

2 September 2016

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

Notice of AGM

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, gives notice that the Annual General Meeting (“AGM”) of the Company is to be held at 9.00am BST on 6 October 2016 at the offices of Incisive Media, Haymarket House, 28-29 Haymarket, London, SW1Y 4RX.

Information on the resolutions to be voted on at the AGM can be found in the Notice of AGM that, along with forms of proxy and direction, has been posted to the shareholders. Copies are available on the Company’s website at www.taptica.com.

For further details:

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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, Beijing and Seoul. Taptica is traded on the London Stock Exchange (AIM: TAP).