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SIVOTA PLC

(“Sivota,” or “the Company”)

Appointment of Chief Executive Officer at Sivota’s subsidiary - Apester

Sivota, the London listed investment vehicle focused on later-stage, Israeli technology companies, is pleased to announce the appointment of Itay Gissin as Chief Executive Officer at its subsidiary – Apester Limited (“Apester”).

On 13 May the Company completed the acquisition of a majority stake in Apester, an Israeli incorporated business which operates an innovative digital experience software platform that enables brands, publishers and e-commerce to create and distribute interactive digital experiences, in relation to a potential transaction.

Since the acquisition, the Company is implementing a number of strategic and operational changes within Apester. Such changes included the appointment of new board members to Apester, the departure of the founders from their active positions in Apester, and now appointing a new CEO to Apester.

The new appointed CEO Itay Gissin, is an experienced media and technology executive. Itay held a number of senior Executive roles, including as the CEO of Investing.com media company, the SVP of New Business at Webpals, the main operating subsidiary of XLMedia PLC, as well as senior management positions in few Israeli technology start-ups. His vast experience with scaling tech and media businesses and driving sales and marketing for new businesses will help to lead Apester to achieve its strategic goals.

Ziv Ben Barouch, Chief Executive Officer at Sivota, commented:

"We are delighted to welcome Itay to Apester and believe that, with his significant experience in the media sector and proven business development skills, he will lead Apester to execute its plan and capitalise on our growth initiatives.

Itay’s extensive knowledge of the media sector makes him the ideal candidate to lead Apester and we look forward to working with him."

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