

20 June 2018

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

IMPACT technology used by Performics on launch of Samsung S9

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is delighted to announce that its proprietary IMPACT technology was used to deliver high levels of performance across the Samsung S9 phone launch campaign, as well as being part of further, ongoing campaigns for the global brand.

On 15 December 2017 it was announced that the IMPACT technology would be provided to one of the world's largest and most prestigious performance marketing agencies: Performics, the performance marketing arm of Publicis Media. The agreement was for IMPACT to be commercially rolled out within the campaigns of Samsung, one of the world's largest global electronic companies.

Mporium's technology was used as part of the S9 launch, to identify and monetise micro-moments of opportunity, delivering a high return on investment and, ultimately, an improved performance for the campaign. IMPACT is now being used across a wide range of Samsung product campaigns.

Michael Durey, Performics said:

“IMPACT has provided Performics with valuable insights and execution capabilities that have been deployed for the S9 launch and beyond. The technology has been used to significantly amplify the effect of the launch, attracting new consumers to the brand.

We were so impressed with the detailed analytics and insights that were generated through IMPACT as a result of the launch, and which are being used to inform our activity on Samsung's behalf for future product launches and ongoing digital campaigns. We are looking forward to continuing to work with Mporium further in the future.”

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

“We are delighted with the results that Mporium has been able to generate on behalf of Performics and Samsung. As part of Publicis Media, Performics' clients and partners benefit from the combined investment and innovation that comes from being part of the third largest communications company in the world. Being chosen to work with such a prestigious brand provides ratification of our innovation and demonstrates our ability to provide a best-in-class service.

The fact that we have achieved such great results for Performics gives us confidence that we will be able to build upon this and other agency relationships going forward, spreading awareness of IMPACT's remarkable performance uplift capability and gaining continued commercial traction.”

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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