

18 June 2021

Angling Direct plc

("Angling Direct" or the "Company")

Changes to 2021 AGM Arrangements

Further to its announcement on 28 May 2021, Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, announces that as a result of the UK Government's decision on 14 June 2021 to extend the current COVID-19 restrictions to at least 19 July 2021, and in order to protect the health and safety of the Company's Shareholders and Directors, the Company's Annual General Meeting to be held on 23 June 2021 (the "AGM") will now be held as a closed meeting.

Accordingly, the AGM will be convened with the minimum necessary quorum of two Shareholders (which the Company will facilitate). Regrettably, no additional shareholders will be able to attend the AGM in person and any person seeking to attend the meeting will be refused entry. The business at the AGM will be shortened so as to consist of the formal business section only, with no wider presentations on the Company's performance or Q&As.

The Board recognises that the AGM ordinarily provides an important opportunity to engage with shareholders. Given the circumstances, it therefore encourages shareholders to email any questions to anglingdirect@fticonsulting.com in advance of the AGM and the Company will aim to publish an AGM questions and answers section on the Company's website, www.anglingdirect.co.uk.

Your vote is important to the Company and the Board wishes to ensure that your vote is counted at the AGM. Shareholders are strongly encouraged to submit their votes in advance of the AGM electronically via CREST or by using the Form of Proxy enclosed with the Notice of AGM and to appoint "the Chair of the AGM" as their proxy. Further instructions to shareholders on how to submit their votes by proxy are contained in the 'notes section' of the letter accompanying the notice of AGM. All valid proxy notices (whether submitted electronically or in hard copy form) will be included in the poll to be taken at the AGM provided they have been received by 10.00am on 21 June 2021.

For further information please contact:

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About Angling Direct

Angling Direct is the leading omni-channel specialist fishing tackle retailer in the UK. The Company sells fishing tackle products and related equipment through its network of retail stores, located

strategically throughout the UK as well as through its leading digital platform (www.anglingdirect.co.uk, [.de](http://www.anglingdirect.de), [.fr](http://www.anglingdirect.fr) and [.nl](http://www.anglingdirect.nl)) and other third-party websites.

Angling Direct is committed to supporting its active customer base and widening access to the angling community through its passionate colleagues, store-based qualified coaches, social media reach and [ADTV YouTube channel](#). The Company currently sells over 20,000 fishing tackle products, including capital items, consumables, luggage and clothing. Angling Direct 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 39 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 has an established, and rapidly growing, presence in Europe with native language websites set up in key regions to address demand.