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Aeorema Communications plc ('Aeorema', the 'Company', or the 'Group')

**Opening of New York Office &
Launch of Digital Events Platform**

Aeorema Communications plc, the AIM-traded live events agency, is pleased to announce the commencement of a physical presence in North America with the opening of an office in New York. The office will represent the second office for Cheerful TwentyFirst, the Company's events business, and will increase the work force to 24 strong globally.

The opening of an office in New York is a strategic decision by the Board of Aeorema signifying a dedicated approach to supporting the growing needs and requests of the Company's clients in the United States, as well as internationally, as a result of an increase in potential business in the region.

In addition to the expansion into the United States, the Company has completed the development of its own virtual events platform, which has been branded *KIT*. As an increasing focus and demand from clients is on live digital and hybrid events, it is important for the Company to have its own platform from which to deliver digital, interactive events for its clients. *KIT* is a software platform that hosts streaming, broadcasts and online content experiences. The platform provides a wide range of interactive features for presenters and viewers to connect remotely, such as Q&A, live chat, live polls, sponsor pages and video features. *KIT* will be an essential tool as Aeorema continues to deliver briefs for its existing and new client base.

Steve Quah, Chief Executive Officer, commented; *"We are excited to be taking a historical step in Aeorema's development. Our experience to date has shown that US clients are enthusiastic about British creativity and production and as such New York is the first phase of our committed approach to supporting our US-based and global clients. The New York office opens as a direct result of increasing work in the US, and will allow us to better service those clients with on-the-ground support and within a complementary time zone.*

"The event landscape has been transformed in the last six months and the Board feels it makes strategic and commercial sense to have a localised, in-market solution for a growing number of US clients.

"We also see this as a strategic business move to support our current US client base ahead of Brexit, allowing our customers to benefit from in-market billing and direct USD-EURO transactions, a move that secures our position as a global partner to our customers that operate in multiple markets. The level of firm interest from companies in the US that we have already seen is expected to cover the costs of opening the office in the first year of operation.

"Finally, the completion of the development of KIT to coincide with the US office opening has been a tremendous effort by the team involved and we look forward to its use on both sides of the Atlantic."

****ENDS****

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