

7 February 2014

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

(AIM: MIRA)

Conversion of Loan

mirada plc, the AIM-quoted audiovisual interaction specialist, announces that it has received a conversion notice for £390,000 from Naropa Cartera S.L.U. (“Naropa”) in respect of their remaining holding of mirada’s secured 10% convertible loan (the “Convertible Loan”). In addition, mirada has been notified that Naropa has disposed of its existing holding of 11,558,661 ordinary shares in mirada to Infoglobal S.A. (the “Disposal”). Naropa holds a significant interest in Infoglobal S.A.

Under the terms of the Convertible Loan, which was announced on 23 March 2010, 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. The £390,000 is therefore to be converted into 3,900,000 new ordinary shares of 1 penny each (the “Conversion Shares”), credited as fully paid at 10 pence per share (the “Conversion”).

mirada has also entered into agreement with Naropa to capitalise the outstanding interest accrued in respect of the Convertible Loan into new ordinary shares in mirada at a price of 10 pence per share. The accrued interest of £32,964.30 is therefore to be capitalised into 329,643 new ordinary shares of 1 penny each (the “Capitalisation Shares”), credited as fully paid at 10 pence per share (the “Capitalisation”).

Following the Conversion, Capitalisation and Disposal, Naropa and Infoglobal S.A. will have the following interests in the ordinary shares in the Company:

	Number of shares	Percentage of enlarged issued share capital of Company
Naropa	4,229,643	4.97%
Infoglobal S.A.	11,558,661	13.59%

Following this conversion the outstanding balance owed in relation to the Convertible Loan will equal £100,000.

Application has been made to the London Stock Exchange for admission of the 4,229,643 Conversion Shares and Capitalisation Shares to be admitted to trading on AIM. Admission is expected to occur on 11 February 2014.

For the purposes of the Disclosure and Transparency Rules, mirada’s total issued share capital following the issue of the 4,229,643 New Ordinary Shares consists of 85,057,695 ordinary shares of 1 penny each.

The above figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in,

or a change to their interest in, mirada, under the Disclosure and Transparency Rules.

José Luis Vazquez, Chief Executive Officer of mirada, commented:

“I am glad to report the conversion and capitalisation of interest on our Convertible Loan, which has decreased the amount outstanding from £1,420,000 less than a year ago to £100,000 today. This significantly strengthens our balance sheet and demonstrates the commitment of the loan note holders to the future of the company. I also welcome Infoglobal as a major shareholder of the Company.”

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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.