

Proxama PLC
("Proxama" or the "Company")

Proxama work closely with Google to launch a new campaign on London buses

London, England – 9th March 2016: Proxama PLC (AIM: PROX), the leading mobile proximity marketing experts, has worked closely with Google to deploy the world's first Physical Web consumer engagement experience. The campaign launches in London in partnership with Exterior Media, Europe's largest privately held Out-of-Home (OOH) advertising business, via Google's Eddystone open beacon format.

The MyStop™ web experience from Proxama, delivers real-time transport updates to London commuters and travellers' mobiles, as well as contextually relevant advertising. The service will be available to passengers with the Chrome browser installed on both iPhone and Android, initially across London buses. Passengers can use the service to see real-time route updates and status, as well as set a reminder notification as they approach their chosen stop, according to their exact location on the bus route.

Advertisers will be able to use the beacon network to engage and advertise to London travellers, through the MyStop progressive web app service. London travellers are a highly sought after demographic - during 'dwell time', when they are most responsive to relevant and timely content. Bus travel in London accounts for more than half of all bus journeys in the UK with 2.36bn trips in the capital.

Eddystone boosts the reach and capability of beacon campaigns because it enables any smartphone with the Chrome browser to interact with the Physical Web without the need to download an app. With 47% of all handsets shipping with Chrome, this approach enhances the scale of campaigns significantly, and with it the potential to increase the Return on Investment on mobile advertising campaigns.

"Proxama has long seen the potential in beacons for delivering great consumer experiences via mobile. The ability to deliver contextually relevant messages and content to specific demographics has been the Holy Grail for brands for many years." said Jon Worley CEO of Proxama's Marketing Division. "We've partnered with Google to ensure our TapPoint® platform supports Physical Web experiences, meaning brands will no longer have to worry about whether a consumer is using this app or that device – just that they are connected to the internet. Through Proxama, brands are now able to deploy beacon enabled campaigns to large numbers of consumers rapidly and without technical complexity. We expect further roll outs in London and the UK over the coming months across transport networks and high footfall destinations such as shopping malls, stadiums, city centres and events."

"It's clear that Eddystone and the Physical Web creates exciting engagement opportunities for brands to better engage with consumers on the move. We have enhanced our bus beacon network to support Eddystone and we're excited to see how brands take advantage of this. Along with our recent Fox and Shazam Kung Fu Panda 3 campaign announcement, this is yet another indicator that 2016 will be the year beacon technology gains significant market traction." said Mike Wood, Product Strategy and Innovation Director, Exterior Media.

Google Chrome is the first web browser to support Physical Web notifications from Eddystone beacons with FireFox, Opera and Microsoft's new Edge browsers expected to come on board imminently.

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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, Nets, Navy Federal Credit Union, Exterion Media, Harrods, Ubisoft, Gala and Argos.
- The proximity marketing division focuses on connecting consumers to brands and retailers via Bluetooth Low Energy (BLE) beacon technology. Proxama establishes and owns beacon networks in high footfall locations such as City Centres, stadia, shopping malls 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 of 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.

