



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

**ARTIMEDIA SIGNED AN EXCLUSIVE BUSINESS CONTRACT
WITH KESHET BROADCASTING LTD,
THE OPERATOR OF MAKO – ONE OF ISRAEL’S MOST POPULAR DIGITAL PLATFORM**

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 an exclusive business contract (the “**Contract**”) with Keshet Broadcasting Ltd (“**Keshet Broadcasting**”), a television broadcaster which is part of the Keshet Media Group (“**Keshet Media**”). Keshet Broadcasting is the operator of an Israeli news and entertainment portal, www.mako.co.il (“**Mako**”), which is reputedly one of Israel’s most popular online destinations for premium video content.

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

- (a) all desktop and mobile video advertising inventories of Mako will be managed and sold exclusively through Artimedia’s programmatic advertising network. Brands and advertising agencies will be able to upload data driven video campaigns directly to Mako, through Artimedia’s self-service, web-based user interface which has targeting, optimisation and advanced analysis capabilities.
- (b) Artimedia’s video advertising insertion server will be integrated into Mako, allowing viewers to see efficient advertising formats like EngageRoll, an interactive video link that allows viewers to choose whether they want to watch the actual video advertisement, while advertisers pay only for interested and engaged viewers through a cost-per-view (CPV) model.
- (c) Artimedia will share all revenue generated under the Contract with Keshet Broadcasting in an agreed proportion.

The Contract is expected to expand Artimedia’s exclusive video advertising inventory. With this Contract and together with the exclusive contracts entered into with several online video publishers in Israel (as announced by the Company on 26 April 2015, 4 May 2015, 30 June 2015 and 23 July 2015), the Directors believe that Artimedia’s advertising network will become one of the leading advertising platforms in Israel for premium programmatic video, covering approximately 90% of video views on premium online Israeli sites.

The integration of Artimedia’s programmatic advertising platform on leading digital video destinations, such as Mako, is expected to create value for marketers who seek to communicate with relevant audiences and strengthen the engagement with their brands on premium environments.



Artimedia's advanced advertising technology allows marketers to collect and cross-match Mako's audience data, and to better understand and categorise video inventory in order to optimise targeting and re-targeting capabilities and to increase online video advertising completion rates.

2. ABOUT KESHET MEDIA

Keshet Media was established in 1993 and is headquartered in Tel Aviv, Israel. Keshet Media is one of the leading Israeli media companies specialising in reaching coveted audiences through existing and emerging media platforms with top rated programs as well as innovative and groundbreaking content. At the forefront of the global media company's portfolio is free TV with Keshet Broadcasting, one of Israel's most successful television broadcast operators and a franchisee of Channel 2, Israel's major commercial television channel. Keshet Broadcasting has consistently dominated ratings and market share, with daily TV programs reaching 70% of households in Israel and an average prime time share of 42%. Programs from Keshet Media are provided by in-house productions as well as independent producers and span across all genres, including comedy, reality, drama, news and current affairs. Over the years, Keshet Media has expanded its media businesses to a flourishing New Media division, with entities such as Mako, the one of the largest web portals and one of the most popular premium video platforms in Israel. Keshet Media is a privately held company.

3. ABOUT MAKO

Mako is the main digital platform for Keshet Broadcasting to present its video content through video on demand format and live broadcasts over the internet. With more than 20 million video views per month, Mako is an online hub for thousands of episodes from TV series, contents for kids and news that were broadcasted on Channel 2, Israel's major commercial television channel.

4. OTHER INFORMATION

The Contract is expected to have a positive 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
26 August 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.

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