

3 February 2020

Angling Direct plc

("Angling Direct" or the "Company")

Director appointment

Angling Direct plc (AIM: ANG.L), the UK's largest and fastest growing fishing tackle and equipment retailer, is pleased to announce that Dilys Maltby has joined the board of the Company as a Non-Executive Director with immediate effect.

Dilys has a strong track record in advising international consumer brands on their purpose, brand strategy and proposition, ensuring that businesses articulate the essence of the entity that they lead. Dilys will be working with Angling Direct's board to review, identify and deliver on its purpose.

Now an established and influential brand in the angling community, Angling Direct is well positioned to create awareness around the benefits of angling from both an environmental and social perspective. The Company believes that angling can improve social wellbeing and that there is an opportunity to do more to preserve and protect the environment. Working with Dilys, Angling Direct will campaign for the protection of fish stocks around the country, whilst also assessing the sustainability of angling by driving out plastics and waste, both by leading by example and working with its suppliers to reduce packaging and plastics.

Dilys has extensive experience working with consumer brands, both as a consultant and as a client. Prior to her role as Senior Partner at Circus, a boutique management consultancy firm which she co-founded in 1998, Dilys was General Manager, Brand and Marketing for The Body Shop International where she led teams in 47 countries and had responsibility for the brand, the proposition and all marketing activity.

Dilys currently sits on the board of Responsible Travel, a sustainable travel company. Prior to this she was on the board advisory committee of Wiggle, the online retailer of sporting goods, from 2012 to 2015.

The following details in relation to the appointment of Dilys Lorraine Maltby (aged 59) are disclosed in accordance with Schedule 2(g) of the AIM Rules:

Current Directorships:

4 CT Management Limited
ATLIB Limited
Circus Communications Limited
Circus London Limited
Good and Usefull Limited
Responsibletravel.com Limited
Triffus Tuck Limited

Dilys Maltby does not hold any ordinary shares in the Company.

There is no further information to be disclosed in relation to Dilys Maltby's appointment pursuant to Schedule 2 paragraph (g) of the AIM Rules.

Angling Direct's Chief Executive Officer, Darren Bailey, commented: *"I am delighted to welcome Dilys to the board of Angling Direct. Her expertise in brand positioning, and advice on how companies can put into practice what they believe in, will be immensely valuable as we look to take the Angling Direct brand to the next level.*

"We are already working on initiatives to become a more sustainable company, such as recycling all fishing lines into, for instance, items of furniture and removing and recycling outer packaging on in-store products before customers take home their purchases. With Dilys's support, we look forward to showcasing our efforts towards a more sustainable future."

Dilys Maltby commented: *“I am excited to be joining Angling Direct, an influential brand which certainly has the energy and passion to make a positive social and environmental impact. I look forward to working with the board and providing guidance to ensure that Angling Direct executes on what, at this stage, are so many great, impactful initiatives.”*

For further information:

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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 34 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