

02 December 2014

mirada plc
("mirada" or "the Company")

Holding(s) in Company

The Company announces that on 2 December 2014 it received notification from Chase Nominees Limited ("Chase"), that on 28 November 2014, Chase acquired 10,639,183 ordinary shares of 1p each at an average price of 12.5p per share. Following the transaction, Chase's holding has increased from 23,007,837, representing 20.17%, to 33,647,020 ordinary shares, representing 29.50% of the issued share capital of the Company.

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mirada plc José Luis Vázquez, Chief Executive Officer	+44 (0) 203 751 0320
Walbrook PR Nick Rome/Sam Allen mirada@walbrookpr.com	+44 (0) 207 933 8783
Arden Partners plc (Nomad and Broker) James Felix (Corporate Finance) Kam Bansil (Corporate Broking)	+44 (0) 207 614 5900

About mirada

mirada creates and manages services for digital TV platforms and broadcasters which enable consumers to interact with and purchase digital content on television, mobile, online and bespoke devices. mirada's products and solutions are used worldwide to deliver interactive TV, Video on Demand, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Sky, Virgin Media, BBC, ITV, France Telecom and Telefónica. Headquartered in London, mirada has commercial offices across Europe and Latin America and operates technical centres in the UK and Spain. For more information, visit www.mirada.tv.