



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

NON-BINDING MEMORANDUM COOPERATION AGREEMENT

The Board of Directors (the “**Board**” or “**Directors**”) of Artivision Technologies Ltd. (the “**Company**”) is pleased to announce that 京慧视多媒体科技(北京)有限公司 (“**京慧视**”), an affiliated company of Artimedia Pte Ltd (the latter being a wholly-owned subsidiary of the Company) in the People’s Republic of China (“**PRC**”), has recently informed the Company that it had signed a non-binding Memorandum Cooperation Agreement (“**Memorandum**”) with 合一网络技术(北京)有限公司 (“**合一**”) dated 25 August 2014, pursuant to which the Company shall provide its video advertising technologies and platforms for video monetization to 合一 for testing and evaluation as well as to provide the necessary support to 合一. A definitive agreement may be entered into between the parties once both parties have completed the testing and evaluation process.

合一 is a subsidiary of Youku Tudou Inc.(“**优酷**”), the combined entity following the merger of Youku Inc. and Tudou Inc. in August 2012. 优酷 is listed on the New York Stock Exchange and is currently one of the biggest online video companies in PRC and one of the premier destinations for world-class advertisements.

None of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the Memorandum.

The Board wishes to inform that there is no certainty or assurance that a definitive agreement will be entered into. As such, shareholders and potential investors are advised to exercise caution when dealing or trading in the shares of the Company in relation to this announcement.

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

12 September 2014

*The 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 the announcement.*

The announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of the announcement, including the correctness of any of the statements or opinions made or reports contained in the 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.