



November 18, 2015

Growmobile Launches Expanded Offering in Europe

TEL AVIV, Israel & PARIS--(BUSINESS WIRE)-- Growmobile, Perion's social and mobile marketing division, announced today the launch of its expanded mobile marketing solution in Europe, adding [mobile user acquisition](#) and [mobile engagement automation](#) to its award winning social advertising. Growmobile has established offices in Paris, Barcelona and Milan, to be followed by additional locations during 2016.

Europe is one of the fastest-growing markets for Growmobile, with several leading European digital companies, including Privalia, Schibsted Group, GroupM, Wallapop, Segundamano and Hawkers among its customers.

"The launch of our expanded offering in Europe is a very important step in the evolution of Growmobile," said Shai Gottesdiener, General Manager of Growmobile. "We are very proud to have many of Europe's premium digital advertisers among our customers, and we look forward to expanding our footprint in additional key markets across the continent."

As part of the launch, Growmobile will be participating in [Apps World London](#) as a Gold Sponsor and exhibiting at booth #205, showcasing its mobile marketing solutions. Pierre-François Chiron, Growmobile's COO for Europe, will be speaking at a panel discussion at the conference on "Social Media Marketing on Mobile Devices: Turning Challenges into Opportunities" on Nov 18th at 16:40. Debbie Cohen-Abravanel, VP Marketing at Tekoia, a Growmobile client, will be presenting a [case study](#) highlighting Tekoia's success in achieving their business objectives using Growmobile's engagement solution. The session will take place on Nov 19th at 16:20.

Growmobile's user engagement platform enables mobile CRM managers to increase the value of their users, reduce churn, maximize conversions, and improve retention through automated engagement campaigns. Growmobile's user acquisition platform is available as a self-serve or fully-managed solution, allowing advertisers to promote their app across the industry's top traffic sources, including mobile ad networks, ad exchanges, Google, Facebook, Twitter, Instagram and more, all via one operationally-painless interface.

As part of its expanded offering, the MakeMeReach brand will be consolidated into Growmobile as its [social advertising solution](#).

To learn more about Growmobile, visit www.growmobile.com.

About Perion Network Ltd.

Perion powers innovation. Perion (NASDAQ: PERI) is a global performance-based media and Internet company, providing online publishers and app developers advanced technology and a variety of intelligent, data-driven solutions to monetize their application or content and expand their reach to larger audiences, based on its own experience as an app developer. Our leading software monetization platform, [Codefuel](#), empowers digital businesses to optimize installs, analyze data and maximize revenue. Our mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, including Facebook, Twitter and Instagram (by MMR) and Google, and increase user spend, reduce churn and improve retention through CRM engagement campaigns. The Perion team brings decades of experience, operating and investing in digitally-enabled businesses, and we continue to innovate and create value for the app ecosystem. More information about Perion may be found at www.perion.com. Follow Perion on Twitter [@perionnetwork](#) and Growmobile at [@growmobile](#).

Forward Looking Statements

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will," "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, or financial information, including, among others, the failure to realize the anticipated benefits of companies and businesses we acquired and may acquire in the future, risks entailed in integrating the companies and businesses we acquire, including employee retention and customer acceptance; the risk that such transactions will divert management and other resources from the ongoing operations of the business or otherwise disrupt the conduct of those businesses, potential

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