

12 February 2019

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

Update on Revenue and the Allay Strategic Collaboration Agreement (“the Agreement”)

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to provide further insight regarding the Allay Agreement and an update on revenues.

- Mporium has taken on responsibility as Allay’s exclusive supplier of customer acquisition and lead generation via digital platforms for breaches of consumer regulation.
- Customer acquisition and lead generation on behalf of Allay has started strongly and is already yielding significant benefits.
- Across its businesses, Mporium has billed revenues in excess of £1.0 million for each of the past two weeks. For comparison, H1 2018 revenues totalled £1.2 million.
- Mporium expects strong growth in the demand for lead generation in the Consumer regulation market, due to the increasing standardisation and prescriptive compensation across many verticals including Packaged Bank Accounts and flight compensation.

A presentation containing further information relating to Mporium is now available on the Company’s website www.mporium.com/investors/news/Company_Update_20190212.pdf.

Nelius De Groot, CEO of Mporium said:

“We are delighted that the Agreement has achieved such strong support from our Shareholders. This is a transformational deal for Mporium, and the benefits of this partnership are already visible in the increased revenues that we are billing. The growth of consumer regulation is a global phenomenon and this Agreement provides Mporium with a critical footprint in lead generation within the consumer regulation sector.”

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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. MporiumX is the performance-led moment marketing media trading division of Mporium Group.

Based in the UK, Mporium Group plc is quoted on AIM, the junior market of the London Stock Exchange plc.

www.mporium.com

About Allay

Allay is a FinTech firm based in Newcastle that specialises in the processing of consumer claims. Its legacy and expertise lie in the Financial Claims sector, with a growing offering across other verticals, dealing with other claim types including Packaged Bank Account (PBA) claims, Timeshare/Holiday Club Membership Mis-Sell, Solar Panel Installation Mis-Sell, Incorrectly Installed Cavity Wall Insulation and most notably, Flight Delay Compensation.

Over the past 5 years, Allay has invested heavily in the development and refinement of its own, bespoke, technology and software. The result of which is one of the most advanced, efficient workflow and processes in the Claims Management Industry. This investment has benefited all stakeholders involved in claims process – partners, lenders and most importantly, the clients Allay represents.

Allay has a strong track record of rapid growth delivering revenues in excess of £50m in 2018. Allay's platform has handled claims for in excess of 1.65 million consumers who have been mis-sold products across the legal, travel and financial services sectors.

www.allay.co.uk