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SIVOTA PLC

("Sivota," or "the Company")

Appointment of new 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 that Apester Limited ("Apester"), a subsidiary business, has appointed Anni Ben Yair as the Chief Executive Officer. She replaces Itay Gissin who will remain with business for a short period in order to ensure an orderly handover.

Anni Ben Yair, is an experienced digital media and technology executive having held several senior executive roles, including EU Regional Head of Business Solutions at TikTok (a subsidiary of ByteDance Ltd), VP of Sales & Partnership (APAC regions) at IronSource, in addition holding senior management positions for a number of Israeli technology companies.

Her significant experience in scaling technology and digital media businesses, in addition to fully leveraging sales and marketing activities, is ideally suited to supporting Apester's next phase of growth.

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

"We are delighted to welcome Anni to Apester and believe that her significant experience across the digital media and technology sectors, and proven business development capabilities, ideally positions her to lead Apester as we implement a highly ambitious international go-to-market strategy.

We look forward to working with her to fully capitalise on our highly innovative product stack."

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