

## IMImobile PLC

(“IMI” or “the Company”)

### Director’s Dealing

IMImobile (AIM:IMO), the London based global technology company which provides software and services for enterprise mobile engagement, is pleased to announce that on 21 September 2015 John Allwood, Senior Independent Non-Executive Director, purchased 10,000 ordinary shares in the Company at a price of £1.53 per share.

Following the purchase Mr. Allwood is interested in 10,000 ordinary shares in the Company, representing 0.02% of the total voting rights.

#### **For further information please contact:**

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#### **About IMImobile PLC**

IMImobile is a leading provider of software and services for mobile engagement. Its products and services, delivered in over 60 countries help its clients to communicate and transact with their customers more effectively on mobile devices. The Company’s solutions allow customers to use mobile as a channel to create new revenue streams, as a CRM and customer engagement channel, and as a channel to improve business operations.

IMImobile’s suite of products is modular, scalable and delivered through cloud infrastructure which is integrated into mobile operator networks, internet services and social media platforms. The products and solutions have helped IMImobile establish a blue-chip client base of leading mobile operators and global enterprises. Key customers include Vodafone, O2, Telefonica, Aircel, Airtel, BSNL, AT&T, MTN, France Telecom, Centrica, Coca-Cola, Universal Music, Tata, the AA, the BBC and major financial institutions.

The Company is headquartered in London with regional head offices in Hyderabad, Atlanta and Dubai and has approximately 690 employees worldwide.