

Proxama PLC

Exclusive partnership with HID Global

Proxama PLC (AIM: PROX), the global platform provider of mobile proximity marketing, mobile wallet and payment solutions, has today announced its partnership with HID Global, a worldwide provider of secure identity solutions to millions of customers around the world. Together, they will provide solutions to retailers and brand owners for the quick deployment of secure mobile web-based coupon and loyalty schemes.

HID Global's Trusted Tag™ Services transmits a unique code every time an NFC (Near Field Communication) tag is tapped, giving retailers the ability to provide an easy and secure loyalty and coupon facility to consumers. This will be combined with the loyalty capabilities of Proxama's TapPoint® platform to provide retailers and brands with unique campaign analytics and customer profile insights.

By generating a unique code every time a tag is tapped, brands and retailers can ensure that a single tap does not lead to rewards being collected multiple times, allowing a true customer proof-of-presence. Previously, this level of security was only available on downloadable mobile applications.

Neil Garner, CEO and Founder, Proxama, comments: "As technology improves, brands and retailers are transferring their loyalty cards and coupons to mobile. Together with HID, we have been able to develop a solution which makes web-based reward schemes more secure for retailers. By offering this alternative solution to apps, loyalty and reward campaigns become much simpler for retailers and consumers alike"

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Notes to editor

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 HID Global

HID Global is a world leader in the supply of secure identity solutions for millions of customers around the world in a variety of applications including physical access control; logical access control including strong authentication and credential management; card printing and personalisation; highly secure government ID; and identification technologies used in animal ID, industry and logistics applications. End-users of HID Global solutions include many Fortune 1000 customers as well as businesses and organisations in virtually all industry sectors, including government, healthcare, retail, industrial, commercial, airports/ports, finance and education. HID Global is an ASSA ABLOY Group brand. www.hidglobal.com