

Angling Direct plc

("Angling Direct", the "Company")

Posting of Shareholder Circular and Notice of General Meeting

Angling Direct plc (AIM: ANG), the largest specialist fishing tackle and equipment retailer in the UK, confirms that, further to its announcements of 11 June 2020, it has today posted a circular to Shareholders setting out details of its proposed placing to raise £5.50 million (before expenses). The Circular includes a notice of general meeting to be held in connection with the Second Placing, to be held at The Homestead, Thurgarton Rd, Aldborough, Norfolk NR11 7NY at 10:30 a.m, on 30 June 2020.

A copy of the Circular will shortly be available to download from the Company's website at <https://www.anglingdirect.co.uk/corporate/>.

Unless otherwise defined, all capitalised terms used but not defined in this announcement shall have the meaning given to them in the Circular.

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About Angling Direct

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 websites (www.anglingdirect.co.uk, .de, .fr and .nl) 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 2002, the Company's founders acquired interests in a number of small independent fishing tackle shops in Norfolk and, in 2002, they acquired a significant premise in Norwich, which was branded Angling Direct. Since 2002, the Company has continued to acquire or open new stores, taking the total number up to 36 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. The Company has an established, and rapidly growing, presence in Europe with native language websites set up in key regions to address demand.