

14 September 2021



Audioboom

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

Director/PDMR Shareholding

Audioboom (AIM: BOOM), the leading global podcast company, announces that on 13 September 2021, Michael Tobin OBE, non-executive Chairman of the Company, purchased 3,614 ordinary shares in the Company at a price of 827 pence per ordinary share. Following this purchase, Michael Tobin holds 313,656 ordinary shares in the Company, representing approximately 2.0 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 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 98 million times each month by 30 million unique listeners around the world. Audioboom is ranked as the fourth 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 'Dark Air with Terry Carnation', 'RELAX!', '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. 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) | Price(s) | Volume(s) |
| | | 827p | 3,614 |
| d) | Aggregated information - Aggregated volume - Price | N/A | |
| e) | Date of the transaction | 13 September 2021 | |
| f) | Place of the transaction | London Stock Exchange, XLON | |