



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

**ARTIMEDIA SIGNED A MEMORANDUM OF UNDERSTANDING WITH
A SUBSIDIARY OF ONE OF THE WORLD'S LARGEST ADVERTISING AGENCY**

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**”), has signed a memorandum of understanding (“**MOU**”) with a subsidiary of one of the world’s largest advertising agency in Israel (“**LAA**”), for Artimedia to provide LAA with its programmatic video advertising network which includes major online Israeli’s publishers.

Artimedia will provide full campaign management services, through its automated video buying platform, Advision, to LAA. Artimedia and LAA will work closely to complete the execution of a definitive agreement in the next few months, and the Company will make the necessary announcement upon the execution of the agreement. Pursuant to the MOU, LAA expects to purchase approximately up to 18 million Israeli Shekel (“**ILS**”) (based on an exchange rate of USD 1 to ILS 3.8) of media inventory from Artimedia annually.

The Company believes that the MOU will have a positive impact on the consolidated net tangible assets per share and earnings per share of the Company for the current financial year ending 31 March 2016.

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

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

About LAA

LAA is the leader in professional web marketing in Israel, and worldwide. LAA helps global brands to define their online marketing strategies, interact with their target audience, generate qualified traffic to their web assets and drive high conversion rates and return on investment, using natural and genuine search marketing techniques, such as organic Search Engine Optimization, Pay Per Click, Social Media Optimization and Performance Marketing, all wrapped in cutting edge Web-Analytics. LAA’s global clients include prominent brands of consumer products, electronic products, rental car agency, automobiles etc.

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

23 July 2015



*This 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 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, Deputy Head of Continuing Sponsorship, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.