

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM570692

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>RESUBMIT DOCUMENT ID:</b>	900538364		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KREOS CAPITAL V (EXPERT FUND) L.P.		03/01/2019	Corporation: JERSEY
KREOS CAPITAL IV (EXPERT FUND) LIMITED		03/26/2019	Corporation: JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CELLTICK TECHNOLOGIES LTD.		
<b>Street Address:</b>	32 Maskit Street		
<b>City:</b>	Herzliya		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	46733		
<b>Entity Type:</b>	Corporation: ISRAEL		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5082047	S	
<b>Registration Number:</b>	5099445	S	
<b>Registration Number:</b>	5099443	S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2129800120		
<b>Email:</b>	pto@fkks.com		
<b>Correspondent Name:</b>	Rachel Santori		
<b>Address Line 1:</b>	28 Liberty Street		
<b>Address Line 4:</b>	New York, NEW YORK 10005		
<b>NAME OF SUBMITTER:</b>	Rachel Santori		
<b>SIGNATURE:</b>	/Rachel Santori/		
<b>DATE SIGNED:</b>	04/06/2020		
<b>Total Attachments: 59</b>			

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[KREOS LETTERHEAD]

FORM OF RELEASE OF PLEDGES OVER CELLTICK TECHNOLOGY LTD.

To:  
Celltick Technology Ltd. C.N. 512907239; and  
Celltick Technologies Inc.

Sir/Madam,

March 1, 2019

Re: Release of Pledges

Reference is made to the following agreements:

Agreement for the Provisions of a loan facility of up to US\$ 6,000,000 dated November 29, 2012 (as amended on December 31, 2017), and the Agreement for the Provisions of a loan facility of up to US\$ 4,000,000 dated July 2, 2015, (the "Kreos Capital IV Loan Agreements") by and between Celltick Technologies Ltd. and Celltick Technologies Inc. (collectively the "Companies") and Kreos Capital IV (Expert Fund) Limited ("Kreos IV"), pursuant to which the Company pledged to Kreos IV certain of their assets, as more fully described in the Kreos Capital IV Loan Agreements to secure the credit and loan provided by Kreos IV (the "Kreos IV Pledge") and;

Agreement for the Provisions of a loan facility of up to US\$ 4,000,000 dated September 27, 2016, and the Agreement for the Provisions of a loan facility of up to US\$ 3,000,000 dated March 11, 2018, (the "Kreos V Loan Agreements") by and between the Companies and Kreos Capital V (Expert Fund) L.P. ("Kreos V"), pursuant to which the Companies pledged to Kreos V certain of their assets, as more fully described in the Kreos V Loan Agreements to secure the credit and loan provided by Kreos (the "Kreos V Pledge"). (hereafter the Kreos Capital IV Loan Agreements together with the Kreos V Loan Agreements, shall be jointly referred to as the "Loan Agreements").

WHEREAS, the Company and Taboola.com Ltd. are negotiating a transaction for the sale and assignment of certain assets relating to Company's mobile discovery and engagement business pursuant to a proposed asset purchase agreement (the "Proposed Transaction"); and

WHEREAS, to help facilitate the transactions contemplated by the Proposed Transaction, upon the closing of the Proposed Transaction (the "Closing"), the Company desires to obtain Kreos IV and Kreos V's consent for the release of certain assets purchased pursuant to the Proposed Transaction (the "Purchased Assets").

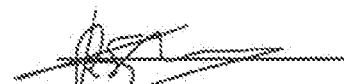
NOW THEREFORE, subject and contingent upon the Closing of the Proposed Transaction, Kreos IV and Kreos V hereby releases their security interests in the Purchased Assets and in the interests of Celltick Technologies Ltd. and Celltick Technologies Inc., as listed in Exhibits A (the "Collateral"), created by that certain Loan Agreements in favor of Kreos and to provide the Company with respective and applicable notices of cancellation and release with respect to the Collateral in all such registries and jurisdictions as it was registered, and otherwise consents to the Proposed Transaction and to the acquisition of the Purchased Assets by Taboola.com Ltd.

Except as expressly provided herein, nothing herein contained shall be construed as a waiver by Kreos IV and/or Kreos V of rights and/or claims of Kreos IV and/or Kreos V under any documents, pledges, undertakings and any other securities made and/or to be made in favor of Kreos IV and/or Kreos V, by the Companies and/or on Companies' behalf, which shall remain valid in their entirety and unchanged.

Please acknowledge your agreement to the foregoing.

Sincerely,

  
Kross Capital B (Expert  
Fund) Limited

  
Kross Capital V (Expert  
Fund) L.P

Acknowledged and Agreed:

Celltick Technologies Ltd.  
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Ronen Daniel  
CEO

Celltick Technologies Inc.  
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Ronen Daniel  
CEO

Exhibit A

1. Liens registered in the name of Celltick Technologies Ltd. with the Israeli Companies Registrar, and numbered as follows:
  - a. Pledge No. 23, Registration Date February 6, 2013, as amended July 2, 2013, September 27, 2016 and March 14, 2018;
  - b. Pledge No. 24, Registration Date February 6, 2013;
  - c. Pledge No. 28, Registration Date October 6, 2016;
  - d. Pledge No. 29, Registration Date October 6, 2016, and as amended March 14, 2018;

Exhibit A

Purchased Intellectual Property Licenses

• **Embedded:**

License	Attribution
A Java Flickr API library Copyright 2014	Licensed under the Apache License, Version 2.0 (the "License"); You may not use these files except in compliance with the License. You may obtain a copy of the License at: <a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a> . Unless required by applicable law or agreed to in writing, software distributed under the License is distributed on an "AS IS" BASIS, WITHOUT WARRANTIES OR CONDITIONS OF ANY KIND, either express or implied. See the License for the specific language governing permissions and limitations under the License.
A Java IO Utils Copyright 2014	
A Java library to operate JSON objects Copyright 2010 Google Inc.	
AndroidSVG 2013 Copyright Google Inc.	
Android Lockpattern Copyright 2012 Hai Bison	
Android Support Library Copyright 2013 The Android Open Source Project	
ACRA (Application Crash Reports for Android) Copyright 2010	
DiskLruCache Copyright 2012	
Google Analytics SDK for Android Copyright 2012 The Android Open Source Project	
Google Cloud Messaging Helper Libraries Copyright 2014 Google Inc.	
Google Core Libraries Copyright 2012 The Guava Authors	
Google Data Java Client Library Copyright 2010 Google Inc.	
Google Play Services Copyright 2012 The Android Open Source Project	
Java library for the Twitter API Copyright 2007 Yusuke Yamamoto	
OkHttp HTTP client Copyright 2014	
Picasso Image Processing Copyright 2013 Square, Inc.	
Picasso2-okhttp3-downloader Copyright 2016 Jake Wharton	
OkHttp Copyright 2016 Square, Inc	
RecyclerView-FlexibleDivider Copyright 2016 yqritc	
CircleImageView Copyright 2014 - 2015 Henning Dodenhof	
Google GSON Copyright 2008 Google Inc.	
android-lockpattern Copyright 2012 Hai Bison	
Retrofit Copyright 2013 Square, Inc.	
facebook-android-sdk Copyright (c) 2014-present, Facebook, Inc. All rights reserved	

android-volleyCopyright (C) 2014,2015,2016 Xiaoke Zhang Copyright (C) 2011 The Android Open Source Project	
Android-Universal-Image-LoaderCopyright 2011-2015 Sergey Tarasevich	
Android-ViewPagerIndicatorCopyright 2012 Jake Wharton Copyright 2011 Patrik Akerfeldt Copyright 2011 Francisco Figueiredo Jr.	
NineOldAndroidsCopyright 2012 Jake Wharton	
android-support-v7-appcompatCopyright 2013 The Android Open Source Project	
android-support-v7-gridlayout Copyright 2013 The Android Open Source Project	
android-support-v7-recyclerviewCopyright 2013 The Android Open Source Project	
okhttp-signpostCopyright 2015 Patrik Akerfeldt	
Google play services client libraryCopyright 2015 Google, Inc.	
Jbundle Util Osgi Wrapped Httpclient Httpclient Osgi	
signpost Copyright (c) 2009 Matthias Kaepler	
multidex Copyright 2005-2014 The Android Open Source Project	
Simple Logging Facade for JavaCopyright 2004-2013 QOS.ch	All rights reserved. Permission is hereby granted, free of charge, to any person obtaining a copy of this software and associated documentation files (the "Software"), to deal in the Software without restriction, including without limitation the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the Software, and to permit persons to whom the Software is furnished to do so, subject to the following conditions: THE SOFTWARE IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY, WHETHER IN AN ACTION OF CONTRACT, TORT OR OTHERWISE, ARISING FROM, OUT OF OR IN CONNECTION WITH THE SOFTWARE OR THE USE OR OTHER DEALINGS IN THE SOFTWARE.



<p>slf4android Copyright (c) 2014 Bright Inventions</p>	<p>MIT License Permission is hereby granted, free of charge, to any person obtaining a copy of this software and associated documentation files (the "Software"), to deal in the Software without restriction, including without limitation the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the Software, and to permit persons to whom the Software is furnished to do so, subject to the following conditions: The above copyright notice and this permission notice shall be included in all copies or substantial portions of the Software. THE SOFTWARE IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY, WHETHER IN AN ACTION OF CONTRACT, TORT OR OTHERWISE, ARISING FROM, OUT OF OR IN CONNECTION WITH THE SOFTWARE OR THE USE OR OTHER DEALINGS IN THE SOFTWARE.</p>
<p>scribejava Copyright (c) 2013 ih.ru Copyright (c) 2010 Pablo Fernandez</p>	
<p>jsoup Copyright (c) 2009 - 2016 Jonathan Hedley (jonathan@hedley.net)</p>	
<p>ormlite-android</p>	<p>Permission to use, copy, modify, and/or distribute this software for any purpose with or without fee is hereby granted, provided that this permission notice appear in all copies. THE SOFTWARE IS PROVIDED "AS IS" AND THE AUTHOR DISCLAIMS ALL WARRANTIES WITH REGARD TO THIS SOFTWARE INCLUDING ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS. IN NO EVENT SHALL THE AUTHOR BE LIABLE FOR ANY SPECIAL, DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES OR ANY DAMAGES WHATSOEVER RESULTING FROM LOSS OF USE, DATA OR PROFITS, WHETHER IN AN ACTION OF CONTRACT, NEGLIGENCE OR OTHER TORTIOUS ACTION, ARISING OUT OF OR IN CONNECTION WITH THE USE OR PERFORMANCE OF THIS SOFTWARE. The author may be contacted</p>

<p>Bolts Framework Copyright (c) 2013-present, Facebook, Inc. All rights reserved.</p>	<p>via <a href="http://ormlite.com/">http://ormlite.com/</a></p> <p>Redistribution and use in source and binary forms, with or without modification, are permitted provided that the following conditions are met: <i>Redistributions of source code must retain the above copyright notice, this list of conditions and the following disclaimer.</i> Redistributions in binary form must reproduce the above copyright notice, this list of conditions and the following disclaimer in the documentation and/or other materials provided with the distribution. * Neither the name Facebook nor the names of its contributors may be used to endorse or promote products derived from this software without specific prior written permission. THIS SOFTWARE IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT HOLDER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS SOFTWARE, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.</p>
<p>device-year-class Copyright (c) 2015, Facebook, Inc. All rights reserved</p>	

