

Proxama Plc

Signs global NFC agreement with CBS Outdoor

London, UK - 28 October 2013: Proxama Plc (AIM: PROX), which provides mobile commerce, loyalty and payment solutions, has been selected by CBS Outdoor, the global outdoor advertising company, as its Near Field Communication (NFC) technology partner.

CBS Outdoor will be using Proxama's TapPoint® platform for campaign content management and reporting for its entire outdoor media estate. By the end of 2014, CBS Outdoor will have enabled over 5,000 media assets on the London Underground and 2,000 assets on UK National Rail with NFC.

Additional rollouts will also be undertaken across Europe by the end of 2014, with 30 shopping malls in Italy, 1,000 media assets at train stations in the Netherlands and a selection of shopping malls in Ireland.

The partnership agreement enables consumers to 'tap' their smart devices on outdoor advertising to engage with brands, through entering competitions, taking advantage of loyalty schemes, making a purchase or accessing exclusive offers.

Proxama will earn revenues based on a Cost Per Tap revenue (CPT) model as well as campaign set-up fees and campaign reporting analytics.

In September of this year Proxama worked with CBS Outdoor on the launch of digital pods in urban retail development Westfield that enabled consumers to download sought-after content by tapping their smartphones on the pod.

Neil Garner, Chief Executive of Proxama Plc, said:

"We are delighted to be continuing our relationship with CBS Outdoor, a leading player in its field. This agreement sends a clear message that NFC is here and not just for payments. It can be used by advertisers as a tool for marketing, brand engagement and loyalty."

"Outdoor advertising combined with NFC plays a crucial role in connecting the physical and digital world. Its importance will only increase as advertisers' demand for NFC grows and there is greater consumer awareness of the technology."

"NFC is an 'opt-in' technology and customers just need to use an NFC enabled smartphone to engage with brands, providing an opportunity to have truly meaningful interactions."

Federica Bonato-Hayes, Head of Interactive Solutions, CBS Outdoor, said:

"The media landscape is rapidly evolving in response to increased developments in technology and consumer uptake of smart devices. In response, Outdoor advertising, along with most other media channels, is reassessing its role in the media mix."

"Traditionally outdoor advertising is known for its ability to build rapid brand awareness, reach a mass audience and deliver significant impact. Technology has transformed the way the medium can be used by brands. In short, interactivity and NFC present a significant opportunity for advertisers to engage with audiences."

The number of NFC enabled devices is growing rapidly and leading mobile trade body the GSMA predicts there will be 500 million NFC enabled devices by 2014, with 78% of point-of-sale tills made

NFC-ready by 2017. According to ABI research, nine out of the top 10 smartphones are now NFC-enabled.

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About Proxama

Proxama is a mobile commerce, loyalty and payment solutions. Proxama's stated vision is to help businesses to accelerate commerce by combining loyalty, brand marketing and mobile contactless payments. By connecting the physical and digital worlds, consumers can 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.

<http://www.proxama.com/>

CBS Outdoor

CBS Outdoor is a leading global outdoor advertising company which operates in 15 markets. Its core business is delivering valuable audiences for advertisers through transport and billboard advertising as well as street furniture and retail advertising formats in some markets. CBS Outdoor is also one of the leaders in digital outdoor advertising.

With operations in Europe and China and partnerships throughout Asia and the US, its advertising reaches 73% of the world's population accounting for 91% of the world's GDP. CBS Outdoor combines this unrivalled reach with deep audience insight and innovations in Outdoor advertising.

<http://www.cbsoutdoor.co.uk/>