



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

**ARTIMEDIA SIGNED AN EXCLUSIVE CONTRACT WITH YNET,
AN ISRAELI NEWS AND GENERAL CONTENT WEBSITE**

1. INTRODUCTION

Further to the announcement dated 30 June 2015, 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 signed another exclusive contract (the **“Contract”**) with Yediot Internet (**“Ynet”**), an Israeli news and general content website.

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

- (A) Ynet will integrate Artimedia’s advanced video advertising platform (the **“Platform”**) into Ynet’s website, www.ynet.co.il. 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 Ynet’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, 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 Ynet a minimum monthly sum (to be funded by internal resources and/or borrowings) over the period of the Contract till 31 December 2016. In return, Ynet will provide a minimum of 15 million video views per month for Artimedia to insert advertisements. Each video view can have more than one advertisement insertion.

The Company is of the view that the Contract, together with similar exclusive business contracts signed with the following publishers in Israel:

- Walla! Communications Ltd. (**“Walla”**), a leading Internet portal;
- Globes Publisher Itonut (1983) Ltd (**“Globes”**), a leading business news site;
- The Sports Channel Ltd (**“Sport 5”**), a leading sports channel;
- Israel Hayom & its subsidiary, NRG (**“Israel Today”**), a leading daily news publication; and
- CTV Media Israel Ltd (**“CTV”**), a foremost company in the field of digital signage,



will further strengthen the Platform to 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.

2. ABOUT YNET

Ynet is an Israeli news and general content website, which is the online outlet for Yedioth Ahronot. Yedioth Ahronot was founded in 1939 and is a national daily newspaper published in Tel Aviv, Israel. Most of Ynet's content is original work, published exclusively on the website and written by an independent person. Ynet is ranked fifth after the international name accessing sites in Israel by Alexa Internet, Inc., a California-based subsidiary company of Amazon.com which provides commercial web traffic data.

3. OTHER INFORMATION

The Contract is expected to increase the gross revenue of the Group's media solutions division. The Company will make the necessary announcement as and when appropriate 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 Ynet is in the initial stage of utilisation of the Platform.

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

23 July 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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