

RNS Statement re Possible Offer

**Statement regarding possible offer for Audioboom****ALL ACTIVE ASSET CAPITAL LIMITED**

Released 10:34:12 23 July 2021

RNS Number : 2913G  
All Active Asset Capital Limited  
23 July 2021

**NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART IN, INTO OR FROM ANY JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF THE RELEVANT LAWS OF SUCH JURISDICTION.**

**UNDER RULE 2.4 OF THE CITY CODE ON TAKEOVERS AND MERGERS (THE 'CODE' OR THE 'TAKEOVER CODE'), THIS IS NOT AN ANNOUNCEMENT OF A FIRM INTENTION TO MAKE AN OFFER UNDER RULE 2.7 OF THE CODE AND THERE CAN BE NO CERTAINTY THAT AN OFFER WILL BE MADE, NOR AS TO THE TERMS ON WHICH ANY OFFER MIGHT BE MADE.**

**23 July 2021**

**All Active Asset Capital Limited**  
( 'AAA' or 'the Company' )

**Statement regarding possible offer for Audioboom**

AAA notes the response to its possible offer issued by Audioboom Group plc ('Audioboom') yesterday. AAA remains fully committed to continuing conversations and engaging further with Audioboom, to expanding on the merits of its possible offer and to seeking a recommendation. It notes shareholders representing over a quarter of Audioboom's equity have already given their irrevocable support to the indicatively priced £12 per share possible offer, being 12.5 new AAA Shares and 200p in cash per Audioboom Share.

AAA recognises Audioboom's concern about the majority of the possible offer consideration being unquoted equity, following its forthcoming de-listing from AIM on 30 July. AAA continues to work actively on securing a re-listing of its shares on an international exchange and looks forward to providing ongoing updates regarding progress in due course.

There can be no certainty that AAA's proposal will result in an offer for the Company, nor as to the terms on which any offer might be made.

In accordance with Rule 2.6(a) of the Code, AAA must, by not later than 5.00 p.m. on 16 August 2021, either announce a firm intention to make an offer for Audioboom in accordance with Rule 2.7 of the Code or announce that it does not intend to make an offer, in which case the announcement will be treated as a statement to which Rule 2.8 of the Code applies. This deadline will be extended only with the consent of the Panel on Takeovers and Mergers ('Takeover Panel') in accordance with Rule 2.6(c) of the Code.

For further information:

**All Active Asset Capital Limited**  
James Normand, Non-Executive Chairman  
Rodger Sargent, Executive Director  
[www.aaacap.com](http://www.aaacap.com)

**Egremont Capital Limited, financial adviser to AAA**  
David Floyd  
Jonathan Hall  
Tel: +44 (0) 203 697 9496

**Buchanan (Financial PR)**  
Richard Oldworth / Chris Lane / Toto Berger  
T: +44 (0) 207 466 5000

E: [AAAC@buchanan.uk.com](mailto:AAAC@buchanan.uk.com)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

OFDEANXDADAFEEA

---

**London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.**

---

© 2021 London Stock Exchange plc. All rights reserved.