

7 December 2016

mporium Group plc

(“mporium” or the “Group”)

Product Update

mporium Group plc (AIM:MPM), the “mobile native” technology firm, is pleased to provide a business update following the successful deployment of the Group’s IMPACT product.

mporium is a technology company that enables brands, and the media agencies that serve them, to achieve better outcomes from digital advertising campaigns. The Group’s unique technology delivers superior outcomes across all digital channels and on all devices, and the initial deployment of the technology is encouraging. Through the use of highly innovative proprietary technology, mporium delivers successful digital advertising campaigns particularly on mobile devices, from brand advertising to direct response.

Mobile as an advertising platform has proven challenging for both brands and media agencies. In a world where the majority of traffic comes from smartphones, brands and agencies urgently require a solution to this challenge. With the launch of the Group’s IMPACT product, mporium believes that it is well positioned to address this challenge.

mporium IMPACT operates across search, social and display advertising venues, delivering sophisticated real-time content switching and bidding strategies that optimise outcomes for advertisers. This is achieved using a range of data inputs, including TV, news, sports and social media to manage in real-time the pricing, timing and selection of creative for digital advertising campaigns.

The business benefits are increased relevance for brands’ audiences and superior consumer engagement. These benefits are achieved through the systematic and precise targeting of digital advertising campaigns, which are coordinated in real-time with the events that drive consumer engagement, to enhance efficiency and performance.

The Group's recent core investment in technology and data talent is already yielding benefits, including key relationships with a number of media agencies and brands. The extensive work undertaken with media agencies and brands has enabled the Group to determine its product market fit and the commercial model for mporium IMPACT.

The Group is at various stages of negotiations with such parties and expects to provide a further update in due course.

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About mporium PLC:

mporium is a London based technology company that works with agencies and brands to deliver better outcomes from digital advertising campaigns.

mporium's innovative and proprietary technology address the challenge of delivering increased relevance and superior consumer engagement in a smartphone dominated environment. The delivery of increased performance and strong agency relationships, will position mporium as a leading technology provider to both media agencies and brands.

For further information, please consult the mporium website: www.mporium.com.