

Proxama Plc

("Proxama")

### NFC Solution with Argos

**London, UK, 30<sup>th</sup> January 2014:** Proxama PLC (AIM: PROX), the global mobile marketing, loyalty and mobile wallet company, has delivered the first major retail Near Field Communication ("NFC") capability for leading UK online and high street retailer, Argos. From 18<sup>th</sup> January 2014 and in 40 Argos stores throughout the UK, shoppers have been able to tap their NFC-enabled smartphones to engage with store staff who are wearing NFC-enabled lanyards recommending the latest offers. Customers will also be able to tap in-store cards to download the Argos mobile app to make purchases on the go.

This initial campaign supports Argos' goal of transforming into the UK's leading digital retailer covering online, mobile and in-store. The initiative uses over 88,000 tap points, which is the largest UK retail roll out of the technology to date. Mobile technology specialist Proxama will be providing its Mobile-In-Retail solution and TapPoint® platform as the underlying technology, providing Argos with a complete end to end solution and rich campaign analytics.

**Dominic Pemberton, Head of Publications and New Media, Argos** said: "By using NFC we hope to encourage app downloads, increase mobile sales and improve our multi-channel customer experience. This pilot is also part of our initiative to reduce the printing and distribution costs associated with our catalogue.

"When we started looking to improve our proximity mobile marketing, we went straight to Proxama. Their credibility in the market and analytics provided by their TapPoint® platform made them our number one choice. Proxama's full support package was also a benefit to us; they have helped train our staff and offered support with implementing the technology."

**Miles Quitmann, UK Managing Director and Chief Commercial Officer, Proxama** added: "It is great to see a leading UK retailer embracing the benefits of mobile engagement with their customers in retail stores. Consumers use their mobiles in store to enhance their shopping experience and check they're getting the best deals. The vast majority of retail purchases are still conducted on the physical high street - for retailers, connecting the physical and digital is nirvana."

Proxama's vision is to help retailers "mobilise" their physical stores to drive relevant consumer offers and loyalty to help combat show-rooming. Its mobile platform uses a powerful combination of NFC, Bluetooth Beacon and other proximity marketing technologies to help businesses accelerate commerce.

#### Contact

Proxama Plc  
Miles Quitman, Managing Director  
020 7959 2298

Rocket Communications  
Jo Ashford / Lawrie Benfield  
Tel: 08453 707 024  
Email: proxama@rocketcomms.net

## **About Proxama**

Proxama is a mobile commerce, loyalty and payment solutions provider. Proxama's 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 through their mobile phones.

<http://www.proxama.com>