

16 June 2022

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

Appointment of 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 Nicola (Nicki) Murphy as an Independent Non-Executive Director, effective immediately. Nicola will serve on the Company's Remuneration Committee.

Nicki has spent the last 28 years serving as founder and CEO of the River Group, one of the UK's leading strategic marketing agencies and brings a wealth of experience across a number of different leadership roles. The River Group specialises in delivering integrated campaigns to a range of clients including retailers and Nicki's experience will be invaluable as the Group looks to grow its brand in the UK and internationally.

In addition to her role as CEO of the River Group, Nicki has extensive experience in the charity sector including as the Chair of the board of trustees at the Sophie Hayes Foundation and a trustee and director of the Katie Piper Foundation.

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

"On behalf of the Board, I would like to welcome Nicki to Angling Direct. Her breadth of experience in previous senior leadership roles and her knowledge of the retail sector will be invaluable as we continue to broaden the skillset of our Board. We very much look forward to working with Nicki, utilising her strong background in media and marketing, as we continue to strengthen our market leading position and further grow our market share in the UK and Europe."

Nicki Murphy, Non-Executive Director of Angling Direct, commented:

"I am very pleased to be joining the Board of Angling Direct at such an exciting time in the Company's growth journey, particularly following the recent opening of its European distribution centre. I look forward to using my experience to contribute to its continued growth plan and ongoing success."

For further information please contact:

Angling Direct plc

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Additional Information in respect of the AIM Rules

The following information regarding the appointment of Nicola Sharon Silverlock (commonly known as Murphy), aged 58, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current Directorships	Previous Directorships (within the last five years)
FIPP Limited Fish Content Agency Ltd Katie Piper Foundation Lightning Properties LLP Lightning Property Development and Rentals Limited Maven Communications Limited River Group Content Limited River Holdings and Content Limited Sophie Hayes Foundation	River Publishing Ltd The River Group Limited

As at the date of this announcement, Nicola Murphy does not hold any ordinary shares in the Company.

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 Nicola Murphy.

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, .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.