• Embedded - Data Related:

Google Analytic	Third party	Performance	This cookie is used to collect information about how visitors use our website <sup>s</sup> and services. We use the information to compile reports and to help us improve our services. The cookies collect information in an anonymous form, including the number of visitors to our website and services, where visitors have come to our website and the pages they visited. Privacy Policy
AdMob, AdSense & DoubleClick	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Google's various advertising services. Privacy Policy
MoPub	Third party	Advertising	This cookie enable us to measure, optimize and build audiences for advertising campaigns served through Mopub, which is an advertising service provided by Twitter. Privacy Policy
Facebook	Third party	Social media and advertising	To enable us to optimize and serve advertising on Facebook and other third party sites based on a) your past visits to our website and b) your interaction with our adverts and content on Facebook, advertisements are served after you have visited our site using non-personally identifiable information. Privacy Policy
InMobi	Third party	Advertising	This cookie enables us to serve and measure the performance of interest-based advertising. Privacy Policy
Yandex Metrica	Third party	Performance	These cookies allow us to analyze interaction between a visitor and our apps or websites, improve usability and user experience using a service provided by Yandex. Privacy Policy
Outbrain	Third party	Advertising	Outbrain analyzes user behavior & the content on our website and apps, and enables us to recommend relevant related content to our users. Privacy Policy
Taboola	Third party	Advertising	Taboola analyzes user behavior & the content on our website and apps, and enables us to recommend relevant related content to our users. Privacy Policy
SimilarWeb	Third party	Performance	Some of the data collected from you in connection with your use of our Products is shared in accordance with the SimilarWeb's privacy policy available here: Privacy Policy
StartApp	Third party	Performance and Advertising	Our Products include certain features provided by StartApp Inc. StartApp SDK helps publishers and advertisers show you more relevant content and advertisements. If you don't want StartApp to collect data on you, you should not download or install this application on your device or we recommend you opt out. For more information please visit the StartApp Privacy Policy
Crashlytics	Third party	Performance	We work with Crashlytics, Inc to report any bug affecting our Android mobile apps. Crashlytics' software is built into our Android apps. If our app crashes during normal use, the app will send certain information about the incident to Crashlytics. This information consists of the device type, OS version and certain hardware information about your mobile device, and the time of the crash, the state of the application at the time of the crash, and stack traces. Privacy Policy
Neura	Third party	Performance	Neura enables us to adapt to your preferences and deliver personalized experiences when they are needed. Privacy Policy
MobFox	Third party	Performance and Advertising	This SDK enables us to measure, optimize and build audiences for advertising campaigns served through MobFox's advertising services. Privacy Policy
CallDorado	Third party	Performance	This SDK enables us to serves and measure targeted ads. Privacy Policy
Oath	Third party	Advertising	This SDK enables us to serves and measure targeted ads. Privacy Policy
OneSignal	Third party	Performance	This SDK enables us to support push notifications. Privacy Policy

Yieldbird	Third party	Performance and Advertising	Yieldbird assist's us with ad revenue optimization. Privacy Policy
RhythmOne	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through RhythmOne's advertising services. For more information, please visit their Privacy Policy. To opt-out please visit here.
Mobitech	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Mobitech's advertising services. For more information, please visit their Privacy Policy.
ComScore	Third party	Performance	We use cookies associated with ComScore; ComScore provide us with analytical information about our visitors, such as measurement of our audience size. ComScore collect data on the traffic and engagement for the site to provide us with a competitive context of their performance versus the market. This data is then used for sales pitches, editorial, strategy, business development and product development. For more information, please visit their Privacy Policy.
Fyber	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Fyber's advertising services. For more information, please visit their Privacy Policy.
Other Tracking Technologies	First and third party	Strictly necessary	Other unlisted Tracking Technologies might be in use on internal sections of the website or our services.

\* Backend:

Category and service name	Reference	Type
<b>Magazine backend licenses:</b>		
Tomcat	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>	
Centos	<a href="https://www.centos.org/legal/">https://www.centos.org/legal/</a>	
Java	<a href="https://www.oracle.com/technetwork/java/javase/terms/license/javase-license.html">https://www.oracle.com/technetwork/java/javase/terms/license/javase-license.html</a>	
XGB	<a href="https://github.com/dmlc/xgboost/blob/master/R-package/LICENSE">https://github.com/dmlc/xgboost/blob/master/R-package/LICENSE</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
React	<a href="https://github.com/facebook/react/blob/master/LICENSE">https://github.com/facebook/react/blob/master/LICENSE</a>	MIT
Angular	<a href="https://angular.io/license">https://angular.io/license</a>	MIT
Cassandra	<a href="https://github.com/apache/cassandra-builds/blob/master/LICENSE">https://github.com/apache/cassandra-builds/blob/master/LICENSE</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
Spring	<a href="https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt">https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
<b>Start Servers:</b>		
Memcached	<a href="https://github.com/memcached/memcached/blob/master/LICENSE">https://github.com/memcached/memcached/blob/master/LICENSE</a>	
MongoDB	<a href="https://www.mongodb.com/licensing/server-side-public-license">https://www.mongodb.com/licensing/server-side-public-license</a> (SSPL)	
Spring	<a href="https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt">https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>

Category and service name	Reference	Type
AWS (paid) and SaaS:		
RDS	<a href="https://aws.amazon.com/asl/">https://aws.amazon.com/asl/</a>	
REDIS	<a href="https://aws.amazon.com/asl/">https://aws.amazon.com/asl/</a>	
Reshift	<a href="https://aws.amazon.com/asl/">https://aws.amazon.com/asl/</a>	
Amazon Linux	<a href="https://aws.amazon.com/asl/">https://aws.amazon.com/asl/</a>	
BI:		
Tableau	<a href="https://www.fedroaults.com/application/files/6014/7924/2182/Tableau_GSA_Approved_EULA.PDF">https://www.fedroaults.com/application/files/6014/7924/2182/Tableau_GSA_Approved_EULA.PDF</a>	Paid license
Drill for parquet	<a href="https://drill.apache.org/">https://drill.apache.org/</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
Redash	<a href="https://github.com/getredash/redash/blob/master/LICENSE">https://github.com/getredash/redash/blob/master/LICENSE</a>	



• Other Licenses:

License	Attribution
Wikipedia	Wikipedia and its associated marks are official trademarks of the Wikimedia Foundation and are used under license by the Wikimedia Foundation. The marks and content are licensed under CC BY-SA 3.0. We are not endorsed by or affiliated with the Wikimedia Foundation.
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Rovio	© 2009 - 2016 Rovio Entertainment Ltd. All rights reserved.
FacebookAudienceNetwork-4.8.0	Copyright (c) 2014-present, Facebook, Inc. All rights reserved. You are hereby granted a non-exclusive, worldwide, royalty-free license to use, copy, modify, and distribute this software in source code or binary form for use in connection with the web services and APIs provided by Facebook. As with any software that integrates with the Facebook platform, your use of this software is subject to the Facebook Developer Principles and Policies [ <a href="http://developers.facebook.com/policy/">http://developers.facebook.com/policy/</a> ]. This copyright notice shall be included in all copies or substantial portions of the software. THE SOFTWARE IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY,
Facebook-android-sdk	

License	Attribution
	WHETHER IN AN ACTION OF CONTRACT, TORT OR OTHERWISE, ARISING FROM, OUT OF OR IN CONNECTION WITH THE SOFTWARE OR THE USE OR OTHER DEALINGS IN THE SOFTWARE.

List of Transferred Intellectual Property

1. Patents and trademarks

- Patents: US patent #891788 – “Methods and Computer Program Products for Touch Sensitive Mobile Devices”
- Trademarks: “Stylized S” 
  - US trademarks
    - \* 5,082,047
    - \* 5,099,445
    - \* 5,099,443
  - European CTM 015220502
- Unregistered logo/trademark for Start Magazine: “Stylized M” 

2. Play store developer account

Sellers will transfer the access credentials and rights in its Google Play store account, which is used to publish the Android applications, including:

- Start
- Start Go
- Lockscreen for MTS
- Start Magazine

3. Transferred software

Sellers will transfer the following software components, including their source code (and controlled historical source code using SVN), executables, product definition and requirements documents, software design documents and Jira records:

- **Start Application** - An Android Java application, implementing customizable Lock-Screen functionality with embedded monetization capabilities. The app is preload capable including optional OS adaptation classes and OEM installation instructions.
  - The transferred product includes 2 variants of the app as well:
    - Start Go – low end devices version for Android GO OS. This App contains Open Source Materials.
    - Lockscreen for MTS – a legacy version of the app for a specific partner in Russia. This App contains Open Source Materials.
- **Start Server** – a Java based server for all Start clients and Magazine SDK users. The server includes an Admin GUI to allow rule-based setting of specific user groups (e.g by Distribution partner, geo), scalable customization server API used to communicate with the clients and internal operation database. The server is also responsible for logging the reported user events later to be processed as part of the DWH ETL process. This system contains Open Source Materials.
- **Start Magazine** - A Content-as-a-service (Caas) Java based content platform displaying personalized and trending content from worldwide media agencies. The platform includes:

- Magazine front end client -- displaying feed and article pages. This system contains Open Source Materials.
- Magazine content API -- providing targeted content details for the Magazine front end or other publishers. This system contains Open Source Materials.
- Notification capabilities -- pull and push APIs. This system contains Open Source Materials.
- Magazine Statistics servers -- used to collect and store raw reported events to be later handled by the Magazine ETL process.
- Start Magazine App -- an Android Play app, presenting Start Magazine content. This system contains Open Source Materials.
- Magazine SDK -- an Android SDK implementing the Magazine API protocol.
- Magazine "self-service" website -- allows the distribution partner to view online its service performance and manage its apps. Please note the self-service website contains a user management module which was developed for and used by other Celltick products. Following the asset purchase transaction, both Celltick and Taboola will have joint ownership of this user management module, where each party will have the independent right to use this module, access its source code, and to develop and support this module beyond its delivered status.  
This system contains Open Source Materials.
- \* Revenue Split System -- an in-house developed Java based system used to calculate the revenue split between Celltick and its business partners. The system includes a revenue reports collection component, Admin GUI to define business partners and revenue splitting business logic and revenue calculation engine. This system contains Open Source Materials.
- \* Reporting and DWH -- a set of components enabling data ad reporting capabilities for Start and Start Magazine products (contains Open Source Materials):
  - Data pipelines -- an end-to-end ETL process (One for Start, and another for Start Magazine).
  - DWH -- Data is kept in 3 levels: aggregated statistics for long periods, short term detailed fact data in the analytics DB (Amazon redshift clusters -- one for Start and another for the magazine), and long term unloaded fact data (in the Magazine Amazon Athena Parquet is used to allow direct querying of older data as well).
  - Tableau online reporting system -- a large set of online reports for the different products, linked to the DWH databases.
  - Push reports -- an email-based system using the Tableau online server reports to create and push PDF based reports to end users.
  - Redash reports -- a set of online reports used mainly to monitor the performance of the system

