

RNS Reach announcement (non-regulatory)

7 October 2019

Aeorema Communications plc

("Aeorema", the "Company" or the "Group")

Cheerful Twentyfirst working with BBC Studios at MIPCOM

Aeorema, the AIM-traded live events agency, is pleased to announce that its operating business, Cheerful Twentyfirst, will be in Cannes this week preparing an event space for BBC Studios ahead of the forthcoming annual MIPCOM symposium which takes place 14 to 17 October 2019.

MIPCOM Cannes takes place in October every year and brings together a global collection of TV and digital content executives for four days of creative exchange, networking, screenings and inspiring talks. Working with some of the world's largest media brands, Cheerful Twentyfirst has produced events at Cannes Lions International Festival of Creativity for many years, but this is the first time that it has undertaken a project at MIPCOM Cannes.

BBC Studios has exhibited in the same location at MIPCOM for the last 20 years and in 2019 Cheerful Twentyfirst will assist them in producing a bespoke stand in a new location close to the iconic Promenade de la Croisette. The stand will cover two floors with work and hospitality space. Designed with sustainability and re-usability at its heart, the new location will showcase the best of British creativity from the BBC and independent producer partners.

Steve Quah, CEO commented: "Cheerful Twentyfirst is proud to work with a number of high-profile and global companies designing bespoke and creative live events for them. Confidentiality provisions in our agreements often prevent us from naming our high-profile clients so it is great to be able to share the prestigious name of BBC Studios on this occasion. Events such as MIPCOM Cannes are an excellent showcase of our ability to deliver innovative, creative and game-changing events."

For further information visit www.cheerfultwentyfirst.com or www.aeorema.com or contact:

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