

## IMIMOBILE PLC

(“IMI” or “the Company”)

### Notifiable Interest

IMImobile PLC, a provider of software and services for mobile engagement was notified by FirstMark India Mauritius IV Ltd (“FirstMark”) on 30 June 2015, that it sold its remaining 2,309,386 ordinary shares representing 4.81% of the Company’s issued share capital at a price of 135 pence per share on 18 June 2015. FirstMark will no longer have any interest in the Company’s shares.

#### **For further information please contact:**

**IMImobile PLC**

Jay Patel, Chief Executive Officer  
Mike Jefferies, Group Finance Director

c/o Buchanan  
Tel: +44 (0)20 7466 5000

**Buchanan - Financial PR adviser**

Mark Edwards / Gabriella Clinkard / Stephanie Watson

Tel: +44 (0)20 7466 5000  
imimobile@buchanan.uk.com

**SPARK Advisory Partners – Nominated adviser**

Matt Davis / Sean Wyndham-Quin

Tel: +44 (0)203 368 3550

**Whitman Howard – Joint Broker**

Ranald McGregor-Smith

Tel: +44 (0)207 659 1234

**WH Ireland – Joint Broker**

Adrian Hadden

Tel: +44 (0)207 220 1666