

30 November 2018

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

New Business Division within Mporium

Launch of performance-led trading division, MporiumX

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is delighted to announce the launch of its performance-led trading division: MporiumX.

The new division will use Mporium's proprietary IMPACT technology to drive digital advertising campaigns, on a pay-for-performance basis. This is a different model to that which Mporium has traditionally followed (percentage of spend under management or license) and is well-suited to deliver on well-defined direct response marketing targets.

MporiumX has been designed to address a large market opportunity across different geographies and verticals, due to the potential for this model to significantly shorten new business and revenue generation lead times. MporiumX will have the mandate to operate both directly with brands and via affiliate networks. The pay-for-performance model should allow Mporium's earnings to more accurately reflect the high level of performance increase that the Group delivers for its clients.

MporiumX will be led by Thomas J Smith, an advertising industry veteran. The Group is in advanced discussions with several organisations regarding MporiumX, including several in the consumer regulation, price comparison, house building, sports rights and gambling sectors.

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

“We are delighted to announce the launch of MporiumX, which represents an important development in the evolution of Mporium's overall business model. MporiumX will focus on a range of high-growth industry verticals that operate on a pay-for-performance basis, with IMPACT providing a key competitive advantage. We are extremely fortunate to have a leader of Tom's experience and industry standing to lead this division and are excited by the opportunity we see to grow MporiumX's customer base.”

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