



Immedia Group PLC - IME Director/PDMR Shareholding
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Immedia Group PLC
15 November 2016

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**Immedia Group Plc
("Immedia" or the "Company")**

Director/PDMR Shareholding

Immedia (AIM: IME), a supplier of multi-media content solutions for leading brands and global businesses, announces that it received notification on 14 November 2016 that Geoffrey Howard-Spink, Chairman sold 82,500 Ordinary Shares in the Company from his IPM SIPP Account at a price of 39 pence per share. The Company was also notified at the same time that Geoffrey Howard-Spink had purchased 82,500 Ordinary Shares in the Company in his ISA Account at a price of 39.04 pence per share. Both trades took place on the 14 November 2016.

As a result of these transactions, there has been no change in his beneficial shareholding which remains at 447,280 Ordinary Shares, representing 3.07% of the issued share capital of the Company.

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 | Geoff Howard-Spink |
| 2 | Reason for the notification | |
| a) | Position/status | Chairman |

| b) | Initial notification /Amendment | Amendment | | | | | | | | | | |
|----------------|--|---|--------------------|--|----------------|----------------|-------------------|--------------------|-----|--------|--------|--------|
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | | |
| a) | Name | Immedia Group Plc | | | | | | | | | | |
| b) | LEI | n/a | | | | | | | | | | |
| 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, type of instrument | Ordinary shares of 10p each ("Ordinary Shares") | | | | | | | | | | |
| | Identification code | ISIN Code: GB0033881904 | | | | | | | | | | |
| b) | Nature of the transaction | Movement of shares from Mr Howard-Spink's IPM SIPP Account to his ISA Account. | | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price (s) sold</th> <th>Volume(s) sold</th> <th>Price(s) acquired</th> <th>Volume(s) acquired</th> </tr> </thead> <tbody> <tr> <td>39p</td> <td>82,500</td> <td>39.04p</td> <td>82,500</td> </tr> </tbody> </table> | | | Price (s) sold | Volume(s) sold | Price(s) acquired | Volume(s) acquired | 39p | 82,500 | 39.04p | 82,500 |
| Price (s) sold | Volume(s) sold | Price(s) acquired | Volume(s) acquired | | | | | | | | | |
| 39p | 82,500 | 39.04p | 82,500 | | | | | | | | | |
| d) | Aggregated information | n/a | | | | | | | | | | |
| | - Aggregated volume | | | | | | | | | | | |

| | | |
|----|--------------------------|-----------------------|
| | - Price | |
| e) | Date of the transaction | 14/11/2016 |
| f) | Place of the transaction | London Stock Exchange |

Further information about this important new contract will be announced in due course, when client confidentiality is lifted.

~ Ends ~

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About Immedia Group Plc - www.immediapl.com

Immedia Group Plc is a multi-media content and digital solutions provider to global businesses and organisations, who are investing in internal and/or Brand communications. Our interactive audio channels deliver original and relevant content, via Immedia's Dreamstream platform, to a client's workforce and its customer base. Each channel is supported with powerful data analytics tools, which monitor audience activity and provide data to enable us to enhance audience engagement.

The Group also creates original video content, 3D & 4D animation, app and web development, as well as supplying and installing Audio Visual equipment. Immedia's clients include, amongst others, HSBC, Subway Europe, Superdrug, BT Openreach, O2, FIFA, Shell and BP.