



23 May 2014

**Arria NLG plc
("Arria" or the "Company")**

Arria signs 3-year Agreement with Shell for NLG deployment

Arria NLG plc (AIM: NLG), a leader in the development and deployment of Natural Language Generation ("NLG") technologies, announces a new 3-year agreement between its wholly-owned subsidiary, Arria Data2Text Limited, and Shell Exploration & Production Company ("Shell").

This agreement provides Arria with annual fees for non-exclusive use of the Arria NLG Engine to expand NLG decision support technologies to Shell's offshore platforms across parts of the Americas, plus the adoption of Arria's NLG services expanding from existing Facilities NLG narratives to further service categories in upstream operations across parts of the Americas.

Upon full performance of the agreement, which is effective from 1 June 2014, Shell undertakes to pay Arria US\$5-10 million over three years. A large proportion of these fees are annual and ongoing base licence and use-per-platform fees for Facilities NLG narratives to offshore platforms in parts of the Americas. One-time configuration and deployment fees payable upon agreed milestones are also included in the agreement, and the fee structure makes provision for deployment and usage beyond the Americas.

Stuart Rogers, Chairman and Chief Executive of Arria NLG plc, commented:

"We are pleased to announce this agreement because it reinforces our existing relationship with Shell and provides us the ability to expand our technology across Shell's operating units. Our investment in R&D has helped our technology evolve and today it is more mature, scalable and adaptable than ever. Our articulate intelligence solutions aim to increase profits, lower risk and improve operations for our customers. The benefits and the scalability will help with the faster deployment of our technology within Shell."

The Arria NLG Engine:

The Arria NLG Engine is software at the frontier of Artificial Intelligence, Data Analytics and Computational Linguistics.

Key features:

- It allows Arria clients to capture in software the human expertise used in both analysing data and in communicating the information that data contains.
- This makes it possible to automatically write reports that are indistinguishable from those that the human expert would write about outlier-based alerts in the data.
- But because the knowledge is embodied in software, it produces results in seconds rather than in hours, and it can be replicated, scaled up, and made available globally, 24/7/365.

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

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