



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

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**ARTIMEDIA SELECTED TO MANAGE PROGRAMMATIC VIDEO CAMPAIGNS  
FOR LAPAM, ISRAEL'S GOVERNMENT ADVERTISING AGENCY**

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The board of directors (the “**Board**” or the “**Directors**”) of Artivision Technologies Ltd. (the “**Company**”) is pleased to announce that its wholly-owned subsidiary, Artimedia Technologies Ltd. (“**Artimedia**”), has been selected to manage programmatic video campaigns for Lapam, Israel's Government Advertising Agency (“**Lapam**”). Artimedia will provide full campaign management services, through its automated video buying platform, Advision, to Lapam.

Lapam functions as a communications group for various offices of the Israeli government, corporations, government-owned companies and publicly-owned companies. Lapam is responsible for numerous marketing processes that include public and social campaigns for a wide range of topics with an estimated yearly digital advertising budget of 80 million Israeli Shekel (“**ILS**”) (based on an exchange rate of USD 1 to ILS 3.8). It also operates as a media company that specialises in media planning and buying for Israeli government offices.

Lapam, which employs several creative and media agencies around the world, will have access to Artimedia's exclusive premium digital video inventory on personal computers and mobile devices as well as a suite of added value services in order to reach optimally targeted audiences for the different government offices it serves. In addition, with Advision, Lapam will be able to deliver innovative video advertisements that optimise performance and engagement to millions of viewers on premium Israeli websites.

The Company believes that the aforementioned strategic engagement with Lapam (“**Engagement**”) 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 Engagement. The Directors are not aware of any substantial shareholders of the Company who has any interest, direct or indirect, in the Engagement and have not received any notification of interest in the Engagement 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.

**BY ORDER OF THE BOARD**

**PHILIP SOH**  
Non-Executive Chairman  
30 June 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.*