

17 July 2017

**Proxama PLC**  
**("Proxama" or the "Company")**

**Proxama audience grows to over 3.8 million consumers via partnership agreement with Rail Delivery Group**

Proxama PLC (AIM:PROX), the leading mobile location data and intelligence expert, announces that it has signed a partnership agreement with Rail Delivery Group to embed Proxama's technology into its National Rail Enquiries app, for both Android and iOS smart phone users.

The agreement follows the Company's announcement on Friday 30<sup>th</sup> June transitioning the focus of the Company from a mobile proximity marketing business to a mobile location data and intelligence business, working with various industry sectors, such as the advertising industry to precisely attribute real world behaviour to campaigns.

The launch of the iOS National Rail Enquiries app in July will grow the Company's audience from the 2.7 million reported in May 2017 to over 3.8 million consumers. We expect the launch of Android to follow later in the year.

The location technology embedded within the National Rail Enquiries apps will generate anonymised consumer data which Proxama's AI platform will monetise through the sale of premium audience and attribution products and services. Rail Delivery Group will also use the precise location intelligence data generated by Proxama's technology in order to enhance its own app experience for its consumer base and advertisers, such as precisely targeted and contextual mobile advertising.

**Proxama's Group CEO, John Kennedy said:**

"This agreement with Rail Delivery Group is incredibly important to the Company. Not only is it a fantastic brand to be working with, but it helps us to further establish a monetisable audience from which to base data products. Our mobile location and intelligence business is seeing increasing demand for our services and we look forward providing our clients with premium services and access to precise anonymised data."

**Rail Delivery Group's Digital Revenue Manager, Jonathan McCauley-Oliver said:**

"Working with Proxama means we can embed the latest mobile location intelligence technology into our National Rail Enquiries apps, giving us a competitive edge when it comes to offering a more precise and targeted experience for our consumers and advertisers."

-ENDS-

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**About Rail Delivery Group**

The Rail Delivery Group brings together train operators and Network Rail to improve the railway –  
[www.raildeliverygroup.com](http://www.raildeliverygroup.com)