



SpaceandPeople PLC - SAL Signing of Contract with Network Rail
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SpaceandPeople plc ("SpaceandPeople")

Signing of Contract for Concourses Exhibitions, Events and Distributions with Network Rail

SpaceandPeople (AIM: SAL), the retail, promotional and brand experience specialist, wins exclusive rights to promote brands across all Network Rail stations in the UK for five years.

SpaceandPeople is delighted to announce that it has secured an exclusive agreement with Network Rail.

The specialist agency now has the exclusive rights to promote brands across all Network Rail Stations in the UK. This contract win reinforces SpaceandPeople's position as Europe's biggest company selling experiential media.

The Network Rail portfolio covers a unique blend of business, retail and leisure. Rail passengers have a longer dwell time than many other venues and are a receptive audience for a wide range of media and promotional activity and retail options. Across the portfolio the annual footfall is over one billion and it is estimated that this will increase.

SpaceandPeople will deliver a strategic approach across Network Rail's portfolio of stations, while delivering targeted and appropriate promoters and retailers to each individual location. SpaceandPeople will improve the commercialisation activity in the stations by working closely with Network Rail and understanding their strategy and priorities and deliver commercialisation solutions which are synergistic with, and complementary to, the overall environment in each station.

Matthew Bending, SpaceandPeople CEO said:

"This is a significant win for SpaceandPeople and it complements the existing successful shopping centre business that we have built over the years. The Network Rail portfolio

offers an extremely large footfall across the UK, which provides us with a unique opportunity to build a bigger network of transport hubs in the UK and Europe."

- Ends -

For further information, contact:

SpaceandPeople Plc 0845 241 8215

Matthew Bending, Gregor Dunlay

Cantor Fitzgerald Europe 020 7894 7000

David Foreman, Will Goode (Corporate Finance)

David Banks, Tessa Sillars (Corporate Broking)

About SpaceandPeople

The SpaceandPeople Group is the leading international media specialist representing 750+ venues with a weekly footfall of 70 million. The Group markets, sells and administers space in high footfall venues, including shopping centres, city centres and travel hubs. As the media owner of promotional spaces, we offer consumer brands the opportunity to promote their products through direct consumer engagement with experiential marketing events.

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