TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES[i]

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: [ii]	Audioboom Group plc

2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	✓
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify):	

3. Full name of person(s) subject to the notification obligation: [iii]	Herald Investment Management Limited
4. Full name of shareholder(s) (if different from 3.):[iv]	Discretionary investment management clients of Herald Investment Management Limited
5. Date of the transaction and date on which the threshold is crossed or reached: [v]	7 April 2017
6. Date on which issuer notified:	11 April 2017
7. Threshold(s) that is/are crossed or reached: [vi, vii]	3%, 4%, 5% and 6%

8. Notified details:

A: Voting rights attached to shares [viii, ix]

Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	**Number of Voting Rights**	**Number of shares**	**Number of voting rights**		**% of voting rights** [x]	
			Indirect	**Direct** [xi]	**Indirect** [xii]	**Direct**	**Indirect**
JE00B5NFKB77	0	0	60,000,000		60,000,000		6.69%

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date [xiii]	Exercise/ Conversion Period [xiv]	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
None				Nil

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments [xv, xvi]

Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date [xvii]	Exercise/ Conversion period [xviii]	Number of voting rights instrument refers to	% of voting rights [xix, xx]	
					Nominal	**Delta**
None					Nil	

Total (A+B+C)

Number of voting rights	Percentage of voting rights
60,000,000	6.69%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: [xxi]
N/A

Proxy Voting:	
10. Name of the proxy holder:	N/A
11. Number of voting rights proxy holder will cease to hold:	N/A
12. Date on which proxy holder will cease to hold voting rights:	N/A

13. Additional information:	
14. Contact name:	Andrew Miller CFO
15. Contact telephone number:	020 7553 6308