



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

ARTIMEDIA'S VIDEO ADVERTISING HAS SIGNED CONTRACT WITH

- **RESHET NOGA LTD, ONE OF THE TOP COMMERCIAL TELEVISION CHANNELS IN ISRAEL**
 - **WEB3 LTD, REPRESENTATIVE OF SEVERAL POPULAR WEBSITES IN ISRAEL**
 - **GLOBES PUBLISHER ITONUT (1983) LTD, ONE OF THE OLDEST FINANCIAL NEWSPAPER PUBLISHERS IN ISRAEL**
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The Board of Directors ("**Board**" or "**Directors**") of Artivision Technologies Ltd. ("**Company**") wishes to announce that its wholly-owned subsidiary, Artimedia Technologies Ltd ("**Artimedia**") has signed a contract respectively with Reshet Noga Ltd ("**Reshet**") and Web3 Ltd ("**Web3**") in Israel on 1 January 2015 as well as with Globes Publisher Itonut (1983) Ltd ("**Globes**") in Israel on 4 January 2015 ("**Contracts**").

Under the Contracts, Artimedia will provide Reshet, Web3 and Globes, the use of its Advision Video Advertising Platform ("**Advision Platform**"). Advision Platform is a video advertising insertion server which allows viewers to see advertisements on their computers and mobile devices. It offers innovative and engaging video advertising formats that synchronize advertisements with video contents to optimize advertising performance.

For the use of its Advision Platform, Artimedia will receive advertising serving fees from Reshet and Web3. Artimedia will also share advertising revenue with Web3 for advertising campaigns sold by Artimedia. Under the contract with Globes, Artimedia will purchase advertising media from Globes and sell such views to advertisers using Advision Platform.

About Reshet

Reshet is a premium video site in Israel. It is one of the two concessionaires running the Israeli commercial television channel, Channel 2, which was granted by the Israeli Broadcasting Authority. Channel 2 is one of the top commercial television channels in Israel. It has high viewership due to the famous talk shows and programs that it broadcasts. According to an economic news website in Israel called TheMarker, Channel 2 has approximately 80% of the television advertising market share in Israel.

About Web3

Web3 is a digital media group which is an exclusive representative for several popular websites in Israel like FXP and Homeless, offering a range of distinct diversified solution for advertisers on such websites. Both the FXP and Homeless websites each have approximately one million users per month.

About Globes

Globes is one of the oldest financial newspaper publishers in Israel. Globes started to run its news online in 1995 and also has an English version of Israeli business news daily. Globes is one of the first few Israeli daily newspapers to publish its contents on the Internet. According to Israel Rating Committee May 2013 Online Data collection, Globes is one of the top ten pages with the most views.

The Contracts are not expected to have a material impact on the consolidated net tangible assets per share or earnings per share of the Group for the current financial year ending 31 March 2015.

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



Shareholders 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

5 January 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.