

# Immotion Group

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## Immotion Group approaching the 'tipping point' as headset rollout accelerates

Immotion Group PLC's (LON:IMMO) Martin Higginson discusses with Proactive London's Andrew Scott a recent contract they've signed that will see them make three exclusive immersive experiences for Dutch entertainment group, iP2Entertainment.

"We now know what works and have dropped anything that doesn't work", Higginson says.

"It's all about focus".

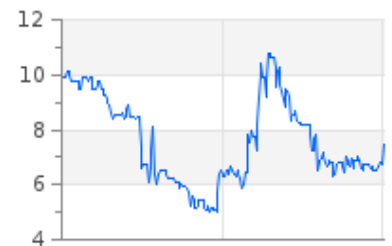
"What we've said to the entire team is that this is about focusing in on the stuff that we're getting good results from ... every day that goes past we get more and more evidence of what we're doing is right"

"This is a tipping point business - once we hit that break-even then everything else just flows straight to the bottom line".

**Price:** 7.375

**Market Cap:** £21.05 m

### 1 Year Share Price Graph



October 2018    April 2019    October 2019

### Share Information

**Code:** IMMO

**Listing:** AIM

<b>52 week</b>	<b>High</b>	<b>Low</b>
	11.7	4.5

**Sector:** Tech

**Website:** [immotion.co.uk](http://immotion.co.uk)

### Company Synopsis:

*Immotion Group aims to become a market leader in the western market sector of the "Out of Home" virtual reality market, through its "Create, Publish and Distribute" model, with the objective of creating recurring revenues from a large installed base of Virtual Reality ("VR") Motion Platforms.*

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