



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

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**SIGNING OF AN EXCLUSIVE BUSINESS CONTRACT WITH WALLA! COMMUNICATIONS LTD,  
ISRAEL'S LEADING INTERNET PORTAL**

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**1. INTRODUCTION**

The Board of Directors (the “**Board**” or the “**Directors**”) of Artivision Technologies Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that its wholly-owned subsidiary, Artimedia Technologies Ltd. (“**Artimedia**”), has, on 22 April 2015, signed a three-year exclusive business contract (the “**Contract**”) with Walla! Communications Ltd. (“**Walla**”), Israel's leading Internet portal.

The salient terms of the Contract are, amongst others, as follows:

- (A) Walla will integrate Artimedia's advanced video advertising platform (the “**Platform**”) into Walla's Internet portal. The Platform will include Artimedia's video advertising insertion server which allows viewers to see Artimedia's innovative and engaging video advertising formats within video content on personal computers and mobile devices.
- (B) Artimedia will purchase Walla's premium desktop and mobile video advertising inventory (“**Advertising Inventory**”) and sell such views to advertisers (such as brands and agencies) using Artimedia's unified programmatic video feature in the Platform for personal computers and mobile devices. This advanced intelligent proprietary Platform is accessible through a self-service online management website that is interfaced with targeting, optimization and advanced analysis capabilities. Such capabilities can deliver intelligent and efficient advertisements to viewers, resulting in more effective branding for advertisers.
- (C) Artimedia will pay Walla a minimum annual sum in cash (to be funded by internal resources and/or borrowings) over the three-year term of the Contract. In return, Walla will provide a minimum of 10 million video views per month for Artimedia to insert advertisements. The current market price per impression for advertisements in Israel is between NIS 80 to NIS 120 (exchange rate is USD 1 to NIS 3.9). Each video view can have more than one advertisement insertion.

The Company is of the view that the Contract will bring substantial value to Israeli advertisers, providing them with an **exclusive and effective** video advertising solution for programmatic media buying of a **premium** video advertisement inventory. In addition, the purchase of the Advertising Inventory from Walla is expected to strengthen the Platform of Artimedia, making it the largest premium video advertising network in the Israeli market.

**2. INFORMATION ON WALLA**

Walla was founded in 1995 as Israel's first online website directory and is a wholly-owned subsidiary of Bezeq The Israel Telecommunication Corporation Ltd. (“**Bezeq**”).



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Walla operates [www.walla.co.il](http://www.walla.co.il), the leading Israeli Internet portal which provides a wide range of online services and targets a diverse audience. As Israel's leading Internet portal, Walla serves a community of more than 2.5 million monthly unique users in Israel. Walla was listed on the Tel Aviv Stock Exchange in 1999 and delisted in 2012 following a tender offer by Bezeq. Walla is ranked one of the top 10 accessing sites in Israel by Alexa Internet, Inc., a California-based subsidiary company of Amazon.com which provides commercial web traffic data. It is one of the largest internet groups in Israel operating a leading portal, e-commerce and tourism sites. Walla's Internet portal is one of top leading Israeli internet asset among the Israeli websites in the main parameter of daily and monthly reach, visits, video views and page views.

Bezeq is Israel's largest and leading telecommunications group. Bezeq is listed on the Tel Aviv Stock Exchange (TLV: BEZQ) with a market capitalisation of approximately US\$5 billion. Bezeq and its subsidiaries provide telecommunications operations and services, including domestic fixed-line, cellular and international communication services, multi-channel satellite television broadcasts, Internet infrastructure and access services, customer call centers, maintenance and development of communications infrastructures, communications services to other communications providers, television and radio broadcasts, and supply and maintenance of equipment on customer premises.

### **3. OTHER INFORMATION**

The Contract is expected to increase the gross revenue of the Group's Media Solutions division. The Company is currently unable to determine if the Contract is expected to have a material impact on the Group's net tangible assets per share and earnings per share for the current financial year ending 31 March 2016 as it is in the initial stage of utilisation of the Platform. The Company will make the necessary announcement as and when appropriate.

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

26 April 2015

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*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 Karen Soh, Managing Director, Corporate Finance, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.*