

THIS ANNOUNCEMENT IS NOT FOR RELEASE, DISTRIBUTION OR PUBLICATION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN, INTO, OR WITHIN AUSTRALIA, CANADA, JAPAN, THE REPUBLIC OF SOUTH AFRICA, NEW ZEALAND OR THE UNITED STATES OR IN TO ANY OTHER JURISDICTION WHERE SUCH AN ANNOUNCEMENT WOULD BE UNLAWFUL. FURTHER, THIS ANNOUNCEMENT IS FOR INFORMATION PURPOSES ONLY AND SHALL NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY, SUBSCRIBE FOR OR OTHERWISE ACQUIRE ANY SHARES OR OTHER SECURITIES OF IMIMOBILE PLC IN ANY JURISDICTION IN WHICH ANY SUCH OFFER OR SOLICITATION WOULD BE UNLAWFUL. PLEASE SEE THE IMPORTANT NOTICE AT THE END OF THIS ANNOUNCEMENT.

IMImobile PLC

("IMImobile" or the "Company")

Exercise of options and result of secondary placing

On 10 July 2018, IMImobile announced that it had been notified by certain employees of the Company, including the PDMRs listed below of their intention to exercise options over 3,216,543 Option Shares. The Company also announced that it had been notified by the Selling Shareholders of their intention to sell in aggregate up to a maximum of 3,995,869 Placing Shares.

IMImobile today announces that options to subscribe for 3,216,543 Option Shares have been exercised by certain employees, including the PDMRs listed below. The Company also announces that the Selling Shareholders have, subject to completion, sold 3,995,869 Placing Shares, representing approximately 6.4 per cent. of the issued share capital.

The Placing Shares were placed at a price of 300 pence per share and were sold to institutional investors in a placing managed by Investec Bank plc and Whitman Howard Limited. The Company is not a party to the Placing and will not receive any direct proceeds from the Placing.

Application has been made for the admission to AIM of 3,216,543 Option Shares. The Option Shares which rank pari passu with the Company's existing issued ordinary shares, are expected to be admitted to trading on 17 July 2018 ("**Admission**") and settlement and dealing in the Placing Shares will also occur on Admission.

Following Admission, the Company's enlarged issued share capital will comprise 65,304,229 ordinary shares. The Company holds zero shares in treasury. Therefore, when calculating voting rights, shareholders should use the figure of 65,304,229 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.

Defined terms in this announcement shall have the same meaning as those set out in the Company's announcement of 10 July 2018.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1. Details of the person discharging managerial responsibilities/person closely associated	
(a) Name	(i) Jay Patel (ii) Mike Jefferies (iii) Vishwanath Alluri
2. Reason for the notification	
(a) Position/status	(i) Chief Executive Officer (ii) Chief Financial Officer (iii) NED

(b)	Initial notification/ Amendment	Initial notification	
3. Details of the issuer			
(a)	Name	IMImobile PLC	
(b)	LEI	213800LIE15BDEN3VW43	
4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the Financial Instrument	Ordinary Shares of 10p each	
(b)	Identification code of the Financial Instrument	ISIN Code : GB00BLBP4Y22	
(c)	Nature of the transaction	(i) Exercise of options (ii) Exercise of options (iii) Exercise of options	
(d)	Price(s) and volume(s)	Weighted average exercise price	Volume(s)
		(i) 120p	750,000
		(ii) 117p	288,424
		(iii) 10p	501,121
(e)	Aggregated information - Aggregated volume - Price	NA	
(f)	Date of the transaction	10 July 2018	
(g)	Place of the transaction	London Stock Exchange	

1. Details of the person discharging managerial responsibilities/person closely associated		
(a)	Name	(i) Jay Patel (ii) Mike Jefferies (iii) Shyam Bhat (iv) Vishwanath Alluri
2. Reason for the notification		
(a)	Position/status	(i) Chief Executive Officer (ii) Chief Financial Officer (iii) Chief Technology Officer (iv) NED
(b)	Initial notification/ Amendment	Initial notification
3. Details of the issuer		
(a)	Name	IMImobile PLC
(b)	LEI	213800LIE15BDEN3VW43
4. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		

(a)	Description of the Financial Instrument	Ordinary Shares of 10p each	
(b)	Identification code of the Financial Instrument	ISIN Code : GB00BLBP4Y22	
(c)	Nature of the transaction	(i) Sale of ordinary shares (ii) Sale of ordinary shares (iii) Sale of ordinary shares (iv) Sale of ordinary shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) 300p	500,000
		(ii) 300p	220,000
		(iii) 300p	500,000
		(iv) 300p	1,098,871
(e)	Aggregated information - Aggregated volume - Price	NA	
(f)	Date of the transaction	11 July 2018	
(g)	Place of the transaction	London Stock Exchange	

This announcement contains inside information as defined in Article 7 of the Market Abuse Regulation No. 596/2014 ("MAR"). Upon the publication of this announcement, this inside information is now considered to be in the public domain.

For further information:

IMImobile PLC

c/o Redleaf Communications

Jay Patel, Chief Executive Officer

Tel: +44 (0)20 7382 4769

Mike Jefferies, Chief Financial Officer

Investec Bank - Nominated Adviser and Broker

Tel: +44 (0)207 597 5970

Henry Reast

Andrew Pinder

Whitman Howard - Broker

Tel: +44 (0) 207 659 1234

Ranald McGregor-Smith

Niall Devins

Important Notice:

Investec Bank plc ("Investec") is authorised by the Prudential Regulation Authority (the "PRA") and regulated in the United Kingdom by the PRA and the Financial Conduct Authority. Whitman Howard Limited ("Whitman Howard") is authorised and regulated by the Financial Conduct Authority. Investec and Whitman Howard are acting exclusively for the Selling Shareholders and no one else in connection with the Placing, and will not regard any other person as their client in relation to the Placing and will not be responsible to anyone other than the Selling Shareholders for providing the protections afforded to their clients nor for providing advice in relation to the Placing, the contents of this announcement or any transaction, arrangement or other matter referred to herein.

