



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

**UPDATE ON NON-BINDING MEMORANDUM COOPERATION AGREEMENT
WITH 合一网络技术(北京)有限公司**

The board of directors (the “**Directors**” or the “**Board**”) of Artivision Technologies Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) had, on 12 September 2014, announced that 京慧视多媒体科技(北京)有限公司 (“**京慧视**”), an affiliated company of Artimedia Pte Ltd (the latter being a wholly-owned subsidiary of the Company) in the People’s Republic of China (“**PRC**”), had signed a non-binding Memorandum Cooperation Agreement (“**Memorandum**”) with 合一网络技术(北京)有限公司 (“**合一**”), pursuant to which the Group shall provide its video advertising technologies and platforms for video monetization to 合一 for testing and evaluation as well as to provide the necessary support to 合一. The Board is pleased to announce that the Group has successfully completed the testing and integration with 合一, and that it will begin the discussion with 合一 to finalise the definitive agreement to be entered into in the near future.

合一 is a subsidiary of Youku Tudou Inc. (“**优酷**”, a company listed on New York Stock Exchange), the combined entity following the merger of Youku Inc. and Tudou Inc. in August 2012. According to 优酷’s corporate website, 优酷 is currently one of the biggest online video companies in PRC and one of the premier destinations for world-class advertisements, and has reached a combined 80% of Chinese internet users, with a total of over 500 million unique viewers monthly. 优酷 has disclosed some of its usually private iResearch data on 31 July 2013 to reflect that its website, believed to be the largest in China, had 14 million daily unique mobile visitors in June 2013. It also claims that it has more mobile viewership than two of its main rivals combined, namely iQiyi of 7.9 million and PPS of 6 million. 优酷’s mobile traffic hit 500 million daily views as of July 2014. According to the Financial Times dated 9 March 2014, China’s online video scene is the biggest in the world, with over 400 million views.

None of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the Memorandum.

The Board wishes to inform that there is no certainty or assurance that a definitive agreement will be entered into. As such, shareholders and potential investors are advised to exercise caution when dealing or trading in the shares of the Company in relation to this announcement.

BY ORDER OF THE BOARD

PHILIP SOH
Non-Executive Chairman
13 February 2015

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

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

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