

10 March 2025

Angling Direct plc

("Angling Direct" or "Company" or "Group")

Director / PDMR Shareholding and Total Voting Rights

Angling Direct plc (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, announces that Andy Torrance, Non-Executive Chairman, has received 270,000 ordinary shares of 1 pence each in the Company ('**Ordinary Shares**') following the exercise today of 270,000 share options awarded under the Company's Executive Director Share Option Scheme.

Following the exercise of the options, Andy Torrance holds 420,000 Ordinary Shares in the capital of the Company, representing 0.6% of the Company's issued share capital with voting rights.

The exercise of the options has been satisfied through the transfer of 270,000 Ordinary Shares held by the Company in treasury at an exercise price of 21 pence per Ordinary Share for total consideration of £56,700 paid by Mr Torrance in cash.

Total Voting Rights

The Company's total issued share capital is 77,267,304 Ordinary Shares. Following the transfer of 270,000 Ordinary Shares from treasury to Mr Torrance, the Company now holds 2,193,000 Ordinary Shares in treasury. Therefore, the total number of voting rights in the Company is 75,074,304. The International Securities Identification Number for the Company's Ordinary Shares is GB00BF1XGQ00.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

For further information please contact:

Angling Direct plc

Steven Crowe, Chief Executive Officer

Sam Copeman, Chief Financial Officer

Singer Capital Markets - NOMAD and Broker

Peter Steel

Alex Bond

Tom Salvesen

James Todd

FTI Consulting - Financial PR

Alex Beagley

Matthew Young

Hannah Butler

via FTI Consulting

+44 (0) 20 7496 3000

+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 approximately 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, www.anglingdirect.fr, www.anglingdirect.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 its circa 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

(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 and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Andrew Torrance					
2	Reason for the notification						
a)	Position/status	Non-Executive Chairman					
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	Ordinary shares of 1 pence each					
	Identification code	GB00BF1XGQ00					
b)	Nature of the transaction	Exercise of options					
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>Volume</td></tr><tr><td>21 pence</td><td>270,000</td></tr></table>		Price	Volume	21 pence	270,000
Price	Volume						
21 pence	270,000						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	10 March 2025					
f)	Place of the transaction	Outside a trading venue					

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@seg.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

DSHFIFVAVTILIE