



25 September 2015

Taptica International Ltd
(“Taptica” or “the Company”)

Change of Adviser

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, announces that it has appointed Investec Bank plc as its Nominated Adviser and Broker with immediate effect.

For further details:

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About Taptica

Taptica is a global end-to-end mobile advertising platform that helps the world’s top brands reach their most valuable users with the widest range of traffic sources available today, including social. Its proprietary technology leverages big data and, combined with state-of-the-art machine learning, enables quality media targeting at scale. Taptica creates a single arena in which brands can scale and engage more relevantly with mobile audiences, staying ahead of the competition. It works with more than 450 advertisers including Amazon, Disney, Facebook, Twitter, OpenTable, Expedia, Lyft and Zynga. Taptica is headquartered in Israel with offices in San Francisco, New York, Boston and Beijing. Taptica is traded on the London Stock Exchange (AIM: TAP).