

13 January 2017

Matomy Media Group Ltd.

Partial Option Exercise for Team Internet AG Shares

Matomy Media Group Ltd. (LSE: MTMY, TASE: MTMY.TA, "Matomy"), one of the world's leading digital advertising companies, is pleased to announce that the minority shareholder in Team Internet AG ("Team Internet") exercised the first of three options it holds that together provide for the transfer to Matomy Germany GmbH & Co. KG of all of its remaining shareholding in Team Internet (being 30% in aggregate). Each option provides for the transfer of a 10% stake in one of the applicable periods (each, an "Exit Sale"). Further details were presented in paragraphs 14.5 and 15.1 of the Additional Information section of Matomy's IPO prospectus, dated 9 July 2014.

In connection with the first Exit Sale, Matomy is purchasing 7,353 ordinary shares in Team Internet for a total cash consideration of US\$10.4 Million. This, when combined with Matomy's existing holding, will result in Matomy holding 80% of Team Internet's issued share capital.

Matomy expects to publish one or more additional announcements upon the completion of further Exit Sales for the remaining stake.

Since Matomy's acquisition of a controlling stake in Team Internet in 2014, Team Internet has strengthened its leading position in the global online advertising market. Team Internet's core activities consist of three profitable and attractive business units:

- ParkingCrew, which provides monetization services to website owners;
- TONIC, a DSP, SSP and self-service ad network for desktop and mobile traffic sources; and
- Buyname, a domain registration engine that also manages Team Internet's portfolio of owned and operated websites.

The combined strength of these units has enabled Team Internet's consistent EBITDA growth and strong revenue generation. Team Internet's Q3 2016 revenues of US\$ 15.6 million were approximately 46% greater than its Q3 2014 revenues of US\$ 10.7 million and its Q3 2016 adjusted EBITDA of US\$ 3 million was approximately 79% greater than its Q3 2014 EBITDA of 1.7 million.

The information contained within this announcement is deemed by Matomy to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 ("MAR").

About Matomy Media Group Ltd.

Matomy Media Group Ltd. (LSE: MTMY, TASE: MTMY.TA) is a world-leading media company with smarter marketing technology and a personalized approach to advertising. By providing customized performance and programmatic solutions supported by internal media capabilities, big data analytics, and optimization technology, Matomy empowers advertising and media partners to meet their evolving growth-driven goals. Matomy's holistic mobile advertising agency, mtmy, is fueled by an in-house Data Management Platform (DMP), and offers a fully-managed service across channels including video, display, social, email and search. Matomy's programmatic platforms include the MobFox SSP, the video advertising platform Optimatic, and the mobile demand side platform myDSP. Founded in 2007 with headquarters in Tel Aviv and 11 offices around the world, Matomy is dual-listed on the London and Tel Aviv Stock Exchanges. Learn more about Matomy at <http://www.matomy.com>.

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