

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

Director Dealing

Mporium Group PLC (AIM: MPM), the technology firm delivering event-driven marketing, was notified on 30 August 2018 that on that same day, Nelius De Groot, Chief Executive Officer of the Company, purchased 750,000 ordinary shares of 0.5 pence each in the share capital of the Company (“Ordinary Shares”) at a price of 6.10 pence per Ordinary Share.

Following this purchase, Nelius De Groot’s total shareholding in the capital of the Company is 10,027,633 Ordinary Shares, representing approximately 1.71 per cent. of the voting share capital of Mporium.

Enquiries

Mporium: **020 3841 8402**

Nelius De Groot

finnCap: **020 7220 0500**

Henrik Persson
Kate Bannatyne

Alma PR: **020 3865 9668**

Rebecca Sanders-Hewett
Josh Royston
Susie Hudson

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	Purchase of shares
c)	Price(s) and volume(s)	Price(s): 6.10 pence Volume(s): 750,000
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	30/08/2018
f)	Place of the transaction	London Stock Exchange, AIM Market