

## IMIMOBILE PLC

("IMImobile" or "the Company")

### **New Non-Executive Chairman**

The Board of IMImobile PLC, a global mobile customer engagement software and services company, is delighted to announce that John Allwood has been appointed as Independent Non-Executive Chairman of the Company with immediate effect.

John Allwood, aged 64, has held the position of Senior Independent Director since IMImobile was listed in June 2014. John is also a Non-Executive Director of TalkTalk Telecom Group plc and Independent Non-Executive Chairman of Adgorithms plc. He has spent his career in media and telecoms holding a number of senior positions including Chief Executive of Orange UK, Finance Director and Chief Executive of Mirror Group and Finance Director and COO of Mecom Group.

Vishwanath Alluri, founder of the Company, will step down from the role of Non-Executive Chairman to focus more of his time and efforts on his charitable and educational interests. He will remain on the Board in the role of Non-Executive Director.

There are no other disclosures required in accordance with Schedule 2(g) of the AIM 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.

28 April 2016



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.