

9 December 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 8 December, Stuart Last, CEO of the Company, exercised options over 17,000 ordinary shares of no par value in the Company ("Ordinary Shares").

He subsequently sold 15,000 Ordinary Shares at an average price of 1,042.14 pence per Ordinary Share, and retained 2,000 Ordinary Shares.

As a result, Stuart Last's holding of ordinary shares in the Company has increased to 16,417 Ordinary Shares, representing approximately 0.1 per cent. of the Company's issued share capital. He also holds options to subscribe for a further 283,000 Ordinary Shares.

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

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

Tel: +44(0)300 303 3765

finnCap Ltd (Nominated Adviser and Broker)

Jonny Franklin-Adams/Abigail Kelly/Milesh Hindocha (Corporate Finance)
Richard Chambers/Harriet Ward (ECM)

Tel: +44(0)20 7220 0500

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	Stuart Last													
2	Reason for the notification														
a)	Position/status	CEO													
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: JE00BJYJFG60													
b)	Nature of the transaction	Exercise of Options and Sale of Ordinary shares													
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Exercise of Options</td> <td>130p</td> <td>15,000</td> </tr> <tr> <td>Exercise of Options</td> <td>218.5p</td> <td>2,000</td> </tr> <tr> <td>Sale of Ordinary Shares</td> <td>1042.14p</td> <td>15,000</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Exercise of Options	130p	15,000	Exercise of Options	218.5p	2,000	Sale of Ordinary Shares	1042.14p	15,000
	Price(s)	Volume(s)													
Exercise of Options	130p	15,000													
Exercise of Options	218.5p	2,000													
Sale of Ordinary Shares	1042.14p	15,000													
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Exercise of Options</td> <td>140.41p</td> <td>17,000</td> </tr> <tr> <td>Sale of Ordinary Shares</td> <td>1042.14p</td> <td>15,000</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Exercise of Options	140.41p	17,000	Sale of Ordinary Shares	1042.14p	15,000			
	Price(s)	Volume(s)													
Exercise of Options	140.41p	17,000													
Sale of Ordinary Shares	1042.14p	15,000													
e)	Date of the transaction	8 December 2021													
f)	Place of the transaction	London Stock Exchange, XLON													