

9 May 2016

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

**Publication of Annual Report and Accounts**

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, announces that the Annual Report and Accounts of the Company for the year ended 31 December 2015 has been posted to shareholders and is also available on its website at <http://www.taptica.com/>

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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).