



ARTIMEDIA (HONG KONG) HOLDINGS LIMITED SEALS DEAL WITH 深圳市迅雷网络技术有限公司

The Board of Directors of Artivision Technologies Ltd. (the “**Company**”) is pleased to announce that Artimedia (Hong Kong) Holdings Limited (“**Artimedia HK**”) had on 30 April 2013, entered into an agreement with 深圳市迅雷网络技术有限公司 (“**Xunlei**”) (the “**Agreement**”). Artimedia HK is a wholly-owned subsidiary of Artimedia Limited, a 40%-owned joint venture of the Company’s wholly-owned subsidiary, Artimedia Pte Ltd (“**Artimedia Singapore**”). Pursuant to the Agreement, Xunlei will, through Artimedia Singapore’s Advision platform, broadcast advertisements over its online video streaming website, 迅雷看看 (“**Xunlei Kankan**”).

Xunlei operates a consumer internet platform for digital media content in China and is one of China’s leading download clients for software, video and music downloads. According to iResearch, video/audio player software reached 130 million audiences per day in March 2013 in China, and Xunlei Kankan ranked first with 27.21 million unique viewers per day and 9.3% reach¹.

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 available under the Advision platform includes:

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|----------------|---|---|
| TargetRoll™ | - | Interactive Advertising Bureau 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 Advision platform serves as a conduit for advertisers and publishers, whereby Artimedia HK charges advertisers and pays publishers to broadcast advertisements through publisher channels.

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.

¹ Source: iResearch (<http://www.iresearchchina.com/views/4864.html>)



BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

24 June 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.