

28 May 2021

**Angling Direct plc**

("Angling Direct" or the "Company")

**Annual Report and Notice of Annual General Meeting**

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, announces that the Annual Report and Accounts for the year ended 31 January 2021 has been distributed to shareholders together with the Notice of Annual General Meeting. The Annual General Meeting ("AGM" or "Meeting") will be held at the Head Office of the Company, at Unit 2D Wendover Road, Rackheath Industrial Estate, Norwich, Norfolk, NR13 6LH on 23 June 2021 at 10.00 am.

A copy of both documents is available on the Company's website at: <https://www.anglingdirect.co.uk/corporate/>

The Board recognises that the AGM provides an important opportunity to engage with shareholders. We expect this year's AGM to be held in person as normal as it is due to be held after the restrictions relating to COVID-19 are anticipated to be lifted by the Government in June. The Board continues to closely monitor developments and will notify shareholders promptly by RNS and the Company's website should there be any updates to these arrangements.

The results of voting will be announced following the conclusion of the Meeting and will also be available on the Group's website.

**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](http://www.anglingdirect.co.uk), .de, .fr and .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 38 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.