



ARTIVISION TECHNOLOGIES LTD.
(Incorporated in the Republic of Singapore)
(Company Registration No. 200407031R)

AGREEMENT WITH ISRAELI BUSINESS NEWS WEBSITE TO OFFER PROGRAMMATIC ADVERTISING

1. INTRODUCTION

The board of directors (the “**Board**” or the “**Directors**”) of Artivision Technologies Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that its wholly-owned subsidiary, Artimedia Technologies Ltd. (“**Artimedia**”), had informed the Company today that Artimedia had, on 4 May 2016, signed an agreement (the “**Agreement**”) with Calcalist, a business news website in Israel, to offer its programmatic advertising service.

The salient terms of the Agreement are as follows:

- (a) All videos on Calcalist will be marketed to advertisers through Artimedia’s programmatic advertising network (the “**Network**”).
- (b) Artimedia will collect and cross-match Calcalist’s audience data to enable advertisers and advertising agencies to buy targeted video viewerships in real-time bidding through the Network.
- (c) Artimedia’s video advertising insertion server will be integrated into Calcalist, allowing viewers to see advanced and effective video advertisement formats.
- (d) Advertisers and advertising agencies will be able to upload video advertising campaigns through Artimedia’s self-service and web-based user interface, which has targeted, real-time optimisation and advance analysis capabilities.

With this Agreement, Artimedia now has 16 publishers in Israel on its Network.

2. ABOUT CALCALIST

Calcalist is owned by the Yedioth Ahronoth Group, which publishes a business newspaper of the same name since 2008. The Calcalist website, one of the most popular in Israel, carries most of the stories and articles from the print edition, in addition to real-time news and special digital features. The website offers content, reports and information regarding all areas of business and economy in Israel and worldwide and publishes Opinion columns, analysis, tips, recommendations, etc. Its target audience includes professionals in the fields of business, law and economy.

Founded in 1936 and based in Tel Aviv, the Yedioth Ahronoth Group is one of Israel’s leading multimedia companies. Besides Calcalist, it also owns various lifestyle magazines, newspapers and entertainment portals.

3. FINANCIAL IMPACT

The gross revenue and net profit generated from the Agreement will be shared between Artimedia and Calcalist in an agreed proportion. The Agreement is expected to contribute positively to the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 March 2017.

4. OTHER INFORMATION

None of the Directors has any interest, direct or indirect, in the Agreement. The Directors have not received any notification of interest in the Agreement from any substantial shareholder of the Company, and are not aware of any substantial shareholder of the Company who has any interest, direct or indirect, in the Agreement.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company in relation to this announcement.

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

26 May 2016

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor ("**Sponsor**"), Canaccord Genuity Singapore Pte. Ltd., for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("**SGX-ST**"). The Sponsor has not independently verified the contents of this announcement.*

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Ms Goh Mei Xian, Associate Director, Corporate Finance, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.