#### 4. Websites

- \* Startscreen.com - The Start application commercial website. Presents the app functionality and direct the users to download the app via Google play.
- \* Startmagazine.com, TheStartmagazine.com - TheStartmagazine.com is the main website of Start Magazine. Startmagazine.com leads to that site as well. Start magazine feed and all articles are on this site. And the API direct the readers to that site as well.
- \* Developers.thestartmagazine.com - The Commercial website of Start magazine. Presents the business to potential partners which can sign up and join the service.
- \* Dashboard.thestartmagazine.com - Partners (Distribution partners) Backoffice. Provide access to the following (this system contains open sources):
  - Performance (Revenues and engagement) dashboard
  - Apps management
  - API and SDK documentation
  - Instant magazine creation

#### 5. Domains

As part of the deal Celltick will hand over to Taboola the following list of domains:

1st2know.com
contentgenome.org
startmagazine.com
startscreenapp.co
startscreenapp.com
startscreenapp.mx
thecontentgenome.com
thestartmagazine.com
startlockscreen.com
starthomescreen.com
start-screen.com
startscreen.com
mystartsecurity.com
startscreen.ru
thestartscreen.ru

- 6. Analytics accounts – a set of services to monitor the system
  - a. Google analytics
  - b. Facebook analytics
  - c. Crashlytics
  - d. Firebase

While the analytics accounts themselves do not qualify as Transferred Intellectual Property, note that reports generated through these accounts are Seller’s copyrighted materials that are being transferred to the Purchaser as part of the APA.

- 7. Infrastructure services
  - a. AWS – Amazon Web services. The virtual backbone that holds application server instances, Databases, ETL process, Load-balancing services, CDN platform, monitoring and alerting tools.
  - b. Cloudinary – Image transformation and delivery service
  - c. G-Core – CDN service
  - d. Level3 – CDN service

8. Development Tools

Development Tools & Services	
Tools	
S3 browser	
Putty	



Development Tools & Services	
Jetbrain DataGrip	
WinSCP	
Redis Desktop Manager	
Jira	
Jenkins	
Bitbucket	
Filezilla	
Webstorm	
IntelliJ	
SVN	
Android Studio	
Eclipse	
Pycharm	
Aginity workbench	
R Studio	
mRemoteNG	
Notepad++	
Cygwin	
TeamViewer	
Services	
Slack	
HMA Pro VPN	
Nagios	
GitBook	<a href="https://www.gitbook.com/">https://www.gitbook.com/</a>
TextRazor	<a href="https://www.textrazor.com/">https://www.textrazor.com/</a>
Desk.com	
Reolash	
Terraform	
Drill for packet	
Cloudinary	
G-core CDN	
One Signal	
VPN	
Trello	
google analytics	
amazon web services	
OneHourTranslations	
Dot-Com Monitor	
Adobe full CreativeCloud (Monthly)	One license
Adobe photoshop	One license
TheNounProject (Yearly)	One sit
InVision (Yearly)	One sit
Dropbox (Yearly)	Business account (5 sits)
Zeplin (FREE)	
Shutterstock(Monthly)	25 images per day

List of Purchased Equipment

1. The following is the list of the Sellers' tangible Purchased Assets:

- \* Desktops - 9 (please refer to list (a) below)
- \* Laptops - 25 (please refer to list (a) below)
- \* Servers - 2 (please refer to list (a) below)
- \* Test phones -- 38 (please refer to list (b) below)

(a) Desktops, Laptops and Servers :

	Type	Equipment	Asset No. (T. Phat)
1.	Laptop	Lenovo X250	1045
2.	Laptop	Lenovo X270, Lenovo Y720	1116, 1128
3.	Laptop	Lenovo T470	1149
4.	Laptop	Lenovo T470	1129
5.	Laptop+ PC	Lenovo T470 + PC	1140, 1035
6.	PC	PC	1015
7.	Laptop	Lenovo X1 Carbon	1084
8.	Laptop	T470	1193
9.	PC	PC	970
10.	PC	PC	1052
11.	Laptop	Lenovo T460	1097
12.	Laptop	Lenovo X250	1062
13.	Laptop	Lenovo X270	1127
14.	Laptop	Lenovo T470	1132
15.	Laptop	Lenovo Y720	1067
16.	Laptop	Lenovo X240	1032
17.	Laptop	Lenovo T450s	1054
18.	PC	PC	959
19.	Laptop	Lenovo X1 Carbon	1112
20.	PC	PC	1066
21.	Laptop	T460	1078
22.	Laptop	T470	1141
23.	Laptop	Lenovo X270	1130
24.	PC	PC	968
25.	Laptop	Dream Machine	1158
26.	Laptop	Lenovo X1 Carbon	1108
27.	PC	PC	1174
28.	Laptop	Lenovo X270	1119
29.	Laptop	Lenovo T460	1085
30.	PC	PC	1059

31.	Laptop	Lenovo X270	1125
32.	Laptop	Lenovo T470	1150
33.	Server - Dave	Dell Power Edge 210	892
34.	Server - Gru	Dell Power Edge 210	

(b) Test Phones :

	Mobile Device	Model	OS Ver	SN/IMEI
1	Acer	Liquid Z530 T02	5.1	IMEI: 352792070650664
2	Alcatel	5045A	6.0	IMEI: 14603001400782
3	Avvio	776	4.4.2	IMEI: 353969080000978
4	Blackview	A20	8.1.0 (GO)	IMEI:357858099788242 IMEI:357858099788259
5	BLU	Vivo XL	5.1	IMEI: 354147042001611 SN: LBHQHYEAFEAQV4HQ
6	LG	Nexus 5x (+Fingerprint)	8.1	IMEI: 353627074902944 SN: 00e40883712a3657
7	Cherry mobile	omega_lite_4	8.1.0 (GO)	IMEI: 356884092662797 IMEI:356884092662805
8	CRUSH_X565	X565	8.1.0 (GO)	IMEI:291764034205813
9	CRUSH_X565	X565	8.1.0 (GO)	IMEI:102679580323144 IMEI:950827634410123
10	Fly	Life Compact 4G	8.1.0 (GO)	IMEI:355590090352924 IMEI:355590090352932
11	Hyundai	L505	5.1	IMEI: 356796070020543 IMEI: 356796070020550
12	Google	Pixel 2	9.0.0	IMEI : 357537085960417
13	Huawei	ALE-L902	5.0.1	IMEI: 867258028228704 SN: N2K7N16426000379 IMEI: 867258028259618
14	Huawei	P9	6.0	IMEI: 869827026823688
15	HUAWEI	DRA-LX3	8.1.0 (GO)	IMEI:868169034644090
16	LG	X240H	6.0	IMEI:353892081673389
17	LIFE WIRELESS	X325	4.4.2	IMEI: 123456789100000 SN: Z9GJFVPZOBH6DU
18	Logicom	L-ite 500	4.4.4	IMEI: 356339066030794 IMEI: 356339066130784 sn: 95a6c8b1
19	Logicom	LeMoov	8.1.0 (GO)	IMEI:354471056137552 IMEI:354471056137560

20	Micromax	AQ4501	6.0	IMEI: 911380452465309 IMEI: 911380452965803 sn: V00776141045040
21	Motorola (Google)	Nexus 6	7.1.1	SN: zx1g42cp2r IMEI: 355470062975038
22	Nexus	6P	8.0.0	IMEI: 867981022613726
23	Nexus	5x (Fingerprint)	8.0	IMEI: 354013070911727 SN: 00861e9da2554dd9
24	Telecel ped	PH5002	6.0.0	
25	Polaroid	P4005A (Turbo C4)	5.1	IMEI: 358424071042295
26	Quantum	Mini	8.1.0 (GO)	IMEI:357620090016407 IMEI:357620090016415
27	Smartfren	HiSense AD688G	4.4.2	IMEI: 864005026600241 sn: 1a17882
28	Fly	Life Compact 4G	8.1.0 (GO)	IMEI: 867400020316612 IMEI: 867400020316620
29	General Mobile	GMS GO	8.1.0 (GO)	IMEI:356850090024207 IMEI:356850090074202
30	Sony	Xperia Z3	5.0.2	IMEI: 35509806-686745-3
31	Trafone Orbit	r5100tl	8.1.0	355242090006031
32	Xiaomi	Mi 4i	5.0.2	SN: 7ca8fa7b IMEI: 867634026336303
33	ZTE	Blade A5	4.4.2	IMEI: 868944022203947 IMEI: 868944022704043
34	ZTE	Blade L5	5.1	IMEI: 869050024630621
35	ZTE	Blade V8 SE	7.0	IMEI:863243035832155
36	Meizu Note	M5	6.0.0	
37	Xiaomi	HM		
38	Samsung	Grand prime		

**List of agreements:**

No.	Partner type	Full legal name	Agreement description	Applicable Celltick Entity
1	Monetization	AccuWeather Intl. LLC	Linking Agreement between the Israeli Seller and AccuWeather Intl. LLC, dated March 8, 2017	Celltick Technologies Ltd
2	Monetization	Ad.Net, Inc.	Ad.Net Insertion Order between the Israeli Seller and Ad.Net, dated August 24, 2018.	Celltick Technologies Ltd

