

21st October 2019

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

New Store Opening

Angling Direct plc (AIM: ANG.L), the UK's largest and fastest growing fishing tackle and equipment retailer, is pleased to announce that it opened a new store in Rotherham, South Yorkshire, on Saturday 19th October. The latest store opening brings the total number of Angling Direct stores across the UK to 32 and further strengthens Angling Direct's presence across the UK.

The new 5,500 sq ft store is located on the Parkgate trade park, just off Rotherham Road, a main arterial route around Rotherham, accessed easily via the M1 (J33,34,35) only 3 miles away.

Located in a hugely popular fishing area, with a large angling community and a series of lakes and river venues, such as the river Don, the store is the only fishing tackle "destination store" of its kind in the area. As with all Angling Direct stores, it caters for a wide range of angling disciplines, whilst also providing excellent service from local and knowledgeable staff. The new store is creating five full and two part-time positions.

Angling Direct's Chief Executive Officer, Darren Bailey, commented:

"We are very excited to have opened our latest store in Rotherham, a region which is known for its strong fishing heritage and has an extensive angling community. The new store offers products for all disciplines of angling, backed by our remarkable customer service."

"As we seek to cater for all anglers across the UK with a new and modern retail offering, we are continuing to strategically expand our store footprint, as well as enhance our online offering in terms of products, experience and education in order to help raise the profile of angling. We have several other stores opening over the next few months in similar well populated angling areas."

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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 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