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## ACQUISITION OF A 40.0% SHAREHOLDING INTEREST IN ARTIMEDIA LIMITED

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The Board of Directors of Artivision Technologies Ltd. (the “**Company**”) is pleased to announce that its wholly-owned subsidiary, Artimedia Pte Ltd (“**Artimedia Singapore**”), had on 31 January 2013 entered into an agreement with a Chinese national and her associated investment company (“**PRC Partners**”) in relation to the proposed subscription by Artimedia Singapore of four (4) shares (representing a 40.0% shareholding interest) in Artimedia Limited (“**Artimedia BVI**”) for a cash consideration of USD1.00 per share (the “**Proposed Investment**”). It is intended that the PRC Partners will hold the remaining 60.0% shareholding interest in Artimedia BVI.

Artimedia BVI was incorporated in the British Virgin Islands on 15 January 2013 with an authorised capital of USD50,000. Through wholly-owned subsidiaries to be incorporated, Artimedia BVI will be engaged in the marketing of Advision, the video advertising platform of Artimedia Singapore, in the People’s Republic of China.

Advision allows for advertisements to be synchronized with video content, and is capable of driving millions of advertisement impressions into video content across the globe daily. The solutions offered under the Advision platform include:

- TargetRoll™** - Interactive Advertising Bureau (“**IAB**”) standard display advertising units that seamlessly blend into videos without obscuring content.
- CelebrityRoll™** - synchronized banner advertisements designed to activate upon recognition of specific celebrity faces which appear in the video content.
- SceneRoll™** - optimized mid-roll advertisements placed between automatically identified scene changes.
- LogoRoll™** - synchronizes advertisements when a brand logo appears in the video content.
- SmartOverlay™** - displays standard overlay advertisements without obscuring content.

The Proposed Investment will be funded by internal resources and is not expected to have any material impact on the earnings per share and net tangible assets of the Company for the financial year ending 31 March 2013.

Completion of the Proposed Investment is subject to finalisation of certain legal documentation. The Company will make such further announcements as may be appropriate to keep shareholders informed of the progress of this matter.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the Proposed Investment, other than through their shareholdings in 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

1 February 2013



This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor ("Sponsor"), Canaccord Genuity Singapore Pte. Ltd. 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 Mr Chia Beng Kwan, Director, Canaccord Genuity Singapore Pte. Ltd at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.