

Audioboom Group plc

("Audioboom" or the "Company")

PDMR/PCA Dealing

Audioboom (AIM: BOOM), the leading global podcast company, announces that it was notified on 19 March 2019 that Candy Ventures SARL, a company controlled by Nicholas Candy, has increased its holding in the Company to 293,510,278 ordinary shares in the Company ("Ordinary Shares"), which is equivalent to 22.78 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 306,510,278 Ordinary Shares, representing approximately 23.78 per cent. of the Company's issued ordinary share capital, which includes the 293,510,278 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. The FCA notification, made in accordance with the requirements of the EU Market Abuse Regulation, is appended below.

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) | Price(s) | Volume(s) |
| | | 2.234p | 1,500,000 |
| d) | Aggregated information: ·Aggregated volume ·Price | N/A | |

| | | |
|----|--------------------------|-----------------------------|
| e) | Date of the transaction | 18 March 2019 |
| f) | Place of the transaction | London Stock Exchange, XLON |