



Immedia Group PLC - IME IKEA Contract Extension
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The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

Friday, 6 March 2020

For immediate release

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

IKEA Contract Extension

Immedia (AIM: symbol: IME), a supplier of multi-media content and digital solutions for leading brands and global businesses, is delighted to announce the extension of its services contract with IKEA Limited.

Under the arrangement IME supplies a live audio stream featuring music and brand appropriate messaging in all IKEA stores in the UK and Republic of Ireland.

Bruno Brookes, CEO of Immedia, commented:

"Immedia is proud to have served IKEA for nearly 15 years. We value our relationship with IKEA enormously and we are thrilled that IKEA has chosen to extend its longstanding relationship with the Group."

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About Immedia Group Plc

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 business provides a wide range of 'live' branded channels specifically to retail locations across the UK and Europe with an estimated listening audience of 8.5 million listeners per week. Immedia's interactive audio channels deliver original and relevant content, via its own DreamStream-X platform with encrypted Dreamstream technology deployed in each location. Dreamstream-X provides a mix of 'on brand' national and localised content to a client's workforce and customer base. Each channel is supported with powerful data analytics tools that monitor audience activity and provide data to enable us to further enhance audience engagement.

Immedia Group also creates original video content, 3D animation, app and web development, as well as supplying and installing Audio Visual equipment.

Immedia clients include, HSBC, Shell, Subway, BP, Nationwide Building Society, JD Sports, O2, BMW, IKEA and FIFA.

To read more about our business, visit www.immediapl.com or email us on enquiries@immediapl.com