

14 February 2019

TAPTICA INTERNATIONAL Ltd
("Taptica" or the "Company")

Posting of Shareholder Circular
&
Notice of Extraordinary General Meeting

Taptica (AIM: TAP), a global leader in advertising technologies for performance-based mobile marketing and brand advertising, announces that a shareholder circular containing details of the recommended all share offer for RhythmOne PLC proposed by the Company and notice of Extraordinary General Meeting has today been uploaded onto the Company's website at: <https://www.tapticainternational.com/investors/takeover/>. The shareholder circular and notice of Extraordinary General Meeting is being posted to shareholders.

The General Meeting will be held at 12.30pm on 21 March 2019 at the offices of Charles Russell Speechlys LLP, 5 Fleet Place, London, EC4M 7RD.

Timetable of events:

<u>Event:</u>	<u>Time and/or Date</u>
Issuance of Rule 2.7 Announcement	4 February 2019
Despatch of this Circular	14 February 2019
Voting Record Time for determining the Taptica Shareholders entitled to vote at the Extraordinary General Meeting	6.00 p.m. 21 February 2019
Despatch of the Scheme Document	25 February 2019
Last time for lodging Forms of Direction	12.30 p.m. 18 March 2019
Last time for lodging Forms of Proxy	12.30 p.m. 19 March 2019
Extraordinary General Meeting of Taptica	12.30 p.m. 21 March 2019
RhythmOne Court Meeting	10.00 a.m. 22 March 2019
RhythmOne General Meeting	10.15 a.m. 22 March 2019
Last day of dealings in, and time for registration of transfers of, RhythmOne Shares	29 March 2019
Court Hearing to sanction the Scheme	29 March 2019
Effective Date of the Scheme	1 April 2019
Admission of the Enlarged Group to trading on AIM	by 8:00 a.m. on 1 or 2 April 2019
Delisting of RhythmOne Shares	by 8:00 a.m. on 1 or 2 April 2019

New Taptica Shares issued to RhythmOne Shareholders

by 8:00 a.m. on 1 or 2 April
2019

The times and dates in the timetable above, except for the historical dates and the expected date of the Taptica Extraordinary General Meeting, are indicative only, and will depend, among other things, on the date upon which the Conditions are satisfied or (if capable of waiver) waived and the date upon which the Court sanctions the Scheme and the dates on which the Court Order is delivered to the Registrar of Companies. If any of the times and/or dates above change, the revised times and/or dates will be notified by an announcement through a regulatory information service recognised by the London Stock Exchange. All times are London times.

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