

Angling Direct plc
("Angling Direct" or the "Company")
Grant of Options

Angling Direct plc, the largest specialist fishing tackle and equipment retailer in the UK, announces that, pursuant to the Company's Executive Director Share Option Scheme, options have been granted over the Company's ordinary shares of 1p each ("Ordinary Shares") to Andy Torrance (CEO) and Steven Crowe (CFO), each a person discharging managerial responsibilities ("PDMR").

Details of the grants made are set out below:

Option Holder	Number of Ordinary Shares subject to an option	Exercise Price per Ordinary Share	Exercise condition to remain an Employee up to:
Andrew Torrance	540,000	£0.22	31 January 2023
	270,000	£0.21	31 March 2024
Total	810,000		
Steven Crowe	444,444	£0.22	31 January 2023
	222,222	£0.21	31 March 2024
Total	666,666		

The options are ordinarily exercisable between the date that the relevant condition as outlined above has been satisfied and 18 August 2030. There are no further conditions applicable to exercise of the options. The options have been granted following consultation with certain of the Company's major shareholders.

For further information please contact:

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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, .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 PDMRs and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Torrance
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
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	Options over Ordinary shares of 1 penny each ("Ordinary Shares")
	Identification code	GB00BF1XGQ00
b)	Nature of the transaction	Grant of options over Ordinary Shares
c)	Price(s) and volume(s)	Price
		Volume
		(a) Exercise price of £0.22
	(b) Exercise price of £0.21	270,000
d)	Aggregated information	N/A
	- Aggregated volume	
	- Price	
e)	Date of the transaction	18 August 2020
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Steven Crowe
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
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	Options over Ordinary shares of 1 penny each GB00BF1XGQ00	
b)	Nature of the transaction	Grant of options over Ordinary Shares	
c)	Price(s) and volume(s)	Price	Volume
		(a) Exercise price of £0.22	444,444
		(b) Exercise price of £0.21	222,222
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 August 2020	
f)	Place of the transaction	Outside a trading venue	