

3 March 2025

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

Appointment of Non-Executive Director

Angling Direct PLC (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, is pleased to announce the appointment of Neil Williams as an Independent Non-Executive Director with immediate effect. Neil will serve on the Company's Audit & Remuneration committees.

Neil has extensive retail, consumer and public markets experience, most notably as Chief Operating Officer of French Connection Group plc. This was a main Board role that he held for c.30 years, until French Connection was acquired and subsequently delisted from the Main Market of the London Stock Exchange in November 2021. Neil is a chartered accountant, having qualified at KPMG.

Andy Torrance, Non-Executive Chair of Angling Direct, said:

"We are delighted to welcome Neil to the Board as an Independent Non-Executive Director. Neil brings extensive public markets and retail experience from his time at French Connection and his insights will be invaluable as we continue to execute our medium-term strategy. His expertise will provide strong support to the Executive team as they drive the Company forward."

Neil Williams, Non-Executive Director of Angling Direct, said:

"I am delighted to be joining this very successful company at an important point in its development and look forward to using my past experience to help the excellent management team drive the business to the next level over the coming years."

Disclosure under Schedule 2 (g) of the AIM Rules for Companies

Neil Pryce Williams, aged 60, holds/has held the following directorships/partnerships in the last five years:

Current Directorships	Previous Directorships
TWEA Trustee Company No.1 Limited	Contracts Limited
TWEA Trustee Company No.2 Limited	Efsel Limited
	FCIT (Macau) Limited
	FCIT China Limited
	French Connection Holdings, Inc
	FCUK IT Company
	French Connection (China) Limited
	French Connection (Hong Kong) Limited
	French Connection (UK) Limited
	French Connection Ecommerce International Limited
	French Connection Group plc
	French Connection Limited
	French Connection London Limited
	French Connection No2 pour Hommes Sarl
	Glory Premium Limited
	Kenchart Apparel (Shanghai) Limited
	NF Restaurants Limited
	NF Trading LLC
	PreTex Textilhandels GmbH
	The French Connection Overseas Limited
	Western Jean Company Limited
	YMC Limited

Save as disclosed above, there is no further information to be disclosed in respect of the above appointment pursuant to Rule 17 and Schedule 2 paragraph (g) of the AIM Rules for Companies.

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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) 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'.

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