

04 September 2019

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

Commercial Partnership with Click Labs Group

Mporium Group plc (AIM: MPM), the technology firm delivering event-driven marketing, is pleased to announce a commercial partnership with Click Labs Group ("Click Labs"), a performance marketing agency specialising in the design, build and deployment of multi-channel lead generation campaigns.

The collaboration will see Mporium deploying its IMPACT technology across Click Labs' core clients to enhance the performance of established and new customer acquisition programmes. In addition, Click Labs will work closely with the existing Mporium Lead Generation division to accelerate revenue growth, focused initially on financial services and claims management clients, prior to further roll out across their portfolio of sports, health, homeware and utilities clients. The Company will receive a share of revenue pursuant to the collaboration.

The first major deployment of this joint offering is scheduled to commence shortly with a leading legal and claims management company in the UK, which the Company believes will endorse its combined offering of IMPACT and the Lead Generation division.

Mporium's Chief Executive, Tom Smith, said:

"We are really excited by the commercial partnership with Click Labs which will bring together two highly complementary businesses. We can now offer a business solution to all customers which will drive significant revenue opportunities for both performance marketing and technology licensing. The first deployment of this joint offering will be a powerful proof of concept."

Click Labs Chief Executive, Piers de Grouchy, said:

"Mporium's IMPACT technology enables us to trigger our media strategies in perfect synchronisation with market signals. This unique ability to deliver campaigns at the optimal micro moment maximises performance for our partners beyond anything that can be offered by our competition."

"This represents a great opportunity for both organisations that we believe will change the performance-based lead generation landscape exponentially."

- Ends -

Enquiries

Mporium: **020 3841 8411**

Tom Smith, Chief Executive Officer

finnCap (NOMAD / Joint Broker): **020 7220 0500**

Henrik Persson / Kate Bannatyne (Corporate Finance)

Andrew Burdis (Corporate Broking)

Novum Securities Limited (Joint Broker): **020 7399 9427**

Colin Rowbury (Corporate Broking)

Yellow Jersey PR: **020 3004 9512**

Sarah Hollins

Joe Burgess

Annabel Atkins

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.

About Click Labs Group

Click Labs Group is a leading performance based digital agency focussed on the design, build and delivery of end-to-end multi-channel lead generation campaigns.

Based in the UK, Click Labs have delivered over 2000 campaigns for more than 300 brands in 15 markets across a range of verticals spanning automotive, finance, claims management, sports, gaming and healthcare.

www.mporium.com