

4 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 Michael Tobin OBE, non-executive Chairman of the Company, today purchased 835 ordinary shares in the Company at a price of 1770 pence per ordinary share.

Following this purchase, and the admission to trading on AIM of the shares he has acquired pursuant to the recently announced exercising of warrants, Michael Tobin will hold 576,021 ordinary shares in the Company, representing approximately 3.58 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**

Stuart Last, Chief Executive Officer  
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  | Non-Executive 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<br>Identification code   | Ordinary shares of no par value in Audioboom Group plc<br><br>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) |
|          |  | 1770  | 835       |
| d)       | Aggregated information<br>- Aggregated volume<br>- Price   |   |           |
| e)       | Date of the transaction  | 4 March 2022  |           |
| f)       | Place of the transaction   | London Stock Exchange, XLON   |           |