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6 January 2014

Proxama Plc ("Proxama" or the "Company")

Result of General Meeting

Proxama Plc (AIM: PROX), which provides mobile commerce, loyalty and payment solutions, is pleased to announce that the ordinary and special resolutions proposed to the Company's shareholders at the General Meeting held earlier today were duly passed.

In consequence, the placing of the 36,800,000 Tranche Two Placing Shares announced on 3 December 2013 ("Announcement") is now only conditional on admission of the Tranche Two Placing Shares to trading on AIM. Following Second Admission, the Company will have issued a total of 344,000,000 ordinary shares pursuant to the Placing, raising an aggregate of £8.6 million (before expenses). This includes the 307,200,000 Tranche One Placing Shares admitted to AIM on 6 December 2013.

Application has been made to the London Stock Exchange for the Tranche Two Placing Shares to be admitted to AIM. Trading in the Tranche Two Placing Shares is expected to commence at 8.00 a.m. on 9 January 2014. Following Second Admission, the Company's issued voting share capital will comprise 809,233,630 ordinary shares of 1 pence each.

Following Second Admission, the above figure may be used by shareholders as a denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Proxama under the FCA's Disclosure and Transparency Rules.

All defined terms in this announcement have the meanings ascribed to them in the announcement of 3 December 2013.

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