

6 October 2016

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

Result of Annual General Meeting

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, is pleased to announce that at the Annual General Meeting of the Company held today, 6 October 2016, all resolutions were duly passed.

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).