

9 November 2016

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

Trading and Business Update

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, provides the following trading update for the year ending 31 December 2016.

As stated at the time of the interim results on 31 August 2016, the momentum achieved in the first six months of the year was sustained into the second half of 2016. Campaigns agreed with new Tier 1 clients have delivered solid revenues in H2 2016, and existing clients have grown their advertising spend with Taptica. The Company has benefitted from significant uplift from mobile advertising and seasonal trading in territories such as the US and Asia-Pacific.

As a result, on the current run rate, the Company now expects to report FY 2016 revenues ahead of market expectations at approximately \$120m, an increase of over 55% compared with full year revenues in 2015. Also, on the current run rate, the Company expects adjusted EBITDA for FY 2016 to be significantly higher than market expectations at approximately \$22.5m, representing a year-on-year growth in adjusted EBITDA of over 200%.

Whilst the Company has benefitted from significant uplift from mobile advertising and some positive seasonal trading in territories such as the US and Asia-Pacific, there remains uncertainty as to the growth trajectory in some of these markets into next year as the mobile advertising market enters a new phase of maturity.

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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).