

## IMImobile PLC

("IMImobile" or the "Company")

### PDMR Dealings

IMImobile announces that it received notification on 24 January 2019 that Vishwanath Alluri, a Non-Executive Director of the Company, bought 85,000 ordinary shares of 10 pence each in the Company ("Ordinary Shares") at a price of 213.88 pence per share. Following the purchase Vishwanath Alluri is interested in a total of 6,296,457 Ordinary Shares representing 9.49% of Company's issued share capital.

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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Vishwanath Alluri	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification/amendment	Initial notification	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	IMImobile PLC	
b)	LEI	213800LIE15BDEN3VW43	
<b>4.</b>	<b>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</b>		
a)	Description of the Financial instrument, type of instrument	Ordinary Shares of 1 pence each	
	Identification code	GB00BLBP4Y22	
b)	Nature of the Transaction	Purchase	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		213.88p pence	85,000
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	24 January 2019	
f)	Place of the transaction	London Stock Exchange	

25 January 2019



**For further information:**

**IMImobile PLC**

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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.