

THIS DOCUMENT AND THE ENCLOSED REPLY SLIP ARE IMPORTANT AND REQUIRE YOUR IMMEDIATE ATTENTION

Angling Direct plc

(Incorporated and registered in England & Wales with Registered No. 05151321)

Directors:

Martyn Graham Page	(Non-Executive Chairman)
Andrew James Torrance	(Chief Executive Officer)
Steven Crowe	(Chief Financial Officer)
David (Paul) Rodwell Davies	(Non-Executive Director)
Dilys Lorraine Maltby	(Non-Executive Director)
Christian Keen	(Non-Executive Director)

Registered Office

2d Wendover
Road
Rackheath
Industrial Estate
Norwich
NR13 6LH

May 2022

Dear Shareholder,

Electronic Communications

Increased use of electronic communications will deliver savings to the Company in terms of administration, printing and postage costs, as well as speeding up the provision of information to Shareholders. The reduced use of paper will also have environmental benefits.

The Company's Articles of Association allow communications to Shareholders in electronic form and, in addition, they permit the Company to take advantage of the provisions relating to website communications. Your Board now wish to implement this regime.

Under the provisions of the Companies Act 2006, we are required to ask you individually to confirm your agreement to the Company sending or supplying documents and information, such as the Annual Accounts and Interim Accounts, to you by electronic form or by placing such documents and information on the Company's website (**www.anglingdirect.co.uk**) ("the Website").

One of the following three scenarios can apply to you:

Scenario A – Documents and Information will be placed on the Website and you will be notified of this by electronic form (i.e. email)

If you prefer to receive notification of documents and information by email please sign and complete Section A of the Electronic Communications Reply Slip enclosed and return it to the Company's registrars, Share Registrars Limited, 3 Millennium Centre, Crosby Way, Farnham, Surrey, GU9 7XX. Please insert your email address into the appropriate place in Section A, sign and date the form and print your name and address in block capitals where shown.

Scenario B - Documents and Information will be sent to you by post

If you prefer to receive the documents and information in paper form rather than via email or the Website, please sign and complete Section B of the Electronic Communications Reply Slip enclosed

and return it to the Company's registrars, Share Registrars Limited, 3 Millennium Centre, Crosby Way, Farnham, Surrey, GU9 7XX. Please sign and date the form and print your name and address where shown.

Scenario C - Documents and Information will be placed on the Website and you will be notified of this by post

If we do not receive any response from you within 28 days of the date of this letter, then you will be taken to have agreed (under paragraph 10 of Schedule 5 to the Companies Act 2006) that the Company may send or supply the documents and information to you via the Website. Therefore, if you agree to the Company sending or supplying documents and information to you via the Website, you need take no further action in relation to this part of the letter.

In order to access the documents and information on the Website, you will need access to the internet, web browser software (such as Microsoft Internet Explorer) and Adobe Acrobat Reader. If you do not have Adobe Acrobat Reader, you can download a free copy from www.adobe.com.

We will notify you when the documents and information are available to access on the Website by post and we will provide you with:

- the address of the Website;
- the place on the Website where the documents and information may be accessed; and
- details of how to access the documents and information.

If the Company is required to restrict the sending of any documents or information to any shareholders, for example due to the local laws of the country in which the particular shareholders are resident or otherwise located, we will not be permitted to use electronic means to communicate with any shareholders holding shares of the same class as those shareholders within the UK). In any such case, we will send you hard copies of any documents or information.

Yours faithfully,



Martyn Page

Non-Executive Chairman, Angling Direct plc

