

## IMIMOBILE PLC

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

### Trading Update

Strong growth in 2016, well positioned for 2017

IMImobile PLC, a software and services company helping organisations to engage with their customers on mobile devices, is pleased to announce the following update ahead of its preliminary results for the year ended 31 March 2016.

### Financial and Operational Highlights

- Group trading in line with market expectations
- Strong trading momentum and organic growth in all regions and business units: revenue and gross profit are expected to have increased by c25% and c20% respectively
- Strong year-on-year growth in Europe and the Americas, with a mix of new contract wins and major contract renewals
- An excellent year in MEA with significant organic gross profit growth from monthly run rate revenues
- A return to growth in the India and SEA region driven by a mix of new mobile operator deployments and successes in the Enterprise market
- Acquisitions successfully integrated with TextLocal launched and growing in India, and a pipeline of new opportunities developed by Archer Digital
- Major progress with new releases of IMIconnect, IMIdigital, IMIchat and IMIcampaign products

### Europe & Americas

The Group’s largest customer in the region has renewed its contract for a further two years and the Group has secured multiple contracts across mobile operators, financial services, and gambling and gaming customers. All of these contract wins have contributed during the period.

The pipeline of US opportunities also remains strong, and the Board remains optimistic toward the prospects of working with mobile operator clients in the territory.

### MEA

Growth has come from a mix of new deployments as well as further extensions of existing accounts. A strong pipeline of new deployments positions the business well for further growth in FY17.

The Group's acquisition of Archer has bedded in well and presented several opportunities for cross selling the IMImobile's product suite into the existing Archer customer base. These opportunities are progressing well and are expected to contribute further during the coming year.

## India & SEA

Growth from both mobile operator and enterprise business units, driven by new deployments, has increased closing monthly run rate of revenues and positions the region well for continuing growth into FY17 and beyond.

The launch of the TextLocal platform in India has also shown good promise, with more than 1,500 paying users signing up within the first six months of launch.

### **Jay Patel, Chief Executive of IMImobile PLC, commented:**

"The Group enters the new financial year in a good position to achieve its growth expectations. We have a strong pipeline of opportunities and deployments which are expected to contribute to revenues during FY17.

We remain confident about our future performance. Investment and innovation in our product suite allows us to continue helping major organisations address a critical business imperative for digital transformation. Our continuing cash generation and strong trading performance leave us well placed to take advantage of consolidation opportunities across the industry."

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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.

### **Cautionary statement**

This announcement contains forward-looking statements that are based on current expectations or beliefs, as well as assumptions about future events. These forward-looking statements can be identified by the fact that they do not relate only to historical or current facts. Forward-looking statements often use words such as anticipate, target, expect, estimate, intend, plan, goal, believe, will, may, should, would, could, is confident, or other words of similar meaning. Undue reliance should not be placed on any such statements because they speak only as at the date of this document and, by their very nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results, and IMImobile's plans and objectives, to differ materially from those expressed or implied in the forward-looking statements.

There are a number of factors which could cause actual results to differ materially from those expressed or implied in forward-looking statements. Among the factors that could cause actual results to differ materially from those described in the forward-looking statements are; increased competition, the loss of or damage to one or more key customer relationships, the outcome of business or industry restructuring, changes in economic conditions, currency fluctuations, changes in laws, regulations or regulatory policies, developments in legal or public policy doctrines, technological developments, the failure to retain key management, or the key timing and success of future acquisition opportunities or major investment projects.

IMImobile undertakes no obligation to revise or update any forward-looking statement contained within this announcement, regardless of whether those statements are affected as a result of new information, future events or otherwise, save as required by law and regulations.