



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

**SIGNING OF A 3-YEARS CONTRACT WITH
MEDIA INTERACTION LTD., THE EXCLUSIVE MEDIA BUYER
FOR PROCTER AND GAMBLE IN ISRAEL**

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**”) has signed a 3-years contract (the “**Contract**”) with Media Interaction Ltd. (“**Media Interaction**”), the exclusive media buyer for Procter and Gamble (“**P&G**”) in Israel.

The salient terms of the Contract are, amongst others, as follows:-

- (i) Artimedia will provide P&G with its programmatic video advertising network which offers video inventory on major online Israeli’s publishers. It is an advanced intelligent network that has targeting, optimisation and advanced analysis capabilities which can show viewers advertisements that are customised to their behavioural profile, Internet and mobility use habits, resulting in more effective branding for advertisers.
- (ii) Media Interaction targets to purchase from Artimedia more than 43 million Israeli Shekel (“**ILS**”) (based on an exchange rate of USD 1 to ILS 3.8) of media inventory over the period of the Contract (the “**Target**”).
- (iii) For the first year of the Contract, Media Interaction will make monthly advance payments to Artimedia (equivalent to the monthly sum of the Target), and such payments will be used to set-off against actual amounts due from Media Interaction pursuant to the Contract.

With the Contract and all other Israeli advertising agencies contracts which the Group has secured as at the date of this announcement, the Group expects to generate total gross revenue of up to approximately 73 million ILS over the next 3 years.

2. INFORMATION ON P&G AND MEDIA INTERACTION

P&G is one of the world’s largest international consumer products company, with more than 300 brands sold over 160 countries.

Media Interaction is a wholly-owned subsidiary of Adler Chomski Marketing Communication Ltd., a media agency in Israel. It provides, amongst others, advertising and marketing services (such as package design, image design and publicity services). It also provides interactive advertising and marketing services for companies that are in the consumer products, automotive, telecommunications, pharmaceuticals, and insurance markets.

3. OTHER INFORMATION

The Contract is not expected to have a material impact on the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 March 2016.

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

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.

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

12 November 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.