



19 March 2021

Audioboom Group plc

("Audioboom" or the "Company")

Grant of share options

The Board ("Board") of Audioboom (AIM: BOOM), the leading global podcast company, announces that it has today granted the following options to subscribe for new ordinary shares in the Company ("Options") to certain of its directors:

Director	Position	Options granted	Exercise price	Total options now held
Stuart Last	Chief Executive Officer	50,000	445p	300,000
Brad Clarke	Chief Financial Officer	50,000	445p	235,000

The grants have been made pursuant to the Company's share option scheme which was adopted on 19 May 2014 (the "Scheme"). The Options may vest and become exercisable over a three year period, subject to the satisfaction of performance conditions relating to how the Company performs by reference to its internal budgets and external market expectations in each of the financial periods ending 31 December 2021, 31 December 2022 and 31 December 2023. They may also vest in certain other prescribed circumstances as provided for in the terms of the Scheme.

Following the above grant of Options, the Company has a total of 1,151,071 options to subscribe for new ordinary shares in the Company outstanding, which represents 7.3 per cent. of the Company's issued share capital.

The FCA notifications in respect of the above Option grants, made in accordance with the requirements of the UK Market Abuse Regulation, are appended below.

Enquiries

Audioboom Group plc

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Stuart Last, Chief Executive Officer
Brad Clarke, Chief Financial Officer

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Allenby Capital Limited (Nominated Adviser and Broker)

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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 fifth 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), 'Morbidity' (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	Stuart Last		
2.	Reason for the Notification			
a)	Position/status	Chief Executive Officer		
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	Options to subscribe for Ordinary Shares of no par value ISIN: JE00BJYJFG60		
b)	Nature of the transaction	Grant of options to subscribe for Ordinary Shares of no par value		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Exercise price of £4.45 per share	50,000	
d)	Aggregated information: ·Aggregated volume ·Price	N/A		
e)	Date of the transaction	19 March 2021		
f)	Place of the transaction	Outside a trading venue		

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Brad Clarke
2.	Reason for the Notification	
a)	Position/status	Chief Financial Officer
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	Options to subscribe for Ordinary Shares of no par value ISIN: JE00BJYJFG60		
b)	Nature of the transaction	Grant of options to subscribe for Ordinary Shares of no par value		
c)	Price(s) and volume(s)	Price(s) Exercise price of £4.45 per share	Volume(s) 50,000	
d)	Aggregated information: ·Aggregated volume ·Price	N/A		
e)	Date of the transaction	19 March 2021		
f)	Place of the transaction	Outside a trading venue		