



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

---

**SIGNING OF AN EXCLUSIVE BUSINESS CONTRACT WITH  
ISRAEL'S CHANNEL 10 LTD, THE OPERATOR OF NANA 10  
- ONE OF THE BIGGEST NEWS AND COMMERCIAL WEBSITES IN ISRAEL**

---

**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 signed an exclusive business contract (the “**Contract**”) with Channel 10 Ltd (“**Channel 10**”), a commercial broadcasting television channel in Israel. Channel 10 operates an official website named Nana 10, which broadcasts its television shows and programs through video on demand and live streaming online.

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

- (a) All desktop and mobile video advertising inventory of Nana 10 will be managed and sold exclusively through Artimedia’s programmatic advertising network (the “**Network**”).
- (b) The Contract allows Artimedia to collect and cross-match Nana 10’s audience data in order to enable brands and advertising agencies to buy targeted video views in real time bidding through the Network.
- (c) Artimedia’s video advertising insertion server under the Network will be integrated into Nana 10, allowing viewers to see advanced and effective video advertisement formats. Brands and advertising agencies will be able to upload data-driven video campaigns through Artimedia’s self-service and web-based user interface, which has targeted, real-time optimisation and advanced analysis capabilities.
- (d) Artimedia will share all revenue generated under the Contract with Channel 10 in an agreed proportion.

The Contract is expected to expand and further strengthen Artimedia’s exclusive video advertising inventory. The Network provides advertisers with a wide range of inventory in premium video content.

Two Israeli newspapers, namely, TheMarker and Globes, had published respective articles relating to the Contract, entitled “a war on YouTube” and “Channel 10 joins Artimedia programmatic advertising video” respectively. Please refer to the articles at:-

- (i) <http://www.themarker.com/advertising/1.2761293>; and
- (ii) <http://www.globes.co.il/news/article.aspx?did=1001076150>.



## 2. ABOUT CHANNEL 10

Channel 10 is a commercial broadcasting television channel licensed in Israel. Established in 2002, Channel 10 is one of the two commercial television stations in Israel. Channel 10 broadcasts original drama series, entertainment shows, lifestyle programs and news shows on TV and online via Nana 10. The controlling shareholder of Channel 10 is R.G.E. Group, Israel's most prominent media conglomerate that holds numerous broadcasting channels in Israel.

## 3. OTHER INFORMATION

The Contract is not expected to have a material 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. However, it is expected to have a positive impact on the consolidated net tangible assets per share and earnings per share of the Group for the next financial year ending 31 March 2017.

None of the Directors has any interest, direct or indirect, in the Contract. The Directors have not received any notification of interest in the Contract 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 Contract.

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  
29 October 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.*