

## Proxama PLC

Proxama PLC (AIM: PROX) ("Proxama" or the "Company"), the global platform provider of mobile proximity marketing, mobile wallet and payment solutions, announces its audited results for the year ended 31 December 2013.

### Highlights

#### Financial highlights

- Full year revenues of £813,380 (2012: £1,381,096)
- Cash at year end: £7.47m
- EBITDA<sup>1</sup> loss of £3,144,415 (2012: £1,771,047)
- Adjusted loss per share<sup>2</sup> of 0.75p (2012: 0.51p)

#### Listing highlights

- Successful listing on AIM through reverse takeover of Longships Plc in August 2013.
- £8.6 million raised in aggregate in December '13 /January '14

#### Operational highlights

- Three year exclusive license and distribution agreement signed with Valid, the leading provider of payment solutions in Latin and South America.
- Partnership agreed with [Cryptomathic](#), a leading security provider, to launch a mobile contactless payment solution, called EMV Tokenised Transaction (EMV-TT).
- Selected by [Weve](#), a joint venture between the UK's three largest mobile network operators to be their partner in the development of its mobile loyalty service.

## Market Developments

- Launch of Apple iBeacon- re-enabling Bluetooth proximity marketing, an area of extensive expertise within Proxama.
- Introduction of NFC Host Card Emulation ("HCE") for Google Android- allowing Proxama software implementation to simplify the creation of mobile wallets.

<sup>1</sup> EBITDA means earnings before interest, tax, depreciation, amortization and exceptional items

<sup>2</sup> Adjusted earnings per share is computed from statutory profits after tax adjusted to exclude exceptional items

**Neil Garner**, Chief Executive of Proxama, commented,

*"We plan 2014 to be a further year of building our partnerships and our platform infrastructure to enable Proxama to be a core part of the future global retail commerce ecosystem, and ensure that TapPoint® becomes the de facto platform for connecting bricks-and-mortar stores with state-of-the-art mobile commerce."*

*"We are confident that the leading global retailers, banks and wallet providers will use Proxama's platform and capabilities in 2014 to pilot innovative services with the aim of rolling them out for mass market scale in 2015 and beyond."*

For further information:

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## Notes to Editors

Proxama PLC is a global platform provider of mobile proximity marketing, mobile wallet and payment solutions. The company connects physical and digital assets via mobile to increase consumer engagement, retail sales and loyalty. Proxama's customers are retailers, global brands, mobile network operators and financial institutions.

<http://www.proxama.com>