

07 August 2020

## IMImobile PLC

("IMImobile" or the "Company")

### Grant of Options

IMImobile (AIM: IMO) announces that on 7 August 2020, the Company granted options ("Options") over ordinary shares of 10 pence each in the capital of the Company (the "Shares") to three Directors under the IMImobile 2014 Unapproved Option Plan (the "LTIP"), at a price of 300 pence per Share. Details of the Awards are set out below.

No payment was required for the grant of the Awards.

In accordance with the rules of the LTIP, Shares awarded will vest according to the schedule set out below, subject to continuing employment and the average share price of the Company being greater than 400 pence per Share for 60 days during 2023 or 2024.

Name	Number of Shares under Award	30 August 2023	30 August 2024
Mr Jayesh (Jay) Patel	800,000	400,000	400,000
Mr Michael (Mike) Jefferies	350,000	175,000	175,000
Mr Shyamprasad (Shyam) Bhat	350,000	175,000	175,000

The Options will vest on a change of control of the Company.

**This announcement, including the notification(s) below, is made in accordance with the requirements of the EU Market Abuse Regulation.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	1. Mr Jayesh (Jay) Patel 2. Mr Michael (Mike) Jefferies 3. Mr Shyamprasad (Shyam) Bhat
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	1. Group CEO 2. Group CFO 3. Group CTO
b)	Initial notification / Amendment	Initial Notification

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	IMImobile				
b)	LEI	N/A				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code:	Ordinary shares of 10 pence each  ISIN: GB00BLBP4Y22				
b)	Nature of the transaction	Granting of Options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil paid exercise price of 300p</td> <td>1. 800,000 2. 350,000 3. 350,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil paid exercise price of 300p	1. 800,000 2. 350,000 3. 350,000
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Price(s)	Aggregated volume (s)					
N/A - single transaction						
e)	Date of the transaction	7 August 2020				
f)	Place of the transaction	Off market				

**For further information please contact:**

**IMImobile PLC**

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**About IMImobile PLC**

IMImobile is a communications software provider whose solutions enable enterprises to automate digital customer communications and interactions to improve customer experience and reduce operating costs.

IMImobile's enterprise cloud communications software platform orchestrates customer interactions, connecting existing business systems with digital communications channels. Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Walgreens, Tracfone, Ooredoo, Best Buy, Express, three of the major retail banks in the UK and public-sector organisations globally.

IMImobile is headquartered in London with offices across the UK, Hyderabad, Toronto, Boca Raton, Dubai and Johannesburg and has over 1,100 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.