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## **MEMORANDUM OF UNDERSTANDING SIGNED WITH SHANGHAI MENLO ADVERTISING CO., LTD.**

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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**”) had signed a non-binding memorandum of understanding (“**MOU**”) dated 17 February 2013 with Shanghai Menlo Advertising Co., Ltd. (“**Menlo**”).

Menlo is a subsidiary of AdChina Ltd, (“**AdChina**”), an integrated internet advertising platform provider in the Peoples’ Republic of China (“**PRC**”). Menlo is primarily engaged in the provision of technology consulting and solutions in connection with the various software systems under AdChina’s platform.

Pursuant to the terms of the MOU, Menlo shall use Advision, the video advertising platform of Artimedia, as a private advertisement exchange whereby Menlo will, directly or through any third party, upload and run its advertising campaign orders through Advision, enabling Menlo to engage in real-time bidding with publishers in the PRC for its advertisement campaigns. Artimedia will receive payment from Menlo on the basis of the number of advertisement impressions served.

A mutually acceptable detailed agreement is expected to be executed within 60 days from the date of MOU. 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 MOU.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company in relation to this announcement.

### **BY ORDER OF THE BOARD**

#### **PHILIP SOH**

Non-Executive Chairman  
20 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.