

13 March 2018

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

Appointment of Chief Operating Officer

Mporium Group plc (AIM:MPM), the technology firm delivering event-driven marketing, is pleased to announce the appointment of Glyn Shadwell as Chief Operating Officer (“COO”) a non-board role, with immediate effect.

Glyn has over 20 years’ experience in the marketing sector and was most recently Head of Strategy & Client Partnerships at Quantcast, a global technology company that specialises in AI-driven advertising and real-time audience measurement. Prior to joining Quantcast Glyn was Group Client Partner and a member of the London board at CARAT, the global media agency that is part of the Dentsu Aegis network. Glyn has also held senior roles within a number of marketing agencies, including McCann Erickson and Manning Gottlieb OMD.

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

“Glyn is a well-known and respected figure within the industry and brings a wealth of industry knowledge and relationships to Mporium. We are delighted to have appointed him COO of Mporium where his deep knowledge of clients, product strategy, operational excellence and cultural best practice will accelerate our business growth.

“We are confident that this appointment will result in new business opportunities and operational efficiencies for Mporium in the future.”

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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.

The technology has already been adopted by several market leading media agencies including announced relationships with GroupM, Total Media, Jellyfish, Essence and the7stars.

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

www.Mporium.com