

22 December 2016

Matomy Media Group Ltd.

AMENDMENT TO FORMS OF PROXY AND INSTRUCTION

Shareholders of Matomy Media Group Ltd. (LSE: MTMY, TASE: MTMY.TA, "Matomy"), one of the world's leading digital advertising companies ("Shareholders"), are referred to the notice of annual general meeting (the "AGM") dated December 5, 2016 ("Notice of AGM").

Shareholders are advised that the forms of proxy and instruction (together, the "Original Proxy Statements") relating to the AGM have been amended (together, the "Amended Proxy Statements"), and copies will be distributed shortly to Shareholders. The Amended Proxy Statements reflect certain technical changes, but make no other material changes to the process of the AGM. Copies of the Amended Proxy Statements are also available on the websites of Matomy and the Tel-Aviv Stock Exchange.

All the dates and times set out in the Notice of AGM still apply.

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>.

For more information: www.Matomy.com

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