

07 March 2014

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

(AIM: MIRA)

Appointment of Chief Financial Officer

mirada plc, the AIM-quoted audiovisual interaction specialist, is pleased to announce that it has appointed Raúl Labrada Neira as Chief Financial Officer (non-board) with immediate effect.

Mr Labrada Neira, aged 48, has extensive experience in the Spanish media sector, with experience in listed companies like Gestevisión Telecinco (Mediaset group), Multipark and Vértice 360.

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

“We are delighted that Raúl has joined with his relevant background on different financial positions, and his significant experience in the Spanish media market which I believe will be invaluable as we continue to increase our presence in the Latin American market.”

Save as set out above, there is no further information required to be disclosed pursuant to paragraph (g) of Schedule 2 of the AIM Rules.

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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.