

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Regulation 11 of the Market Abuse Regulations (Amendment) (EU Exit) Regulations 2019/310 ("MAR"). With the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

Aeorema Communications plc / Index: AIM / Epic: AEO / Sector: Media

14 December 2021

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

Trading Update & Board Appointment

Aeorema Communications plc, the AIM-traded live events agency, is pleased to announce an update on trading for the first six months of the current financial year, along with the appointment of Hannah Luffman to the board as Group Commercial Director.

As previously reported, Aeorema has repositioned the Company into providing virtual online conferences and events in place of its traditional activities of live events and is continuing to experience unprecedented demand for bespoke services from a wide range of major blue-chip clients across a range of industries. The Company has also made a strategic shift to providing consultancy services and engaging with clients at a higher advisory level on their communications strategies.

As reported in the Company's results for the year to 30 June 2021, the outlook for H1 2022 remains very strong and revenues are now expected to be greater than any other period on record, being no less than £4.5 million, with a profitable H1 for the first time in many years. With revenues typically weighted towards the second half of the financial year, the Company remains confident of continued growth in revenues for the full year ending 30 June 2022.

The Company is pleased to announce the appointment of Hannah Luffman to the Board of Directors in a newly created role of Group Commercial Director. Hannah joined the Company in May 2020 as Strategy Director, focussing on brand strategy and communications. Before joining Aeorema, Hannah founded Unicorn Events Limited ('Unicorn'), a highly successful creative and award-winning brand experience agency delivering events worldwide, helping brands connect with audiences both internally and externally through live event experiences. Fast-tracking Unicorn to a highly respected challenger agency with significant year-on-year increase in turnover over a short period, Hannah and her team worked with clients including a number of large and blue-chip companies, such as Google UK, InterContinental Hotels Group, Boots and Soap&Glory, to name a few. Hannah brings over 15 years of commercial and strategic marketing experience to the board will be responsible for the Group's direction across their two key markets, EMEA and North America, as well as the Group sales and marketing functions. Hannah will join the Board effective from 1 January 2022.

CEO, Steve Quah commented: *“This is an incredibly exciting time for us as a business developing a global footprint and we are thrilled to be reporting an expected return to profitability for the first half of the financial year, following a period of successful transition to innovative, hybrid solutions tailored to client requirements.*

“I am pleased to welcome Hannah to the Board of Directors in the newly created role of Group Commercial Director. Over the last 18 months, Hannah, along with her team, has been instrumental as we pivoted to hybrid events. We look forward to the future with confidence as Aeorema continues to build its global presence in a considered and structured way that allows us to meet the needs of our evolving industry and client partnerships.”

Update to AGM Resolution

As previously announced, the Annual General Meeting (“AGM”) of the Company is being held today, 14 December 2021. The resolution to seek authority to adopt new articles of association for the Company will not be proposed at today’s AGM due to an administrative error in the notice of AGM, but will be proposed at a future date.

Regulatory disclosures

Hannah Jane Luffman (previously Fletcher), aged 32 is, or has been, a director of the following companies during the previous five years:

Current Directorships

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Past Directorships

Curious Holdings Ltd (dissolved)

Unicorn Events Ltd (dissolved)

Patterns and Pastels Ltd (dissolved)

Hannah holds options over 300,000 new ordinary shares in the Company, equivalent to 3.25% of the Company’s current issued share capital.

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