

Proxama PLC

Non Executive Director Appointment

Proxama PLC (AIM: PROX), ("Proxama" or the "Company"), the global platform provider of mobile proximity marketing, mobile wallet and payment solutions, today announces the appointment of Shaun Gregory to its Board as a Non Executive Director with immediate effect.

Mr Gregory is currently Managing Director of Advertising at Telefónica where he has been leading the transformation and growth of Telefónica's Advertising businesses globally, developing pioneering marketing solutions in the digital world.

Prior to his role at Telefónica, Mr Gregory held a number of executive roles at companies including Telegraph Media Group and EMAP, where he was Managing Director of National Brands. He has over 25 years media experience, both in the UK and internationally, spanning all forms of media. He is an insightful and respected authority in the advertising field, and has served on a number of industry trade bodies, including the Global Board of the Mobile Marketing Association and The Children's Panel for the Advertising Association. He is also Non Executive Chairman at WEVE, a UK joint venture between Vodafone, Everything Everywhere and Telefónica and currently serves as a Non Executive Director on various Boards, including Ocean Outdoor, the UK's leading player in large format digital Out-of-Home.

Commenting on the Board appointment, Neil Garner, Chief Executive of Proxama, said:

"We are delighted to welcome Shaun to the Proxama team. As one of the UK's most respected advertising experts, he will be a great asset, as will his experience gained from directorships of other major companies. We look forward to working with him."

For further information please contact:

Proxama PLC Neil Garner, Chief Executive Miles Quitman, Chief Commercial Officer Coen van Breda, Chief Financial Officer	020 7959 2298
Peel Hunt LLP (Nominated Adviser and Broker) Richard Kauffer Daniel Harris	020 7418 8900
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Notes to Editors

Photographs of Shaun Gregory are available from Cadogan PR: 0207 499 5002

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>

Regulatory information

Shaun Gregory, aged 45, holds or has held in the five years preceding this announcement, the following directorships:

Current	Past
Tagman Limited	Blis Media Limited
Weve Limited	
Axonix Ltd	
Ocean Topco Limited	

In relation to the appointment of Mr Gregory to the Board, the Company confirms that there is nothing further to disclose in relation to his appointment under Schedule Two, paragraph (g) of the AIM Rules for Companies.