3	Monetization	adMarketplace, Inc.	Listings Distribution Agreement between the Israeli Seller and adMarketplace, Inc., dated July 29, 2018.	Celltick Technologies Ltd
4	Monetization	AerServ, LLC.	Publisher Services Agreement between the Israeli Seller and Aerserv LLC, dated June 19, 2018.	Celltick Technologies Ltd
5	Monetization	Airfind Corp.	Start Magazine Agreement between Celltick Technologies Ltd and Airfind Corp., dated March 21, 2018.	Celltick Technologies Ltd
6	Monetization	Airfind Corp.	Publisher Enrollment Form and Terms and Conditions between the Israeli Seller and Airfind Corp., dated November 16, 2016.	Celltick Technologies Ltd
7	Monetization	AnyClip Ltd.	AnyClip Publisher IO between the Israeli Seller and AnyClip Ltd., dated August 6, 2018. No signed	Celltick Technologies Ltd
8	Monetization	Appexus Inc.	Appexus Exchange Agreement between Celltick Technologies Ltd and Appexus Inc., dated August 13, 2018.	Celltick Technologies Ltd
9	Monetization	AppStock Ltd.	Demand Partner Insertion Order between the Israeli Seller and AppStock Ltd., dated January 29, 2019.	Celltick Technologies Ltd
10	Monetization	District M Inc.	Publisher Agreement between Celltick Technologies Ltd and District M, dated August 30, 2018.	Celltick Technologies Ltd
11	Monetization	Fyber Monetization Ltd.	Service Order for Ad Exchange for Fyber Vamp between the Israeli Seller and Fyber Monetization Ltd., dated August 20, 2018	Celltick Technologies Ltd
12	Monetization	Google Ireland Limited	ADX Services Order Form between Celltick Technologies Ltd and Google Ireland Limited, dated November 28, 2016.	Celltick Technologies Ltd
13	Monetization	Google Ireland Limited	Google AdSense Terms of Service	Celltick Technologies Ltd
14	Monetization	Google Ireland Limited	Exchange bidding beta addendum To google services agreement and the dfp small business and adx Services order form between the Israeli seller and Google Ireland Limited dated June 17, 2018	Celltick Technologies Ltd
15	Monetization	Hands Digital S.A	Partnership Agreement with Marketing of Mobile Platform Advertising and other Covenants between the Israeli Seller and Hands Digital SA, dated January 21, 2019	Celltick Technologies Ltd
16	Monetization	Naspek International S.A.	Demand Partner Insertion Order between the Israeli Seller and Naspek International S.A., dated May 23, 2018.	Celltick Technologies Ltd
17	Monetization	Digital Media Technology SLU	Insertion Order between Celltick Technologies Ltd and Mobrain Digital Ltd., dated June 11, 2018	Celltick Technologies Ltd
18	Monetization	Index Exchange Inc.	Master Services Agreement between the Israeli Seller and Index Exchange Inc., dated January 20, 2019	Celltick Technologies Ltd
19	Monetization	Matomy Media Ltd.	Advertising Service Agreement between Celltick Technologies Ltd and Matomy Media Ltd., dated February 8, 2018.	Celltick Technologies Ltd
20	Monetization	Matomy Media Ltd.	Publisher Terms of Service between Celltick Technologies Ltd and Matomy Media Ltd., dated August 30, 2018	Celltick Technologies Ltd
21	Monetization	Pro Mobitech Technologies Ltd.	Software License and Distribution Agreement between the Israeli Seller and Pro Mobitech Technologies Ltd., dated January 1, 2019	Celltick Technologies Ltd
22	Monetization	Pro Mobitech Technologies Ltd.	Publisher Insertion order between the Israeli Seller and Pro Mobitech Technologies Ltd., dated January 28, 2019	Celltick Technologies Ltd
23	Monetization	Mopub, Inc.	Marketplace for Premier Publishers Agreement between the Israeli Seller and Mopub Inc., dated March 4, 2015	Celltick Technologies Ltd
24	Monetization	The Rubicon Project, Inc.	The Seller Order Form (including Order Form Terms) between the Israeli Seller and The Rubicon Project Inc., dated June 24, 2018, including the Service Addition to the Seller Order Form, dated November 2, 2018.	Celltick Technologies Ltd

25	Monetization	RhythmOne LLC	Advertising Services Agreement between the Israeli Seller and RhythmOne, dated November 15, 2018.	Celtick Technologies Ltd
26	Monetization	StartApp Inc.	SODA Platform Agreement between the Israeli Seller and StartApp, Inc., dated May 28, 2017. Insertion Order (including Terms and Conditions) between the Israeli Seller and StartApp, Inc., dated February 1, 2016. Data Protection Addendum (Controller-Controller) between the Israeli Seller and StartApp, Inc., dated June 20, 2018. Search Page Distribution Agreement between the Israeli Seller and StartApp, Inc., dated August 16, 2017.	Celtick Technologies Ltd
27	Monetization	StartApp Inc.	Insertion Order (including Terms and Conditions) between the Israeli Seller and StartApp, Inc., dated February 1, 2016.	Celtick Technologies Ltd
28	Monetization	StartApp Inc.	Data Protection Addendum (Controller-Controller) between the Israeli Seller and StartApp, Inc., dated June 20, 2018.	Celtick Technologies Ltd
29	Monetization	StartApp Inc.	Search Page Distribution Agreement between the Israeli Seller and StartApp, Inc., dated August 16, 2017.	Celtick Technologies Ltd
30	Monetization	Stone Bird & Green Publisher Ltd.	Agreement with Israeli Seller and Stone Bird & Green Publisher Ltd., dated November 11, 2018	Celtick Technologies Ltd
31	Monetization	Stream Russia LLC	Agreement number 20-2015 dated March 18, 2015	Celtick Technologies CEE LLC
32	Monetization	Yieldbird Sp. z.o.o.	Cooperation Agreement between Celtick Technologies Ltd and Yieldbird Sp. z.o.o., dated June 19, 2017, as amended on June 1, 2018 and on December 31, 2018.	Celtick Technologies Ltd
33	Monetization	Spot.IM Ltd.	Service Agreement between the Israeli Seller and Spot.IM Ltd., dated December 1, 2018.	Celtick Technologies Ltd
34	Monetization	Yahoo! Inc., Yahoo! EMEA Limited, and Yahoo! Singapore Digital Marketing Pte Ltd.	Search SDK Distribution Agreement between the Israeli Seller and Yahoo! Inc., Yahoo! EMEA Limited, and Yahoo! Singapore Digital Marketing Pte Ltd. (including Terms and Conditions), dated September 4, 2015.	Celtick Technologies Ltd
35	Monetization	Yahoo! Singapore Digital Marketing Pte Ltd.	Mobile Software Application Distribution Agreement between the Israeli Seller and Yahoo! Singapore Digital Marketing Pte Ltd., dated September 1, 2015.	Celtick Technologies Ltd
36	Monetization	Yahoo! EMEA Limited	Publisher Agreement (including Terms and Conditions) between the Israeli Seller and Yahoo! EMEA Limited, dated August 17, 2015.	Celtick Technologies Ltd
37	Monetization	Yahoo! Asia Pacific Pte Ltd.	License and Distribution Agreement between the Israeli Seller and Yahoo! Asia Pacific Pte Ltd., dated July 15, 2013, as amended by an Addendum A, dated January 1, 2014.	Celtick Technologies Ltd
38	Monetization	Oath (EMEA) Ltd.	Data Processing Agreement between the Israeli Seller and Oath (EMEA) Ltd.	Celtick Technologies Ltd
39	Monetization	Outbrain Inc.	Partner Distribution Agreement between the Israeli Seller and Outbrain Inc., dated January 1, 2014, as amended on November 1, 2015.	Celtick Technologies Ltd
40	Monetization	Taboola.com Ltd.	Taboola Publisher Agreement between the Israeli Seller and Taboola.com Ltd., dated June 16, 2016.	Celtick Technologies Ltd
41	Monetization	Taboola.com Ltd.	Taboola Privacy Addendum between the Israeli Seller and Taboola Europe Limited, dated as of May 1, 2018.	Celtick Technologies Ltd
42	Monetization	Yandex Services AG dated as of May 1, 2016.	Distribution Services and Software License Agreement by and between the Israeli seller and Yandex Services AG dated as of May 1, 2016.	Celtick Technologies Ltd
43	Monetization	Yandex LLC	Distribution Services and Software License Agreement by and between the Russian subsidiary and Yandex LLC dated May 1, 2016.	Celtick Technologies CEE LLC

44	Monetization	Carambola Media Ltd.	Interactive Platform Agreement between Celltick Technologies Ltd. and Carambola Media Ltd. dated December 26, 2016.	Celltick Technologies Ltd
45	Distribution partner ( Start )	BGH S.A.	Offer Letter No. 01/2015 from Celltick Technologies Ltd to BGH S.A., dated January 11, 2016, as accepted by BGH on February 1, 2016	Celltick Technologies Ltd
46	Distribution partner ( Start )	Cable & Wireless International HQ Ltd.	Master Content Distribution Agreement between Celltick Technologies Ltd and Cable & Wireless International HQ Ltd., dated October 1, 2015.	Celltick Technologies Ltd
47	Distribution partner ( Start )	ESPN Do Brasil Eventos Esportivos Ltda	Agreement between Celltick Technologies Ltd, Celltick do Brasil Servicos en Tecnologia da Informacao Ltda. and ESPN do Brasil Eventos Esportivos Ltda., dated May 23, 2013, as amended on December 16, 2013 and on December 22, 2014	Celltick do Brasil Servicos en Tecnologia da Informacao Ltda.
48	Distribution partner ( Start )	Mobiu Servicos de Tecnologia Movel Ltda	Business partner Agreement between Celltick do Brasil Servicos en Tecnologia da Informacao Ltda. and Mobiu Servicos de Tecnologia Movel Ltda., dated June 22, 2016.	Celltick do Brasil Servicos en Tecnologia da Informacao Ltda.
49	Distribution partner ( Start )	Comunicaciones Celulares S.A	Master Content Distribution Agreement between Celltick Technologies Ltd and Comunicaciones Celulares S.A., dated March 12, 2016.	Celltick Technologies Ltd
50	Distribution partner ( Start )	Claro S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Claro S.A Dated October 10, 2017	Celltick Technologies Ltd
51	Distribution partner ( Start )	Claro Chile S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Claro Chile S.A Dated June 20, 2018.	Celltick Technologies Ltd
52	Distribution partner ( Start )	Claro Compania Dominicana de Telefonos, S.A.	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Compania Dominicana re Telefonos S.A. dated September 1, 2018.	Celltick Technologies Ltd
53	Distribution partner ( Start )	Comunicacion Celular S.A Comcel S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Comunicacion Celular S.A. Comcel S.A. Dated March 15, 2018.	Celltick Technologies Ltd
54	Distribution partner ( Start )	Consorcio Ecuatoriano De Telecomunicaciones S.A Conecel	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Consorcio Ecuatoriano de Telecomunicaciones S.A. Conecel dated August 21, 2017.	Celltick Technologies Ltd
55	Distribution partner ( Start )	Sercotel SA de CV	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the following Adherence Letters thereto: <ul style="list-style-type: none"> <li>• March 15, 2017 with Comunicacion Celular S.A. Comcel S.A.</li> <li>• August 21, 2017 with Consorcio Ecuatoriano de Telecomunicaciones S.A. Conecel</li> <li>• October 10, 2017 with Claro S.A.</li> <li>• June 20, 2018 with Claro Chile S.A.</li> <li>• September 1, 2018 with Compania Dominicana re Telefonos S.A.</li> </ul>	Celltick Technologies Ltd
56	Distribution partner ( Start )	Blu Products Inc	Business Partner Agreement between Celltick Technologies Ltd and Blu Products, Inc., dated November 11, 2015.	Celltick Technologies Ltd
57	Distribution partner ( Start )	Duo America	Business Partner Agreement between Celltick Technologies Ltd and Duo America, dated May 19, 2016.	Celltick Technologies Ltd
58	Distribution partner ( Start )	Iowa Wireless Services LLC	Start Managed Services Agreement between Celltick Technologies Ltd and Iowa Wireless Services LLC, dated December 12, 2013.	Celltick Technologies Ltd

