

7 March 2022



**Audioboom**

**Audioboom Group plc**

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

### **Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that, on 4 March, Michael Tobin OBE, the Chairman of the Company, exercised warrants over a further 100,000 ordinary shares of no par value in the Company ("Ordinary Shares").

As a result, Michael Tobin's holding of ordinary shares in the Company will increase to 676,003 Ordinary Shares, representing approximately 4.17 per cent. of the Company's issued share capital. He holds no further warrants over Ordinary Shares.

Application has been made for the admission of these new Ordinary Shares to trading on AIM ("Admission"). It is expected that Admission will become effective at 8am on 10 March.

Following Admission, the issued ordinary share capital of the Company will comprise 16,207,286 ordinary shares with one voting right per share ("Ordinary Shares"). The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of Ordinary Shares and voting rights in the Company is 16,207,286. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

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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Brad Clarke, Chief Financial Officer

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#### **finnCap Ltd (Nominated Adviser and Broker)**

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### **About Audioboom**

Audioboom is a global leader in podcasting - our shows are downloaded more than 116 million times each month by 32 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](http://audioboom.com).

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>								
a)	Name	Michael Tobin							
<b>2</b>	<b>Reason for the notification</b>								
a)	Position/status	Chairman							
b)	Initial notification /Amendment	Initial notification							
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	Audioboom Group plc							
b)	LEI	213800QO681575J97813							
<b>4</b>	<b>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</b>								
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 warrants over 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 Warrants</td> <td>530p</td> <td>100,000</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Exercise of Warrants	530p	100,000
	Price(s)	Volume(s)							
Exercise of Warrants	530p	100,000							
d)	Aggregated information - Aggregated volume - Price								
e)	Date of the transaction	4 March 2022							
f)	Place of the transaction	Outside a trading venue							