

02 November 2018

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

**New strategic partnership with BPC**

*IMPACT technology to be used by partner in new vertical*

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is delighted to announce a strategic partnership with BPC Land Sales and Marketing (“BPC”), a market leading services provider to blue-chip property developers.

The partnership marks Mporium's entry into an important new growth vertical, especially so with the UK government committed to the building of 300,000 homes a year by the mid 2020's. This partnership also provides further validation of the Company's strategy of developing direct channels into new verticals, whilst continuing to build on its key agency relationships.

BPC act for some of the UK's largest house builders, including Taylor Wimpey, Berkley Group and Crest Nicholson. The company provides a one-stop shop solution that caters for the developer's needs throughout a project, from the sourcing of the raw materials through to the sale of newly built properties.

The strategic partnership combines BPC's domain expertise with Mporium's proprietary IMPACT technology, creating a new, next generation offering for the marketing of newly built properties.

The use of IMPACT will drive increased marketing efficiencies for BPC's clients, enabling them to use real-time analytics and insights to drive their marketing campaigns. Through knowing the right time and methods to use in engaging with prospective purchases, BPC's clients will have a unique advantage in marketing efficiency. For example, digital campaigns can be activated during a news or entertainment programme that mentions property or mortgages, capturing those moments when consumer interest in new homes are stimulated.

**Stephen Blight, Director, BPC said:**

*“BPC is focussed on providing a one-stop property shop for a select number of property developers. This strategic partnership extends the scope of BPC's overall business, by leveraging IMPACT's technology to create a truly innovative solution for marketing in the house building sector.*

*“The house building market in the UK is vast, with over 190,000 new homes being completed during 2017, and the UK's housing shortfall will drive substantial market growth over the coming years. This agreement provides BPC with a unique competitive advantage within the newly developed property sector. We look forward to working in partnership with Mporium.”*

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

*“We are delighted to announce this strategic partnership with BPC, an acknowledged market leader in its industry, as it represents another significant milestone in the development of the Mporium business. The scale and growth of the house building sector is enormous, and we are very fortunate to have a partner with BPC's expertise and reputation. This partnership further demonstrates the appetite for IMPACT's technology across numerous verticals. We look forward to working closely*

*with BPC in this exciting partnership.”*

### **Enquiries**

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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 leverage moments when there are significant changes in the levels of consumer engagement.

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)

#### **About BPC**

BPC acts for house builders, both publicly and privately owned, providing a one-stop property shop catering for the developer's needs in the sourcing of the raw material of the business through to the sales and completions of the newly built properties.

BPC, work alongside their clients to enhance their client's prosperity. The intention and objective is not only to work on today's property deals but also those of tomorrow and the longer term.

BPC's client list features some of the UK's largest and most prestigious companies in the house building sector, including Taylor Wimpey, Berkley Group and Crest Nicholson.