

14 June 2017

## **Matomy Media Group Ltd. Senior Management Team Changes**

Further to the new strategic focus on its core mobile and video advertising activities that [Matomy Media Group Ltd.](#) (LSE: MTMY, TASE: MTMY.TA, "Matomy" or the "Company") announced on 08 May 2017, Matomy announces the following changes to its global executive management team, with immediate effect:

Ms Keren Farag Krygier, who has served as Senior Vice President of Finance and as a member of the Company's executive management team for the past 3 years, has been promoted to Chief Financial Officer of the Company;

Mr Gil Klein, who has served as a member of the Company's executive team for the past 3 years in various leadership roles, including his previous role as Senior Vice President of Media, has been promoted to the Managing Director of Mobfox, Matomy's data-driven mobile advertising platform;

Mr Yair Green has been appointed as the Company's Vice President of Engineering; and

Mr Ido Barash, who is the Company's General Counsel and has been a member of the Company's executive management team for the past 4 years, will assume additional responsibilities as the Vice President of Strategic Development.

In addition, Mr Ido Pollak, the Company's Chief Technology Officer, will be leaving the Company to pursue new opportunities.

Sagi Niri, Chief Executive Officer, commented: "I am very pleased to announce these appointments today, which significantly strengthen our executive management team in support of our new strategic focus and continuing ambitious execution of Matomy's strong growth trajectory. I also want to thank Ido Pollak for his contribution to the Company over his years of valued service, and wish him well in his future endeavours."

### **About Matomy Media Group Ltd.**

Matomy Media Group Ltd. (LSE: MTMY, TASE: MTMY.TA) is a global media company with superior data-driven advertising technology. By providing customized programmatic and performance solutions supported by big data analytics, proprietary platforms, and optimization technology, Matomy empowers advertisers and media partners to meet and surpass their evolving growth-driven goals. Matomy's programmatic platforms include [Mobfox](#) for mobile, [Optimatic](#) for video, and the mobile, self-serve 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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