

28 August 2025



Audioboom

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

Director/PDMR Shareholding

Audioboom (AIM: BOOM), the leading global podcast company, announces that, on 27 August, Stuart Last, CEO of the Company, exercised options over 15,997 ordinary shares of no par value in the Company ("Ordinary Shares").

Of these options, 10,660 had an exercise price of £4.125 per Ordinary Share, and were due to expire on 24 September 2025. The balance of 5,337 options had an exercise price of £1.30 per Ordinary Share.

On exercise of the expiring options, 10,660 Ordinary Shares were sold at a price of £4.80 per share, with the resulting net proceeds being utilised for the purchase of new Ordinary Shares pursuant to the exercise of the balance of the options.

Following these transactions, Stuart Last's holding of Ordinary Shares has increased to 46,573 Ordinary Shares, representing approximately 0.26 per cent. of the Company's issued share capital. He also holds options to subscribe for a further 339,337 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)20 3714 4285

Cavendish Capital Markets Ltd (Nominated Adviser and Broker)

Jonny Franklin-Adams/Fergus Sullivan/Elysia Bough (Corporate Finance)
Harriet Ward (ECM)

Tel: +44(0)20 7220 0500

About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 125 million times each month by 40 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, 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', '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	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 (“Ordinary Shares”) Identification code (ISIN) for Audioboom Group plc ordinary shares: JE00BJYJFG60											
b)	Nature of the transaction	Exercise of options over Ordinary Shares (“Options”)											
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Exercise of Options</td><td>412.5p</td><td>10,660</td></tr><tr><td>Exercise of Options</td><td>130p</td><td>5,337</td></tr></table>				Price(s)	Volume(s)	Exercise of Options	412.5p	10,660	Exercise of Options	130p	5,337
	Price(s)	Volume(s)											
Exercise of Options	412.5p	10,660											
Exercise of Options	130p	5,337											
d)	Aggregated information - Aggregated volume - Price												
e)	Date of the transaction	27 August 2025											
f)	Place of the transaction	London											

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 (“Ordinary Shares”) Identification code (ISIN) for Audioboom Group plc ordinary shares: JE00BJYJFG60

b)	Nature of the transaction	Sale of Ordinary Shares		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		Sale of Ordinary Shares	480p	10,660
d)	Aggregated information - Aggregated volume - Price			
e)	Date of the transaction	27 August 2025		
f)	Place of the transaction	London		