59	Distribution partner ( Start )	Life Wireless Holdings, LLC	Business Partner Agreement between Celltick Technologies Ltd and Life Wireless Holdings, LLC, dated May 15, 2017.	Celltick Technologies Ltd
60	Distribution partner ( Start )	Rokit Enterprises Limited	Start Magazine Agreement between Celltick Technologies Ltd and Rokit Enterprises Limited, dated December 10, 2018.	Celltick Technologies Ltd
61	Distribution partner ( Start )	TorAlarm GmbH	Start Magazine Agreement between Celltick Technologies Ltd and TorAlarm GmbH, dated November 1, 2018.	Celltick Technologies Ltd
62	Distribution partner ( Start )	TracFone Wireless, Inc	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and TracFone Wireless, Inc., effective as of September 18, 2017.	Celltick Technologies Ltd
63	Distribution partner ( Start )	TruConnect Communications Inc	Managed Services Agreement between Celltick Technologies Ltd and TruConnect Communications Inc., dated February 20, 2017	Celltick Technologies Ltd
64	Distribution partner ( Start )	InfoSonics Corporation	Agreement between Celltick Technologies Ltd and InfoSonics Corporation, dated April 19, 2017.	Celltick Technologies Ltd
65	Distribution partner ( Start )	Deutsche Telekom UK Limited	Collaboration Agreement between Celltick Technologies Ltd and Deutsche Telekom UK Limited, dated March 11, 2014.	Celltick Technologies Ltd
66	Distribution partner ( Start )	Logicom	OEM Agreement between the Israeli entity and Logicom, dated May 27, 2014.	Celltick Technologies Ltd
67	Distribution partner ( Start )	Troitsky Pavel Vladimirovich	Agreement between the Russian Subsidiary Celltick Technologies CEE and IP Troitsky Pavel Vladimirovich, dated December 15, 2015, as amended on December 14, 2017	Celltick Technologies CEE LLC
68	Distribution partner ( Start )	Merlion Trade Worldwide Ltd.	Business Partner Agreement between Celltick Technologies Ltd and Merlion Trade Worldwide Ltd., dated February 2, 2016.	Celltick Technologies Ltd
69	Distribution partner ( Start )	Mobile TeleSystems Open Joint-Stock Company	Contract No. D 130316414 between Celltick Technologies CEE and Mobile TeleSystems Open Joint-Stock Company, dated November 6, 2013, including the Supplementary Agreement No. 1 thereto, dated June 30, 2016.	Celltick Technologies CEE LLC
70	Distribution partner ( Start )	Asbic Enterprises PLC	Start Managed Services Agreement between Celltick Technologies Ltd and ASBISC Enterprises PLC, dated July 1, 2014.	Celltick Technologies Ltd
71	Distribution partner ( Start )	Baidu (Hong kong) Limited	Business Partner Agreement between Celltick Technologies Ltd and Baidu (Hong Kong), dated March 10, 2017.	Celltick Technologies Ltd
72	Distribution partner ( Start )	ZTE Corporation	Business Partner Agreement between Celltick Technologies Singapore Pte Ltd. and ZTE Corporation, dated March 15, 2015.	Celltick Technologies Singapore PTE Ltd
73	Distribution partner ( Start )	SCR Group LLC	Agreement between Celltick Technologies CEE and SCR Group LLC, dated May 25, 2015.	Celltick Technologies CEE LLC
74	Distribution partner ( Start )	Alcatel Electronic Systems	Agreement No. 296/13 between Celltick Technologies CEE and Alcatel Electronic Systems, dated October 17, 2013.	Celltick Technologies CEE LLC
75	Distribution partner ( Start )	Factor LLC	Agreement between Celltick Technologies CEE and Factor LLC, dated July 2014	Celltick Technologies CEE LLC
76	Distribution partner ( Start )	Intex Technologies India Ltd.	Business Partner Agreement between Celltick Mobile Media India Pvt Ltd. and Intex Technologies (India) Limited dated June 21, 2014.	Celltick Mobile Media India Pvt Ltd.
77	Distribution partner ( Start )	Micromax Informatics Limited	Business Partner Agreement between Celltick Mobile Media India Pvt Ltd. and Micromax Informatics Limited dated June 30, 2014.	Celltick Mobile Media India Pvt Ltd.
78	Distribution partner ( Start )	FT Smartfren Telecom Tbk.	Start Managed Service Agreement between Celltick Technologies Singapore Pte. Ltd. and Iowa FT Smartfren Telecom Tbk, dated January 8, 2015.	Celltick Technologies Singapore PTE Ltd
79	Distribution partner ( Start )	Videocon Industries Ltd.	Business Partner Agreement between Celltick Mobile India Pvt Ltd. and Videocon Industries Limited dated December 8, 2014.	Celltick Mobile Media India Pvt Ltd.



80	Distribution partner ( Start+ Magazine )	SMT Marketing LLC	Agreement between Celttick Technologies Ltd and SMT Marketing LLC, dated October 27, 2016 as amended on August 31, 2018	Celttick Technologies Ltd
81	Distribution partner ( Start+Magazine )	Multilaser Industrial S.A	ODM Business Partner Agreement between Celttick do Brasil Servicos em Tecnologia da Informacao Ltda. and Multilaser Industrial S/A, dated April 2, 2014, as amended on April 17, 2018.	Celttick do Brasil Servicos em Tecnologia da Informacao Ltda.
82	Distribution partner ( Start+Magazine )	Positivo Tecnologia S.A.	Start Magazine Agreement between Celttick do Brasil Servicos em Tecnologia da Informacao Ltda. and Positivo Tecnologia S.A., dated May 25, 2018.	
83	Distribution partner ( Start+Magazine )	Zero Communications Technology Limited	Start Magazine Agreement between Celttick Technologies Ltd and Zero Communication Technology Limited, dated June 28, 2016.	Celttick Technologies Singapore PTE Ltd
84	Distribution partner (Magazine)	Adaptivbee	Start Magazine Agreement between Celttick Technologies Ltd. and Adaptivbee dated as of December 14, 2016.	Celttick Technologies Ltd
85	Distribution partner (Magazine)	Primo Connect, Inc.	Start Magazine Agreement between Celttick Technologies Ltd. and Primo Connect, Inc. dated November 27, 2017.	Celttick Technologies Ltd
86	Distribution partner (Magazine)	PSafe Technology, Inc.	Start Magazine Agreement between Celttick Technologies Ltd. and PSafe Technology, Inc. dated June 12, 2017.	Celttick Technologies Ltd
87	Distribution partner (Magazine)	Plus44 Holdings Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Plus44 Holdings Limited, dated May 3, 2018.	Celttick Technologies Ltd
88	Distribution partner (Magazine)	A-Life Software, LLC	Start Magazine Agreement between Celttick Technologies Ltd and A-Life Software, LLC, dated May 29, 2017	Celttick Technologies Ltd
89	Distribution partner (Magazine)	Aloha Mobile Ltd	Start Magazine Agreement between Celttick Technologies Ltd and Aloha Mobile Ltd., dated February 6, 2019.	Celttick Technologies Ltd
90	Distribution partner (Magazine)	Apexo Co., Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Apexo Co., Limited, dated December 1, 2017.	Celttick Technologies Ltd
91	Distribution partner (Magazine)	Bigstar TV, Inc.	App Developer Start Magazine Agreement between Celttick Technologies Ltd and Bigstar TV, Inc., dated February 5, 2018.	Celttick Technologies Ltd
92	Distribution partner (Magazine)	Cheraniq Technology PVT Ltd	Start Magazine Agreement between Celttick Technologies Ltd and Cheraniq Technology Pvt Ltd., dated June 28, 2017.	Celttick Technologies Ltd
93	Distribution partner (Magazine)	Julius Marketing Services LTD	Start Magazine Agreement between Celttick Technologies Ltd and Julius Marketing Services Limited, dated December 18, 2017.	Celttick Technologies Ltd
94	Distribution partner (Magazine)	Gkiato Angelo (a person)	Start Magazine Agreement between Celttick Technologies Ltd and Gkiato Angelo, dated June 15, 2017.	Celttick Technologies Ltd
95	Distribution partner (Magazine)	Mbcare Repair Services Private Limited	Start Magazine Agreement between Celttick Technologies Ltd and Mbcare Repair Services Private Limited, dated January 15, 2016.	Celttick Technologies Ltd
96	Distribution partner (Magazine)	Pro Mobitech Technologies Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Pro Mobitech Technologies Ltd., dated June 20, 2017.	Celttick Technologies Ltd
97	Distribution partner (Magazine)	NetDania creation ApS	Start Magazine Agreement between Celttick Technologies Ltd and NetDania Creations ApS, dated August 1, 2018.	Celttick Technologies Ltd
98	Distribution partner (Magazine)	Perfect365, Inc.	Start Magazine Agreement between Celttick Technologies Ltd and Perfect365, Inc., dated June 26, 2018	Celttick Technologies Ltd
99	Distribution partner (Magazine)	Placeful Inc	Start Magazine Agreement between Celttick Technologies Ltd and Placeful Inc., dated September 2017.	Celttick Technologies Ltd
100	Distribution partner (Magazine)	SportsMate Technologies	Start Magazine Agreement between Celttick Technologies Ltd and Sportsmate Technologies, dated February 26, 2019.	Celttick Technologies Ltd

