

Angling Direct PLC
(‘Angling Direct’, the ‘Company’ or the ‘Group’)

Transaction in Own Shares

Further to the confirmation of its intention to implement a share buyback programme, as set out in its announcement on 9 December 2024, the Company announces that on 17 January 2025 it purchased a total of 100,000 of its ordinary shares at a price of 38.5 pence per share through Singer Capital Markets. The ordinary shares purchased will be held in treasury.

Aggregated information

Date of purchase	17 January 2025
Number of ordinary shares purchased	100,000
Highest price paid per share	38.5p
Lowest price paid per share	38.5p
Volume weighted average price paid	38.5p

Transaction details

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation) (which forms part of domestic UK law pursuant to the European Union (Withdrawal) Act 2018), a detailed breakdown of individual trades is available below:

Number of ordinary shares purchased	Transaction price (GBX)	Time of transaction	Trading venue
50,000	38.5p	08:39:19	AIMX
50,000	38.5p	08:32:36	AIMX

Total voting rights

The Company’s total issued share capital consists of 77,267,304 ordinary shares of 1 penny each (“Ordinary Shares”), of which 1,263,000 shares are held in treasury, therefore, the total number of Ordinary Shares carrying voting rights is 76,004,304. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA’s Disclosure Guidance and Transparency Rules.

For further information please contact:

Angling Direct PLC
Steven Crowe, Chief Executive Officer
Sam Copeman, Chief Financial Officer

+44 (0) 1603 258 658

Singer Capital Markets - NOMAD and Broker
Peter Steel
Tom Salvesen
Alex Bond
James Todd

+44 (0) 20 7496 3000

FTI Consulting - Financial PR
Alex Beagley
Matthew Young
Hannah Butler

+44 (0) 20 3727 1000
anglingdirect@fticonsulting.com

About Angling Direct

Angling Direct is the leading omni-channel specialist fishing tackle retailer in the UK, with an established and growing presence in Europe. Headquartered in Norfolk UK, the Company sells fishing tackle products and related equipment through its network of in excess of 50 UK retail stores, as well as through its leading digital platform (www.anglingdirect.co.uk) and the MyAD Fishing Club app. The Company has three further native language websites in its key European territories (www.anglingdirect.de, .fr, .nl), with orders fulfilled by its international distribution centre in The Netherlands.

Angling Direct’s purpose is to inspire everyone to get out and enjoy an exceptional fishing experience, regardless of background or ability, in the great outdoors. Angling Direct’s active digital channels and over 500 colleagues contribute to the Company’s ethos of care for the wider community and the environment (www.anglingdirect.co.uk/sustainability). Angling Direct currently sells over 25,000 fishing tackle products from industry leading brands alongside its own brands ‘Advanta’, and entry level offering

'Discover'.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSSFAFAWEISEEF