

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	Taptica International Limited	
2 Reason for the notification (please tick the appropriate box or boxes):		
An acquisition or disposal of voting rights		✓
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached		
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments		
An event changing the breakdown of voting rights		
Other (please specify):	Type 1 Disclosure as per the Transparency II Directive Regulation	✓
3. Full name of person(s) subject to the notification obligation:	Schroders plc	
4. Full name of shareholder(s) (if different from 3.):	Schroders plc & Schroder Investment Management Limited	
5. Date of the transaction and date on which the threshold is crossed or reached:	26.04.16	
6. Date on which issuer notified:	27.04.16	
7. Threshold(s) that is/are crossed or reached:	Above 10%	

8. Notified details:

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
Ordinary IL0011320343	5,039,918	3,581,001	8,021,918	N/A	6,263,001	N/A	10.02%

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments

Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)

Number of voting rights	Percentage of voting rights
6,263,001	10.02%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Schroder Investment Management Limited	6,263,001	10.02%
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Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

The shares referred to in section 9 are held in portfolios managed by those firms on a discretionary basis for clients under investment management agreements. This disclosure has been calculated based on issue share capital amount 62,505,477.

14. Contact name:

Shaheen Hussain

15. Contact telephone number:

020 7658 6000