

12 March 2019

Audioboom Group plc

("Audioboom" or the "Company")

Holdings in Company

Audioboom (AIM: BOOM), the leading global podcast company, announces that it has today been notified that Candy Ventures SARL, a company controlled by Nicholas Candy, has increased its holding in the Company to 291,510,278 ordinary shares in the Company ("Ordinary Shares"), which is equivalent to 22.62 per cent. of the Company's total issued ordinary share capital.

Nicholas Candy is a 90 per cent. shareholder of Candy Ventures SARL. Following the purchases by Candy Ventures SARL described above, Nicholas Candy is directly and indirectly interested in a total of 304,510,278 Ordinary Shares, representing approximately 23.63 per cent. of the Company's issued ordinary share capital, which includes the 291,510,278 Ordinary Shares held via Candy Ventures SARL.

Candy Ventures SARL is a person closely associated with Steven Smith, a non-executive director of the Company, who is a person discharging managerial responsibilities. Standard Form TR-1 notifications of major holdings and the FCA notification, made in accordance with the requirements of the EU Market Abuse Regulation, are appended below.

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS	
1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attachedⁱⁱ:	AUDIOBOOM GROUP PLC
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)	
Non-UK issuer	
2. Reason for the notification (please mark the appropriate box or boxes with an "X")	
An acquisition or disposal of voting rights	X
An acquisition or disposal of financial instruments	
An event changing the breakdown of voting rights	
Other (please specify) ⁱⁱⁱ : Issue of new ordinary shares	
3. Details of person subject to the notification obligation^{iv}	
Name	Candy Ventures sarl
City and country of registered office (if applicable)	Luxembourg
4. Full name of shareholder(s) (if different from 3.) ^v	
Name	
City and country of registered office (if applicable)	

5. Date on which the threshold was crossed or reached^{vi}:		12 March 2019		
6. Date on which issuer notified (DD/MM/YYYY):		12 March 2019		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer ^{vii}
Resulting situation on the date on which threshold was crossed or reached	22.62%		22.62%	1,288,675,619
Position of previous notification (if applicable)	21.33%		21.33%	

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached^{viii}				
A: Voting rights attached to shares				
Class/type of shares ISIN code (if possible)	Number of voting rights ^{ix}		% of voting rights	
	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)
Ordinary Shares/ JE00B5NFKB77	291,510,278	-	22.62%	-
SUBTOTAL 8. A				

B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))				
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		SUBTOTAL 8. B 1		

B 2: Financial Instruments with similar economic effect according to Art. 13(1)(b) of Directive 2004/109/EC (DTR5.3.1.1 (b))

Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Physical or cash settlement ^{xii}	Number of voting rights	% of voting rights
			SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")

Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}	X
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity ^{xiv} (please add additional rows as necessary)	

Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting, please identify:

Name of the proxy holder	N/A
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

11. Additional information^{xvi}

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Place of completion	London
Date of completion	12 March 2019

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGSⁱ

1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attachedⁱⁱ:	AUDIOBOOM GROUP PLC			
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights	X			
An acquisition or disposal of financial instruments				
An event changing the breakdown of voting rights				
Other (please specify) ⁱⁱⁱ :				
3. Details of person subject to the notification obligation^{iv}				
Name	Nicholas Anthony Christopher Candy			
City and country of registered office (if applicable)	London, UK			
4. Full name of shareholder(s) (if different from 3.) ^v				
Name				
City and country of registered office (if applicable)				
5. Date on which the threshold was crossed or reached^{vi}:	12 March 2019			
6. Date on which issuer notified (DD/MM/YYYY):	12 March 2019			
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer ^{vii}
Resulting situation on the date on which threshold was crossed or reached	23.63%		23.63%	1,288,675,619

Position of previous notification (if applicable)	22.34%		22.34%	
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached^{viii}

A: Voting rights attached to shares

Class/type of shares ISIN code (if possible)	Number of voting rights ^{ix}		% of voting rights	
	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)
Ordinary Shares/JE00B5NF KB77	13,000,000	291,510,278	1.01%	22.62%
SUBTOTAL 8. A	304,510,278		23.63%	

B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))

Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		SUBTOTAL 8. B 1		

B 2: Financial Instruments with similar economic effect according to Art. 13(1)(b) of Directive 2004/109/EC (DTR5.3.1.1 (b))

Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Physical or cash settlement ^{xii}	Number of voting rights	% of voting rights
			SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity ^{xiv} (please add additional rows as necessary)			X
Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Candy Ventures Sarl	22.62%		

10. In case of proxy voting, please identify:	
Name of the proxy holder	N/A
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

11. Additional information^{xvi}

Place of completion	London
Date of completion	12 March 2019

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	Candy Ventures SARL
2.	Reason for the Notification	

a)	Position/status	Candy Ventures SARL is a person closely associated with Audioboom Group plc's Non-Executive Director, Steven Smith who is a person discharging managerial responsibilities											
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	Ordinary shares of no par value											
	Identification code	ISIN: JE00B5NFKB77											
b)	Nature of the transaction	Purchase of shares											
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>2.15p</td> <td>2,000,000</td> </tr> <tr> <td>2.00p</td> <td>250,000</td> </tr> <tr> <td>2.25p</td> <td>750,000</td> </tr> <tr> <td>2.00p</td> <td>13,698,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	2.15p	2,000,000	2.00p	250,000	2.25p	750,000	2.00p	13,698,000	
Price(s)	Volume(s)												
2.15p	2,000,000												
2.00p	250,000												
2.25p	750,000												
2.00p	13,698,000												
d)	Aggregated information: ·Aggregated volume ·Price	16,698,000 ordinary shares Average price of 2.03 pence per share											
e)	Date of the transaction	28 February 2019 8 March 2019 11 March 2019 12 March 2019											
f)	Place of the transaction	London Stock Exchange, XLON											