

FOR IMMEDIATE RELEASE
13 April 2017
Matomy Media Group Ltd.

Resignation of CEO and Appointment of New CEO

After nearly a decade of launching and leading Matomy, Co-Founder and Chief Executive Officer, Ofer Druker, has decided to step down from his role as CEO, to pursue new challenges.

With the unanimous support of Matomy's Board of Directors and Mr Druker's full endorsement, Mr Druker will hand over the helm to Sagi Niri, effective immediately. Mr Niri is currently Matomy's Chief Financial Officer and Chief Operating Officer, and has worked closely with Mr Druker as a key member of Matomy's management team since joining Matomy in 2008. Mr Druker built Matomy from its inception to a leading global digital media company, with revenues of \$276.6M in 2016. Mr Druker is responsible for leading Matomy's most important strategic transactions, including the acquisitions of Team Internet, Media Whiz, Mobfox and Optimatic, which are key elements in Matomy's transformation into a data-driven, programmatic media company focusing on Mobile and Video advertising, as well as Matomy's 2014 initial public offering on the London Stock Exchange and dual-listing on the Tel Aviv Stock Exchange. Mr Druker will also step down as a director, effective May 30, 2017. He has agreed to provide ongoing strategic and business development advice and assistance, for a period of at least one year, allowing a smooth and orderly handover of the CEO responsibilities

Mr Druker said: "I'm proud of my team and what we've accomplished at Matomy. I've worked tirelessly from our days as a start-up to our current status as a leading digital media company, and it's now time for me to turn my attention to new challenges. I wholeheartedly endorse Mr Niri as Chief Executive Officer, as there's nobody better placed to lead Matomy into the next evolutionary phase of this exciting industry. I wish him the best of luck in this new role, and I look forward to maintaining my close relationship with Mr Niri and the Matomy team. I'll continue to support Matomy as it evolves rapidly to remain at the forefront of the industry."

Harel Beit-On, Matomy's Chairman and Co-Founder of the Viola Group, an Israeli technology-orientated private equity investment group and a shareholder of Matomy, said: "We share Mr Druker's pride in Matomy's successes, and we're grateful for all of his hard work since its founding. On behalf of the entire Matomy board, I hereby wish him much success in his future endeavours. We also look forward to Mr Niri stepping into the CEO role to lead Matomy into the next phase of its development."

Prior to joining Matomy, Mr Niri was Chief Controller at McCann Erickson Israel Group, and a manager at Deloitte Israel. Mr Niri holds a BA in Corporate Finance from the College of Management—Academic Studies in Rishon LeZion, Israel, and an MBA in Finance from Manchester University, United Kingdom. Mr Niri is also a member of the Institute of Certified Public Accountants in Israel.

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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Disclosure for Mr. Sagi Niri (age 45)

Previous directorships in the last 5 years outside Matomy

None