

30 September 2013

**Proxama Plc**  
**("Proxama" or the "Company")**  
**Agreement with Posterscope**

Proxama, the Near Field Communication ("NFC") mobile commerce company, is pleased to announce that it has entered into an agreement with Posterscope, a leading Out-Of-Home ("OOH") communications agency (the "Agreement").

The Agreement, which will last for a period of three years, will enable Posterscope to use Proxama's award winning TapPoint™ platform to deliver a real-time web based reporting and content management solution. Posterscope hope that the solution will provide its clients, agencies and advertisers with aggregated interaction data across all NFC or QR code-enabled OOH media inventory including its clients' media assets such as in-store NFC promotions.

Under the terms of the agreement Proxama's TapPoint™ platform will be integrated with Posterscope's wider planning tools which will enable Posterscope to use the combined data to identify optimum locations for mobile interaction campaigns and Proxama will generate revenue on a cost per tap ("CPT") basis.

Commenting on the Agreement Proxama's Managing Director Miles Quitmann said:

*"We're delighted to be partnering with Posterscope - this mobile engagement proposition is for the benefit of all in the OOH and ambient media markets. Mobile NFC technology is being deployed across the industry. Our TapPoint™ platform deploys rich, engaging mobile NFC content through a simple web front-end and anonymously collates and aggregates NFC usage data across media owners. This allows brands and agencies to report on the success of campaigns and to adjust them dynamically. This is a first for the industry. We hope other key players will join this exciting industry-wide initiative."*

Further information about Posterscope can be found at [www.posterscope.com](http://www.posterscope.com).

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**About Proxama**

Proxama is a Near Field Communication ("NFC") mobile commerce company whose stated vision is to connect the physical and digital worlds through enabling consumers to manage

their bank accounts and credit cards, pay for goods and services, participate in and benefit from loyalty programmes and access information and marketing material through their mobile phones.

NFC is already widespread with train tickets (such as the London based Oyster Card), access to buildings and increasingly cashless payments all enabled using NFC technology. Proxama is seeking to integrate these and other types of services within a mobile phone. Its technology, products and platforms enable consumers to launch secure mobile wallets, connect with brands, receive promotional offers and make contactless payments through simply tapping their NFC mobile phone on a card reader or other physical media.