

16 February 2021



Audioboom

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

PDMR/PCA share dealing

Audioboom (AIM: BOOM), the leading global podcast company, announces that it was notified on 15 February 2021 that AAQUA B.V. ("AAQUA") has entered into a binding agreement to acquire 1,500,000 ordinary shares in the Company ("Shares") from Candy Ventures SARL ("Candy Ventures"), a company controlled by Nicholas Candy.

The consideration for the sale of the Shares will be the issue of shares in AAQUA to Candy Ventures, at a valuation of £4.50 per Audioboom Share.

The sale represents approximately 9.6 per cent of the Company's issued share capital. Following this sale, Candy Ventures will hold 2,197,602 Shares, which is equivalent to approximately 14.0 per cent. of the Company's issued share capital. The board of Audioboom has been informed that Candy Ventures intends to retain these Shares.

Nicholas Candy is a 90 per cent. shareholder of Candy Ventures. Following the sale by Candy Ventures described above, Nicholas Candy will be directly and indirectly interested in a total of 2,267,602 Shares, representing approximately 14.5 per cent. of the Company's issued share capital, which includes the 2,197,602 Shares held via Candy Ventures.

Candy Ventures 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 in respect of the above, made in accordance with the requirements of the UK Market Abuse Regulation, is appended below.

Enquiries

Audioboom Group plc

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About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded more than 85 million times each month by 25 million unique listeners around the world. Audioboom is ranked as the 6th largest podcast publisher in the US by Triton Digital.

Audioboom's ad-tech and monetisation platform underpins a scalable content business that provides commercial services for a premium network of 250 top tier podcasts, with key partners including 'Casefile True Crime' (US), 'Morbid' (US), 'True Crime Obsessed' (US), 'The Morning Toast' (US), 'No Such Thing As A Fish' (UK), and 'The Cycling Podcast' (UK).

The Audioboom Originals Network is a slate of content developed and produced by Audioboom including 'Baby Mamas No Dramas', 'Covert', 'It's Happening with Snooki & Joey', 'Mafia', 'Huddled Masses' and 'What Makes A Killer'.

Audioboom operates internationally, with operations and global partnerships across North America, Europe, Asia and Australia. For more information, visit audioboom.com. 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	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	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	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		450p	1,500,000
d)	Aggregated information		
	- Aggregated volume - Price	N/A	
e)	Date of the transaction	15 February 2021	
f)	Place of the transaction	Outside a trading facility	