

9 January 2018
Matomy Media Group Ltd.

Management Changes
Liam Galin succeeds Sagi Niri as new CEO of Matomy

[Matomy Media Group Ltd.](#) (LSE: MTMY, TASE: MTMY.TA, "**Matomy**" or the "**Company**") is delighted to announce the appointment of Mr. Liam Galin to succeed Sagi Niri as Matomy's Chief Executive Officer with immediate effect. Mr Galin will serve as President & CEO of Matomy.

Mr. Galin, with an impressive technological background as well as global business and management experience, will lead Matomy through its next phase of growth. Well known and respected in the telecommunications and advertising technology industries, he previously served as President and Chief Executive Officer of Flash Networks, the leading provider of optimization, monetization and security solutions for mobile operators. Prior to Flash Networks, he served as President and CEO at RiT Technologies (NASDAQ: RITT) and as the head of a research and development department in the elite 8200 intelligence unit of the Israel Defense Forces (Major Ret.).

Following nearly a decade at Matomy, and the successful transformation and strategic reorganization of the company in 2017, Matomy's current CEO Sagi Niri decided to step down as CEO and Executive Director. Key achievements as CEO include:

- the adoption of Matomy's strategic focus on core mobile and domain monetization; and
- the agreement for the full purchase of 100% of the shares in Team Internet AG by Matomy, along with a clear plan for transfer of control and transition; and
- the sale of the Company's non-core businesses to Creative Clicks Media Group B.V.; and
- the substantial streamlining and reduction of operational costs.

Mr. Niri will leave the Company, following an orderly handover and smooth transition.

Mr. Galin commented: "Thanks to the exceptional efforts of Sagi, Matomy's management team and the Board, I am joining the Company at a very exciting time with strong prospects for further growth and success. I look forward to working with the team and leading the Company in its next chapter of outstanding innovation and performance. After examining Matomy, I truly believe in our ability to realize together the full potential of Matomy."

Mr. Niri noted: "I have completed my role in executing and leading Matomy's transformation. The Company is now entering a new growth phase, with a strategy focused on mobile and domain monetization based on proprietary data driven technologies. Now is the right time to hand over the reins to a new chief executive officer with in-depth understanding and experience in managing fast-growing technology companies. It has been a privilege to work with the many talented people that make up the Matomy team. I am confident Liam is the right person to lead Matomy in its next era of development and increase its growth. I am happy to be stepping down at this time, when the Company is seeing positive results of its strategic reorganization, including improvement in the performance of its core activities, which are expected to fully materialize during 2018."

Mr. Beit On, Matomy's Chairman of the Board, said: "On behalf of the Board, I want to thank Sagi for his professional and personal dedication to Matomy, prior and during his tenure as our CEO. Matomy underwent an important and necessary change in 2017 and is now a stronger Company for it. We are delighted that Liam is joining Matomy and are confident that his experience, knowledge, and strong track record will drive the business to greater success, especially as it moves to partner with large media and telecommunications companies, looking to capitalize Matomy's proprietary data driven assets."

Regulatory disclosures:

Prior to joining Matomy, Mr. Galin (50) served for over 11 years as President and Chief Executive Officer of Flash Networks, the leading provider of Optimization, Monetization and Security solutions for Mobile Operators.

Prior to Flash Networks, Mr. Galin served as the President and Chief Executive Officer of RiT Technologies Ltd., and its subsidiary RiT Inc. from March 2000 to May 2005. He joined RiT Technologies Ltd. in June 1998 as Vice President of Research and Development. Prior to RiT Technologies Ltd., Mr. Galin served in the Israel Defense Forces for over nine years (Major Ret.) as the head of a research and development department.

Mr. Galin holds BSc. and MSc. Cum Laude in Electrical Engineering from Tel Aviv University.

Current Directorships

Mr. Galin currently serves as the Chairman of the Board of Flash Networks.

Past Directorships

WSC Sports Technologies

Mintigo Inc.

My6sense Inc.

Remuneration: Upon appointment, Mr. Galin's remuneration package, which is consistent with the Company's Remuneration Policy, is identical to that of Mr. Niri. Furthermore, upon appointment, Mr. Galin does hold any shares of the Company.

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

About Matomy Media Group Ltd.

Matomy Media Group Ltd. (LSE: MTMY, TASE: MTMY.TA) is a global media company with a portfolio of superior data-driven platforms for mobile, video, domain, and email advertising. By providing customized performance and programmatic solutions supported by internal media capabilities, data analytics, and optimization technology, Matomy empowers advertising and media partners to meet their evolving growth-driven goals. Matomy's programmatic platforms include the [MobFox](#) SSP, the mobile demand side platform [myDSP](#), and the video advertising platform [Optimatic](#). Founded in 2007 with headquarters in Tel Aviv and 7 offices around the world, Matomy is dual-listed on the London and Tel Aviv Stock Exchanges.

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