

20 March 2019

Audioboom Group plc

("Audioboom" or the "Company")

Grant of share options

The Board ("Board") of Audioboom (AIM: BOOM), the leading global podcast company, announces that it has today made the following grants of options to subscribe for new ordinary shares in the Company ("Options") to certain of its directors:

Director	Position	Number of Options granted	Exercise price	Total Options now held
Rob Proctor	Chief Executive Officer	25,000,000	1.3p	45,723,056
Brad Clarke	Chief Financial Officer	12,000,000	1.3p	18,500,000

The grants are made pursuant to the Company's share option scheme which was adopted on 19 May 2014 (the "Scheme"). The Options may vest and become exercisable over a three year period, subject to the satisfaction of performance conditions relating to how the Company performs by reference to its internal budgets and external market expectations in each of the financial periods ending 31 December 2019, 31 December 2020 and 31 December 2021. They may also vest in certain other prescribed circumstances as provided for in the terms of the Scheme.

The FCA notification in respect of the above Option grants, made in accordance with the requirements of the EU Market Abuse Regulation, is appended below.

Enquiries

Audioboom Group plc

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About Audioboom

Audioboom is the leading global podcast company, consolidating the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. Audioboom operates internationally, with operations and global partnerships across North America, Europe, Asia and Australia, and addresses the issue of disparate podcast services by putting all of the pieces of the puzzle together under one umbrella, creating a user-friendly, economical experience.

Audioboom hosts over 13,000 content channels, with key partners including A+E Networks (US), Associated Press (US), 'Astonishing Legends' (US), 'Casefile True Crime' (AUS), Edith Bowman (UK), 'Felon True Crime Podcast' (AUS), Jonathan Ross (UK), 'Moneycontrol Podcast' (India), 'No Such Thing As A Fish' (UK), Red FM (India), Starburns Audio (US), 'The Cycling Podcast' (UK), 'The Totally Football Show' (UK), 'The True Geordie Podcast' (UK) and 'Undisclosed' (US).

Original content produced by Audioboom includes 'The 45th' (US), 'Covert' (US), 'I Almost Knew That' (India), 'The Psychology Behind with Dr Linda Papadopoulos' (UK), 'Ctrl Alt Win Podcast' (India), 'Deliberations' (US), 'It's Happening with Snooki & Joey' (US), 'Mafia' (US), 'Mission To Zyxx' (US), 'Night Call' (US) and 'The Russell Brand Podcast' (UK).

The platform receives over 60 million listens per month and allows partners to share their content via Apple Podcasts, BookMyShow, Deezer, Google Podcasts, iHeartRadio, RadioPublic, Saavn, Spotify, Stitcher, Facebook and Twitter as well as their own websites and mobile apps.

For more information, visit audioboom.com.

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	Rob Proctor	
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	Audioboom Group plc	
b)	LEI	213800QO681575J97813	
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 to subscribe for Ordinary Shares of no par value ISIN: JE00B5NFKB77	
b)	Nature of the transaction	Grant of options to subscribe for Ordinary Shares of no par value	
c)	Price(s) and volume(s)	Price(s) £0.013 per share	Volume(s) 25,000,000
d)	Aggregated information: ·Aggregated volume ·Price	25,000,000 £0.013 per share (exercise price)	
e)	Date of the transaction	20 March 2019	
f)	Place of the transaction	Outside a trading venue	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Brad Clarke	
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	Audioboom Group plc	
b)	LEI	213800QO681575J97813	
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 to subscribe for Ordinary Shares of no par value ISIN: JE00B5NFKB77	
b)	Nature of the transaction	Grant of options to subscribe for Ordinary Shares of no par value	
c)	Price(s) and volume(s)	Price(s) £0.013 per share	Volume(s) 12,000,000
d)	Aggregated information: ·Aggregated volume ·Price	12,000,000 £0.013 per share (exercise price)	
e)	Date of the transaction	20 March 2019	
f)	Place of the transaction	Outside a trading venue	