

Proxama Plc

("Proxama" or the "Company")

Notification of Former Director's Interests

Proxama PLC (AIM: PROX) announces that it was notified on 9 August 2016 by Gavin Breeze, former Non-Executive Director of the Company, that on 8 July 2016, he settled two personal loans made to Neil Garner, the previous Chief Executive Officer of Proxama, in exchange for 7,577,145 ordinary shares of 0.01p each at a price of 2.5 pence per share and 29,750,000 shares at a price of 0.4 pence per share ("Ordinary shares"), representing in total 37,327,145 Ordinary Shares or 2.19 per cent. of the existing issued share capital of the Company.

Following this transaction, Gavin Breeze has a beneficial interest of 254,000,462 shares, representing 14.88 per cent. of the existing issued share capital and Neil Garner has a beneficial interest of 30,433,985 shares, representing 1.78 per cent. of the existing share capital. Accordingly, Neil Garner no longer has a notifiable interest in the Company.

Market Abuse Regulation

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM.

1.	Details of the person discharging managerial responsibilities / person closely associated							
a.	Name	Gavin Breeze						
2.	Reason for the notification							
a.	Position/status	Non-Executive Director						
b.	Initial notification /Amendment	Initial notification						
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a.	Name	Proxama plc						
b.	LEI	N/A						
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a.	Description of the Financial instrument, type of instrument Identification code	ordinary shares of 0.01p GB00B2PKZ581						
b.	Nature of the transaction	<i>Settlement of personal loan in exchange for shares.</i>						
c.	Price(s) and volume(s)	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>0.4p</td> <td>29,750,000</td> </tr> <tr> <td>2.5p</td> <td>7,577,145</td> </tr> </tbody> </table>	Price(s)	Volume(s)	0.4p	29,750,000	2.5p	7,577,145
Price(s)	Volume(s)							
0.4p	29,750,000							
2.5p	7,577,145							
d.	Aggregated information							

	<ul style="list-style-type: none"> • Aggregated volume • Price 	37,327,145 ordinary shares
e.	Date of the transaction	2016-07-08; London time
f.	Place of the transaction	Outside a trading venue

For further Information:

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