

18 July 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 an agreement to provide its IMPACT technology product to one of the world’s largest and most prestigious media services networks. The network provides services to over 5,000 clients in more than 100 countries and is a key division of one of the largest global marketing communications groups.

Following a successful trial with one of the agency’s top-tier clients, an agreement has been signed which will see IMPACT commercially rolled out across this client’s campaigns as well as deploying IMPACT across other clients of the network. The client is one of the world’s largest companies, appearing within the top 20 of the Forbes Global 2000.

Mporium’s proprietary technology, IMPACT, enables advertisers, and the agencies that serve them, to identify and leverage micro-moments; those moments when there are significant changes in the levels of consumer intent. The result is improved performance for digital advertising campaigns, from brand advertising to direct response.

IMPACT leverages a range of signals, including TV, news, sports 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 agreement with one of the largest and most prestigious media services networks. We have already proven that Mporium’s technology can help this network achieve their focus of delivering growth for their clients.

This agreement also represents another important milestone for Mporium, as it extends our contractual relationships to include another of the largest agency networks.

**Enquiries**

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

**finnCap Ltd:** **020 7220 0500**  
Henrik Persson  
Kate Bannatyne  
Andrew Burdis

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

Susie Hudson

***This announcement contains inside information for the purposes of Article 7 of EU Regulation 596/2014***

**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. 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](http://www.mporium.com)