

19 May 2014

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

Major contract win in Latin America

mirada plc, the AIM-quoted audio-visual interaction specialist (AIM: MIRA), is delighted to announce that it has secured a major contract for its multiscreen product, iris, with a large established Latin American digital TV operator. This contract follows the successful USD \$1.4 million trial previously announced on 7 November 2013.

The Company expects the customer to start the commercial roll out before the end of 2014. The contract is expected to generate significant revenues, starting in the second half of the financial year, which the Directors believe should far exceed mirada's yearly turnover over the next three to five years.

The customer has an installed subscriber base of several million users, which will be targeted as mirada aims to grow its subscriber-based licence fees.

The Directors believe that winning this multi-million dollar contract will further strengthen mirada's reputation in the industry, particularly in South America, and serve as a reference point for discussions with other broadcasters and operators.

One of the key benefits of mirada's product is the Inspire solution, which is part of the iris ecosystem. This includes an advanced user interface, named inspire, which relies on features like smart search engine, audience metrics and recommendation systems, advertisement component, multiscreen platform with apps for smartphones and tablets. As a part of the agreement, other major advanced features will be released in the future.

Commenting, Jose Luis Vazquez, Chief Executive Officer, said:

"This represents our biggest contract to date and is a significant milestone in the Company's development in the Latin American region. It highlights the importance of our strategic shift to a scalable subscriber-based licence fee model."

"The Company continues to explore a number of exciting opportunities with a view to building on today's success. We look forward to providing further updates in due course."

-END-

Enquiries:

mirada plc
Jose Luis Vazquez, Chief Executive Officer

+44 (0) 207 549 5678

Walbrook PR
Nick Rome/Sam Allen

+44 (0) 207 933 8780

mirada@walbrookpr.com

Cantor Fitzgerald Europe (Nominated Advisor & Broker) +44 (0) 207 894 7000
Mark Percy (Corporate Finance)
David Banks (Corporate Broking)

Peterhouse Corporate Finance (Joint Broker) +44 (0) 207 469 0937
Jon Levinson/Lucy Williams

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.