

**Audioboom Group plc**

("Audioboom" or the "Company")

**Holding in Company****Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that it was notified on 11 February 2020, that Candy Ventures sarl, a company controlled by Nicholas Candy, purchased 100,000 ordinary shares in the Company ("Ordinary Shares") at an average price of 245 pence per Ordinary Share. Following this purchase, Candy Ventures sarl holds 3,682,602 Ordinary Shares, which is equivalent to approximately 26.29 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 3,752,602 Ordinary Shares, representing approximately 26.79 per cent. of the Company's issued ordinary share capital, which includes the 3,682,602 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	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
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	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Audioboom Group plc
b)	LEI	213800QO681575J97813
4	<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	Ordinary shares of no par value in Audioboom Group plc
	Identification code	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)
		245p	100,000
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	11 February 2020	
f)	Place of the transaction	London Stock Exchange, XLON	

#### Enquiries

##### **Audioboom Group plc**

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#### **About Audioboom**

Audioboom is a global leader in podcasting - producing, distributing and monetising premium audio content to millions of listeners around the world. Audioboom operates internationally, with operations and global partnerships across North America, Europe, Asia and Australia.

Audioboom provides technology and advertising services for a premium network of 250 top tier podcasts, with key partners including 'Casefile True Crime' (US), 'The Morning Toast' (US), 'And That's Why We Drink' (US), 'No Such Thing As A Fish' (UK), 'Starburns Audio' (US), 'The Cycling Podcast' (UK) and 'The Totally Football Show' (UK).

The Audioboom Originals Network is a slate of content produced by Audioboom including 'The 45<sup>th</sup>', 'Covert', 'It's Happening with Snooki & Joey', 'Mafia', 'Dead Man Talking' and 'Blank Check'.

The platform allows content to be distributed via Apple Podcasts, Spotify, BookMyShow, Deezer, Google Podcasts, iHeartRadio, RadioPublic, Saavn, Stitcher, Facebook and Twitter as well as a partner's own websites and mobile apps.

For more information, visit [audioboom.com](http://audioboom.com).