

14 November 2018

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

Fundraising

Mporium Group plc (AIM:MPM), the technology firm delivering event-driven marketing, is pleased to announce that it has conditionally raised approximately £2.3 million by way of subscriptions by existing investors for a total of 46,000,000 new ordinary shares of 0.5p each in the capital of the Company (“Ordinary Shares”) (the “Subscription Shares”), at an issue price of 5 pence per Subscription Share (the “Subscription”).

The net proceeds of the Subscription (being approximately £2.2 million) will be used to provide working capital and to support the continued momentum of the business. The Subscription remains conditional on receipt of funds, which are expected to follow in coming days prior to Admission (as explained below).

Related Party Transactions

Charles Street International Holdings Ltd (“Charles Street”) currently holds 94,282,578 Ordinary Shares representing 16.04 per cent. of the existing share capital making it a substantial shareholder in the Company for the purposes of the AIM Rules.

Charles Street has subscribed for 15,450,000 Subscription Shares, and therefore constitutes a Related Party Transaction under the AIM Rules. Following the Subscription, Charles Street will hold 109,732,578 Ordinary Shares, representing 17.31 per cent. of the enlarged issued share capital. The Directors consider, having consulted with finnCap, that the participation of Charles Street is fair and reasonable insofar as the shareholders are concerned.

Admission

Application has been made to the London Stock Exchange for the Subscription Shares to be admitted to trading on AIM, with dealings expected to commence on 19 November 2018 (“Admission”) following receipt of the proceeds of the Subscription. The date of Admission and/or the number of Subscription Shares may be amended dependent on receipt of the proceeds of the Subscription.

Following Admission, the Company will have a total of 633,890,000 ordinary shares in issue, each carrying one voting right. The Company does not hold any Ordinary Shares in Treasury. Shareholders may use this figure of 633,890,000 Ordinary Shares as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA’s Disclosure and Transparency Rules.

Nelius De Groot, CEO of the Company, commented:

“The Group continues to make strong progress. We are delighted that our shareholders share our strategic vision for the business and would like to thank our shareholders for their continued support.”

Enquiries

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The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 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 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