

20 March 2019

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

Extension of contract between MporiumX and leading global sports media business

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to announce the expansion of the commercial agreement, disclosed on the 8 February 2019, between its performance-led MporiumX division and a leading global sports media business (“the Business”).

Under the updated terms of the agreement, Mporium’s proprietary IMPACT Sports Syncing technology will be deployed by the Business across its extensive global network, including North American markets. The technology will enable the Business to optimise its digital marketing campaigns in real-time and will drive an increase in the number of subscribers to its online sports streaming platform.

This agreement represents the largest commercial opportunity that MporiumX is currently engaged in, outside of the consumer regulation sector. The agreement provides significant scope for ambitious growth in partnership with this leading global sports media business, over the coming years.

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

“MporiumX has been designed to address large markets across different geographies and verticals, significantly shortening the new business and revenue generation lead times for business.

“In this regard, we are delighted that this leading sports media business will be increasing its deployment of our IMPACT Sports Syncing technology across its global network, emphasising the success not only of the Mporium’s proposition, but also of our IMPACT technology and its scalability.”

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 which utilises Mporium's proprietary IMPACT technology to drive digital advertising campaigns, on a pay-for-performance basis.

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