

IMImobile PLC

(“IMImobile” or the “Company”)

Exercise of Options

IMImobile (AIM: IMO) announces that application has been made for the admission to AIM of 154,500 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 31 July 2017. The new Ordinary shares were issued pursuant to the exercise of options; 150,000 Ordinary Shares were issued pursuant to an exercise of options at an exercise price of nil 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 61,247,703. The Company holds zero shares in treasury. Therefore, when calculating voting rights, shareholders should use the figure of 61,247,703 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:

IMImobile PLC

Jay Patel, Chief Executive Officer
Mike Jefferies, Chief Financial Officer

c/o Redleaf Communications
Tel: +44 (0)20 7382 4769

Redleaf Communications - PR adviser

Charlie Geller
Elise Palmer
Sam Modlin

Tel: +44 (0)20 7382 4769
imimobile@redleafpr.com

Investec Bank - Nominated Adviser and Joint Broker

Dominic Emery
Henry Reast
Robert Baker

Tel: +44 (0)207 597 5970

Whitman Howard – Joint Broker

Ranald McGregor-Smith
Francis North

Tel: +44 (0) 207 659 1234

25 July 2017



About IMImobile PLC

IMImobile 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, Telefonica, Aircel, Capita, BT, BSNL, Ooredoo, MTN, France Telecom, Centrica, Pizza Hut, Tata, the AA, the BBC, EE, Multichoice, Betfair and several major financial institutions.

IMI is headquartered in London with offices in Hyderabad, Atlanta, Dubai and Johannesburg and has over 900 employees worldwide. IMImobile PLC is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.