



16 February 2016

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

Notification of Full Year 2015 Results

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, will announce its full year results for the twelve months ended 31 December 2015 on Wednesday 16 March 2016.

Hagai Tal, Chief Executive Officer, and Yaniv Carmi, Chief Financial Officer, will be holding a presentation for analysts at 9.30am on the day at the offices of Luther Pendragon, Priory Court, Pilgrim Street, London, EC4V 6DE.

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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).