

27 August 2019

Audioboom Group plc

("Audioboom" or the "Company")

**Holding in Company
Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that it has been notified today that Nick Candy, a substantial shareholder of the Company, has transferred 110,000 ordinary shares of no par value in the Company ("Ordinary Shares") from his personal holding to Candy Ventures SARL, a company of which Nick Candy is a 90 per cent. shareholder and a director. This transfer of Ordinary Shares was completed at a book value of 210 pence per Ordinary Share.

Following the transfer of Ordinary Shares from Nick Candy to Candy Ventures SARL described above, Nick Candy's direct and indirect interest in the Company's issued share capital remains unchanged, at a total of 3,602,602 Ordinary Shares, representing approximately 25.72 per cent. of the Company's issued ordinary share capital, which includes 3,532,602 Ordinary Shares held via Candy Ventures SARL. The TR-1 Notification from Candy Ventures SARL is appended below.

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.

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}:		27 August 2019		
6. Date on which issuer notified (DD/MM/YYYY):		27 August 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	25.22%		25.22%	14,006,757
Position of previous notification (if applicable)	24.44%		24.44%	

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	3,532,602	-	25.22%	-
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}			
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
Nick Candy	25.72%	-	25.72%
Candy Ventures SARL	25.22%	-	25.22%

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	27 August 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 Identification code	Ordinary shares of no par value in Audioboom Group plc Identification code (ISIN) for Audioboom Group plc ordinary shares: JE00BJYJFG60	
b)	Nature of the transaction	Transfer of ordinary shares to Candy Ventures SARL	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		210p (book value of transfer)	110,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	27 August 2019	
f)	Place of the transaction	Outside a trading venue	

Enquiries

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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 'Formula 1®: Beyond the Grid' (UK), 'And That's Why We Drink' (US), 'Dead Man Talking' (UK), 'Blank Check' (US), 'The 45th' (US), 'Covert' (US), 'Deliberations' (US), 'It's Happening with Snooki & Joey' (US), 'Mafia' (US) and 'Night Call' (US).

The platform receives over 90 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