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

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**INTRODUCTION OF PROGRAMMATIC TV ADVERTISING TO ISRAEL THROUGH PILOT PROGRAMME WITH A GLOBAL ADVERTISING AGENCY**

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## 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**"), had, on 14 April 2016, entered into a pilot collaboration agreement (the "**Agreement**") with a global advertising agency (the "**Counterparty**") to introduce programmatic TV advertising to Israel.

Under the Agreement, Artimedia will develop a programmatic TV buying system, in consultation with the Counterparty, to enable marketers and/or advertisers to do programmatic TV advertising. With programmatic TV advertising, marketers are able to rely on specific audience data to plan and execute advertising campaigns. The entire process, from planning to execution, is fully automated.

With the programmatic TV buying system, advertisers will be able to reach consumers more effectively as their advertising campaigns will be based on specific information about their target audience, such as their personal interests, rather than just on TV-show ratings and generic demographics.

Marketers can also use Artimedia's programmatic advertising network (which will include Artimedia's programmatic digital advertising system and the programmatic TV buying system) to synchronise advertisements across TV, desktop computers and mobile devices, simultaneously reaching consumers who are accustomed to using multiple devices at the same time.

With this network, marketers can quantify and assess the impact of their TV advertisements, as well as online-video advertising campaigns, using a standard measurement to determine how much they want to spend on advertising. For TV programmes, marketers typically rely on Television Rating Points ("**TRP**") as a measurement and for online videos, measurements such as Cost Per View and Cost Per Thousand Impressions are widely used.

Because of these different approaches for measuring audience reach, marketers are unable to allocate their budgets for advertising campaigns involving both TV and online videos effectively. To address this issue, Artimedia has developed a new metric ("**arTRP**") to standardise measurements across the digital and TV systems. The Israeli government rating committee has confirmed that arTRP will adopt the new standard measurement for measuring TV ratings in the country.

## 2. FINANCIAL IMPACT

The estimated gross revenue that is expected to be generated from the Agreement is up to 20 million Israeli Shekels (approximately S$7.2 million) over a period of time to be agreed by both Artimedia and the Counterparty. The gross revenue and net profit generated from the Agreement will be shared between Artimedia and the Counterparty in an agreed proportion.

The Agreement is expected to have a positive impact on the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 March 2017.

## 3. OTHER INFORMATION

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
15 April 2016

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*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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