

5 June 2013

mirada plc (“mirada” or “the Company”)

(AIM: MIRA)

Notice of General Meeting

The Board of mirada plc, the AIM-quoted audiovisual interaction specialist, today announces that a notice of a General Meeting of mirada plc has been sent to shareholders. This meeting will be held at the offices of Bishopsgate Communications Ltd at 3rd Floor, 3 London Wall Buildings, London Wall, London EC2M 5SY on 28 June at 1.00 p.m.

The purpose of the meeting is to seek authority for the Directors to allot ordinary shares and to dis-apply pre-emption rights. This authority is sought as under the terms of the secured 10% convertible loan note (the “Convertible Loan”), which was announced on 23 March 2010, sufficient authority is required to allow the conversion of the total outstanding Convertible Loan balance. At present the outstanding balance owed equals £975,000 and the conversion price is equal to a 20% discount to the average closing mid market share price for the 10 business days preceding the date of the conversion notice, subject to a minimum conversion price of 10 pence.

A copy of the notice of the General Meeting will be available on the Company’s website, www.mirada.tv.

José Luis Vázquez, Chief Executive Officer, mirada plc, commented:

“The last twelve months have seen a significant improvement in the performance of the Company largely due to our product-based strategy which earns revenues from both initial set-up fees plus license fees based on the number of new subscribers signing up to our customers’ digital television services. We anticipate that the results for the year ended 31 March 2013 will show an increase in revenues, particularly those earned from our digital TV activities in Latin America, the loss before tax recorded in the previous year will be vastly improved upon and we expect to show both a positive EBITDA and operating profit.”

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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.