UK, as well as through its own website ([www.anglingdirect.co.uk](http://www.anglingdirect.co.uk)) and other third-party websites.

The Company currently sells over 21,500 fishing tackle products, including capital items, consumables, luggage and clothing. The Company also owns and sells fishing tackle products under its own brand 'Advanta', which was formally launched in March 2016.

From 1986 to 2003 the Company's Founders acquired interests in a number of small independent fishing tackle shops in Norfolk and, in 2003, they acquired a significant premises in Norwich, which was branded Angling Direct. Since 2003, the Company has continued to acquire or open new stores, taking the total number up to 28 retail stores. In 2015 the Company opened a 30,000 sq ft central distribution centre in Rackheath, Norfolk, where the Company's head office is also located.

Angling Direct's shares are traded on the AIM market of the London Stock Exchange under the ticker symbol ANG.L.

For further information, please visit [www.anglingdirect.co.uk](http://www.anglingdirect.co.uk)