

**05 April 2022**

**Angling Direct plc**  
("Angling Direct" or "Company" or "Group")

**Appointment of Independent Non-Executive Director**

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, is pleased to announce the appointment of Chris Keen as an Independent Non-Executive Director, effective immediately. Chris will also serve on the Company's Audit Committee.

Chris brings more than 20 years of experience in various Chief Financial Officer roles, with a focus on scaling up businesses operating both domestically and internationally and across a variety of sectors including retail and leisure.

Chris is currently CFO at McKesson UK, part of McKesson Corporation, a global leader in healthcare supply chain management solutions, retail pharmacy, community oncology and specialty care and healthcare information solutions. Between 2012 and 2019, Chris was CFO of Holland & Barrett, a leading health and wellness product retailer, where he oversaw a number of key acquisitions across Europe, driving the group's international growth strategy and expanding its omni-channel proposition.

Prior to joining Holland & Barrett, between 2006 and 2012, Chris was CFO at The Laurel Pub Company (latterly the Stonegate Pub Company), helping to build the business into the largest privately held managed pub operator in the UK with over 500 units. In 2012 Chris was appointed CFO of the Bramwell Pub Group to oversee the financial restructuring of the business.

Chris is a member of the Institute of Chartered Accountants in England and Wales.

**Martyn Page, Non-Executive Chairman of Angling Direct, commented:**

*"On behalf of the Board, I am delighted to welcome Chris to Angling Direct. His extensive financial and omni-channel leadership experience, particularly in the retail sector, will be invaluable as we strengthen our Board. We look forward to working with Chris as the Group looks to achieve further progress in 2022 and capitalise on the compelling growth opportunities that exist across our end markets."*

**Chris Keen, Non-Executive Director of Angling Direct, commented:**

*"I am extremely pleased to be joining the Board of Angling Direct. The Group is on an exciting growth trajectory, having recently opened its European distribution centre and I look forward to using my experience to contribute to its continued success."*

**For further information please contact:**

**Angling Direct plc**  
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The following information regarding the appointment of Christian ('Chris') Keen, aged 57, is disclosed under Schedule 2(g) and Rule 17 of the AIM Rules for Companies:

As at the date of this announcement, Mr Keen owns 9,600 ordinary shares of one penny each in Angling Direct, representing 0.01% of the Company's issued share capital.

**Current Directorships**

2012 Dream Limited  
28CVR Limited  
30MC Limited  
A. Suthrell (Haulage) Limited  
AAH Builders Supplies Limited  
AAH Limited  
AAH One Limited  
AAH Pharmaceuticals Limited  
AAH Twenty Four Limited  
AAH Twenty Limited  
AAH Twenty Six Limited  
Acme Drug Co. Limited  
Added Marketing Limited  
Admenta Holdings Limited  
Admenta UK Limited  
Alchem (Southern) Limited  
Ayrshire Pharmaceuticals Limited  
Baillieston Health Centre Pharmacy Limited  
Bannister & Thatcher Limited  
Barclay Pharmaceuticals (Atherstone) Limited  
Barclay Pharmaceuticals Limited  
Barley Chemists Holdings Limited  
Barry Shooter (Romford) Limited  
Beauty Care Drug Stores Limited  
Berkshire Medical Supplies Ltd.  
Betterlifehealthcare Limited  
Big Pharma Limited  
Bridport Medical Centre Services Limited  
Clark Munro Limited  
Clark-Care Group Limited  
Cross and Herbert (Devon) Limited  
Cross and Herbert (Holdings) Limited

**Previous Directorships (within the last five years)**

A.C. Ferguson (Chemist) Limited  
AAH Furb Pension Trustee Limited  
AAH Glass & Windows Limited  
AAH Lloyds Pension Trustees Limited  
AAH Nominees Limited  
Atlas Travel Clinic Limited  
Beaumonts Health Stores Limited  
Blackstaff Pharmaceuticals Limited  
Caronet Trading Limited  
Good 'N' Natural Limited  
Health & Diet Centres Limited  
Health & Diet Food Company Limited  
Holland & Barrett (Benelux) Limited  
Holland & Barrett Group Limited  
Holland & Barrett Holdings Limited  
Holland & Barrett International Limited  
Holland & Barrett Limited  
Holland & Barrett Retail Limited  
IPCC Limited  
L1R HB Finance Limited  
L1R HB Holdings Limited  
L1R HB Limited  
L1R HB Midco Limited  
L1R HB Midco Sub Limited  
Lifecycle 2018 Limited  
LP Clinical Homecare Group Limited  
M.H. Gill Limited  
Mount Pharmacy Limited  
Neal's Yard Wholefoods Limited  
Nutrition Warehouse Limited  
Paul Wheeler Limited  
Precision Engineered Limited

