

**TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>**

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>	Audioboom Group plc
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>	Herald Investment Management Limited
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Discretionary investment management clients of Herald Investment Management Limited
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>	7 April 2017
<b>6. Date on which issuer notified:</b>	11 April 2017
<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>	3%, 4%, 5% and 6%

**8. Notified details:****A: Voting rights attached to shares** <sup>viii, ix</sup>

Class/type of shares  if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights <sup>x</sup>	
			Indirect	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect
JE00B5NFKB77	0	0	60,000,000		60,000,000		6.69%

**B: Qualifying Financial Instruments**

## Resulting situation after the triggering transaction

Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period <sup>xiv</sup>	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
None				Nil

**C: Financial Instruments with similar economic effect to Qualifying Financial Instruments**<sup>xv, xvi</sup>

## Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
					Nominal	Delta
None					Nil	

**Total (A+B+C)**

Number of voting rights	Percentage of voting rights
60,000,000	6.69%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>**

N/A

**Proxy Voting:**

**10. Name of the proxy holder:**

N/A

**11. Number of voting rights proxy holder will cease to hold:**

N/A

**12. Date on which proxy holder will cease to hold voting rights:**

N/A

**13. Additional information:**

**14. Contact name:**

Andrew Miller CFO

**15. Contact telephone number:**

020 7553 6308