

IMImobile PLC

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

Exercise of Options

IMImobile (AIM: IMO), announces that application has been made for the admission to AIM of 46,500 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 28 September 2015. The new Ordinary shares were issued pursuant to the exercise of options; 42,000 Ordinary Shares were issued pursuant to an exercise of options at an exercise price of 29 pence per share and 4,500 Ordinary shares were issued pursuant to an exercise of options at an exercise price of 32 pence per share.

Following Admission, the Company's enlarged issued share capital will comprise 48,085,364. 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 59,384,963 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.

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About IMI mobile PLC

IMI mobile 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.

IMI mobile'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 IMI mobile 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.