101	Distribution partner (Magazine)	Square Hoot Hikes Pvt Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Square Hoot Hikes Pvt Ltd., dated June 28, 2017.	Celttick Technologies Ltd
102	Distribution partner (Magazine)	Bellounico Private Limited	Start Magazine Agreement between Celttick Technologies Ltd and Bellounico Private Limited, dated June 1, 2018.	Celttick Technologies Ltd
103	Distribution partner (Magazine)	Mobiu Servicos de Tecnologia Movei Ltda.	Start Magazine Agreement between Celttick do Brasil Servicos em Tecnologia da Informacao Ltda. and Mobiu Servicos de Tecnologia Movei Ltda., dated November 28, 2017.	Celttick do Brasil Servicos em Tecnologia da Informacao Ltda.
104	Distribution partner (Magazine)	AccuWeather Inc.	Agreement between Celttick Technologies Ltd and AccuWeather Inc., dated January 17, 2019.	Celttick Technologies Ltd
105	Distribution partner (Magazine)	Meridian software systems (UK) limited	Agreement between Celttick Technologies Ltd and Meridian Software Systems (UK) Limited, dated January 16, 2019.	Celttick Technologies Ltd
106	Distribution partner (Magazine)	Felink Technology Limited	Start Magazine Agreement between Celttick Technologies Ltd and Felink Technology Limited, dated August 5, 2017.	Celttick Technologies Ltd
107	Distribution partner (Magazine)	UCWeb Singapore Pte Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and UCWEB Singapore Pte. Ltd., dated November 1, 2016.	Celttick Technologies Ltd
108	Distribution partner (Magazine)	Apex Tech Holding Limited	Start Magazine Agreement between Celttick Technologies Ltd and APEX TECH HOLDING LIMITED, dated September 1, 2017.	Celttick Technologies Ltd
109	Distribution partner (Magazine)	TouchPal HK Co., Ltd	Insertion Order (including Terms and Conditions) between Celttick Technologies Singapore Pte., Ltd. and TouchPal HK Co. Limited, dated as of October 20, 2016.	Celttick Technologies Singapore PTE Ltd
110	Distribution partner (Magazine)	Sungy Mobile Limited	Start Magazine Agreement between Celttick Technologies Ltd and Sungy Mobile Limited, dated November 1, 2018.	Celttick Technologies Ltd
111	Distribution partner (Magazine)	Mavericks Mobile Co, Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Mavericks Mobile Co., Ltd., dated April 3, 2017.	Celttick Technologies Ltd
112	Distribution partner (Magazine)	Meizu Telecom Equipment Co. Ltd.	Insertion Order (including Terms and Conditions) between Celttick Technologies Singapore Pte Ltd. and Meizu Telecom Equipment Co., Ltd., effective as of June 14, 2017.	Celttick Technologies Singapore PTE Ltd
113	Distribution partner (Magazine)	Dongguan Ousaa Network Technology Co. Ltd.	Start Magazine Agreement between Celttick Technologies Ltd and Dongguan Ousaa Network Technology Co., Ltd., dated June 1, 2017	Celttick Technologies Ltd
114	Distribution partner (Magazine)	Shenzhen Tencent Computer Systems Company Ltd.	Insertion Order (including Terms and Conditions) between Celttick Technologies Singapore Pte Ltd. and Shenzhen Tencent Computer Systems Company Limited, dated December 28, 2016.	Celttick Technologies Singapore PTE Ltd
115	Distribution partner (Magazine)	TP Link Technologies Co. Ltd	Start Magazine Agreement between Celttick Technologies Ltd and TP-Link Technologies Co., Ltd., dated October 1, 2018.	Celttick Technologies Ltd
116	Distribution partner (Magazine)	Transsion Communication Limited	Start Magazine Agreement between Celttick Technologies Ltd and Transsion Communication Limited, dated January 1, 2019.	Celttick Technologies Ltd
117	Distribution partner (Magazine)	Silvery sage Limited	Browser news feed agreement between Celttick technologies Ltd and Silvery sage Limited, dated October 1, 2018	Celttick Technologies Ltd
118	Distribution partner (Magazine)	Kai Cheng (a person)	Start Magazine Agreement between Celttick Technologies Ltd and XBrowser, dated February 15, 2017.	Celttick Technologies Ltd
119	Distribution partner (Magazine)	Beijing Xiaomi Mobile Software Co. Ltd.	Insertion Order (including Terms and Conditions) between Celttick Technologies Ltd and Beijing Xiaomi Mobile Software Co., Ltd., dated July 13, 2016, as amended on April 1, 2018.	Celttick Technologies Ltd
120	Distribution partner (Magazine)	Shanghai Ume technologies company Limited	Insertion Order (including Terms and Conditions) between Celttick Technologies Singapore Pte Ltd. and Shanghai Ume Technologies Company Limited, dated May 13,	Celttick Technologies Singapore PTE Ltd

			2016.	
121	Distribution partner (Magazine)	Airfind Corp.	Master Services Agreement between Celltick Technologies Ltd and Airfind Corp., dated September 6, 2017.	Celltick Technologies Ltd
122	Other	Panda OS Ltd	Master Subscription Agreement between Celltick Technologies Ltd and Panda OS Ltd., dated January 28, 2019.	Celltick Technologies Ltd
123	Other	Cedato Technologies Ltd	Master Service Agreement between Celltick Technologies Ltd and Cedato Technologies Ltd., dated January 17, 2019.	Celltick Technologies Ltd
124	Other	Rovio Entertainment Ltd.	Agreement between the Israeli Seller and Rovio Entertainment Ltd., dated March 1, 2016.	Celltick Technologies Ltd
125	Other	Google	Google Analytics Terms of Service	Celltick Technologies Ltd
126	Other	Crashlytics (Google)	Crashlytics Agreement with Crashlytics (Google), dated July 23, 2018, including Fabric Data Processing and Security Terms.	Celltick Technologies Ltd
127	Other	Best TV (2013) Ltd.	Agreement between the Israeli Seller and Best TV (2013) Ltd., dated September 24, 2017.	Celltick Technologies Ltd
128	Other	Cloudinary Ltd.	Subscription Agreement between the Israeli Seller and Cloudinary Ltd., dated August 2, 2017.	Celltick Technologies Ltd
129	Other	Tango Sierra Ltd.	General Terms and Conditions of Service between the Israeli Seller and Tango Sierra Ltd., dated March 1, 2018	Celltick Technologies Ltd
130	Other	Neura, Inc.	Developer Terms and Conditions between the Israeli Seller and Neura, Inc., including a Data Protection Addendum.	Celltick Technologies Ltd
131	Other	OneSignal, Inc.	SDE End Use License Agreement and Terms of Use with OneSignal, Inc.	Celltick Technologies Ltd
132	Other	Webintro Media LLC	Monetization Services Agreement between the Israeli Seller and Webintro Media LLC, dated August 1, 2017.	Celltick Technologies Ltd
133	Other	Building Unicorns Ltd.	Services Agreement between the Israeli Seller and Building Unicorns Ltd., dated April 5, 2016.	Celltick Technologies Ltd
134	Other	Similar Web Ltd	Integration Agreement by and between The Israeli seller and SimilarWeb Ltd. dated September 26, 2017.	Celltick Technologies Ltd
135	Other	ComScore B.V	Master Services Agreement between Celltick Technologies Ltd. and ComScore B.V., dated June 29, 2017.	Celltick Technologies Ltd
136	Publisher (CP)	Airfind Corp.	Content Provider Agreement between Celltick Technologies Ltd and Airfind Corp., dated April 9, 2017	Celltick Technologies Ltd
137	Publisher (CP)	Agence France-Presse	Agreement between Celltick Technologies Ltd and Agence France-Presse, dated December 8, 2016.	Celltick Technologies Ltd
138	Publisher (CP)	AKPA Polska Press Spolka z o.o	Content Provider Agreement between Celltick Technologies Ltd and AKPA Polska Press Spolka z o.o., dated January 15, 2018.	Celltick Technologies
139	Publisher (CP)	ATTN, Inc.	Content Provider Agreement between Celltick Technologies Ltd and ATTN Inc., dated November 12, 2018.	Celltick Technologies Ltd
140	Publisher (CP)	BANG Media International	Content Provider Agreement between Celltick Technologies Ltd and BANG Media International, dated February 27, 2017.	Celltick Technologies Ltd
141	Publisher (CP)	Banker BG Good	Content Provider Agreement between Celltick Technologies Ltd and Banker BG GOOD, dated September 13, 2017.	Celltick Technologies Ltd
142	Publisher (CP)	The British Broadcasting Corporation	App Distribution Agreement between Celltick Technologies Ltd and British Broadcasting Corporation, dated June 18, 2017.	Celltick Technologies Ltd
143	Publisher (CP)	Bihaco communication trading and Service corp.	Content Provider Agreement between Celltick Technologies Ltd and Bihaco Communication Trading and Service Corporation, dated	Celltick Technologies Ltd

			December 18, 2018.	
144	Publisher (CP)	Bloomberg L.P	Content License Agreement (including Terms and Conditions) between Celltick Technologies Ltd and Bloomberg L.P, dated November 2, 2018.	Celltick Technologies Ltd
145	Publisher (CP)	Bon Beijing Group Co. Ltd.	Content Provider Agreement between Celltick Technologies Ltd and BON (Beijing) Group Co. Ltd., dated January 22, 2018.	Celltick Technologies Ltd
146	Publisher (CP)	Callorado A/S	License Agreement between Celltick Technologies Ltd and Callorado, dated August 16, 2017.	Celltick Technologies Ltd
147	Publisher (CP)	Canal 13 spA	Content Provider Agreement between Celltick Technologies Ltd and Canal SpA, dated October 1, 2018.	Celltick Technologies Ltd
148	Publisher (CP)	Turner Broadcasting System Europe Limited	Content Provider Agreement between Celltick Technologies Ltd and Turner Broadcasting System Europe Limited, dated March 13, 2018.	Celltick Technologies Ltd
149	Publisher (CP)	Cointelegraph Media USA Inc	Content Provider Agreement between Celltick Technologies Ltd and Cointelegraph Media USA Inc., dated August 8, 2018.	Celltick Technologies Ltd
150	Publisher (CP)	CoverMedia Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Cover Media Ltd., dated May 10, 2017.	Celltick Technologies Ltd
151	Publisher (CP)	DB Corp Ltd.	Content Provider Agreement between Celltick Technologies Ltd and DB Corp. Ltd., dated October 1, 2018.	Celltick Mobile Media India Pvt Ltd
152	Publisher (CP)	Deutsche Welle	Content Provider Agreement between Celltick Technologies Ltd and Deutsche Welle, dated October 2, 2018.	Celltick Technologies Ltd
153	Publisher (CP)	Diagonal View Ltd	Content Provider Agreement between Celltick Technologies Ltd and Diagonal View Ltd., dated February 18, 2018, as amended on November 7, 2018.	Celltick Technologies Ltd
154	Publisher (CP)	Big News Network FZ LLC / Endeavour Fund Pvt Ltd	Content Provider Agreement between Celltick Technologies Ltd and Big News Network FZ LLC, dated March 1, 2017.	Celltick Technologies Ltd
155	Publisher (CP)	espn Digital Media (India) Private Ltd.	Content Provider Agreement between Celltick Technologies Ltd and ESPN Digital Media (India) Private Limited, dated June 12, 2018.	Celltick Technologies Ltd
156	Publisher (CP)	FOCE BV	Content Provider Agreement between Celltick Technologies Ltd and FOCE B.V., dated May 28, 2018.	Celltick Technologies Ltd
157	Publisher (CP)	France Médias Monde	Content Provider Agreement between Celltick Technologies Ltd and France Médias Monde, dated August 8, 2018.	Celltick Technologies Ltd
158	Publisher (CP)	HT Media Limited	Rich media agreement for android between Celltick mobile media India and HT Media Limited dated July 15, 2016	Celltick Mobile Media India Pvt Ltd
159	Publisher (CP)	Grupo Editorial El Periodico/ Consultorias y Asesorias de los Colombianos SAS	Content Provider Agreement between Celltick Technologies Ltd and Grupo Editorial El Periódico, dated December 23, 2015.	Celltick Technologies Ltd
160	Publisher (CP)	Independent Digital News & Media Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Independent Digital News and Media Limited, dated December 1, 2018.	Celltick Technologies Ltd
161	Publisher (CP)	Thx Medios S.A	Content Provider Agreement between Celltick Technologies Ltd and Thx Medios S.A., dated December 19, 2017.	Celltick Technologies Ltd
162	Publisher (CP)	Invent MX SAPI de CV	Content Provider Agreement between Celltick Technologies Ltd and INVENT MX Sociedad Anonima Promotora de Inversion de Capital Variable, dated April 24, 2018.	Celltick Technologies Ltd
163	Publisher (CP)	ISG Media Ltd.	Content Provider Agreement between Celltick Technologies Ltd and ISG Media Ltd., dated July 1, 2018.	Celltick Technologies Ltd
164	Publisher (CP)	Labarber Multimedia S.L.	Content Provider Agreement between Celltick Technologies Ltd and Labarber Multimedia S.L., dated March 13, 2018.	Celltick Technologies Ltd

