

IMIMOBILE PLC

(“IMI mobile” or “the Group” or “the Company”)

Appointment of Nominated Adviser and Corporate Broker

IMI mobile PLC today announces the immediate appointment of Investec Bank plc as its Nominated Adviser and joint corporate broker, acting alongside Whitman Howard.

For further information please contact:

IMI mobile PLC

Jay Patel, Chief Executive Officer
Mike Jefferies, Group Finance Director

c/o Redleaf Communications
Tel: +44 (0)20 7382 4769

Redleaf Communications - Financial PR adviser

Rebecca Sanders-Hewett
Charlie Geller

Tel: +44 (0)20 7382 4769
IMI mobile@redleafpr.com

Investec Bank – Nominated Adviser and Broker

Dominic Emery
Henry Reast

Tel: +44 (0)207 597 4000

Whitman Howard – Joint Broker

Ranald McGregor-Smith

Tel: +44 (0)207 659 1234

About IMI mobile

IMI mobile enables organisations to maximise the potential of mobile technologies to improve customer engagement. We believe that mobile will sit at the heart of customer engagement strategies for many years to come.

We help remove the barriers and complexities faced by organisations by providing a cloud based communications platform and a suite of software products to help our customers rapidly create and deploy mobile user journeys that enable them to reduce service delivery costs, improve marketing and customer service effectiveness and generate revenues.

Our technologies act as an intelligent software layer between existing IT systems, complex business processes and customer touch points across mobile, digital and social media channels.

Organisations that trust us to deliver smarter customer engagement include Vodafone, O2, Aircel, Airtel, EE, BSNL, AT&T, MTN, France Telecom, Centrica, Coca-Cola, Universal Music, Tata, the AA, the BBC and major financial institutions.

IMI mobile is headquartered in London with offices in Hyderabad, Atlanta, Dubai and Johannesburg, with over 750 employees worldwide. IMI mobile is quoted on the London Stock Exchange’s AIM market with the TIDM code IMO.