Perion

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Growmobile Opens Office in Barcelona, Strengthening its European Presence

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Growmobile, Perion's social and mobile marketing division, announced today that it has opened a new European office in Barcelona. The new office will lead business development in the Spanish and Portuguese markets and will be led by Marcelo Núñez Franco, Growmobile's Senior Business Development Manager for Spain and Portugal.

The new office, which joins Growmobile's Paris branch in Europe, is located in the heart of Barcelona on Av. Diagonal, very close to the city's technology district, giving Growmobile a significant presence in one of the most important European markets for the company. Spain is one of the fastest-growing European markets for Growmobile, and the company currently counts several leading Spanish digital companies, including Privalia, Segundamano, GroupM (in Portugal), Hawkers and Wallapop, among its customers.

As part of the launch of Growmobile's Barcelona office, Mr. Núñez will speak on a panel discussing app marketing trends at the Organic Conference, where Growmobile is a Platinum sponsor. The conference will take place on October 1st at Barcelona's Valkiria Hub Space.

"We truly value the ability to work closely with the brands using our technology, and there is no better way to do this than to establish a physical presence in the most important markets for our company," said Shai Gottesdiener, General Manager of Growmobile. "Our new office is the next step in introducing the industry's most advanced user acquisition and engagement platform to app developers and publishers around the world, and we look forward to opening additional regional offices around Europe and the rest of the world."

The Growmobile 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. Growmobile's newest user engagement offering helps CRM managers engage and retain the users they invested so heavily to acquire.

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 litigation associated with such transactions, and general risks associated with the business of Perion including intense and

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