

**IMI mobile PLC**  
 ("IMI mobile" or the "Company")  
**PDMR Dealings**

**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	Shyam Bhat	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Chief Technology Officer	
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	IMI mobile PLC	
b)	LEI	213800BRL6JLWGZCLR92	
<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 10 pence each	
	Identification code	GB00BLBP4Y22	
b)	Nature of the Transaction	Sale	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		310 pence	200,000
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	8 <sup>th</sup> April 2019	
f)	Place of the transaction	London Stock Exchange	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Mike Jefferies	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Group Chief Financial Officer	
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	IMI mobile PLC	

b)	LEI	213800BRL6JLWGZCLR92	
<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 10 pence each	
	Identification code	GB00BLBP4Y22	
b)	Nature of the Transaction	Sale	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		310 pence	100,000
d)	Aggregated information Aggregated volume Price	N/A	
e)	Date of the transaction	8 <sup>th</sup> April 2019	
f)	Place of the transaction	London Stock Exchange	

**For further information please contact:**

**IMImobile PLC**

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**About IMImobile PLC**

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

IMImobile's enterprise grade cloud communications platform manages over 42 billion messages a year across the world. Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Foxtons, Pizza Hut, Vodafone, MTN, three of the major retail banks in the UK and public-sector organisations globally.

IMImobile is headquartered in London with offices across the UK, Hyderabad, Toronto, Little Rock, 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.