

**Proxama Plc**  
**("Proxama" or the "Company")**

**Pre-Close Trading Statement**

Proxama Plc (AIM: PROX), the provider of mobile commerce, loyalty and payment software solutions, is pleased to announce the following trading update ahead of its final results for the year ended 31 December 2013 which are scheduled to be released in April 2014.

Turnover for the full year will be in the region of £830,000 with an EBITDA loss in line with management expectations of £3.6m.

Management believes the adoption of mobile commerce, loyalty and payments will accelerate throughout 2014, allowing for rapid revenue growth in 2015 as our customers move from pilot based projects to full commercial release and revenue streams increasingly shift from "fee for service" to "event based" revenues.

The Company is executing its strategy of building out relationships with key infrastructure owners such as CBS Outdoor and Posterscope (as previously announced) in media, wallet providers such as ISIS in the US, as well as wallet owners across Europe. The Company is also seeing strong interest from banking prospects.

The Company will be demonstrating new platform capabilities, new clients and a global partnership in February at the Mobile World Congress this year.

Proxama completed a fundraising of £8.6m in January 2014 and is now executing its plan to expand its UK and international sales operations.

**Enquiries**

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**About Proxama**

Proxama is a provider of 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.

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