

30 October 2017

Proxama PLC

("Proxama" or the "Company")

Board Changes

Proxama PLC, (AIM: PROX), the leading mobile location and data intelligence expert, announces that John Kennedy has resigned with immediate effect and is replaced as CEO by Mark Slade who joined the Board earlier this year and has been leading the Location Sciences division.

Kelvin Harrison, Chairman, said,

“John has led the Company through a period of significant change. The Company has been de-leveraged, refinanced and has transformed its strategy. It is therefore now able to build on its network of assets and partnerships to focus on the mobile location intelligence market, with a new executive team.

Mark is already proving to be a fantastic addition to the Board, and will bring tremendous energy to the role of CEO. Mark joined us from Opera Mediaworks, where he was Managing Director, EMEA, and has numerous senior relationships across the ad tech and media giants. Mark founded and sold his mobile advertising business Fourth Screen to Opera Mediaworks, and then helped grow the business to over \$100m in revenues. Mark’s expertise is in the high growth ad tech sector, as well as executing European acquisitions.”

Mark Slade, CEO, said,

“I am delighted to be taking the lead as the Company launches into the location intelligence market with a range of products that have huge demand from marketing agencies and brands as well as other sectors. I would also like to acknowledge John Kennedy’s hard work in leading the transformation of the business.”

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation.

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