



Immedia Group PLC - IME Nationwide Building Society New
Immedia Client
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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 7 December 2018
For immediate release

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

Nationwide Building Society New Immedia Client

Immedia (AIM: symbol: IME) has won a three-year contract with Nationwide Building Society to provide radio facilities to its branch network. The contract relates to the production and delivery of Nationwide Live! by Immedia to the Society. This announcement follows related releases in November 2018, July 2018, April 2018 and March 2017 (in which Nationwide was referred to as a major UK high street financial institution).

Nationwide Live! is a high quality, live, presenter led radio service that enhances the in-branch experience and Nationwide member engagement by offering a range of targeted music and brand appropriate information, as well as amplifying Nationwide's work in the community.

Richard Newland, Director of Branch Transformation at Nationwide Building Society, commented: "We first trialled radio in December 2016 and had great feedback from our people and our members. We're pleased to be working with Immedia to extend this service to our branches up and down the country."

Bruno Brookes, CEO, Immedia Group plc, commented: "We are delighted to be working with the team at Nationwide Building Society and with the success of Nationwide Live! to date. We look forward to developing our excellent relationship with Nationwide."

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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 which 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, Superdrug, JD Sports, O2, BMW, IKEA and FIFA.

To read more about our business, visit www.immediapl.com

About Nationwide

Nationwide is the world's largest building society as well as one of the largest [savings](#) providers and a top-three provider of [mortgages](#) in the UK. It is also a major provider of [current accounts](#), [credit cards](#), [ISAs](#) and [personal loans](#). Nationwide has around 15 million customers.

Customers can manage their finances in a branch, via the mobile app, on the telephone, internet and post. The Society has around 18,000 employees. Nationwide's head office is in Swindon with administration centres based in Northampton, Bournemouth and Dunfermline. The Society also has a number of call centres across the UK.

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