

Fonix Mobile plc

("Fonix" or the "Company")

Extended broadcaster partnership

ITV extends mobile interactive services partnership with Fonix

ITV PLC, the leading UK TV broadcaster, has agreed to gradually extend its commercial partnership with Fonix to include SMS billing payments, alongside the existing relationship for carrier billing and charity services. The extended commercial relationship will underpin Fonix's existing growth expectations for the years ahead.

The deal will see Fonix continue to support all mobile carrier billing across the ITV competition portal and gradually extend to supporting all competition interactivity for its on-air formats including high profile shows such as Dancing on Ice, Good Morning Britain, Lorraine, ITV Sport, Love Island and This Morning.

Fonix will provide mobile operator payments alongside data analytics for competitions and interactive broadcast services, through Fonix's Campaign Manager platform, enabling viewers to interact and engage with their favourite TV shows, supporting ITV's ability to deliver an increasingly value-added TV experience.

Ann Cook, Director of Interactive and Managing Director of ITL, ITV, said: *"Over the last five years, we've enjoyed a great working relationship with Fonix, with the team always delivering an excellent service both technically and operationally. We look forward to working more closely together to grow our business and look at new opportunities that may come from this new partnership."*

Rob Weisz, CEO of Fonix, added: *"We're thrilled that all of the hard work at Fonix has enabled us to deliver a growing and closer relationship with ITV into the future. Mobile interactivity and payments have always represented a great opportunity to extend the viewing experience for broadcasters from an engagement and monetisation perspective and we're delighted to be supporting ITV with their strategy in this space."*

As a business, we've always taken great pride in the quality services and support that we're able to deliver for major brands and broadcasters like ITV, so it's fantastic to have that recognised with this partnership."

Enquiries

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The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulations (EU No. 596/2014) which is part of UK law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

About Fonix

Founded in 2006, Fonix provides mobile payments and messaging services for clients across media, telecoms, entertainment, enterprise, and commerce.

When consumers make payments, they are charged to their mobile phone bill. This service can be used for ticketing, content, cash deposits and donations. Fonix's service works by charging digital payments to the mobile phone bill, either via carrier billing or SMS billing. Fonix also offers messaging solutions.

Based in London, Fonix is a fast growth business driven by blue chip clients such as ITV, Bauer Media, BT, Global Media, Comic Relief and Children in Need to name a few.