

IMIMOBILE PLC

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

Exercise of Options

IMI mobile (AIM: IMO) announces that application has been made for the admission to AIM of 25,345 new ordinary shares of 10p each in the Company (“Ordinary Shares”). The new Ordinary Shares rank pari passu with the Company's existing issued Ordinary Shares, and dealings are expected to commence on 8 January 2016. The new Ordinary shares were issued pursuant to the exercise of options; 22,000 Ordinary Shares were issued pursuant to an exercise of options at an exercise price of 29 pence per share and 3,345 Ordinary shares were issued pursuant to an exercise of options at an exercise price of 120 pence per share.

Following Admission, the Company's enlarged issued share capital will comprise 48,110,709. The Company holds zero shares in treasury. In addition, there are 11,299,599 Ordinary Shares which are issuable upon the exercise of rights set out in the Relationship Agreements as described in paragraphs 13.5 and 13.6 of Part IV of the Admission Document. Until such time as these options are exercised, the voting rights equal to the number of shares issuable under those options can be exercised through B Shares that have been issued for this purpose. The B Shares have no other rights attached to them other than the voting rights described above.

Therefore, when calculating voting rights, shareholders should use the figure of 59,410,308 as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

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 7466 5000
imimobile@buchanan.uk.com

SPARK Advisory Partners – Nominated adviser

Matt Davis / Sean Wyndham-Quin

Tel: +44 (0)203 368 3550

Whitman Howard – Joint Broker

Ranald McGregor-Smith

Tel: +44 (0)207 659 1234

WH Ireland – Joint Broker

Adrian Hadden

Tel: +44 (0)207 220 1666

About IMImobile

IMImobile 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.

IMImobile is headquartered in London with offices in Hyderabad, Atlanta, Dubai and Johannesburg, with 750 employees worldwide.