

16 March 2022

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

European Distribution Centre Update

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, is pleased to announce that its new European distribution centre is now fully operational and despatching to customers across the EU.

The successful opening of the 3,940 square metre facility located in Venlo, south Netherlands, marks a significant milestone in the Company's international omni-channel growth strategy. The new facility provides significant logistical capacity to support future growth and will help the Company mitigate the increased export costs and extended customer fulfilment times seen post-Brexit that have impacted recent periods. The new facility will stock over 18,000 SKUs from more than 80 suppliers, tailored specifically for Angling Direct's European customers, and enables the Company to offer priority delivery across the EU.

The management team is now focused on optimising its European growth strategy, supported by a dedicated International Commercial team and looks forward to updating shareholders in due course.

Andy Torrance, CEO of Angling Direct, commented:

"We are delighted to have opened our new European distribution centre and to be delivering products to customers across this strategically important region. We see a significant opportunity to continue to grow our market share and European expansion remains a key pillar in the Company's growth strategy. As a result, this new facility will help us accelerate delivery of our strategic plans in a more cost and time efficient manner. I would like to thank the team for their hard work over recent weeks to ensure a smooth and successful launch."

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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 .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.