



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

**ARTIMEDIA SIGNED A DEFINITIVE EXCLUSIVE AGREEMENT WITH
MCCANN DISCIPLINES LTD.**

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 dated 23 July 2015 (“**Announcement**”).

Further to the Announcement, the Board is pleased to announce that Artimedia has signed a definitive exclusive agreement (the “**Agreement**”) with McCann Disciplines Ltd. (“**UMD**”), a subsidiary of McCann Worldgroup (one of the world’s largest advertising agencies in Israel).

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

- (i) Artimedia will provide UMD with its programmatic video advertising network which offers video inventory on major online Israeli’s publishers. It is an advanced intelligent network that has targeting, optimisation and advanced analysis capabilities which can show viewers advertisements that are customised to their behavioural profile, Internet and Mobility use habits, resulting in more effective branding for advertisers; and
- (ii) UMD expects to purchase up to approximately 18 million Israeli Shekel (“**ILS**”) (based on an exchange rate of USD 1 to ILS 3.8) of media inventory from Artimedia annually.

Together with the other four Israeli advertising agencies contracts which the Company has secured and as announced on 30 June 2015, the Company expects to generate total gross revenue of up to approximately 27 million ILS over the next six to eighteen months.

The Company believes that the Agreement will have a positive impact on the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 March 2016.

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

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.

About UMD

UMD, a subsidiary of McCann Worldgroup, is one of the leaders in professional web marketing worldwide. UMD helps global brands to define their online marketing strategies, interact with their target audience, generate qualified traffic to their web assets and drive high conversion rates and return on investment, using natural and genuine search marketing techniques, such as organic search engine optimization, pay per click, social media optimization and performance marketing, all wrapped



in cutting edge web-analytics. UMD's global clients include ABInBev, Cathay Pacific, Chrysler, Coca-Cola, Heinz, Hershey's, Johnson & Johnson, L'Oréal, and Sony.

About McCann Worldgroup

McCann Worldgroup was incorporated in 1997 to align one of the world's largest advertising agency network, McCann Erickson, with best-in-class specialty networks to provide complementary services and transform their clients' brands and grow their businesses. McCann Worldgroup operates in over 100 countries, and includes the following companies in its fold: McCann Erickson; MRM (which focuses on digital communications and customer relationship management); Momentum (specialists in event marketing and promotion); McCann Healthcare (which handles medical/pharmaceutical communications); EXP (a global production services provider); UM (a leading global media management company); Weber Shandwick (one of the world's largest public relations firms); and FutureBrand (a brand consulting and design company).

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

17 August 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.

The contact person for the Sponsor is Ms Goh Mei Xian, Deputy Head of Continuing Sponsorship, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.