

**Proxama PLC**

("Proxama" or the "Company")

**UK Airports Contract Win**

**And Notice of Results**

**London, 18 May 2015:** Proxama PLC (AIM: PROX), the international mobile commerce Company specialising in proximity marketing and provider of end-to-end payment solutions for card issuers, is pleased to announce an exclusive contract with Eye Airports, the largest owner of airport advertising space in the UK.

Our Proximity Marketing Division, which focuses on connecting consumers to retailers and brands via mobile proximity marketing using Bluetooth Low Energy (BLE) Beacons and Near Field Communication (NFC) technology, has secured its commercial partnership with Eye Airports to deliver location-based offers and promotions via the Proxama Network.

Eye Airports owns advertising signage in over 25 of the UK's airports, from the more traditional static billboards to a range of digital screens. Over 100 million passengers travel through these airports each year.

Under the first stage of the contract, Proxama will install an initial network of 200 Bluetooth beacons into the advertising signage in eight airports across the UK, including London Gatwick, giving advertisers such as duty-free retailers, brands and airlines the potential to connect to the 38 million passengers who pass through these airports each year. Using Proxama's beacon network, these organisations will be able to send offers and valued-content to passengers' smartphones when they are in close proximity to a beacon.

The exclusive contract is initially for a two year period. Based on data from our existing beacon networks we anticipate that approx. 24% of consumers who receive location-based notifications click-through to the offers, a significantly higher percentage than other forms of mobile advertising.

Sarah Parkes, Managing Director, Eye Airports comments "This commercial partnership with Proxama further underlines our positioning at the forefront of airport advertising technology. Location based marketing offers a direct way of engaging with consumers in high footfall areas, such as UK airports. As the consumer chooses to receive these messages, they feel more involved in the communication process and, most importantly, can specify who they want to receive offers from."

Jon Worley, CEO of Proxama marketing division comments, "This is not only a significant and exclusive commercial contract, but it will also be an excellent opportunity to showcase our technology in one of our primary sectors. Airports are an ideal environment, with their high dwell times giving brands and retailers the opportunity to interact in a different and innovative way and encourage air travellers to visit stores, find out more and take advantage of unique offers."

Proxama also confirms it will shortly announce its final results for the 12 months to 31 December 2014 on Wednesday 20 May 2015.

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## **About Proxama**

- Proxama is an international mobile commerce Company specialising in proximity marketing via mobile and providing end-to-end solutions for card issuers to migrate customers from magnetic stripe credit and debit cards to contactless mobile payments.
- The technology to support mobile payments is now in place. 90% of the world's smartphones have technology to make mobile payments and in 2015 30 million contactless mobile payments are expected to be made compared to 3 million in 2014.
- Proxama has been at the forefront of this market for the last 10 years. Today, Proxama's solutions are used by banks, financial institutions, loyalty companies, media owners, stadium owners, retailers and brands. Current clients include: Fiserv, Exterion Media, Harrods, Ubisoft, Gala, Purple Seven and Argos.
- The proximity marketing division focuses on connecting consumers to brands and retailers via Bluetooth Low Energy (BLE) beacon technology and Near Field Communication (NFC). Proxama establishes and owns beacon networks in high footfall locations such as City Centres, transport networks, stadia, shopping malls, entertainment hubs and retail outlets, which are then able to communicate to consumers via messages to mobiles when the consumer is in close proximity to a beacon. The technology platform at the heart of this division is TapPoint®
- The payments division manages end-to-end credit and debit cards solutions on behalf financial institutions in the United States, Europe and the Middle East and specialises in enabling the migration of cards from magnetic stripe cards, to chip and pin cards and from contactless chip cards to mobile devices. The technology behind this division is Proxama's Digital Enablement Platform.