

8 February 2019

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

New Agreement with Sports Media business for MporiumX

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is delighted to announce a commercial agreement for its performance-led trading division MporiumX with a leading global sports media business.

This new direct-to-brand agreement represents a major milestone for the recently launched MporiumX division. Under the agreement, sporting events will be used to drive subscriptions for online sports streaming through the deployment of IMPACT Sports Syncing technology. IMPACT will use these events to deliver dynamic campaigns that are contextually relevant to the target audience, providing far greater engagement and scale than is generated by traditional static campaigns.

MporiumX is currently active with four clients for Sports Syncing: three sports rights holders and an application developer. In each case, IMPACT is using the emotions generated by sporting events to enable stakeholders 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.

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

“This latest agreement represents an important milestone in the development of the MporiumX division. It further validates the opportunity we see in this market and demonstrates the continuing success of the MporiumX proposition.

“Under Tom Smith’s leadership we have proven the value of leveraging the highly emotional moments that sports generates through the use of IMPACT’s sports syncing capability. IMPACT utilises these moments in new and innovative ways that deliver on our clients’ performance objectives.”

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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