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

IMPACT’s Sports Syncing technology used on major campaigns for brands and sports rights holders

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to announce that its IMPACT Sports Syncing technology has recently been deployed by the two largest global advertising networks and provides an update on the potential for this technology.

IMPACT Sports Syncing uses sporting events to enable brands, sponsors and rights holders to optimise their digital marketing campaigns in real-time. The technology delivers dynamic campaigns that are contextually relevant to the target audience, providing advertisers with far greater engagement than is generated by traditional static campaigns.

Recent examples of the technology being deployed:

- VW Group ran a highly innovative SUV campaign during the recent World Cup. This campaign was executed by PHD (part of the Omnicom Group) using IMPACT to dynamically adapt VW’s digital campaigns in moments of high emotion (e.g. when a goal was scored or a game was won). The VW campaign has subsequently been nominated for The Drum DADI Awards in the Use Of Paid Search (PPC) category.
- A tier-one global airline ran a successful social campaign for tailored holiday packages. This campaign linked moments of World Cup drama to desirable holiday packages; switching the airline’s advertising creative in the relevant moments.
- Further, IMPACT has been deployed on behalf of sports rights holders in over 160 countries and territories across a wide range of sports and competitions, including NFL, NBA, Golf, Handball and more than 20 Football Cups and Leagues.

IMPACT also has an important role to play for sponsors, leveraging moments of high emotion to drive an innovative and interactive approach to sponsorship amplification. The delivery of relevant and dynamic creative content in real-time provides sponsors with the opportunity to greatly strengthen the association of their brand and sports franchise.

IMPACT provides sponsorship amplification via mainstream digital channels (search, social and display) and Mporium is developing solutions that activate on Digital Out Of Home (DOOH, electronic billboards) venues. Discussions are ongoing with a number of partners and distributors, including specialist sports agencies, DOOH media owners and several Premier League football clubs.

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

“We have seen a very significant increase in the adoption of our Sports Syncing capabilities over the past months. Sports fixtures create highly emotional moments, that often have international or even global reach. IMPACT leverages these moments to provide stakeholders with opportunities to engage with their target audience in new and innovative ways.

The emotions that sporting events generate are immediate and profound, but these moments can also be fleeting. Leveraging these moments requires technology that operates in real-time and at a global scale. We are delighted to have partnered with market-leading brands and agencies in developing pioneering uses for our Sports Syncing capabilities. We have no doubt that there are many other applications for the technology, including sectors such as gambling.

It is a testimony to the performance and scale of our technology, that IMPACT Sports Syncing is being used by the two largest global advertising networks, for some of the largest global brands, across more than 160 countries and territories. Over the coming months, we look forward to expanding the deployment of the technology to additional brands, sponsors, rights holders and to new sectors."

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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