

5 January 2018

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 a commercial agreement for its IMPACT technology services with leading media investment management company GroupM UK.

Following the successful implementation of IMPACT within a number of GroupM agencies, a commercial agreement has now been signed with the wider group. This agreement provides access to the IMPACT technology across the GroupM agencies.

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, influencers and social media to manage in real-time the pricing, timing and selection of content for digital advertising campaigns.

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

“I am delighted to announce this landmark agreement with GroupM. GroupM’s mission is to bring competitive advantage to its clients and companies, a mission that is aligned with the performance that IMPACT delivers. This agreement provides Mporium with access to GroupM’s agencies, who serve many of the largest global brands and advertisers. We look forward to further developing our relationships with the GroupM agencies, to deliver the best results for their clients.”

Enquiries

Mporium: **020 3841 8411**
Nelius De Groot, Chief Executive Officer

N+1 Singer: **020 7496 3000**
Mark Taylor
Michael Taylor
Alex Laughton-Scott

Alma PR: **020 3865 9668**
Rebecca Sanders-Hewett
Josh Royston
Susie Hudson

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 GroupM

GroupM is the leading global media investment management company for WPP's media agencies including Mindshare, MediaCom, Wavemaker, Essence and m/Six, and the outcomes-driven programmatic audience company, Xaxis. Responsible for more than US \$108B in annual media investment by some of the world's largest advertisers, GroupM agencies deliver an advantage to clients with unrivaled insights into media marketplaces and consumer audiences.

GroupM enables its agencies and clients with trading expertise, data, technology, and an array of specialty services including addressable TV, content, and sports. GroupM works closely with WPP's data investment management group, Kantar, and together they account for almost 50% of WPP's group revenues of more than US \$19B. GroupM delivers unrivaled marketplace advantage to its clients, stakeholders and people.

Discover more about GroupM at www.groupm.com

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