

24 March 2020

Angling Direct plc

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

COVID-19 Update

Angling Direct plc (AIM: ANG.L), the largest specialist fishing tackle and equipment retailer in the UK, notes the announcement by the UK Government regarding the closure of non-essential retail stores and the restriction on non-essential travel. The Company confirms that each of its retail stores are now closed until further notice. However, the Company's distribution centre will continue to function and the Company's online offering remains operational.

The Company notes the measures of support that have been put in place by the Government and expects to be a beneficiary of all that are applicable to the Company. The wellbeing of the Company's staff continues to be at the forefront of all decisions of the Board and, in a fast-changing environment, the Company will make further announcements as appropriate.

This announcement contains inside information.

For further information:

Angling Direct PLC

Martyn Page, Executive Chairman

Andy Torrance, Chief Executive Officer

Steven Crowe, Chief Financial Officer

+44 (0) 1603 258658

Cenkos Securities – NOMAD and Broker

Stephen Keys/Cameron MacRitchie (Corporate Finance)

Russell Kerr (Sales)

+44 (0) 207 3978926

Yellow Jersey PR – Financial PR

Charles Goodwin

Georgia Colkin

Annabel Atkins

+44 (0) 7747 788 221

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) 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 premise 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 35 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