

9 August 2023



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, purchased 5,128 ordinary shares in the Company on 8 August at a price of 195 pence per ordinary share.

Following this purchase, Michael Tobin holds 774,452 ordinary shares in the Company, representing approximately 4.7 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 135 million times each month by 38 million unique listeners around the world. Audioboom is ranked as the fifth largest podcast publisher in the US by Edison Research.

Audioboom's ad-tech and monetisation platform underpins a scalable content business that provides commercial, distribution, marketing and production services for a premium network of top tier podcasts. Key partners include the official Formula 1 podcasts 'F1: Beyond the Grid' and 'F1 Nation', 'Casefile True Crime' (US), 'True Crime Obsessed' (US), 'The Tim Dillon Show' (US), 'No Such Thing As A Fish' (UK) and 'The Cycling Podcast' (UK).

Audioboom operates internationally, with global partnerships across North America, Europe, Asia and Australia. The platform distributes content via Apple Podcasts, YouTube, Spotify, Pandora, Amazon Music, Google Podcasts, iHeartRadio, 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) |
| | | 195p | 5,128 |
| d) | Aggregated information - Aggregated volume - Price | | |
| e) | Date of the transaction | 8 August 2023 | |
| f) | Place of the transaction | London Stock Exchange, XLON | |