

3 January, 2017

Proxama PLC

("Proxama" or the "Company")

Issue of Equity and Total Voting Rights

Proxama PLC (AIM:PROX), the leading mobile proximity marketing expert, announces the issue of 75,373,854 ordinary shares of 0.01p each ("Conversion Shares") pursuant to the conversion of £300,000 of loan notes by Darwin Capital Ltd ("Darwin").

The conversion price for these loan notes is 0.398016p; calculated as the lesser of (i) 1.24875p per new Ordinary Share or (ii) 90% of the arithmetic average of five daily volume weighted average share price calculations selected by Darwin out of the twenty trading days prior to conversion.

The issue of the Shares has been satisfied via the Company's block listing which was announced on 3 January 2017 and is effective from 6 January 2017.

Total Voting Rights

In accordance with the Financial Conduct Authority's Disclosure and Transparency Rules, the Company hereby announces that following the issue of the Conversion Shares it will have 1,796,619,110 ordinary shares of 0.01p each in issue, none of which are held in treasury. Therefore, the total number of voting rights in the Company is 1,796,619,110.

The above figure of 1,796,619,110 may be used by shareholders in the Company as the denominator for the calculations 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 and Transparency Rules.

Enquiries:

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