

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

PCA Dealing

Mporium Group plc (AIM: MPM), announces that on 29 July 2019 the Company was informed that on that same day Lydia Pendred, the daughter of Charles Pendred, Non-Executive Chairman of the Company and a person closely associated with him, purchased an aggregate of 2,000,000 ordinary shares of 0.5 pence each in the Company (“Ordinary Shares”) at an average price of 1.006 pence per Ordinary Share.

Following the above transaction, Charles’ beneficial holding (including those held by his daughter) is 9,300,000 Ordinary Shares, representing approximately 0.90% of the issued share capital of the Company.

Enquiries

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Tim Thompson / Annabel Atkins / Felicity Winkles

The information communicated in this announcement includes inside information for the purposes of Article 7 Regulation 596/2014.

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

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Lydia Pendred	
2	Reason for the notification		
a)	Position/status	PCA to Charles Pendred, Non-Executive Chairman of the Company	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Mporium Group plc	
b)	LEI	213800MW95OGF7DIUO37	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.5p each ("Ordinary Shares") ISIN Code: GB00BGDW0L56	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price (p)	Volume
		1.002	1,000,000
		1.01	1,000,000
d)	Aggregated information - Aggregated volume - Price	2,000,000 Average price: 1.006 pence	
e)	Date of the transaction	29 July 2019	
f)	Place of the transaction	London Stock Exchange, AIM Market	