

4 October 2019

Angling Direct plc

("Angling Direct" or the "Company")

Director Appointment

Angling Direct plc (AIM: ANG.L), the largest specialist fishing tackle and equipment retailer in the UK, is pleased to announce that Andy Torrance has joined the board of the Company as Non-Executive Director with immediate effect.

Andy has a strong track record in retail, with extensive experience in working with brands with customer centric omnichannels. Prior to joining Angling Direct, Andy held Chief Operating Officer roles at Holland and Barrett, from 2016 to 2018, and Dunelm Ltd, a British home furnishings retailer, from 2011 to 2015.

Andy's early career in retail started at Halfords, where he held various Executive roles from 1999 to 2011.

Angling Direct's Chief Executive Officer, Darren Bailey, commented: *"We are delighted to welcome Andy to Angling Direct. His extensive experience in retail, gained from working with reputable Blue-chip companies in the retail and consumer sectors, will be invaluable and will complement the skills we already have in our boardroom. We are pleased to have attracted talent such as Andy and we look forward to working with him in the months and years ahead."*

Andy Torrance commented: *"I am pleased to be coming on board at an exciting time in Angling Direct's development. Darren and his team have created a modern, high growth retail business and I look forward to working with them as they take Angling Direct to the next level."*

The following details in relation to the appointment of Mr Andrew James Torrance (aged 53) are disclosed in accordance with Schedule 2(g) of the AIM Rules:

Current Directorships

DD2 Trading Ltd
DACTA Design and Property Ltd

Past directorships held within last 5 years

Holland & Barrett International Limited
Holland & Barrett Retail Limited
Dunelm Ltd*

**Andrew Torrance was employed as COO but was not officially appointed as a director.*

Andrew Torrance does not hold any ordinary shares in the Company.

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

For further information:

Angling Direct PLC

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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 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 30 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