

## Angling Direct plc

("Angling Direct", the "Company")

### Exercise of Options, PDMR Dealing & Total Voting Rights

Angling Direct plc (AIM: ANG), the largest specialist fishing tackle and equipment retailer in the UK, announces that following an exercise of options over ordinary shares by certain Persons Discharging Managerial Responsibility ("PDMR") pursuant to the Company's Enterprise Management Incentive Scheme, application has been made for 1,645,311 new ordinary shares of 1 penny each ("Ordinary Shares") in the Company to be admitted to trading on AIM on 20 July 2020 ("Admission"). The exercise price of each option was £0.01. Further details of the options exercised by each PDMR and their respective interests in the Company's issued share capital, as enlarged by the new Ordinary Shares, are set out in the table below:

<i>Director/PDMR</i>	<i>No. of existing Ordinary Shares</i>	<i>As a % of existing issued share capital</i>	<i>No. of options exercised over Ordinary Shares</i>	<i>Resultant no. of Ordinary Shares</i>	<i>As a % of enlarged issued share Capital</i>
Darren Ian Bailey	2,530,000	3.35%	658,125	3,188,125	4.13%
Keith William Easton*	31,250	0.04%	329,062	360,312	0.47%
Stewart John Downing**	34,250	0.05%	329,062	363,312	0.47%
Wouter Gisjbert Putman***	31,250	0.04%	329,062	360,312	0.47%

\* Existing Ordinary Shares held by Angela Easton, PCA of Keith Easton

\*\* 3,000 existing Ordinary Shares held by Heather Downing, PCA of Stewart Downing

\*\*\* Existing Ordinary Shares held by Michelle Ross, PCA of Wouter Putman

Following Admission of the 1,645,311 new Ordinary Shares, the Company will have a total of 77,267,304 Ordinary Shares in issue. The Company does not hold any Ordinary Shares in Treasury.

The above figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

#### For further information please contact:

##### Angling Direct PLC

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Andy Torrance, Chief Executive Officer

Steven Crowe, Chief Financial Officer

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Annabel Atkins

#### 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, .fr and .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	Exercise of options over Ordinary Shares under the Company's Enterprise Management Incentive Share Option Scheme	
c)	Price(s) and volume(s)	<b>Price</b>	<b>Volume</b>
		£0.01	658,125
d)	Aggregated information	N/A – single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	14 July 2020	
f)	Place of the transaction	Outside a trading venue	

**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	Exercise of options over Ordinary Shares under the Company's Enterprise Management Incentive Share Option Scheme	
c)	Price(s) and volume(s)	<b>Price</b>	<b>Volume</b>
		£0.01	329,062
d)	Aggregated information	N/A – single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	14 July 2020	
f)	Place of the transaction	Outside a trading venue	

**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  Identification code	Ordinary shares of 1 pence each  GB00BF1XGQ00
b)	Nature of the transaction	Exercise of options over Ordinary Shares under the Company's Enterprise Management Incentive Share Option Scheme
c)	Price(s) and volume(s)	<b>Price</b>
		<b>Volume</b>
		£0.01
		329,062
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction
e)	Date of the transaction	14 July 2020
f)	Place of the transaction	Outside a trading venue

**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  Identification code	Ordinary shares of 1 pence each  GB00BF1XGQ00	
b)	Nature of the transaction	Exercise of options over Ordinary Shares under the Company's Enterprise Management Incentive Share Option Scheme	
c)	Price(s) and volume(s)	<b>Price</b>	<b>Volume</b>
		£0.01	329,062
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transaction	
e)	Date of the transaction	14 July 2020	
f)	Place of the transaction	Outside a trading venue	

Name of authorised official of issuer responsible for making notification:

Shona Wright  
Company Secretary to Angling Direct plc