



12 August 2014

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

Arria signs Preliminary Collaboration Project Agreement with a Global Banking and Financial Services Company

Arria NLG plc (AIM: NLG), a leader in the development and deployment of Natural Language Generation ("NLG") technologies, announces a new Preliminary Collaboration Project Agreement (the "Agreement") with a Global Banking and Financial Services Company (the "Banking Client").

The Agreement provides for a pilot application of the Arria NLG Engine to develop NLG performance reporting on the Banking Client's change management programme. A key area of focus will be developing levels of oversight, visibility and consistency to performance reporting such that key performance characteristics are made more visible and more intelligible to the Banking Client's global organisation. Successful completion and acceptance of the pilot NLG application, scheduled to take up to three months, could lead to further development, deployment and licensing agreements and new revenue streams for Arria.

Stuart Rogers, Chairman and Chief Executive of Arria NLG plc, commented: "Financial Services represents an important growth area for our business. Fraud detection, risk mitigation and compliance are all places where the Arria NLG engine has an important role to play. We welcome the opportunity to apply our scientific leadership and highly developed NLG Engine with a leading global bank. Following a successful pilot application our intention is to progress to revenue earning contracts with this bank."

The Arria NLG Engine:

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

- allowing Arria clients to capture, in software, the human expertise used in both analysing data and in communicating the information that data contains;
- making it possible to automatically write reports that are indistinguishable from those that a human expert would write to convey actionable conclusions; and
- because the knowledge is embodied in software, the Arria NLG Engine produces results in seconds rather than hours and can be replicated, scaled up, and made available globally, 24 hours a day, 7 days a week and 365 days a year.

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

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