

IMImobile PLC

(“IMImobile” or the “Company”)

Exercise of Options

IMImobile (AIM: IMO) announces that application has been made for the admission to AIM of 15,000 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 14 December 2016. The new Ordinary shares were issued pursuant to the exercise of options at an exercise price of 29 pence per share.

Following Admission, the Company's enlarged issued share capital will comprise 49,322,181. 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 60,621,780 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:

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About IMI mobile PLC

IMI mobile is a cloud communications software and solutions provider that enables companies to use mobile and digital technologies to communicate and engage with their customers.

Organisations that trust us to deliver smarter digital customer engagement solutions include Vodafone, O2, Telefonica, Aircel, Airtel, EE, BSNL, AT&T, MTN, France Telecom, Centrica, 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 and has over 800 employees worldwide. IMI mobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.