

10 March 2025

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

Director / PDMR dealing

Angling Direct PLC (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer has been informed that on 7 March 2025, Martyn Page, Non-Executive Director, sold 400,000 ordinary shares of 1 penny pence in the Company ("Ordinary Shares") at a price of 38 pence per Ordinary Share (the "Sale").

Mr Page has stated to the Board the Sale was effected for tax planning purposes. Mr Page has confirmed to the Company that he does not plan on selling any further shares within the next six months.

Following the Sale, Mr Page, together with his connected persons, holds 10,610,000 Ordinary Shares, representing 14.2 per cent of the Company's issued share capital voting rights.

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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'.

Notification and public disclosure of transactions by Persons Discharging Managerial Responsibilities ("PDMR") and Persons Closely Associated with them:

1	Details of the Person Discharging Managerial Responsibilities / Person Closely Associated	
a)	Name	Martyn Page
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Angling Direct PLC

b)	LEI	213800MZ7P7HZIRI7H93
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 Identification code	Ordinary Shares of 1 pence each GB00BF1XGQ00
b)	Nature of the transaction	Disposal of Ordinary Shares
c)	Price(s) and volume(s)	Price: 38 pence Volume: 400,000 Ordinary Shares
d)	Aggregated information	N/A
e)	Date of the transaction	7 March 2025
f)	Place of the transaction	AIM, London Stock Exchange

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