

## IMIMOBILE PLC

("IMImobile" or "the Company")

### Exercise of Options

The Company has today been advised by Jay Patel, Chief Executive, that on 30th March 2016 he exercised his option to acquire 1,050,000 ordinary shares of 10p each in the Company following the vesting of share awards under IMImobile Europe Limited Flowering Share Plan.

Following the exercise of options, Mr Patel is interested in 3,082,500 ordinary shares representing 6.3% of the issued share capital of the Company, and representing 5.1% of voting rights.

The shares issued as a result of the option exercise are being issued under the Company's existing blocklisting and will rank pari passu with the Company's existing ordinary shares. Application has been made for the New Ordinary Shares to be admitted to trading on AIM and it is expected that admission will take place on 5th April 2016.

Following the issue, the Company's enlarged issued share capital will comprise 49,166,334 Ordinary Shares. 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 60,465,933 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 IMImobile PLC**

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 over 750 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.