

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 19 December 2013 by Neil Robert Garner, CEO of the Company, that on 19 December 2013, he had transferred 2,000,000 ordinary shares of £0.01 each ("**Shares**") in the Company to his wife, Charissa Lynn Garner, for nil consideration.

Following this transaction, Neil Robert Garner (together with connected parties, including his wife) has a beneficial interest in 119,761,130 Shares, representing 15.50% of the entire issued share capital of the Company as at the date of this announcement.

Following this transaction, Neil Robert Garner (excluding his connected parties or wife) has a beneficial interest in 117,761,130 Shares, representing 15.25% of the entire issued share capital of the Company as at the date of this announcement.

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.