



21 August 2015

Arria NLG plc
(“Arria NLG” or the “Company”)

New Agreement with a Consumer Goods Company

Arria NLG (AIM: NLG), a leader in the development and deployment of Natural Language Generation (“NLG”) technologies, is pleased to announce a new proof of concept agreement (“PoC”) with the Innovation Group at a global consumer products company.

The PoC provides for a pilot application using Arria NLG’s technology to create a range of textual outputs relating to business intelligence metrics across their business lines. The parties contemplate further development, deployment and licensing upon successful completion of the PoC application.

Stuart Rogers, Chairman and Chief Executive of Arria NLG, commented: “We are delighted to have been chosen by one of the world’s leading consumer goods companies to develop impactful, insightful artificial intelligence solutions in support of their analytical teams. This PoC is an excellent opportunity for our client to leverage the power of Arria NLG’s technologies, providing a platform to further showcase our content generation capabilities in business intelligence.”

For further information, please visit www.aria.com or contact:

Arria NLG plc Stuart Rogers, Chairman and Chief Executive	Tel +44 (0) 20 7100 4540
Allenby Capital, Nominated Adviser and Joint Broker Nick Naylor Jeremy Porter James Reeve	Tel: +44 (0)20 3328 5656
Westhouse Securities, Joint Broker Antonio Bossi Robert Finlay	Tel: +44 (0) 20 7601 6100
IFC Advisory, Financial PR and IR Tim Metcalfe Graham Herring	Tel: 44 (0) 20 3053 8671 tim.metcalfe@investor-focus.co.uk graham.herring@investor-focus.co.uk

Notes to Editors:

Arria NLG: www.aria.com Arria NLG’s core product is known as the Arria NLG Engine, a form of artificial intelligence software, specialised in extracting information from complex data sources and communicating that information in natural language (i.e. as if written by a human). The scientific foundation for the Arria NLG Engine is based on more than 30 years of research and development by the Data2Text Founders at the University of Aberdeen.