

Matomy Media Group Ltd.

Appointment of Chairman and Deputy Chairman

The board of directors (the "Board") of Matomy Media Group Ltd. ("Matomy") is pleased to announce that it has appointed Mr. Harel Beit-On to succeed Mr. Howell as Chairman, with effect on 17 January 2017.

This appointment is further to the announcement issued on 5 December 2016 that Mr. Rupert Howell, non-executive Chairman, would not stand for re-election as a director at Matomy's annual general meeting held on 10 January 2017.

Having been a director of Matomy for the past six years, Mr. Beit-On has the requisite experience and detailed knowledge of Matomy and its strategic objectives and operations, especially in connection with the Strategic Review announced on 18 October 2016. Mr. Beit-On is a co-founder of the Viola Group, an Israeli technology-focused private equity investment group, and the Founder and General Partner of Viola Growth, a fund within the Viola Group, which is also a shareholder in Matomy.

For these reasons, the Board is unanimously of the opinion that Mr. Beit-On's appointment as Chairman is important to Matomy's success, notwithstanding the fact he does not satisfy the independence criteria set out in the UK Corporate Governance Code.

Harel Beit-On, the Chairman-elect, said: "I am delighted to take on this expanded role at a key time in Matomy's development. I look forward to working closely with Matomy's executive team and the Board as we pursue our strategic plans."

The Board is also pleased to announce that it has appointed Mr. Rishad Tobaccowala to the role of Deputy Chairman of the Board, also with effect on 17 January 2017.

Mr. Tobaccowala brings 35 years of experience in marketing and has founded/co-founded, incubated, nurtured or worked for a variety of companies, including Leo Burnett, Starcom, SMG Next, Starcom IP, Giant Step, Play, and Denuo. He is Strategy & Growth Officer and member of the Directoire+ of Publicis Groupe, the world's third-largest communications group.

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](http://www.mtmy.com), 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](http://www.mobfox.com) SSP, the video advertising platform [Optimatic](http://www.optimatic.com), and the mobile demand side platform [myDSP](http://www.mydsp.com). 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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