

25 March 2019

Audioboom Group plc

("Audioboom" or the "Company")

PDMR/PCA Dealing

Audioboom (AIM: BOOM), the leading global podcast company, announces that it was notified today that Candy Ventures SARL, a company controlled by Nicholas Candy, has increased its holding in the Company to 294,860,278 ordinary shares in the Company ("Ordinary Shares"), which is equivalent to 22.88 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 307,860,278 Ordinary Shares, representing approximately 23.89 per cent. of the Company's issued ordinary share capital, which includes the 294,860,278 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)
		2.3675p	1,350,000
d)	Aggregated information: ·Aggregated volume ·Price	N/A	
e)	Date of the transaction	25 March 2019	
f)	Place of the transaction	London Stock Exchange, XLON	