23 July 2026

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

Director/PDMR Shareholding

Audioboom (AIM: BOOM), the leading global podcast company, announces that, on 22 July, Stuart Last, CEO of the Company, exercised options over 15,353 ordinary shares of no par value in the Company ("Ordinary Shares").

Of these options, 7,000 had an exercise price of £3.125 per Ordinary Share, and were due to expire on 31 July 2026. The balance of 8,353 options had an exercise price of £1.30 per Ordinary Share.

On exercise of the expiring options, 7,000 Ordinary Shares were sold at a price of £4.70 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 54,926 Ordinary Shares, representing approximately 0.30 per cent. of the Company's issued share capital. He also holds options to subscribe for a further 323,984 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 — Tel: +44(0)20 3714 4285
Brad Clarke, Chief Financial Officer

Cavendish Capital Markets Ltd (Nominated Adviser and Broker)

Jonny Franklin-Adams / Elysia Bough (Corporate Finance) — Tel: +44(0)20 7220 0500
Harriet Ward (ECM)

About Audioboom

Audioboom is a global leader in podcasting - our shows are downloaded 180 million times each month by 58 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', '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

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Stuart Last</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>CEO</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Audioboom Group plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800QO681575J97813</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument
Identification code</td><td>Ordinary shares of no par value in Audioboom Group plc (“Ordinary Shares”)

Identification code (ISIN) for Audioboom Group plc ordinary shares: JE00BJYJFG60</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Exercise of options over Ordinary Shares (“Options”)</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Exercise of Options</td><td>312.5p</td><td>7,000</td></tr><tr><td>Exercise of Options</td><td>130p</td><td>8,353</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td></td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>22 July 2026</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London</td></tr>
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