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

**Taptica enters the Japanese Market through Partnership with Leading Local ad agency, Adinnovation**

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, announces that it has entered into a partnership with Adinnovation Inc. (“Adinnovation”), a specialized marketing company headquartered in Japan providing comprehensive services for monetization of apps. This follows the establishment of Taptica’s office in Seoul, South Korea last year and, together with an already strong China-based presence, forms part of the Company’s strategy to increase its presence in the Asia-Pacific region. Under the terms of the agreement, Taptica and Adinnovation will target the mobile games industry, which is one of the key areas of focus for Adinnovation.

Established in 2010, Adinnovation is the leader in Japan’s smartphone advertising industry. The company specialises in smartphone application and mobile advertising marketing promotion, implementation, management, tracking, and media site monetization. Adinnovation has begun expanding into China, Southeast Asia and several other markets.

Taptica’s 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 and Facebook.

Hiromitsu Ishimori, President and CEO of Adinnovation, said: “We are pleased to partner with Taptica who boast strong advertisement distribution technology and development capabilities. We believe that we can expect further growth of the Japanese market with this partnership and the business expansion of Taptica’s solution. Also, the partnership it is set to facilitate the global expansion of Japanese companies and accelerate the entering of overseas companies into Japan.”

Hagai Tal, CEO of Taptica, added: “We are delighted to have entered into this partnership with Adinnovation, one of the leading agencies in the Japanese mobile marketing space. Japanese smartphone penetration is expected to continue to increase and the smartphone ad industry is expected to see exponential growth. This partnership will accelerate our brand awareness in Japan and help us lead the local market expansion.”

**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).