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

Taptica to Sponsor VentureBeat Roadshow

Official partner of event focusing on the uniting of product and marketing teams for mobile strategy success

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, is pleased to announce that it is sponsoring the next VentureBeat Roadshow event, which is taking place in San Francisco on Thursday 19 May. The VentureBeat Roadshow is a series of global events hosted by VentureBeat, a leading online source for news and perspective on technology innovation, covering issues affecting the advertising and marketing industry.

The event will focus on eliminating silos between mobile product and marketing teams, and will discuss how disparate conversations between these teams remain a major issue. Speakers will include:

- Casey Winters, Product Lead, Growth, Pinterest
- Rob Sturtz, Mobile Product Leader, Glassdoor
- Stewart Rogers, Director, Marketing Technology, VentureBeat Insight
- Jeremy Wacksman, Vice President, Marketing and Product, Zillow

“The goal of this event is to provide deep context, to deconstruct key issues around siloed mobile teams and to help executives make smarter decisions on mobile strategies moving forward,” said Aaron Golden, CRO, VentureBeat.

Attendees will hear from leading mobile marketers, growth executives and product veterans through case studies, VB Insights and networking with industry peers. All attendees will also receive a free copy of VB Insights’ latest report, which reveals the current and future state of holistic mobile marketing and product management.

Hagai Tal, CEO of Taptica, added: “We are excited to be partnering with VentureBeat for this event and look forward to welcoming such a strong line-up of presenters, which reflects Taptica’s position as a leader within the industry. By supporting the VentureBeat roadshow, we hope to encourage a dialogue about the gaps that exist across departments and how to address them to increase revenue and mobile user engagement to unlock brands’ full mobile potential.”

The event is being held at The Village, which is located at 969 Market Street in San Francisco, California, on Thursday 19 May from 5-8pm PDT.

All proceeds from the event will benefit Sleep Train Foster Kids, a non-profit that was created in 2008 to make a positive impact on the lives of thousands of foster children in need.

More information can be found at: <http://events.venturebeat.com/event/breaking-down-silos-between-mobile-product-and-marketing-teams-roadshow/>.

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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).