

21 October 2020



Audioboom

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

Director/PDMR Shareholdings

Audioboom (AIM: BOOM), the leading global podcast company, announces that on 20 October 2020, Michael Tobin OBE, non-executive Chairman of the Company, purchased a total of 29,285 ordinary shares in the Company ("Ordinary Shares") at a weighted average price of 169.3 pence per Ordinary Share. Following this purchase, Michael Tobin holds 219,761 Ordinary Shares, which is equivalent to approximately 1.56 per cent. of the Company's issued ordinary share capital.

In addition, the Company has been notified that on 20 October 2020, Candy Ventures sarl, a company controlled by Nicholas Candy, purchased 15,000 Ordinary Shares at a price of 165 pence per Ordinary Share. Following this purchase, Candy Ventures sarl holds 3,697,602 Ordinary Shares, which is equivalent to approximately 26.30 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 purchase by Candy Ventures sarl described above, Nicholas Candy is directly and indirectly interested in a total of 3,767,602 Ordinary Shares, representing approximately 26.80 per cent. of the Company's issued ordinary share capital, which includes the 3,697,602 Ordinary Shares held via Candy Ventures sarl. Candy Ventures sarl is defined as a person closely associated with Steven Smith, a non-executive director of the Company, who is a person discharging managerial responsibilities.

The FCA notifications, made in accordance with the requirements of the EU Market Abuse Regulation, are appended below.

Enquiries

Audioboom Group plc

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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 45th', '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.

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	Michael Tobin						
2	Reason for the notification							
a)	Position/status	Non-Executive Chairman						
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: JE00BJJFG60						
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>173.8p</td> <td>14,285</td> </tr> <tr> <td>165p</td> <td>15,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	173.8p	14,285	165p	15,000
Price(s)	Volume(s)							
173.8p	14,285							
165p	15,000							
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 29,285 Ordinary Shares Volume weighted average price: 169.3p						
e)	Date of the transaction	20 October 2020						
f)	Place of the transaction	London Stock Exchange, XLON						

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	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		165p	15,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	20 October 2020	
f)	Place of the transaction	London Stock Exchange, XLON	