

11 May 2016

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

Trading Update

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, provides the following business and trading update.

In the Company’s full year results announced on 16 March 2016, Taptica stated that it had entered the current year in a significantly improved position as the Company’s mobile offering continued to gain traction with household-named brands as well as to receive expanding demand for its solutions. The Company also stated that it had increased its R&D investment in further developing its mobile platform to improve utilisation of the Company’s proprietary user database thereby enhancing the ability to monetise advert supply.

In the period since the full year results announcement, Taptica is pleased to report that business has progressed as envisaged, with household-named brands increasingly using the Taptica platform for their mobile advertising campaigns. As a result, the Company continues to expect growth in full year revenues of over 45% in 2016 in line with market expectations.

The Company has also continued to invest in its platform technology, which has helped it to continue to improve the gross margin in its mobile business with the effect of improving overall gross margins of the Company. Consequently, the Company now anticipates full year EBITDA to be materially ahead of market expectations.

For further details:

Taptica

Hagai Tal, Chief Executive Officer

+972 3 545 3900

Investec Bank

Dominic Emery, Henry Reast, Junya Iwamoto

+44 207 597 5970

Luther Pendragon

Harry Chathli, Claire Norbury

+44 207 618 9100

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).