

This announcement contains inside information.

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FairFX Group plc

("FairFX" or "the Group" or "the Company")

FairFX returns as a sponsor of Sky Sports F1®

FairFX, the multicurrency payments specialist, has agreed a deal with Sky Media, the advertising arm of Sky, to be a sponsor of Sky Sports F1 for the 2017 season; having previously sponsored the channel in 2015.

The campaign commences with the first practice session at the Australian Grand Prix™ on March 2nd, and runs until the conclusion of the season at the Abu Dhabi Grand Prix™ on November 26th. Sky Sports F1 is the only place where viewers can watch all 20 races live in HD and now ultra HD.

FairFX's sponsorship campaign will feature its market leading currency products, Currency Cards, Corporate Cards and International Payments, and will help raise further awareness of its offering and brand.

FairFX took the decision to return as a sponsor following an extensive analysis of the performance of the previous sponsorship in 2015, which clearly demonstrated the benefits in terms of brand awareness as well as cost effective-customer acquisition.

Ian Strafford-Taylor, CEO of FairFX, said : *"It is fantastic for FairFX to be returning to SkySports F1, positioning the brand in the same premium environment as DHL and previous sponsors such as Rolex, Shell and Santander."*

"Given the positive impact of our previous experience and learnings on how to further leverage our position as a sponsor through content activation, it was a logical strategic decision to seize the opportunity to team up again with Sky Sports F1 for 2017."

Rachel Bristow, Sky Media's Director of Partnerships, also said : *"We are delighted that FairFX has returned as a sponsor of Sky Sports F1. FairFX has experienced TV's proven power to build brands and businesses and we look forward to working with them to make the partnership work even harder both on and off screen."*

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About FairFX

FairFX is a leading international payment services provider, incorporated in the UK in 2005. The Company has developed a cloud-based peer-to-peer payments platform that enables personal and business customers to make easy, low-cost multi-currency payments in a broad range of currencies and across a range of FX products all via one integrated system. The FairFX platform facilitates payments either direct to Bank Accounts or at 30 million merchants and over 1 million ATM's in a broad range of countries globally via Mobile apps, the Internet, SMS, wire transfer and MasterCard/VISA debit cards.

FairFX operates within the rapidly growing online multi-currency payments market and provides transactional services to both personal and business customers through four channels being Currency Cards, Physical Currency, FairPay and Dealing. The Currency Card and Physical Currency offerings facilitate multiple overseas payments at points of sale and ATM's whereas the FairPay and Dealing products support wire transfer foreign exchange transactions direct to Bank Accounts.

For Corporates, FairFX has a market-leading business-expenses solution based around its corporate prepaid card allied to a platform allowing the Corporate to better control expenses and improve transparency whilst removing administrative burdens from staff.

In addition, FairFX has entered into a number of "white-label" arrangements for the use of its P2P matching platform. Partners include easyjet, ThinkMoney, Pitney Bowes and Quintessentially. FairFX has also partnered with Concur Technologies, Inc. a leading provider of integrated travel and expense management solutions with over 25 million users globally. Such relationships provide strong support for FairFX's customer acquisition strategy.

About Sky

Sky is Europe's leading entertainment company. The group serves 22 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 £12 billion and is Europe's leading investor in television content with a combined programming budget of over £5.2 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 2016 FIA Formula One

World Championship™ ran from March to November and spanned 21 races in 21 countries across five continents. Formula One World Championship Limited is part of the Formula One group, founded by 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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