

IMImobile PLC

(“IMImobile” or the “Company”)

Exercise of Options

IMImobile PLC, a London based cloud communications software and solutions provider, announces that application has been made for the admission to AIM of 7,500 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 24 August 2016. The new Ordinary shares were issued pursuant to the exercise of options; 4,500 Ordinary Shares were issued pursuant to an exercise of options at an exercise price of 32 pence per share and 3,000 Ordinary Shares were issued pursuant to an exercise of options at an exercise price of 29 pence per share.

Following Admission, the Company's enlarged issued share capital will comprise 49,307,181. 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 60,606,780 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 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, Betfair, 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 780 employees worldwide. IMI mobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.