



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

DEFINITIVE AGREEMENT SIGNED WITH 上海全土豆文化传播有限公司

The board of directors (the “**Directors**” or the “**Board**”) of Artivision Technologies Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Company’s announcements dated 12 September 2014 and 14 February 2015 (the “**Announcements**”) in relation to the non-binding Memorandum Cooperation Agreement (“**Memorandum**”) entered into between 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**”), and 合一网络技术(北京)有限公司 (“**合一**”), a subsidiary of Youku Tudou Inc. (“**优酷**”) (the latter being a company listed on New York Stock Exchange).

Further to the Announcements, the Board is pleased to announce that 京慧视 has signed a definitive agreement (the “**Agreement**”) with 上海全土豆文化传播有限公司 (“**Tudou**”), a wholly-owned subsidiary of 优酷, pursuant to which 京慧视 will use its licenced advanced video analysis technology to analyse Tudou’s videos to enable Tudou to insert advertisements within its videos more effectively. Under the terms of the Agreement, Tudou and 京慧视 will share the advertising revenue generated from the advertisements inserted in the videos pursuant to the analysis conducted by 京慧视, based on an agreed proportion. This Agreement will allow the Group to promote its proprietary, cutting-edge online video advertising technology to the online video entertainment portal in the PRC.

Tudou, founded in 2005, is one of the leading Internet video companies in the PRC which provides premium licensed content, user generated content (“**UGC**”) and original in-house production. According to the website of Tudou, Tudou was the first UGC video sharing website launched in the PRC. Tudou provides an on-demand and interactive viewing experience whereby users can find contents they want to view, share their created contents and interact with other users on its platform. Its extensive content library is designed to meet the users’ diverse viewing needs spanning different genres including drama, entertainment, news, animation and music. The “Tudou” brand is reputedly one of the most recognised internet brands in the PRC, and the annual Tudou Video Festival has become a signature event in the online video industry.

As at the date of this announcement, the Company is unable to determine the impact of the Agreement on the Group’s net tangible assets per share and earnings per share for the current financial year ending 31 March 2016 as the Company cannot reasonably assess the amount of revenue which may be generated from the advertisements inserted in the videos pursuant to the analysis conducted by 京慧视.

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.

BY ORDER OF THE BOARD

PHILIP SOH

Non-Executive Chairman

23 September 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.