

**Mporium Group plc**  
**("Mporium" or the "Company")**

**Director dealing**

Mporium Group PLC (AIM: MPM), the technology firm delivering event-driven marketing, was notified on 15 February 2018 that on 14 February 2018 Barry Moat, Executive Chairman of the Company, purchased 275,000 ordinary shares of 0.5 pence each in the share capital of the Company ("Ordinary Shares") at a price of 7 pence per Ordinary Share. On 15 February 2018 the Company was also notified that on 14 February 2018 Nelius De Groot, Chief Executive Officer of the Company, as detailed below, purchased 275,000 Ordinary Shares at a price of 7 pence per Ordinary Share.

Following these purchases, Barry Moat's total shareholding in the capital of the Company is 10,412,196 Ordinary Shares, representing approximately 1.77 per cent. of the voting share capital of Mporium and Nelius De Groot's total shareholding in the capital of the Company is 9,277,633 Ordinary Shares, representing approximately 1.58 per cent. of the voting share capital of Mporium.

**Enquiries**

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

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 Susie Hudson

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Barry Moat
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Executive Director
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Mporium Group plc
b)	LEI	213800MW95OGF7DIUO37

<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 0.5p each ("Ordinary Shares")  ISIN Code: GB00BGDW0L56
b)	Nature of the transaction	Purchase of shares
c)	Price(s) and volume(s)	Price(s):                      Volume(s):  7 pence                              275,000
d)	Aggregated information  - Aggregated volume  - Price	N/A
e)	Date of the transaction	14/02/2018
f)	Place of the transaction	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Nelius De Groot
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Mporium Group plc
b)	LEI	213800MW95OGF7DIUO37

4	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 0.5p each ("Ordinary Shares")  ISIN Code: GB00BGDW0L56				
b)	Nature of the transaction	Purchase of shares				
c)	Price(s) and volume(s)	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s):</td> <td style="width: 50%;">Volume(s):</td> </tr> <tr> <td>7 pence</td> <td>275,000</td> </tr> </table>	Price(s):	Volume(s):	7 pence	275,000
Price(s):	Volume(s):					
7 pence	275,000					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	14/02/2018				
f)	Place of the transaction	London Stock Exchange				