165	Publisher (CP)	Manila Bulletin Publishing Corporation	Content Provider Agreement between Celltick Technologies Ltd and Manila Bulletin Publishing Corporation, dated March 19, 2018.	Celltick Technologies Ltd
166	Publisher (CP)	Me 'N Mines Media Inc (USA)	Content Provider Agreement between Celltick Technologies Ltd and Me 'N Mines Media Inc., dated October 29, 2016.	Celltick Technologies Ltd
167	Publisher (CP)	Medio Tiempo SA de CV (Mexico)	Content Provider Agreement between Celltick Technologies Ltd and Medio Tiempo S.A. de C.V., dated March 20, 2018.	Celltick Technologies Ltd
168	Publisher (CP)	Mega Max Media s.r.o	Content Provider Agreement between Celltick Technologies Ltd and Mega Max Media s.r.o., dated November 8, 2018.	Celltick Technologies Singapore PTE Ltd
169	Publisher (CP)	Milenio Diario SA De CV / Agencia Digital S.A de C.V	Content Provider Agreement between Celltick Technologies Ltd and Agencia Digital SA de CV, dated January 13, 2016, as amended on March 22, 2017.	Celltick Technologies Ltd
170	Publisher (CP)	Newsflare Limited	Content Provider Agreement between Celltick Technologies Ltd and Newsflare Limited, dated December 13, 2018.	Celltick Technologies Ltd
171	Publisher (CP)	Newsweb	Content Provider Agreement between Celltick Technologies Ltd and Newsweb, dated March 13, 2018.	Celltick Technologies Ltd
172	Publisher (CP)	NewsWhip Media Limited	Agreement between Celltick Technologies Ltd and NewsWhip Media Limited, dated November 10, 2016.	Celltick Technologies Ltd
173	Publisher (CP)	Today's Electronic Magazine Online	Content Provider Agreement between Celltick Technologies Ltd and Today's Electronic Magazine Online, dated November 8, 2018.	Celltick Technologies Ltd
174	Publisher (CP)	Prisla Agencia Prawowa SA	License Agreement between the Israeli Seller and the Polish Press Agency dated March 28, 2017, as amended on February 21, 2018 and on November 29, 2018.	Celltick Technologies Ltd
175	Publisher (CP)	E Business Central America, S.A	Content Provider Agreement between Celltick Technologies Ltd and E Business Central America, S.A., dated February 15, 2018.	Celltick Technologies Ltd
176	Publisher (CP)	Quintillion Business Media Pvt Ltd	Content Provider Agreement between Celltick Technologies Ltd and Quintillion Business Media Pvt Ltd, dated June 6, 2018.	Celltick Technologies Ltd
177	Publisher (CP)	Refinery 29 Inc.	Content Provider Agreement between Celltick Technologies Ltd and Refinery29, Inc., dated November 4, 2018.	Celltick Technologies Ltd
178	Publisher (CP)	Remote News Central	Content Provider Agreement between Celltick Technologies Ltd and Remote News Central, dated May 2, 2018.	Celltick Technologies Ltd
179	Publisher (CP)	Thomson Reuters Israel Ltd	Reuters Media Services Order Form (including Terms and Conditions), dated February 1, 2017, including addenda signed on May 16, 2017 and on June 27, 2017.	Celltick Technologies Ltd
180	Publisher (CP)	Ruply GmbH	Content Provider Agreement between Celltick Technologies Ltd and Ruply GmbH, dated June 4, 2018.	Celltick Technologies Ltd
181	Publisher (CP)	Saostar Media Company	Content Provider Agreement between Celltick Technologies Ltd and Saostar Media Company, dated September 8, 2016.	Celltick Technologies Ltd
182	Publisher (CP)	365Scores Ltd	Agreement between Celltick Technologies Ltd and 365Scores Ltd, dated January 14, 2015.	Celltick Technologies Ltd
183	Publisher (CP)	Arnaldo Tadeu Leone Junior ME (Minion Digital)	Content Provider Agreement between Celltick do Brasil Servicos em Tecnologia da Informacao Ltda and Tadeu Leone Junior ME (Minion Digital), dated February 4, 2016.	Celltick do Brasil Servicos em Tecnologia da Informacao Ltda
184	Publisher (CP)	Sportivity UK Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Sportivity UK Ltd., dated June 12, 2018.	Celltick Technologies Ltd
185	Publisher (CP)	ITAR TASS News agency	Subscription Order Form No. 62498 for 2016/2017, between the Israeli Seller and the ITAR-TASS Russian News Agency, dated November 9, 2016.	Celltick Technologies Ltd

186	Publisher (CP)	The Big Think Inc.	Content Provider Agreement between Celltick Technologies Ltd and The Big Think Inc., dated July 31, 2018.	Celltick Technologies Ltd
187	Publisher (CP)	TVN Media Sp. Zoo	Content Provider Agreement between Celltick Technologies Ltd and TVN Media Sp. z o.o., dated October 1, 2018.	Celltick Technologies Ltd
188	Publisher (CP)	The National News Agency of Ukraine	Content Provider Agreement between Celltick Technologies Ltd and National News Agency of Ukraine ("UKRINFORM"), dated June 29, 2019.	Celltick Technologies Ltd
189	Publisher (CP)	Andrews McMeel Syndication	Agreement between Celltick Technologies Ltd and Andrews McMeel Syndication, dated December 16, 2016.	Celltick Technologies Ltd
190	Publisher (CP)	AMX Contenido, S.A. de C.V.	Content Provider Agreement between Celltick Technologies Ltd and AMX Contenido, dated January 28, 2018.	Celltick Technologies Ltd
191	Publisher (CP)	Video Elephant Limited	Video Content Licensing Agreement between Celltick Technologies Ltd and Video Elephant Limited, dated November 22, 2016.	Celltick Technologies Ltd
192	Publisher (CP)	ViralHog LLC	Content Provider Agreement between Celltick Technologies Ltd and Viral Hog LLC, dated June 6, 2018.	Celltick Technologies Ltd
193	Publisher (CP)	Haste Media AB	Content Provider Agreement between the Israeli Seller and Haste Media AB, dated February 20, 2017.	Celltick Technologies Ltd
194	Publisher (CP)	FPT Online, FPT online services Joint Stock	Content Provider Agreement between Celltick Technologies Ltd and FPT ONLINE, FPT Online Service Joint Stock Company, dated October 28, 2016.	Celltick Technologies Ltd
195	Publisher (CP)	Art Home Co. Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Art Home Co., Ltd, dated March 2, 2018.	Celltick Technologies Ltd
196	Publisher (CP)	Wibbitz Ltd	Wibbitz Customer Agreement between Celltick Technologies Ltd and Wibbitz Ltd., dated November 11, 2018.	Celltick Technologies Ltd
197	Publisher (CP)	SMEZ	Agreement between the Russian Subsidiary Celltick Technologies CEE and SMEZ LLC, dated October 12, 2015, as amended on October 11, 2016, on October 11, 2017 and on October 11, 2018.	Celltick Technologies CEE LLC
198	Publisher (CP)	TV5 Network Inc.	Content Provider Agreement between the Israeli Seller and TV5 Network Inc., dated July 22, 2018.	Celltick Technologies Ltd
199	Publisher (CP)	PT Kompas Cyber Media	Content Provider Agreement between Celltick Technologies Pte Ltd. and PT Kompas Cyber Media, dated [ ], 2016 [A signed copy of this agreement could not be located.]	Celltick Technologies Singapore PTE Ltd
200	Publisher (CP)	Rovio Entertainment Ltd.	Content Provider Agreement between the Israeli Seller and Rovio Entertainment Ltd., dated December 6, 2015.	Celltick Technologies Ltd
201	Publisher (CP)	ZOOM.in B.V.	Content Provider Agreement between Celltick Technologies Ltd. and ZOOM.in B.V., dated January 22, 2018.	Celltick Technologies Ltd
202	Publisher (CP)	India TV interactive Media Pvt Ltd.	Rich Media Agreement for Android between Celltick Mobile Media (India) Private Limited and India TV interactive Media Pvt Ltd. dated December 15, 2017.	Celltick Mobile Media India Pvt Ltd.
203	Publisher (CP)	Living Media India Limited	Rich Media Agreement for Android between Celltick Mobile Media (India) Private Limited and Living Media India Limited dated December 15, 2017.	Celltick Mobile Media India Pvt Ltd.
204	Publisher (CP)	Advego LLC	Agreement number 151209-3170 between Celltick Technology CEE and Advego LLC dated December 9, 2015	Celltick Technologies CEE LLC
205	Publisher (CP)	eTXT	Offer Agreement between Celltick Technologies CEE and eTXT LLC (no listed effective date).	Celltick Technologies CEE LLC
206	Publisher (CP)	Opertal S.A.	Agreement for the Distribution of BBC Content between Celltick Technologies Ltd. and Opertal S.A. dated December 2, 2015.	Celltick Technologies Ltd

207	Publisher (CP)	NDTV convergence limited	Service /app Via Start agreement Agreement between Celltick Mobile Media PVT Ltd and NDTV convergence limited dated November 25, 2014	Celltick Mobile Media India Pvt Ltd.
208	Publisher (CP)	Ziauddin Enterprises (Pvt) Ltd	Content provider agreement between the Celltick Singapore PTE Ltd and Ziauddin Enterprises (Pvt) Ltd , dated May 18, 2018	Celltick Technologies Singapore PTE Ltd
209	Publisher (CP)	Visiotel Ltd	Content provider agreement between the Israeli seller and Visiotel Ltd , dated November 11, 2018	Celltick Technologies Ltd
210	Monetization	Facebook Ireland Limited	Audience network agreement between Celltick SingTechnologies Ltd and Facebook Ireland Limited dated 2015	Celltick Technologies Ltd
211	Other	Vidazoo	Agreement for Video ads serving between Celltick Ltd and Vidazoo Ltd , dated May 6, 2018	Celltick Technologies Ltd

To  
Mizrahi Tefahot Bank Ltd.

Re: Irrevocable Instructions

Following your letter dated March 26, 2019 (the "Letter") we irrevocably instruct you that upon receipt of the funds, as stated in the letter (US\$ 400,000), these funds shall be used to repay part of the credit extended to us.

Best Regards,

~~Celtick Technologies Ltd.~~

~~By:~~

~~Name:~~

~~Title:~~





שטר תיקון משפטי לשעבוד

מספר חברה
512907239

שעבוד מס' 31

שם החברה / הלווה – סלטיק טכנולוגיות בע"מ

סנד תיסון: 40


הסרת השעבודים מהנכסים המפורטים בנספח א' לכתב התיקון.

