

23 February 2018

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

Grant of options

Mporium Group PLC (AIM: MPM), the technology firm delivering event-driven marketing, announces that on 23 February 2018 Nelius De Groot, Chief Executive Officer of the Company, was granted an option over 8,000,000 ordinary shares of 0.5 pence each in the share capital of the Company ("Share Option") exercisable at a price of 8 pence per ordinary share, being the closing mid-market price on the trading day prior to the grant.

The Share Option, which has been granted under the Company's existing employee share option scheme and has a 10-year life, will vest in three equal tranches over the next three years on 23 February 2019, 23 February 2020 and 23 February 2021. Such vestings will, however, normally be conditional on continued employment.

Following this grant, Nelius De Groot's interest in options over ordinary shares in the Company totals 20,771,588. Nelius also holds 9,277,633 ordinary shares, representing 1.58 per cent. of the issued share capital of Mporium.

Enquiries

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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	Nelius De Groot
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	Mporium Group plc

b)	LEI	213800MW95OGF7DIUO37				
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 0.5p each ("Ordinary Shares") ISIN Code: GB00BGDW0L56				
b)	Nature of the transaction	Grant of Option				
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s):</td> <td>Volume(s):</td> </tr> <tr> <td>8 pence</td> <td>8,000,000</td> </tr> </table>	Price(s):	Volume(s):	8 pence	8,000,000
Price(s):	Volume(s):					
8 pence	8,000,000					
	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	23/02/2018				
f)	Place of the transaction	London Stock Exchange				