

12 August 2020

IMImobile PLC

("IMImobile", the "Group" or the "Company")

PDMR Exercise of Options and Blocklisting Application

The Company has today been advised by Mark Fallowfield-Smith, VP Group Finance, that on 10 August 2020 he exercised his option to acquire and hold 29,375 ordinary shares of 10p each in the Company ("Ordinary Shares") following the vesting of share awards under the IMImobile PLC 2014 Unapproved Group Option Plan.

Following the exercise of options, Mr Fallowfield-Smith is interested in 77,479 ordinary shares representing approximately 0.1% of the issued share capital and voting rights of the Company.

In addition, the Company has issued a further 134,419 new Ordinary shares of 10p each during August 2020 from its block listing authority of 10 January 2020 (together with the above-mentioned exercise of options, the "Share Issue"). Following the Share Issue the Company has the ability to issue a further 13,000 shares under its block listing facility of 19 October 2018, 141,565 shares under its block listing facility of 23 September 2019 and 44,572 shares under its block listing facility of 10 January 2020.

The Company also announces that application has been made to the London Stock Exchange for the block listing of 300,000 new ordinary shares of 10p each in the Company ("Ordinary Shares"). These Ordinary Shares will be issued from time to time as a result of the exercise of shares options pursuant to the IMImobile PLC 2014 Unapproved Group Option Plan and the IMImobile PLC Company Share Option Plan. When issued, the Ordinary Shares under the block listing will rank pari passu with the Company's existing issued Ordinary Shares. It is expected that admission will become effective on 17 August 2020.

The Company's issued share capital following exercise will comprise 82,381,098 Ordinary Shares. The Company holds zero shares in treasury. Therefore, when calculating voting rights, shareholders should use the figure of 82,381,098 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.

1.	Details of the person discharging managerial responsibilities/person closely associated	
(a)	Name	IMImobile PLC
2.	Reason for the notification	
(a)	Position/status	VP Group Finance
(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	Exercise of options under the IMI mobile PLC 2014 Unapproved Group Option Plan	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		120p	5,625
		150.5p	12,500
		180p	11,250
(e)	Aggregated information - Aggregated volume - Price	N/A	
(f)	Date of the transaction	10 August 2020	
(g)	Place of the transaction	London Stock Exchange	

For further information, please contact:

IMI mobile PLC

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About IMI mobile PLC

IMI mobile is a communications software provider whose solutions enable enterprises to automate digital customer communications and interactions to improve customer experience and reduce operating costs.

IMI mobile's enterprise cloud communications software platform orchestrates customer interactions, connecting existing business systems with digital communications channels. Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Walgreens, Tracfone, Ooredoo, Best Buy, Express, three of the major retail banks in the UK and public-sector organisations globally.

IMI mobile is headquartered in London with offices across the UK, Hyderabad, Toronto, Boca Raton, Dubai and Johannesburg and has over 1,100 employees worldwide. IMI mobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.