



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

USE OF PROCEEDS FROM THE CONVERTIBLE LOAN

The board of directors (the “**Board**”) of Artivision Technologies Ltd. (the “**Company**”) refers to the Company’s announcement dated 18 April 2015 (“**Announcement**”) on the convertible loan and grant of options to subscribe for new ordinary shares in the capital of the Company. Unless otherwise defined, all terms and references used herein shall bear the same meaning ascribed to them in the Announcement.

The Board wishes to announce that as at the date of this announcement, the Company has utilized the First Tranche Loan amounting to US\$2.7 million as an advance payment for the purchase of media video viewership by the Company’s subsidiary, Artimedia Technologies Ltd, in its ordinary course of business, from a publisher in Israel.

The Company will make periodic announcements on the utilization of the balance of the proceeds from the Loan and the proceeds from the exercise of the Option by the Lender, as and when they are materially disbursed and provide a status report on the use of proceeds in the Company’s annual report.

BY ORDER OF THE BOARD

PHILIP SOH

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