

30 July 2014

mirada plc

("mirada" or "the Company")

Result of General Meeting and Notice of Results

Result of General Meeting

mirada plc, the AIM-quoted audio-visual interaction specialist (AIM: MIRA), announces that all resolutions proposed to shareholders at the Company's General Meeting, held earlier today, were duly passed.

Application has been made to the London Stock Exchange for the Placing Shares to be admitted to trading on AIM and it is expected that admission will be effective and trading will commence at 08.00am on 05 August 2014 ("Admission").

Following Admission the Company will have 114,057,695 ordinary shares of 1 penny each in issue. The total number of voting rights for the purposes of calculating disclosable interests in the Company's ordinary share capital is also 114,057,695.

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.

Notice of Results

Mirada will announce its preliminary results for the year ended 31 March 2014 on Tuesday 12 August 2014.

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

"The strong support from shareholders means that the Company is well positioned to take advantage of the growing opportunity in the Over The Top market place. We are fully focussed on winning more relevant contracts due to the growing number of references for our iris solution. As demand for TV from a range of devices grows, it is important to accelerate our time-to-market for the OTT propositions. Due to this placing we have now the resources to fulfil this growing demand, and have the balance sheet in place to enable us to service an increasing amount of larger contracts.

"We will continue to develop our product suite with a view to growing our subscriber-based fee model – creating long-term visibility, which will grow along with the broadband delivery of audio-visual content."

Enquiries:

mirada plc

Jose Luis Vazquez, Chief Executive Officer

+44 (0) 207 549 5678

Walbrook PR

Nick Rome/Sam Allen

mirada@walbrookpr.com

+44 (0) 207 933 8780

Arden Partners plc

+44 (0) 207 614 5900

Steve Douglas (Corporate Finance)

James Felix (Corporate Finance)

Kam Bansil (Corporate Broking)

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