

# Proxama Plc

## Director's Dealing

Proxama PLC(AIM: PROX, "Proxama" or the "Company"), which provides mobile commerce, loyalty and payment solutions, announces that it was notified on 3 December 2013 by Susan Bailey, the wife of David Bailey, Chairman of the Company, that on the same day, she purchased 500,000 ordinary shares of 1p each ("Shares") in the Company at a price of 2.875 pence per share.

Following this transaction, David Bailey (together with connected parties, including his wife) has a beneficial interest in 6,524,126 Shares, representing 1.4% of the existing share capital and 0.8% of the share capital following completion of the Tranche One Placing.

Following completion of the Tranche Two Placing and issue of 4,800,000 new Shares to David Bailey thereunder, David Bailey (together with connected parties) will (conditional upon passing of the Resolution and Second Admission) hold 11,324,126 Shares representing 1.3% of the issued share capital of the Company on Second Admission.

Words and expressions in this announcement have the same meaning as the announcement of the Placing on 3 December 2013.

## Enquiries

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## About Proxama

Proxama is an 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.