

28 November 2017

Mporium Group plc
(“Mporium” or the “Group”)

New agency agreement for IMPACT

Mporium Group plc (AIM:MPM), the technology firm delivering event-driven marketing, is pleased to announce an agreement to provide its IMPACT technology product to Total Media, the market-leading behavioural planning agency.

Following a successful initial trial by Total Media, a commercial agreement has been signed which will see IMPACT rolled out across further campaigns, with an increased remit making use of additional triggers and advertising venues. This is the first agreement that Mporium have signed with a behavioural planning agency and the initial deployment will include Lenovo campaigns.

Total Media is a leading behavioural planning media agency, active in more than 80 markets, which works with household name clients such as Lenovo, Arcadia and Investec. Mporium’s agreement with Total Media represents another significant route to market for Mporium and a further step forward in the commercialisation of IMPACT.

Mporium’s proprietary technology, IMPACT, enables advertisers, and the agencies that serve them, to identify and monetise micro-moments; those moments when there are significant changes in the levels of consumer intent. This results in improved performance for digital advertising campaigns, from brand advertising to direct response.

IMPACT leverages a range of data inputs, including TV, news, sports and social media to manage in real-time the pricing, timing and selection of content for digital advertising campaigns. During a successful initial trial, Mporium’s proprietary technology was shown to boost the performance of certain Total Media campaigns, and provided useful insights ultimately serving both Total Media and its customers.

Total Media’s Chief Commercial Officer, Celine Saturnino, said:

“Total Media are delighted to have signed an agreement with Mporium. Their technology has provided additional and innovative capabilities to our offering and fits perfectly with our focus on behavioural planning.”

Mporium’s Chief Executive, Nelius De Groot, said:

“Total Media are highly regarded for their leadership in behavioural planning. It is a great endorsement for Mporium to have entered into a commercial agreement with an agency of Total Media’s calibre. We are very proud of the results that we achieved by working with Total Media on behalf of Lenovo: a Fortune 500 company and the world’s largest computer vendor by sales.

Not only does this announcement mark a very significant milestone for our company, it is yet another demonstration that our strategy to access the market through media agencies is continuing to deliver. Several of the most innovative and world-renowned agencies have now recognised the effectiveness of leveraging our technology, and as the media landscape continues to shift it only

becomes more important to be able to offer clients more advanced, higher performance solutions as part of a holistic programme. As such we look forward to continuing working hand-in-hand with our agency partners to achieve the best results for our customers and theirs.”

Enquiries

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Notes to editors

About Mporium

Mporium is a technology company at the forefront of the transformation in digital marketing. Mporium’s proprietary technology enables advertisers, to identify and monetise micro-moments – those moments when there are significant changes in the levels of consumer intent. Using technologies derived from financial services, these micro-moments are used to drive highly performant digital advertising campaigns: from brand advertising to direct response.

Based in the UK, Mporium Group plc is quoted on AIM, the junior market of the London Stock Exchange plc.

www.mporium.com

About Total Media

Total Media is the leading behavioural planning agency, creating media strategies based on the knowledge of people’s behaviour; how people think, feel and act. Total Media uncover these insights by deploying a full range of research capabilities, from ethnography to neuroscience, to behavioural economics, to data analytics. Through this behavioural approach, Total Media delivers authentic, creative and effective media solutions. The agency is active in more than 80 markets.