

30 November 2021



**Audioboom**

**Audioboom Group plc**  
("Audioboom", the "Group" or the "Company")

#### **PDMR/PCA Dealing**

Audioboom (AIM: BOOM), the leading global podcast company, announces that it has been notified that, on 29 November, Nicholas Candy purchased 10,000 ordinary shares in the Company ("Ordinary Shares") at 998.75 pence per Ordinary Share. Following this purchase, Nicholas Candy is directly and indirectly interested in a total of 2,277,602 Ordinary Shares, which is equivalent to 14.5 per cent. of the Company's total issued ordinary share capital.

Of these, 2,197,602 Ordinary Shares are held by Candy Ventures sarl, of which Nicholas Candy is a 90 per cent. shareholder. Candy Ventures sarl is a person closely associated with Steven Smith, a non-executive director of the Company, who is a person discharging managerial responsibilities.

The FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation, is appended below.

#### **Enquiries**

##### **Audioboom Group plc**

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##### **finnCap Ltd (Nominated Adviser and Broker)**

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#### **About Audioboom**

Audioboom is a global leader in podcasting - our shows are downloaded more than 100 million times each month by 30 million unique listeners around the world. Audioboom is ranked as the fourth largest podcast publisher in the US by Triton Digital.

Audioboom's ad-tech and monetisation platform underpins a scalable content business that provides commercial services for a premium network of 250 top tier podcasts, with key partners including 'Casefile True Crime' (US), 'Morbidity' (US), 'True Crime Obsessed' (US), 'The Morning Toast' (US), 'No Such Thing As A Fish' (UK), and 'The Cycling Podcast' (UK).

Audioboom Studios is home to a slate of content developed and produced by Audioboom including 'Dark Air with Terry Carnation', 'F1: Beyond The Grid', 'RELAX!', 'Covert', 'It's Happening with Snooki & Joey', 'Mafia', 'Huddled Masses' and 'What Makes A Killer'.

Audioboom operates internationally, with operations and global partnerships across North America, Europe, Asia and Australia. The platform allows content to be distributed via Apple Podcasts, Spotify, Pandora, Amazon Music, Deezer, Google Podcasts, iHeartRadio, RadioPublic, Saavn, Stitcher, Facebook and Twitter as well as a partner's own websites and mobile apps.

For more information, visit [audioboom.com](https://audioboom.com).

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Nicholas Candy (90% shareholder of Candy Ventures sarl)	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Candy Ventures sarl is a person closely associated with Steven Smith, a non-executive director of the Company	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Audioboom Group plc	
b)	LEI	213800QO681575J97813	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of no par value in Audioboom Group plc  Identification code (ISIN) for Audioboom Group plc ordinary shares: JE00BJYJFG60	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		998.75p	10,000
d)	Aggregated information - Aggregated volume - Price		
e)	Date of the transaction	29 November 2021	
f)	Place of the transaction	London Stock Exchange, XLON	