



15 October 2015

**Taptica International Ltd
("Taptica" or the "Company")**

Business and Trading Update

Expansion into Europe through Commercial Partnership with Mobile Network Group S.A.

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, provides a business and trading update following the end of the third quarter, for the period ended 30 September 2015. Taptica is also pleased to inform of its expansion in Europe through a commercial partnership agreement with Mobile Network Group SA ("MNG"), the France-based mobile advertising, marketing and mobile technology services company.

Business and Trading Update

As stated at the time of the interim results announcement on 3 September 2015, the Company entered the second half of the year with its mobile segment continuing to gain traction. Household brands are increasingly using the Taptica platform for their mobile advertising campaigns, highlighting the significant development in the types of companies commencing mobile advertising campaigns – away from the traditional aggregator website user base (such as price comparison websites) to blue-chip companies and brand advertisers.

The Company continues to make good progress with the integration of AreaOne, its recently acquired performance marketing technology company and accredited Facebook® Marketing Partner. The Company's clients are already experiencing the benefits of AreaOne's bid optimisation and budget optimisation expertise across social media channels in a cost-effective manner, particularly when combined with Taptica's big data from its mobile campaigns.

As such, the Company is confident about reporting year-on-year revenue growth in line with market expectations.

Partnership Agreement with Mobile Network Group SA

The Company is also pleased to announce a commercial partnership with Mobile Network Group SA, Europe's largest technology and mobile advertising company, which is listed on the Paris, Euronext Exchange (FR0010812230 – ALMNG), with offices in Berlin, Milan and Paris.

MNG focuses on delivering premium mobile inventory with 71 million unique monthly visitors across their agencies in France, Germany and Italy.

The deal will provide MNG's European client base with direct access to Taptica's best-in-class, innovative marketing technology solutions, including access to Taptica's big data, in order to deliver effective campaigns and add social media, video and performance mobile to available channels.

Hagai Tal, CEO of Taptica, said: "We are pleased to enter into a commercial agreement with MNG. They have been a pioneer focused on the mobile advertising space for the past four years. This has allowed them to become the leading operator in Europe, having built an impressive client list. By combining our technologies, we will be able to provide end-to-end solutions to MNG's clients and this will accelerate Taptica's expansion in Europe. We look forward to working together with MNG to increase our mutual footprint in Europe."

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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).