

25th May 2017

Proxama PLC

("Proxama" or the "Company")

Proxama secures four revenue generating data contracts

Proxama PLC (AIM:PROX), the leading mobile proximity marketing and data expert, is pleased to announce four revenue generating contracts for its Proximity Marketing and Data Division.

The Company has agreed three recurring revenue generating contracts with a location-based marketing business, a leading AI business and a Tier One mobile ad targeting business. Proxama will provide these businesses with anonymously generated location and device data. Proxama gathers this data using its national network of beacons and geo-location technology embedded in its partners' apps, used by millions of consumers.

In addition, Proxama has signed a revenue generating partnership with Blis, the global leader in advanced location data technology. Blis's proprietary technology and platform helps advertisers use location data to gain a better understanding of consumer context and intent, empowering brands to engage with the most relevant audiences at the most appropriate time and place. The partnership will result in a range of current and upcoming projects utilising Proxama's data set.

Proxama's CEO, John Kennedy said:

"Proxama's new partnerships demonstrate the traction we are receiving with blue chip clients and provide a strong base for future revenue growth in its Proximity Marketing and Data Division. The combination of verified locations derived from Proxama's range of technology, including beacons and geo-location, means we are able to deliver precise, quality data to a market which until now has relied on relatively inaccurate information. We are looking forward to working alongside our new partners, all of whom are key marque brands in their respective industries, and providing them with a premium data set."

-ENDS-

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