

Proxama signs licensing agreement for Latin and South America

Proxama PLC (AIM: PROX), the global platform provider of mobile proximity marketing, mobile wallet and payment solutions, has signed a three year exclusive license and distribution agreement with Valid Soluções e Serviços de Segurança em Meios de Pagamento e Identificação S.A ("VALID"), the leading provider of payment solutions, identification and telecommunication systems in Latin and South American. Valid is currently ranked as world's 4th largest bank card manufacturer and has over 6,000 employees in Brazil, USA, Spain and Argentina.

Under the terms of the agreement, VALID will distribute Proxama's TapPoint® suite of mobile wallet, mobile marketing and loyalty solutions throughout the fast growing Latin and South American markets. VALID's key customers in the region include leading banks and mobile network operators.

Proxama's technology compliments VALID's core business of bank card production, chips and cellular phone cards. The agreement gives VALID access to Proxama's TapPoint® technology platform to help open up new digital channels, and will increase Proxama's global reach into this large growth market.

Brazil currently has 47million smartphone users, which makes it the fourth largest country for smartphone sales behind China, India and the US, according to research firm, Mediacells*.

Neil Garner, CEO of Proxama, said:

"We are delighted to have entered into this partnership with VALID. The fast growing Latin and South America regions are a really exciting opportunity for us to further expand our global ambitions and VALID are the perfect partner; as a highly respected business across the entire region and with real ambition to become the market leader in mobile."

"The agreement is a strong affirmation of Proxama's strategy and capabilities in the mobile marketing and mobile wallet market and marks another key expansion of our business globally."

-Ends-

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* More information on Mediacells can be viewed at:<http://www.mediacells.com/>

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 Valid

VALID is a Brazilian company, with a global presence and production in Argentina, Spain and USA. Created in 1957, it is the world's fourth largest supplier of financial cards, being part of the lives of million citizens across the world, providing solutions related to means of payment, telecommunications, identification systems and digital certification. VALID's state-of-the-art technologies and processes are behind payment transactions, cell phone calls and people identification systems, ensuring efficiency, security, reliability, mobility, connectivity and value creation to our clients. With a market capitalization of approximately US\$1 billion, and more than 6,000 employees, VALID is one of the major providers of solutions in the markets in which it operates, offering the best and complete range of services and products.

<http://ir.valid.com.br>