

**IMImobile PLC**  
**("IMImobile", the "Company" or the "Group")**  
**Application for Admission, Issue of Shares & Total Voting Rights**

As previously announced at the Company's interim results, on the 19 November 2018 IMImobile exercised a call option to acquire the remaining 20% share of IMImobile North America Inc. which it did not already own. In consideration of this, the Company has issued 888,566 ordinary shares of 10p each in the Company ("Consideration Shares") to the management of IMImobile North America Inc.

The Consideration Shares are subject a lock-in and orderly market agreement and an element of the Consideration Shares are also subject to clawback provisions based on the future performance of IMImobile North America Inc. and continuing service within the Group.

Accordingly, application has been made for the admission to AIM of 888,566 Consideration Shares. The Consideration Shares which rank pari passu with the Company's existing issued ordinary shares, are expected to be admitted to trading on 27 November 2018 ("Admission").

Furthermore, the Company has issued 73,615 new Ordinary shares of 10p each from its block listing authority of 19 October 2018 during the last month ("Share Issue"). Following Share Issue the Company has the ability to issue a further 326,385 under its block listing facility of 19 October 2018.

Following Admission and Share Issue, the Company's enlarged issued share capital will comprise 66,296,410 ordinary shares. The Company holds zero shares in treasury. Therefore, when calculating voting rights, shareholders should use the figure of 66,296,410 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.

**For further information:**

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## **About IMImobile PLC**

IMImobile is a cloud communications software and solutions provider that enables companies to use mobile and digital technologies to improve and automate customer experience and engagement.

IMImobile's cloud software platform manages over 42 billion messages and 44 billion commerce transactions a year across the world. Organisations that trust us to deliver smarter digital customer engagement include Centrica, AA, O2, EE, BT, Foxtons, Pizza Hut, Vodafone, AT&T, MTN, three of the major retail banks in the UK and public-sector organisations in India, US and the UK.

IMImobile is headquartered in London with offices in Hyderabad, Little Rock, Toronto, Dubai and Johannesburg and has over 1,100 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.