

PROXAMA SECURES "CONNECTED" HIGH STREET PROJECT

Government funded initiative for Norwich city centre

London, UK 19 June 2014: Proxama PLC (AIM: PROX), the global mobile proximity commerce company, has been awarded funding by the Technology Strategy Board, the UK's innovation agency, to enable mobile proximity marketing and loyalty services across the City of Norwich. The main objective will be to drive engagement in the high street by connecting consumers on mobile with high street retailers. The successful conclusion of the pilot will mean the potential for national and global roll out.

The project will validate the role of mobile proximity services for high street retailers through to national chains, using mobile technology or 'Proximity Engagement Points' such as Near Field Communication (NFC), QR codes and Bluetooth beacons. Through this project shoppers in Norwich will be able to discover and purchase new products as well as sign up for incentives such as coupons, discounts and loyalty services.

Miles Quitmann, CCO at Proxama comments:

"Businesses are striving for new audiences and to be able to engage with consumers in a way that is relevant and personalised. This exciting project connects a consumer's smartphone, which on average they view 150 times a day, with the high street, by alerting shoppers with incentives from participating businesses. Retailers benefit by marketing directly to consumers on mobile, increasing sales and repeat visits to their stores. The project funding will help us prove the value of proximity services on the high street, enabling a broader rollout in the UK and beyond."

Consumers can interact with proximity engagement points throughout the city by using their smartphones to scan or tap relevant tags, or by entering beacon-enabled zones. Once connected, relevant messages and incentives provided by the retailer community will be presented to consumers that can then be used in-store. Consumers will be able to decide whether they want to opt-in to receive incentives on their first visit before choosing to receive highly personalised interactions on repeat visits.

Out of Home media (OOH) and transit based media will also be enhanced for mobile engagement by the deployment of NFC, QR codes and Bluetooth Beacon technologies so that consumers can engage with the service whilst travelling into and around the city.

By enabling mobile proximity services across Out of Home media and physical retail stores, Proxama is enabling the entire mobile proximity commerce journey.

Proxama will be working alongside Norwich Business Improvement District (BID), the Association of Town & City Management (ATCM), and experience design agency Foolproof, who will manage user research and optimise the user experience.

ENDS

For further Information:

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
Cadogan PR Alex Walters	0207 499 5002 07771713608

About Proxama

Proxama enables mobile proximity 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>