



15 January 2015

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

New Agreement with Major Insurance Company

Arria NLG (AIM: NLG), a leader in the development and deployment of Natural Language Generation (“NLG”) technologies, announces a new framework agreement (the “Framework Agreement”) with a major insurance company. Arria’s newest client is one of the largest general insurers in Canada and a wholly-owned subsidiary of a global multinational insurance company.

The Framework Agreement provides for a pilot application to use Arria’s NLG technology to create monthly management reporting on critical aspects of one of the insurance company’s strategic business lines and forms the basis for deeper collaboration. The parties contemplate further development, deployment and licensing additions to the Framework Agreement upon successful completion of the pilot application, resulting in additional revenue streams for Arria NLG.

Stuart Rogers, Chairman and Chief Executive of Arria NLG, commented: “This agreement with one of the world’s leading insurance companies is a great opportunity for Arria to expand its powerful Natural Language Generation technologies further into the Financial Services industry. Working with this insurance company, we will develop new forms of management reporting and help them gain greater insights by leveraging mission critical operational data from their internal applications.

“Arria’s technology helps large corporations better understand what their data is trying to tell them, in a timely fashion, and in natural language reporting that is tailored to the various audiences within the company. All of those core capabilities and benefits are central in the initial project with this insurance company. This is Arria’s second Financial Services client and its fifth new client in the past six months.”

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 |
| Walbrook, Financial PR and IR Bob Huxford Guy McDougall | Tel: 44 (0)20 7933 8792 aria@walbrookpr.com |

| | |
|--|--|
| | |
|--|--|