

**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 23 January 2025 it purchased a total of 60,000 of its ordinary shares at a price of 39 pence per share through Singer Capital Markets. The ordinary shares purchased will be held in treasury.

**Aggregated information**

Date of purchase	23 January 2025
Number of ordinary shares purchased	60,000
Highest price paid per share	39p
Lowest price paid per share	39p
Volume weighted average price paid	39p

**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
60,000	39p	09:21:03	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 1,373,000 shares are held in treasury, therefore, the total number of Ordinary Shares carrying voting rights is 75,894,304. 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.

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**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](http://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](http://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](http://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'.

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