

28th March 2017

Proxama PLC

("Proxama" or the "Company")

Final conversion of loan note and issue of equity

Proxama PLC (AIM:PROX), the leading mobile proximity marketing expert, announces that on 27<sup>th</sup> March 2017 it received a notice of exercise by Darwin Capital Limited ("Darwin") to convert the final 32 loan notes with an aggregate par value of £800,000 into equity ("Conversion Notice") in relation to the convertible loan note.

The Conversion Notice was received in aggregate for £800,000 of the loan notes. The Company has therefore issued 292,937,282 new ordinary shares to Darwin ("Conversion Shares") at an issue price of 0.273p per Conversion Share. The Conversion Shares will rank pari passu in all respects with the existing ordinary shares.

Application has been made for the Conversion Shares to be admitted to trading on AIM, which is expected to take place on or around 31<sup>st</sup> March 2017. This completes the conversion of the £2,000,000 convertible loan. Terms of the loan notes, including redemption and conversion, were set out in the announcement dated 13 December 2016.

### **Total voting rights**

Following the issue of the Conversion Shares, the Company's issued share capital consists of 2,409,331,270 ordinary shares, with voting rights. This figure may be used by shareholders in the Company as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

This announcement contains inside information for the purposes of Article 7 of EU Regulation 596/2014.

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