

11 February 2019

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

Strategic Collaboration Agreement with Allay (UK) Ltd
Approval of Resolutions at General Meeting

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to announce the passing by the Shareholders of the Resolutions at the General Meeting relating to the Strategic Collaboration Agreement with Allay (“the Agreement”).

Resolution 1 was passed on a show of hands.

Resolution 2 was passed on a poll, with the voting as follows:

For	474,358,478
Against	1,163
Withheld	0
At the Chairman’s discretion	0
Percentage of votes cast in favour	99.99 %

Both Resolutions were duly carried.

Admission

It is expected that the 211,295,513 new Ordinary Shares will be admitted to trading on AIM at 8.00 a.m. on 12 February 2019 (“Admission”). Following Admission, the Company will have a total of 845,182,052 Ordinary Shares in issue, each carrying one voting right. Shareholders may use this figure of 845,182,052 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.

Capitalised terms not otherwise defined in this announcement shall have the same meaning ascribed to such terms in the announcement entitled “ Strategic Collaboration Agreement & Notice of GM” released on 25 January 2019 unless the context requires otherwise.

Enquiries

Mporium: Nelius De Groot, Chief Executive Officer	020 3841 8411
finnCap: Henrik Persson / Kate Bannatyne (Corporate Finance) Andrew Burdis (Corporate Broking)	020 7220 0500
Alma PR:	020 3405 0209

Josh Royston
Rebecca Sanders-Hewett
Susie Hudson

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