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29 May 2018

Maestrano Group plc
("Maestrano" or the "Company")

Intention to Float

Maestrano, the open cloud business integration platform with cross-app data synchronization, is pleased to announce its intention to seek Admission of its Ordinary Shares to trading on the AIM Market of the London Stock Exchange ("**Admission**"). Grant Thornton is acting as nominated adviser and Arden Partners as sole broker to the Company in relation to Admission.

Highlights

- Maestrano's platform is used by Enterprises to assemble and serve integrated suites of Cloud applications with value-adding data analytics for their SMB customers, delivering real time, automated, and predictive business insights across functions and locations via white-labelled Platforms.
- Maestrano is seeking Admission to AIM in order to enhance the profile of the business, enabling the Company to strengthen its new product development capabilities for the long term benefit of the business and its customers.
- Gross placing proceeds of £6 million are being raised from the issue of new shares by the Company (the "Placing").
- At the Placing price of 15p per share, the market capitalisation at Admission will be £12 million and the placed shares will represent 49.97% of the Company's Ordinary Shares at Admission.
- Admission to AIM is due to occur on 30 May 2018.

Stephane Ibos, CEO of Maestrano Group Plc, commented:

“I am delighted to announce the proposed Admission to AIM of Maestrano Group plc, which will aid the Company as it moves into large scale roll out with key enterprise partners.

“In particular, Admission to AIM will provide access to capital and profile appropriate for the long-term development of the business. Maestrano partners with some of the world’s leading professional, financial and technology businesses and we expect to use this platform to capitalise on a substantial opportunity”

“We look forward to becoming a publicly quoted company and we believe that the appetite for the investment case is strong and we look forward to welcoming new shareholders to the Company.”

Enquiries:

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Background to the Company

Maestrano is a software company which develops and deploys a patented Cloud based Platform as a Service that addresses the needs of Small to Medium Businesses (“SMBs”) and large Enterprises (such as major banks and global accounting firms) to access real time, automated management data efficiently on an integrated Platform. This technology is called Master Data Management (“MDM”).

Maestrano was established in Sydney, Australia in 2013 by Stephane Ibos and Arnaud Lachaume, both formerly from the defence technology industry, to provide an integrated suite of SaaS applications targeted directly at SMBs. Since inception, Maestrano has refined its go to market approach, to focus on supplying SMBs via an Enterprise channel model. This approach allows Maestrano to access a substantial base of SMB users via the established international brands of its Enterprise clients.

Market Opportunity:

In 2015, it was estimated that there were 125 million SMBs worldwide, responsible for around 65 per cent. of business employment and GDP. The global spend on Information Technology solutions by SMBs is estimated at over US\$568 billion per annum, with the cloud component growing at 40 per cent. annually in the USA alone. A significant number of large Enterprises, including banks, insurance

companies, professional advisers and telecommunications providers provide products and services to the global SMB market.

- **A large and fragmented ecosystem of Cloud based apps for SMBs** that do not communicate effectively with each other, making it difficult to manage the consistency and accuracy of information in different apps; and
- **Increasing competition for Enterprises** from low cost and innovative market entrants, disrupting the business models of Enterprise scale organisations, which need to stay relevant to the needs of their clients and secure their primary customer relationships with those clients.

Board of Directors

Ian James Buddery (Chairman)

Ian has extensive public company experience and a long background in the telecommunications and financial services industries in both international and local markets. Ian has founded multiple companies; obtained VC and Angel funding, performed two IPOs, six acquisitions, and two significant trade sales. Ian was the founder, CEO and Executive Chair of eServGlobal, founded in 1991 and listed on the Australian Stock Exchange in 2000 and the AIM market in 2004. (LSE:ESG).

Stephane Christophe Benoit Ibos (CEO & Executive Director)

Qualified in Engineering, Programs and Business Management. Previously a Business Unit manager for Thales Australia, Stephane has had full responsibility for a business division and large program teams, with large scale projects and budgets in the government and defence sectors. Stephane has a Master's degree in Engineering from the Grande Ecole Telecom ParisTech.

Craig John Holden (CFO and Executive Director)

Craig is an experienced CFO, with over 20 years' experience in rapidly growing, technology businesses that address global markets. These businesses cover a number of industry sectors including mining, communications, enterprise software, wholesale distribution and industrial systems and services.

John Andrew Davis (Non-Executive Director)

John has been working with banks and SMBs for nearly 20 years. Based in London, John was the Marketing and Product Director for Barclays Business from 2005 – 2010 before setting out on an entrepreneurial career as the co-owner and Managing Director of Business Centric Services Group Limited, an award winning, high growth business helping banks and telecommunication companies to enhance their digital engagement with and propositions for small and medium sized businesses. He also acted as Chair and coowner of two other London based Fin Tech start-ups. John completed the sales of all three of these companies during 2016 and 2017.

Jonathan Graham Macleod (Non-Executive Director)

Jonathan is a practising Chartered Accountant and Financial Adviser with over 30 years of experience in the Financial Services and Software industries in both NZ and Australia. He has held senior executive positions within the National Bank of NZ and Rabobank Australia/NZ. Jonathan was the CFO of ASX listed eServGlobal from 2008 to 2010.