

Proxama PLC

("Proxama" or the "Company")

Announces New Contract with Exterion Media and The Award of a £1 million Government Grant

London, 19 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 that it has been awarded an exclusive contract with Exterion Media UK ("Exterion"), Europe's largest privately owned out-of-home media owner.

Proxama is also delighted to announce that it has been awarded a £1 million grant by Innovate UK (an executive non-departmental public body, sponsored by the Department for Business, Innovation & Skills) as part of their aim to support the UK's high streets.

Exterion Media Contract

Our proximity marketing division, which focuses on connecting consumers to retailers and brands via Bluetooth Beacon technology, will provide Exterion with a managed service to deliver proximity marketing services to consumers' smartphones, whilst using public transport. The contract is for up to three years and the first phase will look to build on the successful trial conducted on buses in Norwich late last year, with a roll-out to UK major cities.

This Exterion partnership represents a significant milestone in Proxama delivering their strategy.

Exterion has a nationwide portfolio of advertising environments in the largest urban areas in the country. They also own media sites in numerous high footfall locations in London and are the sole providers of advertising space on Transport for London's bus and Underground services.

Jason Cotterrell, Managing Director of Exterion Media UK comments:

"We are pleased to announce this commercial partnership with Proxama. Consumer engagement is at the heart of what we do and we are excited to embark on a partnership that will help advertisers engage with and inform audiences on the move."

Jon Worley, CEO of Proxama marketing division comments:

"We are very pleased to have won this exclusive contract with Exterion. It is a great opportunity to demonstrate the potential of our mobile-based marketing solutions and we believe that advertisers will see increased engagement from those consumers who have chosen to receive the messages. For the marketing division, this contract is another success in our strategy of expanding the Proxama Network into primary sectors, including transport."

£1m Grant from Innovate UK

Proxama is delighted to have secured a second grant for £1 million from Innovate UK as part their aim to strengthen the UK's high streets. Following on from the Mary Portas review of the challenges facing the UK high streets, Innovate UK has been seeking to support businesses working closely with the UK's high streets. In June last year, Proxama announced that it had been granted £100,000 from Innovate

UK to develop mobile proximity marketing and loyalty services across the City of Norwich. Proxama competed against approx. 30 other business to secure this second grant which will be paid over the next two years.

The initial grant of £100,000 enabled Proxama to create Loka, a mobile application that enabled merchants to engage shoppers using Bluetooth beacon technology delivering promotions and information as they pass by their stores. This additional £1m will allow a full scale roll-out to other UK cities, in addition to further development around the technology. Loka, is a community loyalty and information mobile application which can be deployed in high streets nationally providing consumers with in-the-moment access to information and promotions.

Jon Worley, CEO of Proxama marketing division said:

"We are extremely pleased to have won this significant grant. We were competing against a number of other excellent businesses and we are very pleased to be selected by Innovate UK. Proximity marketing is part of the future of our high streets as it is today in the US and we hope to be key to bringing it to the UK."

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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, Exterior 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.

About Exterion Media UK

Exterion Media is a leading consumer engagement company specialising in reaching and engaging with consumers on the move. They deliver valuable audiences for advertisers through traditional and digital media formats, across unique environments such as Westfield Shopping Malls, National bus and Rail operators, including Transport for London's London Underground estate.

Further information can be found online at: www.exterionmedia.com/uk

Twitter: @ExterionMediaUK

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