

**11th September 2017**

**Proxama PLC**  
**Launch of Location Sciences**

Proxama PLC (PROX), the leading mobile location and data intelligence expert, today announces that it has launched a new customer facing business named Location Sciences.

Location Sciences will use a vast range of precise location data to help businesses understand their customers and products. The company, part of the Proxama PLC Group, will use first-party mobile location data, derived from ultra-precise GPS technology, combined with their UK network of Bluetooth beacons to map data more accurately than previous industry approaches. In just a few months, the data available to Location Sciences has scaled to over 3 million UK consumers generating billions of precise data points.

Mark Slade will be Managing Director of Location Sciences, having recently joined Proxama PLC as part of the Executive Team. He will lead the scaling of the business' data and audience products

**Mark Slade, Managing Director of Location Sciences commented,** "Through our continuously scaling location audience supply, Location Sciences is setting new standards in data quality and an unrivalled approach to location intelligence. We can help brands understand how their customers move throughout the day, providing truly insightful consumer data.

"The successful £3.1 million funding round, completed in July, will allow us to scale this business and improve the insights we provide via machine learning in order to optimise value for our customers."

**ENDS**

**Notes:**

[www.locationsciences.ai](http://www.locationsciences.ai)

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