

23 October 2019

## Angling Direct plc

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

### Directorate Changes

**Angling Direct plc** (AIM: ANG), the UK's largest and fastest growing fishing tackle and equipment retailer, today announces that, with effect from 31<sup>st</sup> January 2020, Ian Hunter, the Group's interim Finance Director, will step down from the Board to develop his own consultancy business and support the Company in future projects when required.

In conjunction with Ian stepping down, the Company is pleased to announce the appointment of Steven Crowe as the Group's Chief Financial Officer with effect from 2<sup>nd</sup> January 2020. Steven started his career at PwC where he qualified as a Chartered Accountant. Following this, Steven moved to Aviva, where he worked as Director of Finance for ten years managing business units with £3.0 to £4.0 billion of turnover. More recently, Steven was Finance Director for Marvel NewCo Ltd and Validus Ltd. Ian will remain with the Company to assist with the handover process.

**Angling Direct's Chief Executive Officer, Darren Bailey, commented:** "The Board would like to thank Ian for his significant contribution to the Group, helping it through its IPO and establishing the Company on AIM. We wish him all the best in his new venture. We are delighted to welcome Steve as Chief Financial Officer of Angling Direct at an exciting time in the Group's development. Steve brings a wealth of financial experience gained in the e-commerce and insurance sectors, particularly in the planning and management of M&A and international growth. We look forward to working with Steve as we continue to deliver our multi-channel growth strategy."

**Steven Crowe commented:** "I am delighted to be joining the Angling Direct team. The prospect of working with the market leading fishing retailer is exciting and I am very much looking forward to working with Darren and the team to deliver the business growth strategies."

The following details in relation to the appointment of Mr Steven Crowe (aged 44) are disclosed in accordance with Schedule 2(g) of the AIM Rules:

Current Directorships	Past directorships held within last 5 years
-	MARVEL NEWCO LIMITED
-	VALIDUS-IVC LTD
-	AVIVA RISK MANAGEMENT SOLUTIONS UK LIMITED

Steven Crowe does not hold any ordinary shares in the Company.

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

#### For further information:

**Angling Direct PLC** +44 (0) 1603 258658

Martyn Page, Executive Chairman

Darren Bailey, Chief Executive Officer

**Cenkos Securities - NOMAD and Broker**

Stephen Keys (Corporate Finance) +44 (0) 207 3978900  
Russell Kerr (Sales)

**Yellow Jersey PR - Financial PR** +44 (0) 203 004 9512

Charles Goodwin +44 (0) 7747 788 221

Harriet Jackson +44 (0) 7544 275 882  
Annabel Atkins

**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 to **32 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)