

Albert Technologies Ltd.**("Albert Technologies" or the "Company")****Admission Statement**

The Board of Albert Technologies Ltd., the world's first and only fully autonomous Artificial Intelligence (AI) Marketing Platform, is pleased to announce the admission of its ordinary shares to trading on Asset Match ahead of its first auction.

It is intended that the first auction in the Company's shares will be held in September 2019. Thereafter, auctions are expected to be held monthly before moving onto a quarterly calendar. More information, including exact auction dates and details on how to buy and sell, are available on the [company profile page](#).

The directors of the Company are:

Lisa Gordon (*Independent Non-Executive Chair*)

Or Shani (*Chief Executive Officer*)

Yoram Freund (*Chief Financial Officer*)

Robert Norman (*Independent Non-Executive Director*)

Barak Salomon (*Independent Non-Executive Director*)

Meir Moshe (*Independent Non-Executive Director*)

Registered office:

Derech Menachem Begin 37, Tel Aviv-Yafo, Israel 67137

Lisa Gordon, Chair of Albert Technologies Ltd., commented:

"The Board is pleased to appoint Asset Match to provide periodic liquidity to the shareholders of the Albert Technologies. I am confident that Asset Match offers the right liquidity solution for us at this point of time, and will adequately serve the Company and its shareholders."

1. Company Description

Founded in 2010, the Company is a global software company and the creator of "Albert" - the first-ever fully autonomous cross-channel artificial intelligence marketing platform. Albert is a cloud-based artificial intelligence platform that plugs into a digital marketer's existing tech stack and operates it.

2. Strategy and Prospects

The Company's strategy is focused on deploying Albert as a SaaS product ("Software as a Service") for brands and agencies.

3. Board of Directors

Brief biographies of the directors of the Company are set out below.

Lisa Gordon – Independent Non-Executive Chair

Lisa Gordon brings over 23 years of industry experience to Albert. She was a founder Director and Corporate Development Director of Local World, a large media network focused on regional news via online and print titles in the UK which was acquired by Trinity Mirror Plc in November 2015. She previously served on the board of Chrysalis Group plc, as Corporate Development Director and latterly CEO of Chrysalis New Media. She started

her career in the City as a research analyst and part of the No 1 Extel rated Media and Leisure team for County Natwest. She was appointed as Independent Non-Executive Director of Albert in June 2015 and Independent Non-Executive Chairman in September 2018. Lisa is also a Non-Executive Director of Alpha FX plc, the listed currency risk management business and Magic Light Pictures, the leading children TV and Film producer.

Or Shani – Chief Executive Officer

Or Shani founded Albert Technologies Ltd. in 2010. He has significant leadership experience from the online advertising industry, previously serving as the Head of Online Marketing at Online365 (now WebForce), Director of Trading Business Development at SupersonicAds and Head of Affiliates and Media Team at ValueNet. Previously, he worked at Mansion Group, an online gaming operator, in a Media Buying capacity. Or also served as an officer in the Israeli Air-Force for 8 years.

Yoram Freund – Chief Financial Officer

Yoram Freund has significant financial leadership experience within the technology industry. He served as VP Finance at Radware Ltd., a large NASDAQ listed company, for 6 years and had been with Radware Ltd for 17 years. Among his expertise: M&A, Global Operations, SEC Regulations. Prior to this Yoram worked at KPMG. Yoram is a qualified accountant.

Robert Norman – Independent Non-Executive Director

Robert Norman carries significant media agency experience having retired as Global Chief Digital Officer of GroupM in December 2017, after 31 years with companies within the WPP media agency network, and continues to act as a Senior Advisor to GroupM following his retirement. Rob started his career with CIA, part of the Tempus Group, until its acquisition by WPP in 2001. Following the sale of Tempus to WPP, Rob became UK Chairman of Media Edge: CIA, which later became known as MEC, in 2002. He became Chief Executive of Group M Interaction in New York in 2005, Chief Executive of Group M North America in 2011 and Global Chief Digital Officer in 2012. Rob was appointed as Independent Non-Executive Director of Albert in September 2018.

Barak Salomon – Independent Non-Executive Director

Barak Salomon has extensive experience in private equity investments in the technology and industrial sectors. Barak is a Founding Partner at Q3P, an investment group focusing in industrial investments, and serves as board member at Amir Marketing & Investments, an Israel-based public company. Previously, Barak was with Viola Private Equity, a technology growth capital and buyout fund, managing all the investment team and executing investments in the technology and industrial sectors. Prior to Viola, Barak worked in the Technology group of Apax Partners in Israel. Barak holds an MBA from the MIT Sloan School of Management and a Bachelor's degree in mathematics and computer science (cum laude) from Bar Ilan University in Israel.

Meir Moshe – Independent Non-Executive Director

Meir Moshe carries significant experience as senior executive and financial expert, with proven record in the High-Tech industry. Meir served as Chief Financial Officer of Radware Ltd., a NASDAQ traded company, for 17 years, among which he led the IPO and the Secondary Offering of the company and built the infrastructure for a world-wide company while managing cross company global activities. Prior to this Meir served as the CFO of Formula Group and a Director of Formula Ltd., and led several IPO's and Secondary Offerings of the Group companies. Prior to this Meir served as CFO of Koor Communications. Meir started his career in Ernest & Young and is a qualified accountant. Meir holds BA in Accounting and Economics from Tel Aviv University. Meir was appointed as Independent Non-Executive Director of Albert in September 2018.

4. Share capital and significant shareholders

At 29 August 2019 the Company's issued share capital consisted of 99,804,418 ordinary shares with a nominal value of NIS 0.01 each, each share having equal voting rights.

The Company does not hold any ordinary shares in treasury and therefore the number of ordinary shares with voting rights is 99,804,418.

The ordinary shares are not admitted to trading on any exchange or trading platform other than Asset Match,

having exited the Alternative Investment Market ("AIM") effective 29 August 2019.

The Company has been notified that the following shareholder(s) are interested in 3% or more of the issued share capital of the company:

<i>Name of shareholder</i>	<i>Number of Ordinary Shares</i>	<i>Percentage holding</i>
Or Eliezer Shani*	29,172,831	29.23%
Mr. Richard Griffiths	14,092,384	14.12%
Canaccord Genuity Group Inc.	11,717,039	11.74%
Schroder Investment Management Limited	11,357,743	11.38%
Tomer Naveh	3,732,685	3.74%
Or Russo	3,622,900	3.63%

* Held through the Or Shani Irrevocable Trust

5. Financial statements

The Company's latest annual report and accounts for the year ended 31 December 2018 can be accessed on the [company profile page](#).

6. Legal and Arbitration Proceedings

During the 12 months preceding the date of this document, neither the Company nor any of its subsidiaries has been engaged in or is currently engaged in any litigation or arbitration proceedings which have or may have had in the recent past a significant effect on the financial position of the Company and so far as the directors are aware, there are no such proceedings pending or threatened by or against the Company or any of its subsidiaries.

7. Responsibility Statement

The directors of Albert Technologies Ltd., as set about above, accept responsibility for the information contained within this document. To the best of the knowledge and belief of the directors (who have taken reasonable care to ensure that such is the case) the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

REMINDER: It is intended that the first auction in the Company's shares will be held in **September 2019**. Thereafter, auctions will be held at regular intervals. More information, including exact auction dates and details on how to buy and sell, will be provided in due course.

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