

Proxama selected as partner for Weve's Mobile Loyalty Service

Proxama PLC (AIM: PROX), the global platform provider of mobile proximity marketing, mobile wallet and payment solutions, has been selected by Weve, a joint venture between the UK's three largest mobile network operators to be its partner in the development of its mobile loyalty service. Proxama's TapPoint® platform will form the technology foundation for "Pouch", Weve's Alpha loyalty service, enabling in-application engagement and loyalty on smartphones at the point-of-sale in retail stores.

Proxama's TapPoint® platform uses a powerful combination of NFC, QR codes, Bluetooth Beacon and other proximity marketing technologies to help businesses accelerate commerce.

Weve's Pouch will be rolled out in a phased approach across Android and IOS, with each rollout bringing additional functionality and an increased number of participating merchants. By licensing Proxama's TapPoint® platform and working closely with Proxama as integration partner, Weve is able to deploy a highly contextual loyalty application. This means content displayed in Pouch will be relevant to the consumer, responding to their interests and recent activity. The analytics provided by TapPoint® will also contribute to improved consumer engagement.

Neil Garner, CEO & Founder, Proxama said: "We're proud of our partnership with Weve and our role in helping to develop Pouch. It's a testament to our ability to deliver seamless commerce experiences that are transforming how consumers and brands engage through smartphones."

Sean O'Connell, Director of Product at Weve commented, "We think there is tremendous scope to change loyalty for the better, particularly in the physical world. At Weve, we believe that interactions between consumers and retailers will be increasingly mediated through mobile devices, but you have to crack the POS as well as the consumer experience. Our initial trial with EAT and our forthcoming work with Proxama has the potential to bring mobile loyalty at scale to consumers and retailers."

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About Proxama

Proxama PLC is a global platform provider of mobile proximity marketing, mobile wallet and payment solutions. We connect physical and digital assets via mobile to increase consumer engagement, retail sales and loyalty. Proxama's customers are retailers, global brands, mobile network operators and financial institutions

<http://www.proxama.com>

About Weve @Weveuk

Weve is a new focal point for a whole new set of ideas and services in mobile marketing and display, payments and loyalty. The company has taken these services and the combined base of its shareholders' customers to develop a unified marketing service combined with a payments and true loyalty service which will be available to businesses in the UK with a single point of contact and a single point of technical integration. This is all underpinned with some of the most intelligent data analytics available in the UK. The company is a joint venture between the three largest UK mobile network operators Vodafone, O2 and EE.

<http://news.weve.com/>