

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

**Award of RSUs and Grant of Options**

**Director/PDMR Shareholding**

Audioboom (AIM: BOOM), the leading global podcast company, announces that it has awarded restricted stock units ("RSUs") in respect of new ordinary shares of no par value in the Company ("Shares") and granted options to subscribe for Shares ("Options") to certain of its directors as follows:

| Director    | Position | RSUs awarded | Options granted | Total long-term incentive awards now held |
|-------------|----------|--------------|-----------------|-------------------------------------------|
| Stuart Last | CEO      | 30,000       | -               | 353,984                                   |
| Brad Clarke | CFO      | -            | 30,000          | 343,334                                   |

The awards and grants have been made pursuant to the Audioboom Group plc 2025 Employee Share Plan which was approved by shareholders and adopted on 30 July 2025 (the "LTIP"). The RSUs and Options are nil cost and are subject to vesting in three equal tranches annually over a period of three years and may otherwise vest in certain other prescribed circumstances as provided for in the terms of the LTIP.

Following the above awards and grants, the Company has a total of 1,690,521 staff equity incentive awards in respect of Shares outstanding, which represents approximately 9.3 per cent. of the Company's issued share capital.

The FCA notification in respect of the above awards and grants, made in accordance with the requirements of the UK Market Abuse Regulation, are 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 / 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 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](https://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                                                                                                                                                                                   | Chief Executive Officer                                                                      |                     |  |
| 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<br>Identification code                                                                                                                | Restricted stock units (RSUs) over Ordinary Shares of no par value<br><br>ISIN: JE00BJYJFG60 |                     |  |
| b) | Nature of the transaction                                                                                                                                                                         | Award of RSUs over Ordinary Shares of no par value                                           |                     |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            | Price(s)<br>£nil                                                                             | Volume(s)<br>30,000 |  |
| d) | Aggregated information:<br>·Aggregated volume<br>·Price                                                                                                                                           | N/A                                                                                          |                     |  |
| e) | Date of the transaction                                                                                                                                                                           | 1 September 2026                                                                             |                     |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside a trading venue                                                                      |                     |  |

|    |                                                                                                                                                                                                   |                                                                                    |                     |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------|--|
| 1. | Details of the person discharging managerial responsibilities / person closely associated                                                                                                         |                                                                                    |                     |  |
| a) | Name                                                                                                                                                                                              | Brad Clarke                                                                        |                     |  |
| 2. | Reason for the Notification                                                                                                                                                                       |                                                                                    |                     |  |
| a) | Position/status                                                                                                                                                                                   | Chief Financial Officer                                                            |                     |  |
| 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<br>Identification code                                                                                                                | Options to subscribe for Ordinary Shares of no par value<br><br>ISIN: JE00BJYJFG60 |                     |  |
| b) | Nature of the transaction                                                                                                                                                                         | Grant of options to subscribe for Ordinary Shares of no par value                  |                     |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            | Price(s)<br>£nil                                                                   | Volume(s)<br>30,000 |  |
| d) | Aggregated information:<br>·Aggregated volume<br>·Price                                                                                                                                           | N/A                                                                                |                     |  |
| e) | Date of the transaction                                                                                                                                                                           | 1 September 2026                                                                   |                     |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside a trading venue                                                            |                     |  |