RNS Number : 7164I
Valereum PLC
28 March 2024

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR")

28/03/2024

Valereum Plc
("Valereum" or the **"Company")**

Market update on Appointment of PR Agency Wachsman and Interim Funding

Valereum Plc (AQSE: VLRM), the Gibraltar technology solutions & markets group, is pleased to announce the appointment of Wachsman as a specialist PR agency to help execute the VLRM vision through the delivery of greater brand awareness and to spearhead our communications strategy & media engagement.

Established in 2015, Wachsman has significant in-house expertise within the digital securities and blockchain industry. Since their founding, Wachsman have become trusted advisors and key-components to hundreds of clients' communications strategies, with a litany of success stories from rebranding, product launches and investment raises. Today, their organisation maintains partnerships with leading companies that are pioneering new frontiers, as well as household names within fintech and capital markets.

Valereum has outlined ambitious aspirations to transform global finance through innovative technology solutions and marketplaces, in both Real World Assets (RWA) and centralised exchanges for digital securities. Wachsman will become a vital part of that VLRM journey, channelling their notable reach and proficiency in defining, growing, amplifying, and sustaining the VLRM message on the global stage.

Valereum Plc and Wachsman will now engage in a collaborative process to build a ground-up communications roadmap in line with key milestones and go-live expectations on a range of service and product launches, including the V-wallet, The Bridge DFMI, VLRM Capital and various RWA marketplaces. Wachsman's dedicated team will continually help drive a powerful narrative through media relations management & engagement, seeking out high-profile media placement opportunities.

Wachsman are due to commence activities from the 1st of May 2024, with messaging alignment and workshops on the lead-up to the contract starting.

Interim Funding

In addition, Valereum Plc has raised interim funding of £300,000 from the VLRM Chairman in advance of a larger capital raise due to close in Q3 2024, through the issuance of 5,000,000 new ordinary shares of 0.1 pence each ("Ordinary Shares") and the same number of Warrants in line with the terms announced on 20 February 2024.

Application will be made for the listing of the new Ordinary Shares, which will rank pari passu with the existing Ordinary Shares in issue, to be admitted to trading on the AQSE Growth Market ("Admission"). Dealings are expected to commence on or about 2 April 2024 and the issue is subject only to Admission.

Total Voting Rights

Following the issuance of the new Ordinary Shares, the Company's total issued and voting share capital upon Admission will consist of 109,162,905 Ordinary Shares. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company's issued share capital pursuant to the Company's Articles.

Finally, following on from the Shareholder Meeting held on the 22nd February 2024 we would like to inform our shareholders that in line with the shared timelines, work is progressing on the VLRM ecosystem initiatives detailed at the meeting including but not limited to:

VLRM Markets: the VLRM Wallet, licence application for the exchange and CSD and developing our Real World Assets marketplace;
VLRM Technology: 'The Bridge' DFMI platform development (including launching our VLRM Technology website to showcase the core aspects of the technology);
VLRM Capital: fund establishment.

A recording of the Shareholder Meeting is available on Valereum's website: https://vlrm.com/
or can be viewed on YouTube: https://www.youtube.com/watch?v=iz187dIYedU

About Wachsman

Founded in 2015, Wachsman is a leading global strategy and communications firm advising the next generation of companies in Web3, disruptive technologies, fintech and venture capital. With offices across the world in New York, Los Angeles, Washington, D.C, London, Dublin, Switzerland, and Singapore, Wachsman has established its position as a trusted advisor to some of the most innovative companies around the world.

More information is available at: www.wachsman.com

Further announcements to follow in due course.

The directors of the Company accept responsibility for the contents of this announcement.

For more information, please visit the Company's website at vlrm.com

Enquiries:
Valereum Plc
James Formolli, Chairman
Tel: +971 4584 6284

AQSE Corporate Adviser
First Sentinel Corporate Finance
Brian Stockbridge
Tel: +44 20 3855 5551

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES OR CONNECTED PERSONS

1.	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	James Formolli
2.	**Reason for the Notification**	
a)	Position/status	Chairman
b)	Initial notification / Amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Valereum Plc

<table>
<tr><td>b)</td><td>LEI</td><td>213800EJ8BFEQQ9POX79</td></tr>
<tr><td>4.</td><td colspan="2">Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</td></tr>
<tr><td>a)</td><td>Description of the Financial instrument, type of instrument

Identification Code</td><td>Ordinary shares of 0.1p each

GI000A1171Y8</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Issue of shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price</td><td>Volume</td></tr><tr><td>£0.06 per Ordinary Share</td><td>5,000,000 Ordinary Shares</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>Single transaction, see details in item (c) above</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>28 March 2024</td></tr>
<tr><td>f)</td><td>Place of the Transaction</td><td>Outside a trading venue</td></tr>
<tr><td>4.</td><td colspan="2">Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</td></tr>
<tr><td>a)</td><td>Description of the Financial instrument, type of instrument

Identification Code</td><td>Warrants over Ordinary Shares of 0.1 pence each

GI000A1171Y8</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Issue of Warrants</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Issue Price</td><td>Volume</td></tr><tr><td>£0.001</td><td>5,000,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>See details in item (c) above</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>28 March 2024</td></tr>
<tr><td>f)</td><td>Place of the Transaction</td><td>Outside a trading venue</td></tr>
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