

17 November 2017

Proxama PLC

("Proxama" or the "Company")

Director's Dealings and Grant of Options

Director's Dealings

Proxama PLC, (AIM: PROX), the leading mobile location and data intelligence expert, announces that its Chief Executive Officer, Mark Slade, purchased 76,000,000 ordinary shares of 0.01p in the Company ("Ordinary Shares") at a price of 0.0265p per share on 16 November 2017. Following this purchase, Mark Slade now holds a total of 176,000,000 ordinary shares in the company representing 1.28% of the current issued share capital of the Company.

Grant of Options

On 14 November 2017, options over Ordinary Shares were granted to three directors with an exercise price of 0.03p as detailed below. These are exercisable, subject to performance criteria, after three years and within ten years of grant.

Mark Slade: 549,829,880

Dan Francis: 175,708,610

Kelvin Harrison: 66,666,667

Mark Slade has been granted an additional 687,287,350 options over the Company's Ordinary Shares, with an exercise price of 0.03p and subject to separate performance criteria, which are also exercisable after three years and within ten years of grant.

The Company has a total of 13,745,747,069 Ordinary Shares in issue with options granted over a further 1,562,740,546 Ordinary Shares. In addition Darwin holds 558,352,249 warrants at an exercise price of 0.1692 pence per share and Barclays holds 5,863,021,931 warrants at an exercise price of 0.03 pence per share.

Enquiries:

Proxama PLC

Mark Slade, Chief Executive Officer

Via Redleaf Communications

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**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING
MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Mark Slade	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Proxama Plc	
b)	LEI	213800MKYV25HW2IAX70	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 0.01p	
	Identification code	ISIN: GB00B2PKZ581	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.0265p	76,000,000
d)	Aggregated information		
	- Aggregated volume	176,000,000	
	- Price	0.03p / 0.0265p	
e)	Date of the transaction	16 November 2017	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Mark Slade	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification/ Amendment	Initial Notification	

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Proxama Plc	
b)	LEI	213800MKYV25HW2IAX70	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 0.01p	
	Identification code	ISIN: GB00B2PKZ581	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.03p	549,829,880
		0.03p	687,287,350
d)	Aggregated information		
	- Aggregated volume	1,237,117,230	
	- Price	0.03p	
e)	Date of the transaction	14 November 2017	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dan Francis	
2	Reason for the notification		
a)	Position/status	Chief Strategy Officer	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Proxama Plc	
b)	LEI	213800MKYV25HW2IAX70	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		

a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.01p ISIN: GB00B2PKZ581	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.03p	175,708,610
d)	Aggregated information - Aggregated volume - Price	175,708,610 0.03p	
e)	Date of the transaction	14 November 2017	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kelvin Harrison	
2	Reason for the notification		
a)	Position/status	Non-Executive Chairman	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Proxama Plc	
b)	LEI	213800MKYV25HW2IAX70	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.01p ISIN: GB00B2PKZ581	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.03p	66,666,667

d)	Aggregated information	
	- Aggregated volume	66,666,667
	- Price	0.03p
e)	Date of the transaction	14 November 2017
f)	Place of the transaction	London Stock Exchange