

20 March 2015

FAIRFX Group plc
("FAIRFX" or "the Company")
FAIRFX sponsors Sky Sports F1®

FAIRFX, (AIM: FFX) the travel money and foreign exchange specialist, is pleased to announce it has brokered a deal with Sky Media for the cross platform sponsorship of Sky Sports F1® in 2015.

The partnership, spanning the Sky Sports F1® channel, Sky Go, Skysports.com and Sky Sports Mobile App, will commence from the first practice session at Malaysian Grand Prix™ on March 27th, and will run until the conclusion of the Abu Dhabi Grand Prix™ on November 29th.

The sponsorship creative will feature FAIRFX's market-leading prepaid currency cards, travel cash and money transfer services for consumers and businesses and is intended to build further awareness of the FAIRFX brand.

The campaign also marks a planned step change in the FAIRFX marketing mix as the Company pursues its previously stated strategy for rapid growth as a low cost, foreign exchange provider.

Ian Strafford-Taylor, CEO of FAIRFX, said,

"We are delighted to have agreed this partnership with Sky Media to sponsor Formula 1®, on Sky Sports. The massive global following of Formula 1®, combined with the innovation and cutting-edge technology it represents is a perfect fit for FAIRFX, which uses smart digital technology to deliver better value and service to over 400,000 global travellers and holidaymakers.

"As channel sponsor we will be able to reach a much wider audience for our products more quickly. We are delighted to be following in the footsteps of major brands such as Shell V-Power, Rolex and Santander and we are confident this will deliver significant benefits in terms of brand recognition and new business."

David Shore, Head of Sponsorship at Sky Media said,

"It's great to be working with FAIRFX on the sponsorship of our award-winning Sky Sports F1® content. With the brand's international status and technological credentials, there's clear synergy with our Formula 1®, coverage, and we look forward to developing the partnership across 2015 and beyond".

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About FAIRFX

FAIRFX is a leading travel money and international payment services provider, incorporated in the UK in 2005.

The Company has over 400,000 personal and business customers who can make easy, low-cost multi-currency payments in a broad range of currencies via one integrated system. FAIRFX's customer offering includes Prepaid Currency Cards, Physical Currency, FairPay and Dealing. The Currency Cards facilitate multiple overseas payments at 30 million points of sale and over 1 million ATM's worldwide, whereas the FairPay and Dealing products support wire transfer foreign exchange transactions direct to Bank Accounts.

The Company has won numerous awards including:

- Best Currency Exchange Service 2015 (ADVFN International Financial Awards)
- Best Multicurrency Prepaid Card. (Moneynet Personal Finance Awards)
- Money Transfer Innovation. (Moneynet Personal Finance Awards)
- Best Dollar Travel Card (Compare Money Transfer Awards 2013)

- Best Business Card Programme (Card and Payment Awards 2012)

About Sky

Sky is Europe's leading entertainment company. The group serves 20 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of over £4.6 billion. The company employs 31,000 people and is listed on the London Stock Exchange (SKY).

For more information visit www.sky.com/corporate

About Formula 1®

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2013 it was watched by over 450 million unique television viewers from 185 territories. The 2014 FIA Formula One World Championship™ ran from March to November and spanned 19 races in 19 countries across five continents. Formula One World Championship Limited is part of the Formula One group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com.

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