

24 June 2025

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

Board Change - Martyn Page to become Founder President

Angling Direct PLC (AIM: ANG), the leading omni-channel specialist fishing tackle and equipment retailer, announces that the Company's co-founder, Martyn Page, will step down from his Non-executive Director role on 31 January 2026 and will take on the new role of Founder President. Having founded and been heavily involved in Angling Direct's growth and success over the past 25 years, this new role will allow Martyn to continue to engage with and champion both Angling Direct and the wider angling community.

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

"I am delighted that Martyn has agreed to remain involved with Angling Direct when he steps down from the Board at the end of this financial year. This Company would not be where it is today if it wasn't for Martyn's hard work and dedication and, on behalf of the Board and everyone at Angling Direct, I would like to thank him for everything that he has done for both the business and the wider angling community. I would also like to add my personal thanks to Martyn for his guidance, mentorship and support throughout my time as Chief Executive and Chair of Angling Direct."

Martyn Page said:

"I started selling fishing tackle over 40 years ago and I look back with great pride as Angling Direct progresses its journey towards £100m annual turnover. I feel that the end of this financial year will be a good time for me to step down as a director of the Company and take on a new ambassadorial role as Founder President.

"In this new role, I will focus on maintaining and promoting the Company's strong founding beliefs, its purpose and outstanding culture. I will continue to focus on the whole angling community and will champion our work to help improve our fisheries and environment, while ensuring Angling Direct continues to help get everyone fishing successfully."

The Board confirms that it does not intend to recruit another Non-executive Director role when Martyn Page steps down on 31 January 2026.

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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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