



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

**SIGNING OF AN EXCLUSIVE BUSINESS CONTRACT WITH GLOBES,
A LEADING ISRAELI BUSINESS NEWS SITE**

1. INTRODUCTION

The Board of Directors (the “**Board**” or the “**Directors**”) of Artivision Technologies Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Company’s announcement on 5 January 2015 in relation to a contract (the “**First Contract**”) entered into between its wholly-owned subsidiary, Artimedia Technologies Ltd. (“**Artimedia**”), with Globes Publisher Itonut (1983) Ltd (“**Globes**”) to provide Globes with the use of the Platform (as defined below). Further to the aforementioned announcement, the Board is pleased to announce that Artimedia has signed a one-year exclusive business contract (the “**Contract**”) with Globes, Israel’s leading business news site. For the avoidance of doubt, the Contract will supersede the First Contract.

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

- (A) Globes will integrate Artimedia’s advanced video advertising platform (the “**Platform**”) into Globes’ website. 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 Globes’ 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, optimisation 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 Globes a minimum annual sum in cash (to be funded by internal resources and/or borrowings) over the one-year term of the Contract. In return, Globes will provide a minimum of 2 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, together with a similar exclusive business contract signed with Walla! Communications Ltd. (“**Walla**”), Israel’s leading Internet portal (as announced by the Company on 26 April 2015), 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 Globes is expected to further strengthen the Platform of Artimedia.



With both Globes and Walla! on the Platform, Artimedia is now serving about 40% of the Israeli internet users or about 12 million video views per month (based on the Company's estimation, computed based on the combined market share of both Globes' and Walla!'s internet users, via desktop and mobile, in Israel).

2. INFORMATION ON GLOBES

Globes is one of the top financial daily newspaper publishers in Israel. Globes started to run its news site in 1995 and also has an English version of Israeli business news daily. Each evening, Globes brings its unrivaled coverage of Israeli business to some 45,000 subscribers representing Israel's elite in management, investment, technology, law, accounting, and marketing. According to Israel Rating Committee May 2013 Online Data collection, Globes is one of the top ten pages with the most views. Globes is published by Globes Publisher Itonut (1983) Ltd, owned by the Monitin group, which has diverse holdings in the Israeli press and media. Monitin Group in turn owned by Fishman Group in Israel.

The Fishman Group is recognised as one of Israel's largest and most renowned private investment groups. It is primarily involved with investments in real estate, retail, media and telecommunications. The Fishman Group has diversified holdings in Israel and abroad and owns some of the major companies in numerous fields.

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

4 May 2015



*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.

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