

21 October 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 19 October 2021, Michael Tobin OBE, non-executive Chairman of the Company, purchased 140 ordinary shares in the Company at a price of 1030 pence per ordinary share. Following this purchase, Michael Tobin holds 315,700 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 100 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).

Audioboom Studios is home to a slate of content developed and produced by Audioboom including 'Dark Air with Terry Carnation', 'F1: Beyond The Grid', 'RELAX!', '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)
		1030p	140
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	19 October 2021	
f)	Place of the transaction	London Stock Exchange, XLON	