

30 October 2020



**Audioboom**

**Audioboom Group plc**  
("Audioboom", the "Group" or the "Company")

**Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that on 29 October 2020, Michael Tobin OBE, non-executive Chairman of the Company, purchased a total of 28,375 ordinary shares in the Company at an average price of 170.9 pence per ordinary share. Following this purchase, Michael Tobin holds 248,136 ordinary shares in the Company, representing approximately 1.74 per cent. of the Company's issued share capital.

The FCA notification in respect of the above, made in accordance with the requirements of the EU Market Abuse Regulation, is appended below.

**Enquiries**

**Audioboom Group plc**

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

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**About Audioboom**

Audioboom is a global leader in podcasting - producing, distributing and monetizing 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), 'No Such Thing As A Fish' (UK), '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, Pandora, Amazon Music, 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).

**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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>169.5p</td> <td>11,764</td> </tr> <tr> <td>174.0p</td> <td>11,111</td> </tr> <tr> <td>167.5p</td> <td>5,500</td> </tr> </tbody> </table>	Price(s)	Volume(s)	169.5p	11,764	174.0p	11,111	167.5p	5,500	
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169.5p	11,764										
174.0p	11,111										
167.5p	5,500										
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 28,375 Ordinary Shares Volume weighted average price: 170.9p									
e)	Date of the transaction	29 October 2020									
f)	Place of the transaction	London Stock Exchange, XLON									