

27 January 2015

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

**Additional Listing, Director Dealing and Total Voting Rights**

Taptica (AIM: TAP), a global end-to-end mobile advertising platform, announces that it has approved the issue and allotment of 9,765 ordinary shares of NIS 0.01 each in the Company ("New Ordinary Shares") to Ronni Zehavi, a Non-Executive Director of the Company, the New Ordinary Shares were issued at £0.64 per share and were issued to satisfy Ronni Zehavi's pre-approved director fees for the three months ended 20 November 2015.

Ronni Zehavi's resultant shareholding is as follows:

No. of New Ordinary Shares Issued	Resultant Holding (No. of Ordinary Shares)	% of Issued Share Capital
9,765	9,765	0.01%

The Company also announces that following receipt by AreaOne Ltd. of the required tax ruling from the Israeli Tax Authority relating to the agreement to acquire AreaOne Ltd. as announced on 8 September 2015, application has been made for the issue and allotment of 2,088,337 ordinary shares of NIS 0.01 each in the Company ("Consideration Shares") to ESOP Management & Trust Services Ltd., the Consideration Shares were issued at £0.61p per share. As announced by the Company on 8 September 2015, if the Company elects to pay in cash the contingent deferred payments due to the shareholders of AreaOne Ltd. prior to 30 June 2016, then it shall also have the right to purchase the Consideration Shares at such time for £0.61p per share.

Application has been made for the New Ordinary Shares and Consideration Shares to be admitted to trading on AIM and it is expected that admission will take place on, or shortly after, 3 February 2016. The New Ordinary Shares and Consideration Shares will rank pari passu with the Company's existing issued ordinary shares.

Following admission, the total issued share capital of the Company will increase to 68,503,259 ordinary shares of NIS 0.01 each with voting rights.

**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).

For further information, please visit [www.taptica.com](http://www.taptica.com)