

16 February 2017

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

Appointment of Non-Executive Chairman

London, 16 February 2017: Proxama PLC (AIM:PROX), the mobile commerce company specialising in payments and proximity marketing, announces the immediate appointment of Kelvin Harrison as Non-Executive Chairman, with David Bailey moving to Deputy Chairman.

Kelvin Harrison joins Proxama with a proven track record of leading and scaling companies, specialising in fast growth technology and services business. Kelvin is currently Chairman of Traveltek, Atlas Cloud and Clixfix and holds various other Non-Executive Director positions. He has previously held Non-Executive Director positions with NetDespatch, TotalSoft and UBC Media. Kelvin is former Chairman of Maxima Holdings and former CEO of Symbionics Group.

David Bailey will move to Deputy Chairman to support the handover process. The Board of Proxama wishes to express its considerable gratitude for the advice and guidance that he has provided over many years of service.

John Kennedy, Chief Executive Officer, commented,

"Kelvin joins us at an exciting time for both mobile proximity marketing and for Proxama. The company proposition is clear, we identify a mobile phone's proximity to a precise location and trigger a relevant action such as a marketing message, capturing anonymised data in the process to enable retargeting and attribution. We believe there is a huge opportunity to grow the proximity marketing business over the coming years and are excited to welcome Kelvin, who brings with him a wealth of experience."

"I would also like to take this opportunity to personally thank David Bailey for his support."

Commenting on his appointment as Non-Executive Chairman, Kelvin Harrison said,

"I am delighted to be joining Proxama. The company aims to complete the disposal of the Digital Payments Division and is well positioned for significant growth in its Proximity Marketing business. I aim to assist Proxama in accelerating its strategy to drive revenue growth by increasing the reach of its proximity marketing network, both in London and throughout the rest of the UK and internationally. We will also aim to dramatically expand the reach of our clients that utilise Proxama technology and derive material revenues from our data business, by providing anonymised location intelligence to selected partners."

The following information is disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies. Kelvin Frank Harrison, age 61 years, has been a director of the following companies during the five years preceding the date of this announcement:

Current Directorships / Partnerships:	Previous Directorships / Partnerships (held in the last five years):
Alderslade Ltd	7Digital Group Plc
Asset Central (Europe) Ltd	Advanced Laser Imaging Limited
Atlas Cloud Limited	AH 1 Limited
Boxarr Limited	Azur Business Solutions Ltd.
Clixifix Limited	Castleton Business Solutions Limited
Innovative Green Technologies Ltd	Castleton Information Group Limited
Jee Limited	Centric Networks Limited
Myhealthspecialist Limited	Cognition Solutions Limited
Traveltek Group Limited	Cognition Support Services Limited
Traveltek Group Holdings	DXI Networks Limited
	Hotchilli Internet Limited
	Innovative Green Technologies (Bd) Limited
	M2 Systems Limited
	Minerva Industrial Systems Limited
	Netdespatch Ltd
	QED Business Systems Limited
	Redcentric Ms Limited
	Ringwood Group Limited
	Ringwood Software Limited
	Seventhree Limited
	Trove Software Limited
	Vineyard Enterprises Ltd
	Warwick Ventures Limited

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