Cross and Herbert Limited  
Eclipse Healthcare Limited  
Escon (St. Neots) Limited  
Evolution Homecare Services Limited  
Expert Health Limited  
Farillon Limited  
Firth and Pilling Limited  
Foster & Plumpton Group Limited  
Foster & Plumpton Limited  
G K Chemists Limited  
G. K. Chemists (Glos). Limited  
George Staples (Stoke) Limited  
GPL 2007 Limited  
Graeme Pharmacy (Stirling) Limited  
Greens Pharmaceuticals (Holdings) Limited  
H.H. Thatcher Limited  
  
Health Needs Limited  
  
Healthclass Limited  
Herbert Ferryman Limited  
Higgins & Son (Chemists) Limited  
Hill-Smith (Warrington), Limited  
Hywel Davies (Caerphilly) Limited  
Independent Pharmacy Care Centres (2008)  
Limited  
Inspiron Distribution Limited  
  
J. Bradbury (Surgical) Limited  
  
J.S.Dent Limited  
John Bell & Croyden Limited  
John Hamilton (Pharmaceuticals) Limited  
Keen Consulting Limited  
Kingswood Chemists Limited  
Kingswood-GK Limited  
Kyle and Carrick Holdings Limited  
Levelcrown Limited  
Linford Pharmacies Limited  
Livingston Health Centre (P.D.) Co. Limited  
Lloyds Chemists Limited  
  
Lloyds Chemists Retail (Northern) Limited  
  
Lloyds Chemists Retail Limited  
Lloyds Group Properties Limited  
Lloyds Pharmacy Clinical Homecare Limited  
Lloyds Pharmacy Limited  
  
Lloyds Properties Limited  
  
Lloyds Retail Chemists Limited  
LPL One Limited  
M. Payne & Co. Limited

R. Gordon Drummond Limited  
Thurnby Rose Limited

Masta Limited  
 Medical Advisory Services For Travellers  
 Abroad Limited  
 Medimart Limited  
  
 Metabolic Healthcare Holdings Limited  
  
 Metabolic Healthcare Limited  
 Munro Pharmacy Limited  
 New Kirk Pharmacy Limited  
 Optimed Health Limited  
 Palemoda Limited  
 Peel Street Pharmacy Limited  
 Pharmagen Limited  
 Philip Goodman Limited  
 Pimelight Limited  
 Prescribing Support Services Ltd  
 Prima Brands Limited  
 R.F. Foskett & Son Limited  
 Sangers (Northern Ireland) Limited  
 Savory & Moore Limited  
 Scholes (Chemists) Limited  
 Statim Finance Limited  
 Superfield Limited  
 T. and I. White Limited  
 Uscita Limited  
 W. Jamieson (Chemists) Limited  
 W.H. Chanter Limited  
 W.H. Green (Chemists) Limited  
 Westclose Limited  
 Woodside Pharmacy (Glasgow) Limited

The table below shows information on The Laurel Pub Company Limited and certain of its affiliated entities, which all entered administration on 27 March 2008 while Chris Keen was a director:

Company	Date entered Creditors Voluntary Liquidation	Date dissolved	Deficit to creditors (£million)
Forno Vivo Limited	27 March 2009	3 October 2012	3.93
Ha! Ha! Bar & Canteen Limited	27 March 2009	30 September 2012	36.33
Laurel Pub Bidco Limited	27 March 2009	29 August 2012	205.16
Santa Fe Group Limited	27 March 2009	30 September 2012	1.76
Santa Fe Limited	27 March 2009	30 September 2012	10.25
Target Pil Core Limited	28 September 2009	27 July 2012	14.03
The High Street Bar & Restaurant Group Limited	27 March 2009	3 October 2012	7.22
The Laurel Pub Company Limited	28 September 2009	29 January 2013	95.02
Yates Brothers Limited	27 March 2009	3 October 2012	13.93
Yates Group Limited	28 September 2009	3 January 2013	83.65
Yates's Wine Lodges Limited	28 September 2009	9 November 2012	24.44

Mr Keen was also a director of Laurel High Street Bars Limited, Laurel High Street Estate Pubs Limited, The Manor Leisure and Marketing Corporation Limited and Yates's Duty Free Limited (also affiliates of The Laurel Pub

Company Limited) at the time that these companies entered administration in March 2008. These companies were subsequently moved from administration to dissolution in June 2009.

Mr Keen resigned as a director of Bramwell Pubs and Bars Limited in November 2012 which entered administration in October 2013, creditors voluntary liquidation on 7 May 2015 and was then dissolved on 9 May 2017. The deficit to creditors was £55.69 million.

Mr Keen resigned as a director of Bramwell Company Limited in November 2012 which entered administration in October 2013 and was then dissolved on 30 July 2014. The deficit to creditors was £48.95 million.

Save as set out above there are no further disclosures pursuant to Rule 17 or Schedule Two paragraph (g) of the AIM Rules for Companies in respect of the appointment of Mr Keen.

### **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 42 retail stores. In 2015, the Company opened a 2,800 sq. metres central distribution centre in Rackheath, Norfolk, where the Company's head office is also located. In March 2022, Angling Direct opened a 3,940 square metre distribution centre in Venlo, Netherlands to service its established, and rapidly growing, presence in Europe with native language websites set up in key regions to address demand.