

28 August 2019

**Mporium Group plc
("Mporium" or the "Group")**

Commercial agreement with major media agency network

Providing in-game moment marketing for Global Rights Holder

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to announce a commercial agreement with the second largest media agency network in the world (the "Client"). Under the agreement, Mporium will run in-game moment marketing for a major global rights holder and OTT subscription service provider for the forthcoming 2019-2020 sports season.

After a successful launch campaign last season, the Client has chosen Mporium Sport's technology to continue the growth, scale and automation of in-game marketing opportunities across additional global markets for this global rights holder.

Mporium's Chief Executive, Tom Smith, commented:

"Following the recently completed restructuring of the Mporium business at the end of July, we are extremely pleased to announce this new contract for our sports division with another major rights holder. We look forward to seeing our technology deployed in helping the Client drive campaign performance through subscriber engagement and long-term subscriber growth."

- Ends -

Enquiries

Mporium:

Tom Smith, Chief Executive Officer

020 3841 8411

finnCap:

Henrik Persson / Kate Bannatyne (Corporate Finance)
Andrew Burdis (Corporate Broking)

020 7220 0500

Yellow Jersey PR:

Sarah Hollins
Joe Burgess
Annabel Atkins

020 3004 9512

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.

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

www.mporium.com