

**Audioboom Group plc**

("Audioboom" or the "Company")

**Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that on 6 August 2019, Michael Tobin OBE, non-executive Chairman of the Company, purchased a total of 9,594 ordinary shares in the Company at a price of 206 pence per ordinary share. Following this purchase, Michael Tobin holds 153,888 ordinary shares in the Company, representing approximately 1.1% per cent. of the Company's issued share capital.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Michael Tobin	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Chairman	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Audioboom Group plc	
b)	LEI	213800QO681575J97813	
<b>4</b>	<b>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</b>		
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	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		206p	9,594
d)	Aggregated information  - Aggregated volume  - Price	n/a	

e)	Date of the transaction	6 August 2019
f)	Place of the transaction	London Stock Exchange, XLON

## Enquiries

### **Audioboom Group plc**

Rob Proctor, Chief Executive Officer  
Brad Clarke, Chief Financial Officer

Tel: +44(0)20 7403 6688

### **Allenby Capital Limited (Nominated Adviser and Joint Broker)**

David Hart /Alex Brearley/Asha Chotai

Tel: +44(0)20 3328 5656

### **Novum Securities (Joint Broker)**

Colin Rowbury/Jon Belliss

Tel: +44(0)20 7399 9400

### **Walbrook PR Limited (PR & IR Advisers)**

Paul Cornelius / Nick Rome

Tel: +44(0)20 7933 8780

or [audioboom@walbrookpr.com](mailto:audioboom@walbrookpr.com)

## 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](http://audioboom.com)