

Angling Direct plc

("Angling Direct" or the "Company")

Director/PDMR Dealing

Angling Direct plc (AIM: ANG), the largest specialist fishing tackle and equipment retailer in the UK, announces that on 4 December 2020, certain of the Company's Persons Discharging Managerial Responsibility ("PDMRs") sold ordinary shares of 1 penny each ("Ordinary Shares") at a price of 67.6907 pence per share. Further details of the Ordinary Shares sold by each PDMR and their resultant respective interests in the Company's issued share capital are set out in the table below:

<i>Director/PDMR</i>	<i>Number of Ordinary Shares sold</i>	<i>Resultant number of Ordinary Shares held</i>	<i>% interest in the Company's issued share capital</i>
Darren Ian Bailey	100,000	2,988,125	3.9%
Keith William Easton	100,000	160,312	0.2%
Stewart John Downing	100,000	160,312	0.2%
Wouter Gisjbert Putman	100,000	160,312	0.2%

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About Angling Direct

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 websites (www.anglingdirect.co.uk, [.de](http://www.anglingdirect.de), [.fr](http://www.anglingdirect.fr) and [.nl](http://www.anglingdirect.nl)) 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 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 36 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. The Company has an established, and rapidly growing, presence in Europe with native language websites set up in key regions to address demand.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Darren Ian Bailey	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Angling Direct plc	
b)	LEI	213800WAVVOPS85N2205	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1 pence each	
	Identification code	GB00BF1XGQ00	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price	Volume
		£0.676907	100,000
d)	Aggregated information	N/A – single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	4 December 2020	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Keith William Easton	
2	Reason for the notification		
a)	Position/status	Financial Controller	
b)	Initial notification /Amendment	Initial Notification	

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Angling Direct plc	
b)	LEI	213800WAVVOPS85N2205	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1 pence each	
	Identification code	GB00BF1XGQ00	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price	Volume
		£0.676907	100,000
d)	Aggregated information	N/A – single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	4 December 2020	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Stewart John Downing	
2	Reason for the notification		
a)	Position/status	Group Commercial Manager	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Angling Direct plc	
b)	LEI	213800WAVVOPS85N2205	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1 pence each	
	Identification code	GB00BF1XGQ00	

b)	Nature of the transaction	Sale of Ordinary Shares
c)	Price(s) and volume(s)	Price
		Volume
		£0.676907
		100,000
d)	Aggregated information	N/A – single transaction
	- Aggregated volume	
	- Price	
e)	Date of the transaction	4 December 2020
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Wouter Gisjbert Putman
2	Reason for the notification	
a)	Position/status	Ecommerce and Operations Manager
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Angling Direct plc
b)	LEI	213800WAVVOPS85N2205
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1 pence each
	Identification code	GB00BF1XGQ00
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Price(s) and volume(s)	Price
		Volume
		£0.676907
		100,000
d)	Aggregated information	N/A – single transaction
	- Aggregated volume	
	- Price	

e)	Date of the transaction	4 December 2020
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)