

1 December 2015

ATTRAQT Group plc
("ATTRAQT", the "Group" or the "Company")

Appointment of Non-Executive Director

ATTRAQT Group plc (AIM: ATQT), a leading provider of eCommerce visual merchandising, site search and recommendation technology, is pleased to announce that following the General Meeting of the Company, held yesterday, 30 November 2015 (the "General Meeting"), at which all resolutions were duly passed, Nick Habgood has joined the board of the Company as non-executive director with immediate effect.

Nick is one of the founders and a Managing Partner of Azini Capital Partners LLP, a UK-based private equity firm that specialises in acquiring shareholdings in private and small-cap public technology companies from historical investors and shareholders through secondary transactions. Prior to this Nick was the Investment Director at LMS Capital, the investment arm of London Merchant Securities plc.

Dan Wagner, Chairman of the Company, commented:

"We are very fortunate to have gained the experience, skill and, ultimately, financial commitment of Nick Habgood from Azini Capital and welcome him to the board of ATTRAQT.

"ATTRAQT is a fantastic platform for e-retailers and Azini's investment together with the other new institutions (Hargreave Hale, Killik & Co. and Mole Valley Asset Management) means that the business is poised for further impressive growth."

The following information is provided in accordance with paragraph (g) of Schedule 2 of the AIM Rules for Companies.

Following completion of the proposed placing, as announced on 12 November 2015 and which was subject to approval at the General Meeting, Azini 3 LLP, a fund managed by Azini Capital Partners LLP, will own 8,653,846 ordinary shares in the capital of the Company, representing a 32.12 per cent. Interest in ATTRAQT as enlarged by the ordinary shares to be issued pursuant to the placing; admission of which is expected to take place on or around 2 December 2015.

Nicholas John Habgood, 50, holds and has held within the five preceding years the following directorships and partnerships

Current directorships / partnerships

1Spatial plc
Azini Capital Partners LLP
Azini Limited
Azini Nominees Limited
Azini 1 (GP) Limited
Azini 1 (FP) LP
Azini 2 (GP) LP
Azini 2 (FP) LP
Azini 3 (GP) LP
Azini 3 (FP) LP
Bolero International Limited
Bolero.net Limited
ClusterSeven Limited
Crosfields School Trust Limited
Kalibrate Technologies plc
Lynx Capital Ventures GP Limited
Mapleco 32 Limited

Directorships / partnerships held in the past five years

Focus Solutions Limited
Keronite Group Limited
Mobixell Networks, Inc.
Tungsten Network Limited

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About ATTRAQT

ATTRAQT launched its merchandising platform **Freestyle Merchandising** in 2009 which included product recommendations, site search and visual merchandising. The client base has now grown to approximately 90 clients, including Tesco Clothing (part of Tesco Plc (LSE: TSCO)), boohoo.com (LSE: BOO) and Superdry (LSE: SGP). The Company has market presence in Western Europe and the US with offices in London and Chicago. For more information please visit: <http://attraqt.com/>