

25 July 2016

Proxama Plc

("Proxama" or the "Company")

Result of AGM and GM

Total Voting Rights

Proxama PLC (AIM: PROX), the leading mobile proximity marketing expert, is pleased to announce that, at its annual general meeting ("AGM") and subsequent general meeting ("GM") held today all resolutions put forward were duly passed (save for AGM resolution 6, which was removed following the resignation of Gavin Breeze).

Subdivision

Following the passing of GM resolution 2, the Company will now proceed with the re-organisation of the Company's share capital through a subdivision of the Existing Ordinary Shares that will create two classes of shares: New Ordinary Shares with a nominal value of 0.01 pence and Deferred Shares with a nominal value of 0.99 pence.

The proportion of the issued ordinary share capital of the Company held by each Shareholder immediately before and after the Subdivision will remain unchanged. Other than a change in nominal value, the New Ordinary Shares will carry equivalent rights under the Company's articles of association to the Existing Ordinary Shares.

Total Voting Rights

As announced on 24 June 2016, application has been made for the 666,666,666 Placing Shares to be admitted to trading on AIM, with admission expected to become effective at 08:00 A.M. tomorrow. In addition, application has been made for a further 2,536,937 Ordinary shares to be admitted to trading on AIM which relate to the exercise of employee options exercised between 29/10/2014 and 28/01/2016. Following Admission, the Company will have 1,707,103,902 Ordinary Shares of 0.01 pence each in issue with each Ordinary Share carrying the right to one vote. There are no Ordinary Shares currently held in treasury. The total number of voting rights in the Company therefore will be 1,707,103,902 and this figure may be used by shareholders as the denominator for the calculations by which they determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Rules and Transparency Rules.

Unless otherwise defined in this announcement, defined terms used have the meaning given to them in the Circular posted to Shareholders on 27 June 2016.

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