

Proxama's TapPoint® used to launch Ubisoft® *Watch Dogs*™ game

Proxama Collaborates on UK Launch of *Watch Dogs*™ to Offer Gamers the Chance to "Tap-in to Win"

Proxama PLC (AIM: PROX) the global mobile marketing, loyalty and mobile payment company is pleased to announce that TapPoint® is being used for the launch of Ubisoft's® new game *Watch Dogs*™ using Near Field Communication (NFC) proximity marketing technology and QR codes to incentivise gamers who "tap-in" and interact with the brand using their smartphones, for a chance to win a trip Chicago.

The six week marketing campaign has been launched across selected GAME retail stores in the UK for the launch of *Watch Dogs*™, featuring a competition asking customers to tap-in to decrypt a message to have a chance at winning a holiday to Chicago, USA. Promoted in-store using point-of-sale promotional material, the solution will use Proxama's TapPoint® platform as the underlying platform, which will also provide Ubisoft with valuable data about the marketing campaign's success.

Miles Quitmann, Chief Commercial Officer, Proxama said:

"With an audience as tech-savvy as Ubisoft's customers, traditional marketing techniques are just not effective, particularly as the dependency on smartphone devices to interact with the outside world grows. To really capture the imagination of today's connected consumer, brands need to tap into ways that fall in line with their everyday lives. This campaign blends mobile with new digital marketing techniques, as well as gaming, and will in turn help stores implement ways to attract customers to the shop floor."

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About Proxama

Proxama is a mobile commerce, loyalty and payment solutions provider. Proxama helps 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.

<http://www.proxama.com>

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman and Far Cry. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2013-14 fiscal year Ubisoft generated sales of €1,007 million. To learn more, please visit www.ubisoftgroup.com.

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About Watch Dogs

In Watch Dogs, players will be immersed in a living, breathing and fully connected recreation of Chicago. Players will assume the role of Aiden Pearce, a new type of vigilante who, with the help of his smartphone, will use his ability to hack into Chicago's central operating system (ctOS) and control almost every element of the city. Aiden will be able to tap into the city's omnipresent security cameras, download personal information to locate a target, control systems such as traffic lights or public transportation to stop a chase, and more. The city of Chicago is now the ultimate weapon. Fans can stay connected to Watch Dogs by visiting the official website, Facebook page and Twitter account.