

13 March 2019

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

**New agreement for IMPACT**

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is delighted to announce an agreement to provide its proprietary IMPACT technology to one of the world’s top five providers of human capital consulting and corporate talent acquisition. This is a significant opportunity for Mporium on the agency side of its business and its first opportunity beyond the traditional agency roster.

This global company is an acknowledged market leader that provides strategic workforce consulting, employee marketing, and talent execution services to its prestigious global client-base, enabling the identification, engagement and retention of top talent.

Under the terms of the agreement, IMPACT will serve as an overlay to the company’s full end-to-end workforce management solution, utilising real-world events to drive increased relevancy of its clients’ brands throughout the recruitment process. Real-time analytics will be integrated into the workforce management platform, delivering real innovation in employee and prospective employee engagement.

As part of the agreement, Mporium’s technology has already been deployed in conjunction with recruitment on behalf of a global tier-one TMT firm.

**Mporium’s Chief Executive, Nelius De Groot, commented:**

“I am delighted to announce this agreement with one of the world’s top five providers of workforce acquisition and management services.”

IMPACT has not previously operated in this sector, this agreement demonstrates the broad application of IMPACT and its capability of using real-world events to access highly valuable and difficult to reach audiences.”

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. 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](http://www.mporium.com)