

21 January 2015



Business and Trading Update

Marimedia (AIM: MARI), a provider of proprietary technology solutions for optimising online advertising revenue for website owners globally, is pleased to provide a trading update for the 12 months ended 31 December 2014, ahead of its final results to be announced in March 2015.

The Company expects full year results for the twelve months ended 31 December 2014 to be in line with market expectations.

As stated in the 'Business and Trading Update' on 4 December 2014, during the second half of the year the Company was able to accelerate the transition to mobile advertising as a result of the successful integration of the Taptica acquisition. As a result, sales in mobile advertising grew from approximately \$1m in H1 2014 to approximately \$11m for H2 2014, and accounted for an increasing proportion of total revenue throughout the year. The approximate percentage revenue contribution to total revenue can be summarised as below:

H1 2014 Revenue		Q3 2014 Revenue		Q4 2014 Revenue	
<i>Display</i>	<i>Mobile</i>	<i>Display</i>	<i>Mobile</i>	<i>Display</i>	<i>Mobile</i>
97%	3%	73%	27%	64%	36%

Additionally, the Company was able to accelerate its strategy to increase the video advertising portion of display revenues, which grew from 0% in H1 2014 to approximately 15% of display revenues in H2 2014.

During the year, Marimedia invested in its business development, sales and marketing functions, which has already led to the expansion of the Company's advertiser base to incorporate a greater proportion of tier 1 advertisers as well as increasing its branded publisher clients. Marimedia expects to benefit from increased volumes and greater length of client retention associated with servicing such customers.

In the second half of 2014, the Company advanced the development of its technology that offers automated mobile advertising solutions via a single agnostic platform that is capable of handling various media formats in a real-time bidding (RTB) marketplace. Consequently, the Company entered 2015 with a stronger mobile and video offer based on proprietary technology. The Company believes that 'mobile' advertising represents the biggest dynamic shift in the industry, which is resulting in a proliferation of different eco-systems, and which is set to increase with the growth in portable devices. Marimedia is at the forefront of this transition in establishing a single platform for publishers to engage with, which the Board believes will lead to greater customer retention as well as the Company gaining market share.

As a result of the significant growth achieved during 2014, in order to support the sustained momentum and leverage the strong foundations established during the year, Marimedia has appointed Sharon Reisner to the newly-created role of VP Marketing. Ms. Reisner brings to Marimedia over 15 years' experience in marketing leadership positions, primarily with technology businesses, including those operating with the mobile, web and digital advertising industries.

Looking ahead, the Company is well-placed to continue to achieve significant progress as the market increasingly shifts to mobile and video advertising – where Marimedia has established a strong

position. The Board believes that these segments will be the growth drivers of the business going forward and enters the year with confidence.

Further details on current trading and outlook will be provided at the time of the full year results, which are expected to be announced in the latter part of March 2015.

For further details:

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