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New partnership will see Beacon-enabled Taxis in major cities across the UK

Proxama and Ubiquitous offer brands innovative taxi-based mobile proximity marketing services

London, 7th September 2015: [Proxama PLC](#) (AIM: PROX), the leading mobile proximity marketing experts and provider of end-to-end payment solutions for card issuers, today announces an exclusive, long term partnership with Ubiquitous. Ubiquitous is the UK's largest provider of taxi advertising and the relationship will significantly extend the Proxama Network of beacons, enabling messages to be delivered to an engaged audience experiencing times of dwell.

The Proxama Network connects consumers to brands via their smartphones using Bluetooth Low Energy (BLE) Beacons. The partnership will plan to install up to 4,000 beacons into taxis in London and across other major cities including Edinburgh, Glasgow, Manchester and Birmingham, meaning that passengers can receive context-relevant messaging, as they travel to their destinations.

The team at Ubiquitous has more than 80 years' combined experience in taxi advertising, with Managing Director, Andrew Barnett personally having more than 35 years. Over the past decade Ubiquitous has pioneered UK taxi advertising and has created many of the media opportunities that are available to brands today, from internal Tip-Seats to fully wrapped 'Livery' taxis, complete with NFC and passenger Wi-Fi. Ubiquitous operates taxi advertising in all of the UK's key cities and is therefore the natural partner to introduce the next innovation in black taxi advertising.

During the course of one year, each London taxi is estimated to make around 4,500 journeys, principally around central London locations, rail stations and London's airports – similar journeys are experienced in other UK key cities. London's regular taxi users tend to have high personal income, are smartphone and tablet enabled and are likely to be middle-management and above – in short, a very desirable group and one which brands very much seek to reach. This new Proxama Network represents an opportunity not only for Ubiquitous' clients to send contextually relevant messages to passengers' smartphones, but will be relevant to all app-based clients seeking a beacon network that engages with high value consumers, across a long dwell time.

Based on data from our existing beacon networks, Proxama anticipate that 24% of consumers that receive 'in-the-moment' content-relevant notifications will click-through to the app. This is a significantly higher response than other forms of mobile advertising.

Andrew Barnett, Managing Director, Ubiquitous comments: "Being the first company to put beacons into black cabs at scale is consistent with our innovative track record and I am delighted to be working with Proxama who are quickly establishing themselves as pioneers in this market. For all



brands, the opportunity to connect with their customers through proximity marketing, in a high dwell-time setting such as the back of the cab, provides a unique one-to-one moment in which there is the time to respond to messages and offers.”

Jon Worley, CEO of Proxama marketing division comments, “This is an excellent high profile partnership for us and one which we believe is extremely well suited to proximity marketing. The average cab journey lasts around 20 minutes in London and is a natural time for people to engage with their smartphone for messages and new content. We look forward to seeing the customer reaction.

Our network of beacons has grown rapidly across London since the beginning of the year. Advertisers are now able to make use of the Proxama Network which covers London buses, airports and black cabs, with further expansion planned across multiple sectors.”

NOTES TO EDITORS

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About Proxama PLC

Proxama PLC (AIM: PROX) is an International mobile proximity commerce and payment solutions company.

Proxama's award-winning mobile proximity marketing platform, TapPoint®, enables brands to connect physical and digital assets via mobile to increase consumer engagement, retail sales and loyalty across a network of high footfall locations.

Proxama provides end to end digital solutions to banks and card issuers to securely transition their card portfolio onto mobile for Near Field Communication (NFC) contactless payments as well as solutions for EMV enablement, Electronic PIN Delivery, tokenisation and card issuance management.

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About Ubiquitous

Founded in 2005, Ubiquitous is at the forefront of the UK's taxi advertising industry and is an important stakeholder in UK outdoor advertising.

Ubiquitous has played a pivotal role in the development of the UK taxi advertising industry and passengers' in-cab experience. In 2013, the company launched CabConnect, bringing free Wi-Fi to a network of branded taxis and London passengers, as well as one-on-one brand communication opportunities for sponsors via Wi-Fi web hubs and NFC touchpoints. Ubiquitous was also responsible for the creation of many other well recognised taxi advertising formats.

The company's leadership team boasts over 80 years of combined industry experience. Through a philosophy founded upon delivering first class service to advertisers and taxi drivers, Ubiquitous has experienced sustained and positive growth since its founding and today operates a national fleet of black taxis that carry advertising from a wide variety of valued clients, including Vodafone, Hewlett Packard, Burberry, Net-A-Porter, JUST EAT, Domino's, Coca-Cola and Powwownow.