

18 December 2018

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

Trading Update

Angling Direct plc (AIM: ANG.L), the largest specialist fishing tackle and equipment retailer in the UK, is pleased to provide the following trading update for the period between 1 August 2018 and 30 November 2018 ("the period").

Highlights:

- Group sales for the period grew by 31.5% to £14.568 (2017: £11.079)
 - In-store like for like sales increased by 7.2% to £4.961 million (2017: £4.629 million)
 - E-commerce sales increased by 24.3% to £6.714 million (2017: £5.401 million)
- International sales up 96.1% during the period and 97.7% in November, supported by new German language website
- Record E-commerce Black Friday week performance, which ran from 19th to 26th November, with sales up 55.8% to £1.295 million (2017: £0.831 million)
 - Black Friday transactions up 42.5% to 14,123 (2017: 9,913)
 - Average Black Friday basket up 9.4% to £91.73 (2017: £83.86)
- Group sales for November up 19.3% to £3.352 million
 - In-store like for like sales up 2.5%
 - E-commerce sales up 16.3%

Against the backdrop of a rapidly evolving retail sector, the Company has continued to deliver a robust performance, which reflects Angling Direct's strong retail offering and growing brand loyalty. This momentum has continued into the Christmas trading period, added to this the Company also feels well positioned for Brexit given the very high percentage of stocks coming from the Far East.

Inventory numbers in general are good and the business does not foresee any disruption to supply throughout the next few months allowing the Board to remain confident of meeting full year expectations.

The Company's international sales are also growing well, both via anglingdirect.co.uk and the dedicated German site. The Company is on track to launch its dedicated websites for the French and Benelux markets by the end of the Period.

Angling Direct's Chief Executive Officer, Darren Bailey, commented: "The Company has taken great encouragement from the recent performance against the backdrop of a difficult retail trading environment. As the business launches its new international websites and continues to invest in its stores and overall customer experience, we believe that Angling Direct remains well placed to build on its market leading position."

For further information:

Angling Direct PLC

Martyn Page, Executive Chairman

Darren Bailey, Chief Executive Officer

+44 (0) 1603 258658

Cenkos Securities – NOMAD and Broker

Stephen Keys (Corporate Finance)

Russell Kerr (Sales)

+44 (0) 207 3978926

Yellow Jersey PR – Financial PR

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) 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 24 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