

9 August 2024



## 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 3,000 ordinary shares in the Company on 8 August 2024 at a price of 225 pence per ordinary share.

Following this purchase, Michael Tobin holds 830,000 ordinary shares in the Company, representing approximately 5.1 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

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Brad Clarke, Chief Financial Officer

#### **Cavendish Capital Markets Ltd (Nominated Adviser and Broker)**

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Harriet Ward (ECM)

### About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 100 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 Triton Digital.

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](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 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	Purchase of shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>225p</td> <td>3,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	225p	3,000
Price(s)	Volume(s)					
225p	3,000					
d)	Aggregated information - Aggregated volume - Price					
e)	Date of the transaction	8 August 2024				
f)	Place of the transaction	London Stock Exchange, XLON				