

3 January, 2017

Proxama PLC

("Proxama" or the "Company")

Block listing application

Proxama PLC (AIM:PROX), the leading mobile proximity marketing expert, announces that an application has been made to the London Stock Exchange for a block listing of securities in respect of 300,000,000 ordinary shares of 0.01p each (the "New Ordinary Shares") to be admitted to trading on AIM.

The New Ordinary Shares will be allotted from time to time pursuant to the exercise of conversion rights in accordance with the £1.8 million convertible loan notes issued to Darwin Capital Limited as announced on 13 December 2016. It is expected that admission will become effective on 6 January 2017.

When issued, the New Ordinary Shares will be credited as fully paid and will rank pari passu in all respects with the existing ordinary shares of 0.01p each in the capital of the Company ("Ordinary Shares").

As at today, there are 1,721,245,256 Ordinary Shares in issue with one voting right per share. The Company does not hold any shares in treasury. The Company will notify on a monthly basis when there are changes to the issued share capital of the Company, and these monthly figures may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

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