Neither this announcement nor the information contained herein is for publication, distribution or release, in whole or in part, directly or indirectly, in or into or from the United States (including its territories and possessions, any State of the United States and the District of Columbia), Australia, Canada, Japan, New Zealand, South Africa or any other jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction. The distribution of this announcement may be restricted by law in certain jurisdictions and persons who come into possession of any document or other information referred to herein should inform themselves about and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdictions.

This announcement does not contain or constitute an offer of, or the solicitation of an offer to buy or subscribe for, the securities referred to herein to any person in any jurisdiction, including the United States, Australia, Canada, Japan, New Zealand, South Africa or in any jurisdiction to whom or in which such offer or solicitation is unlawful.

The securities referred to herein may not be offered or sold, directly or indirectly, in the United States unless registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or offered in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. The offer and sale of securities referred to herein has not been and will not be registered under the US Securities Act or under the applicable securities laws of Australia, Canada, Japan, New Zealand or South Africa. There will be no public offer of the Placing Shares in the United States, Australia, Canada, Japan, New Zealand or South Africa. Subject to certain exceptions, the Placing Shares referred to herein may not be offered or sold in Australia, Canada, Japan, New Zealand or South Africa or to, or for the account or benefit of, any national, resident or citizen of Australia, Canada, Japan, New Zealand or South Africa.

This announcement is directed at and is only being distributed (A) in member states of the European Economic Area, to persons who are qualified investors within the meaning of Article 2(1)(e) of the Prospectus Directive (Directive 2003/71/EC as amended (including amendments by Directive 2010/73/EU) the "Prospectus Directive"); (B) in the United Kingdom to persons who (i) have professional experience in matters relating to investments and who fall within the definition of "investment professionals" in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or, are high net worth companies, unincorporated associations or partnerships or trustees of high value trusts as described in Article 49(2) of the Order; and (ii) are "qualified investors" as defined in section 86 of FSMA; and (C) otherwise, to persons to whom it may otherwise be lawful to communicate it to (each a "Relevant Person"). No other person should act or rely on this announcement and persons distributing this announcement must satisfy themselves that it is lawful to do so. Any investment or investment activity to which this announcement relates is available only to Relevant Persons, and will only be engaged with such persons. By accepting this announcement you represent and agree that you are a Relevant Person.

Apart from the responsibilities and liabilities, if any, which may be imposed on Investec or Whitman Howard under FSMA or the regulatory regime established thereunder, none of Investec nor Whitman Howard nor any of their respective affiliates, directors, officers, employees, agents or advisers accepts any responsibility or liability whatsoever for, or makes any representation or warranty, express or implied, as to, the contents of this announcement, including its accuracy, fairness, sufficiency, completeness or verification, or for any other statement made or purported to be made by it, or on its behalf, in connection with the Company, the Selling Shareholders or the Placing, whether written, oral

or in a visual or electronic form, and howsoever transmitted or made available, and nothing in this announcement is, or shall be relied upon as, a promise or representation in this respect, whether as to the past or future. Investec and Whitman Howard and their affiliates, directors, officers, employees, agents and advisers accordingly disclaim to the fullest extent permitted by law all and any responsibility and liability whether arising in tort, contract or otherwise (save as referred to above) which it might otherwise have in respect of this announcement or any such statement.

In connection with the Placing, Investec and Whitman Howard and any of their affiliates, acting as investors for their own accounts, may take up a portion of the Placing Shares in the Placing as a principal position, and in that capacity may retain, purchase, sell, offer to sell or otherwise deal for their own accounts in the Placing Shares and other securities of the Company or related investments and may offer or sell such Placing Shares or other investments otherwise than in connection with the Placing. Accordingly, references in this announcement to the Placing Shares being offered, acquired, placed or otherwise dealt in should be read as including any offer, acquisition, placing or dealing in the Placing Shares by, Investec or Whitman Howard and any of their affiliates acting as an investor for their own accounts. In addition, Investec and Whitman Howard or their affiliates may enter into financing arrangements (including swaps) with investors in connection with which Investec and Whitman Howard (or their affiliates) may from time to time acquire, hold or dispose of ordinary shares in the Company. Neither Investec nor Whitman Howard nor any of their affiliates intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

No reliance may be placed, for any purposes whatsoever, on the information contained in this announcement or on its completeness and this announcement should not be considered a recommendation by the Company, the Selling Shareholders, Investec, Whitman Howard or any of their respective affiliates in relation to any purchase of or subscription for securities of the Company. No representation or warranty, express or implied, is given by or on behalf of the Company, the Selling Shareholders, Investec, Whitman Howard or any of their respective directors, partners, officers, employees, advisers or any other persons as to the accuracy, fairness or sufficiency of the information or opinions contained in this announcement and none of the information contained in this announcement has been independently verified. Save in the case of fraud, no liability is accepted for any errors, omissions or inaccuracies in such information or opinions.

Forward-looking statements:

Certain statements in this announcement are forward-looking statements. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial consequences of the plans and events described herein. No one undertakes any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. Readers should not place any undue reliance on forward-looking statements which speak only as of the date of this announcement. Statements contained in this announcement regarding past trends or events should not be taken as representation that such trends or events will continue in the future.