



For Immediate Release

May 14, 2010

**Velti Plc**  
**(“Velti” or the “Company”)**

**VELTI FILES FOR INITIAL PUBLIC OFFERING ON NASDAQ**

**Dublin, Ireland** – Velti (LSE:VEL), a leading global provider of mobile marketing and advertising technology, announces that it has filed a registration statement on Form F-1 with the United States Securities and Exchange Commission (SEC) for a proposed initial public offering of its ordinary shares. Jefferies & Company, Inc. will act as sole book-running manager for the offering with RBC Capital Markets Corporation and Needham & Company, LLC acting as co-lead managers, and ThinkEquity LLC and Cannacord Genuity acting as co-managers. The ordinary shares to be sold in this offering are proposed to be sold by Velti plc and certain of Velti’s shareholders. The number of ordinary shares to be sold in the proposed offering and the offering price have not yet been determined.

The Company plans to use the net proceeds from the proposed offering to repay all of its outstanding indebtedness and for general corporate purposes and working capital, including funding its strategic plan for global expansion and making further investments and acquisitions to enhance and broaden its technology solutions, including its recently introduced mGage™ platform.

A registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities, in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The offering will be made only by means of a prospectus.

A copy of the registration statement can be accessed through the Securities and Exchange Commission’s website at [www.sec.gov](http://www.sec.gov). A written preliminary prospectus related to the offering may be obtained, when available, from the prospectus department of:

Jefferies & Company, Inc., Equity Syndicate Middle Office, Attn: Stephen M. Ficara, 520 Madison Avenue, 12th Floor, New York, NY 10022 (telephone: 212-284-3418/email: [sficara@jefferies.com](mailto:sficara@jefferies.com))

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**About Velti**

Velti is a provider of mobile marketing and advertising solutions that enable brands, advertising agencies, mobile operators and media to implement campaigns by communicating with and engaging consumers via their mobile devices. Velti is a publicly-held corporation based in Jersey and trades on the London Stock Exchange's AIM under the symbol VEL.