


RNS

Director/PDMR Shareholding

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IMMEDIA GROUP PLC

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 Immedia Group PLC
 15 September 2020

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For immediate release

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

Director/PDMR Shareholding

Immedia (AIM: IME), a supplier of multi-media content and digital solutions for leading brands and global businesses, announces that pursuant to the Subscription and Placing announced on 20 August 2020, Mark Horrocks, Non-Executive Director, (and his related family interests) have subscribed for 3,000,000 New Ordinary Shares at £0.10 per Subscription Share.

As a result, Mark Horrocks (and his related family interests, explained below) are now interested in 7,269,638 Ordinary Shares representing 28.44 per cent. of the issued share capital of the Company.

| Shareholder | Previous shareholding | Subscription | Current shareholding | Percentage shareholding |
|--|-----------------------|------------------|----------------------|-------------------------|
| Mark Horrocks | 3,251,638 | 1,250,000 | 4,501,638 | 17.61% |
| Dewscope Limited <i>(Note 1)</i> | 870,000 | 500,000 | 1,370,000 | 5.36% |
| Mrs Dorothy <u>Jean</u> Horrocks <i>(Note 2)</i> | 148,000 | 1,250,000 | 1,398,000 | 5.47% |
| Total | 4,269,638 | 3,000,000 | 7,269,638 | 28.44% |

Note 1 - Dewscope Limited is ultimately controlled by Mark Horrocks

Note 2 - Mrs Dorothy Jean Horrocks is Mark Horrocks' mother; Mark Horrocks now has a Lasting Power of Attorney over this shareholding

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 | Mark Horrocks (and his related family interests) |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive Director |
| b) | Initial notification /Amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Immedia Group Pc |
| b) | LEI | 213800XSRH9SNN1EXX92 |
| 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 Identification code | Ordinary shares of 10p each GB0033881904 | | | | | | | | | | | | |
|----------|--|--|----------|-----------|--|-------|-----------|----------|-------|---------|------------------|-------|-----------|----------------|
| b) | Nature of the transaction | Subscription for shares | | | | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> <th></th> </tr> </thead> <tbody> <tr> <td>£0.10</td> <td>1,250,000</td> <td>Own name</td> </tr> <tr> <td>£0.10</td> <td>500,000</td> <td>Dewscope Limited</td> </tr> <tr> <td>£0.10</td> <td>1,250,000</td> <td>Mrs D Horrocks</td> </tr> </tbody> </table> | Price(s) | Volume(s) | | £0.10 | 1,250,000 | Own name | £0.10 | 500,000 | Dewscope Limited | £0.10 | 1,250,000 | Mrs D Horrocks |
| Price(s) | Volume(s) | | | | | | | | | | | | | |
| £0.10 | 1,250,000 | Own name | | | | | | | | | | | | |
| £0.10 | 500,000 | Dewscope Limited | | | | | | | | | | | | |
| £0.10 | 1,250,000 | Mrs D Horrocks | | | | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 3,000,000 £0.10 | | | | | | | | | | | | |
| e) | Date of the transaction | 15 September 2020 | | | | | | | | | | | | |
| f) | Place of the transaction | Outside of a trading venue | | | | | | | | | | | | |

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About Immedia Group Plc

Immedia Group Plc is a multi-media content and digital solutions provider to global businesses delivering audio visual communication services for brands.

The business provides 'live' branded channels to retail locations across the UK and Europe. Immedia's interactive audio channels deliver targeted original content via its own DreamStream-X platform with encrypted Dreamstream technology deployed in each location. Each channel is supported with powerful data analytics tools that monitor audience activity and provide data to enable Immedia to further enhance audience engagement.

In addition, Immedia creates original audio production and video content as well as 3D animation and the supply, installation and maintenance of audio visual equipment.

Immedia clients include 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

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