

LightwaveRF plc
(AIM: LWRF)

UK consumers connect with the Smart family

LightwaveRF plc ("LightwaveRF", "Lightwave" or "the Company"), the leading smart home solutions provider, is pleased to announce that its first fully integrated digital advertising campaign has delivered a significant increase in Lightwave brand awareness, interest in the lighting range and customer engagement.

The campaign, which launched just before Christmas, features a series of videos and stills showing the Smart family enjoying the benefits of Lightwave intelligent lighting. Utilising social media, YouTube and digital display advertising the campaign has targeted UK consumers interested in home renovation and smart home technology. The brand has successfully reached new audiences, indicated by the number of views on YouTube which now exceed 400,000. The full length video is also viewable on the Company's blog <https://lightwaverf.com/blogs/news/meet-the-smarts> and the smart lighting category page <https://lightwaverf.com/pages/smart-lighting>.

Strong interest in the Lightwave brand has been observed, with 48% of viewers watching through to the end of the video. Customer engagement, measured through the overall web traffic during the period of the campaign, was up 54% compared to the immediate prior period. Conversion rates through to revenue generation are now being tracked.

Commenting on the campaign, Jason Elliott, Chief Executive Officer, said: "This targeted digital campaign is part of the plan to bring the Lightwave brand to a mass market audience. The level of engagement from this campaign is a real success which we are now looking to further roll out and develop."

This increased investment in marketing and paid advertising complements more regular editorial features in publications such as Ideal Home, which recently listed Lightwave as 'best for upgrading your existing lights'. The magazine scores the latest range of products 4 out of 5 stars in their 'best smart lighting' buying guide: <https://www.idealhome.co.uk/buying-guide-reviews/best-smart-lighting-220240>.

For further information:

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About LightwaveRF

LightwaveRF plc ("LightwaveRF", "Lightwave" or "the Company"), is the UK's only fully integrated home automation company.

New customers typically buy a starter pack of Link Plus hub and smart dimmer which has Apple HomeKit compatibility, 2-way communication and built-in energy monitoring. Later adding other easy to install devices from the Lightwave range enables further in-home control, monitoring and automation of lighting, heating and power.

Devices may be operated manually, by smartphone or tablet-based apps and also through Google Assistant and Amazon Alexa voice control.

Leading tech industry publication 9to5 Mac describes Lightwave as "the best UK HomeKit solution for smart lighting".

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www.lightwaverf.com/corporate/