

24 July 2017

## Proxama Plc

("Proxama" or the "Company")

### Result of AGM and GM

#### Total Voting Rights

Proxama plc (AIM: PROX), the leading mobile proximity marketing expert, is pleased to announce that, at its annual general meeting ("AGM") and subsequent general meeting ("GM") held today all resolutions put forward were duly passed.

#### Total Voting Rights

Application has been made for the 181,800,000 VCT Placing Shares and 185,701,733 EIS Open Offer Shares to be admitted to trading on AIM, with admission expected to become effective at 08:00 A.M. on 25 July 2017 ("First Admission").

Application has also been made for the 1,000,000,000 Conversion Shares, 4,984,866,667 General Placing Shares and 4,984,047,399 Open Offer Shares to be admitted to trading on AIM, with admission expected to become effective at 08:00 A.M. on 26 July 2017 ("Second Admission").

Following Second Admission, the Company will have 13,745,747,069 Ordinary Shares of 0.01 pence each in issue with each Ordinary Share carrying the right to one vote. There are no Ordinary Shares currently held in treasury. The total number of voting rights in the Company therefore will be 13,745,747,069 and this figure may be used by shareholders as the denominator for the calculations by which they determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Rules and Transparency Rules.

#### Directors' participation

The following table sets out the Directors' shareholdings and percentage interests in the issued share capital of the Company following Second Admission, for shares taken up by Directors in both the Placing and Open Offer:

	<i>Ordinary Shares Prior to Placing and Open Offer</i>		<i>Participation in the Placing</i>		<i>Immediately following Second Admission</i>	
	<i>Number of Existing Ordinary Shares</i>	<i>Percentage of issued Existing Ordinary Shares</i>	<i>Number of Placing Shares</i>	<i>Number of Open Offer Shares</i>	<i>Total Number of Ordinary Shares</i>	<i>Percentage of Enlarged Share Capital</i>
<b><i>Current, Proposed and Past Directors</i></b>						
Kelvin Harrison (Non- Executive Chairman)	-	-	66,666,666	-	66,666,666	0.48%

John Kennedy (Chief Executive Officer)	800,000	0.03%	83,333,333	-	84,133,333	0.61%
Shaun Gregory (Non-Executive Director)	-	-	166,666,666	-	166,666,666	1.21%
Mark Slade (Managing Director)	-	-	100,000,000	-	100,000,000	0.73%
Dan Francis (Chief Strategic Officer)	-	-	83,333,333	-	83,333,333	0.61%
David Bailey (Previous Deputy Chairman)	33,342,125	1.38%	166,666,666	-	200,008,791	1.46%
<b>Total</b>	<b>34,142,125</b>	<b>1.42%</b>	<b>666,666,664</b>	<b>-</b>	<b>700,808,789</b>	<b>5.10%</b>

Unless otherwise defined in this announcement, defined terms used have the meaning given to them in the Circular posted to Shareholders on 30 June 2017.

*The announcement contains information which, prior to its disclosure, was inside information for the purposes of the Market Abuse Regulation.*

**Enquiries:**

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