רשימת הקודים

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01.	העברת זכויות לאחר	13.	שחרור בטוחה
02.	שינוי בסכום ההלוואה	14.	הוספת זהוי לבטוחה (כולל מס' רישוי לרכב)
03.	הקטנת הסכום המובטח	21.	סילוק חלקי
04.	שנוי בתנאים המיוחדים	40.	שינויים אחרים
05.	שינוי בדרגת השעבוד		
11.	הוספת בטוחה		
12.	שינויים בבטוחה		

ד"ר מאור  
מנהל מחלקת הי-טק  
ניא עמר-הירשפלד  
חתימת הבנק

חתימת הלווה  


27/02/19  
תאריך

**כתב תיקון לאגרת החוב מיום 3.2.19**

**הואיל:** וביום 3.2.19 **סלטיק טכנולוגיות בע"מ מ.ח. 512907239** (להלן: "**החברה**") חתמה על אגרת חוב לזכות בנק מזרחי טפחות בע"מ (להלן: "**הבנק**") לפיה שעבדה לבנק בשעבוד צף ראשון בדרגה את מפעלה ואת כל יתר הנכסים והזכויות מכל סוג שהם שיש לה כעת ושיהיו לה בעתיד ובשעבודים קבועים ראשונים בדרגה את הון המניות שטרם הוקצה ו/או טרם נדרש ו/או טרם נפרע ואת המוניטין שלה, את רכושה הקבוע כמפורט **בנספח א'** לאגרת החוב, את הקניין הרוחני כמפורט **בנספחים ב'1, ב'2** לאגרת החוב, את זכויות החברה לקבלת כספים מה חברות הקבוצה כמפורט **בנספח ג'1** ומלקוחות וחייבים אחרים כמפורט **בנספח ג'2** לאגרת החוב, את אחזקותיה בתאגידי שונים, את שטרי המטען והתעודות, ניירות ערך מסמכים ושטרות וכן את חשבון החברה בבנק, הכל כמפורט באג"ח; איגרת חוב זו נרשמה על ידי רשם החברות ביום 14.2.19 בתעודה מס'

**והואיל:** והחברה והבנק הסכימו כי אגרת החוב תתוקן בהתאם למפורט בכתב תיקון זה וביתר סעיפי איגרת החוב לא יחול כל שינוי, הכל כמפורט להלן;

**לפיכך הוסכם בין הצדדים כדלקמן:**

1. מוסכם כי יוסרו השעבודים מעל הנכסים המפורטים בנספח הרצ"ב לכתב תיקון זה.
2. ביתר סעיפי אגרת החוב לא יחול כל שינוי.
3. כפייד הדגשם מתבקש לרשום לפניו את תיקון אגרת החוב כאמור.

ולראיה באו הצדדים על החתום היום **27** בחודש **מרץ** שנת **2019**

**דני תאודור**  
**מנהל מחלקת מי-סק**  
**בנק מזרחי טפחות בע"מ**

**סלטיק טכנולוגיות בע"מ**  


אני הח"מ עו"ד ..... המשמש כפרקליטה של **סלטיק טכנולוגיות בע"מ מ.ח. 512907239** (להלן: "**החברה**") הניח את לבנק מזרחי טפחות בע"מ (להלן: "**הבנק**") כי המסמך הנ"ל נחתם בשם החברה על ידי ה"ה חתום המוסמכים בחתימתם לחייב את החברה כלפי הבנק וזאת על פי החלטות האורגנים המוסמכים של החברה שהתקבלו כדן וכן בתוקף מסמכי ההתאגדות של החברה תזכירה ותקנונה, וכי אין כל הגבלה ו/או מניעה על פי כל דין ו/או הסכם ליצירת ו/או לחתימת ו/או להוצאת המסמך הנ"ל ו/או לביצוע כל האמור במסמך הנ"ל לזכות ולטובת הבנק הכל כמפורט וכאמור במסמך דלעיל, באופן שהמסמך הנ"ל מחייב את החברה, ניתן לאכיפה כלפיה על ידי הבנק ותקף כלפי הבנק לצורך כל עניין ודבר.

**רונן גרסמן עו"ד**  
**22892**  
**עורך דין**

תאריך: **27/3/19**

Exhibit A

Purchased Intellectual Property Licenses

- **Embedded:**

License	Attribution
A Java Flickr API library Copyright 2014	Licensed under the Apache License, Version 2.0 (the "License"); You may not use these files except in compliance with the License. You may obtain a copy of the License at: <a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a> . Unless required by applicable law or agreed to in writing, software distributed under the License is distributed on an "AS IS" BASIS, WITHOUT WARRANTIES OR CONDITIONS OF ANY KIND, either express or implied. See the License for the specific language governing permissions and limitations under the License.
A Java IO Utils Copyright 2014	
A Java library to operate JSON objects Copyright 2010 Google Inc.	
AndroidSVG 2013 Copyright Google Inc.	
Android Lockpattern Copyright 2012 Hal Bison	
Android Support Library Copyright 2013 The Android Open Source Project	
ACRA (Application Crash Reports for Android) Copyright 2010	
DiskLruCache Copyright 2012	
Google Analytics SDK for Android Copyright 2012 The Android Open Source Project	
Google Cloud Messaging Helper Libraries Copyright 2014 Google Inc.	
Google Core Libraries Copyright 2012 The Guava Authors	
Google Data Java Client Library Copyright 2010 Google Inc.	
Google Play Services Copyright 2012 The Android Open Source Project	
Java library for the Twitter API Copyright 2007 Yusuke Yamamoto	
OkHttp HTTP client Copyright 2014	
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• Embedded - Data Related:

Google Analytic	Third party	Performance	This cookie is used to collect information about how visitors use our websites and services. We use the information to compile reports and to help us improve our services. The cookies collect information in an anonymous form, including the number of visitors to our website and services, where visitors have come to our website and the pages they visited. Privacy Policy
AdMob, AdSense & DoubleClick	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Google's various advertising services. Privacy Policy
MoPub	Third party	Advertising	This cookie enable us to measure, optimize and build audiences for advertising campaigns served through Mopub, which is an advertising service provided by Twitter. Privacy Policy
Facebook	Third party	Social media and advertising	To enable us to optimize and serve advertising on Facebook and other third party sites based on a) your past visits to our website and b) your interaction with our adverts and content on Facebook, advertisements are served after you have visited our site using non-personally identifiable information. Privacy Policy
InMobi	Third party	Advertising	This cookie enables us to serve and measure the performance of interest-based advertising. Privacy Policy
Yandex Metrica	Third party	Performance	These cookies allow us to analyze interaction between a visitor and our apps or websites, improve usability and user experience using a service provided by Yandex. Privacy Policy
Outbrain	Third party	Advertising	Outbrain analyzes user behavior & the content on our website and apps, and enables us to recommend relevant related content to our users. Privacy Policy
Taboola	Third party	Advertising	Taboola analyzes user behavior & the content on our website and apps, and enables us to recommend relevant related content to our users. Privacy Policy
SimilarWeb	Third party	Performance	Some of the data collected from you in connection with your use of our Products is shared in accordance with the SimilarWeb's privacy policy available here: Privacy Policy
StartApp	Third party	Performance and Advertising	Our Products include certain features provided by StartApp Inc. StartApp SDK helps publishers and advertisers show you more relevant content and advertisements. If you don't want StartApp to collect data on you, you should not download or install this application on your device or we recommend you opt out. For more information please visit the StartApp Privacy Policy
Crashlytics	Third party	Performance	We work with Crashlytics, Inc to report any bug affecting our Android mobile apps. Crashlytics' software is built into our Android apps. If our app crashes during normal use, the app will send certain information about the incident to Crashlytics. This information consists of the device type, OS version and certain hardware information about your mobile device, and the time of the crash, the state of the application at the time of the crash, and stack-traces. Privacy Policy
Neura	Third party	Performance	Neura enables us to adapt to your preferences and deliver personalized experiences when they are needed. Privacy Policy
MobFox	Third party	Performance and Advertising	This SDK enables us to measure, optimize and build audiences for advertising campaigns served through MobFox's advertising services. Privacy Policy
CallDorado	Third party	Performance	This SDK enables us to serves and measure targeted ads. Privacy Policy
Oath	Third party	Advertising	This SDK enables us to serves and measure targeted ads. Privacy Policy
OneSignal	Third party	Performance	This SDK enables us to support push notifications. Privacy Policy

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Yieldbird	Third party	Performance and Advertising	Yieldbird assist's us with ad revenue optimization. Privacy Policy
RhythmOne	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through RhythmOne's advertising services. For more information, please visit their Privacy Policy. To opt-out please visit here.
Mobitech	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Mobitech's advertising services. For more information, please visit their Privacy Policy.
ComScore	Third party	Performance	We use cookies associated with ComScore; ComScore provide us with analytical information about our visitors, such as measurement of our audience size. ComScore collect data on the traffic and engagement for the site to provide us with a competitive context of their performance versus the market. This data is then used for sales pitches, editorial, strategy, business development and product development. For more information, please visit their Privacy Policy.
Fyber	Third party	Advertising	These cookies enable us to measure, optimize and build audiences for advertising campaigns served through Fyber's advertising services. For more information, please visit their Privacy Policy.
Other Tracking Technologies	First and third par	Strictly necessary	Other unlisted Tracking Technologies might be in use on internal sections of the website or our services.

• Backend:

Category and service name	Reference	Type
<b>Magazine backend licenses:</b>		
Tomcat	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>	
Centos	<a href="https://www.centos.org/legal/">https://www.centos.org/legal/</a>	
Java	<a href="https://www.oracle.com/technetwork/java/javase/terms/license/javase-license.html">https://www.oracle.com/technetwork/java/javase/terms/license/javase-license.html</a>	
XGB	<a href="https://github.com/dmlc/xgboost/blob/master/README.md#license">https://github.com/dmlc/xgboost/blob/master/README.md#license</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
React	<a href="https://github.com/facebook/react/blob/master/LICENSE">https://github.com/facebook/react/blob/master/LICENSE</a>	MIT
Angular	<a href="https://angular.io/license">https://angular.io/license</a>	MIT
Cassandra	<a href="https://github.com/apache/cassandra-builds/blob/master/LICENSE">https://github.com/apache/cassandra-builds/blob/master/LICENSE</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
Spring	<a href="https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt">https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
<b>Start Servers:</b>		
Memcached	<a href="https://github.com/memcached/memcached/blob/master/LICENSE">https://github.com/memcached/memcached/blob/master/LICENSE</a>	
MongoDB	<a href="https://www.mongodb.com/licensing/server-side-public-license">https://www.mongodb.com/licensing/server-side-public-license</a> (SSPL)	
Spring	<a href="https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt">https://github.com/spring-projects/spring-boot/blob/master/LICENSE.txt</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>



Category and service name	Reference	Type
<b>AWS (paid) and SaaS:</b>		
RDS	<a href="https://aws.amazon.com/asi/">https://aws.amazon.com/asi/</a>	
REDIS	<a href="https://aws.amazon.com/asi/">https://aws.amazon.com/asi/</a>	
Reshift	<a href="https://aws.amazon.com/asi/">https://aws.amazon.com/asi/</a>	
Amazon linux	<a href="https://aws.amazon.com/asi/">https://aws.amazon.com/asi/</a>	
<b>BI:</b>		
Tableau	<a href="https://www.fedresults.com/application/files/6014/7924/2182/Tableau_GSA_Approved_EULA.PDF">https://www.fedresults.com/application/files/6014/7924/2182/Tableau_GSA_Approved_EULA.PDF</a>	Paid license
Drill for parquet	<a href="https://drill.apache.org/">https://drill.apache.org/</a>	<a href="http://www.apache.org/licenses/LICENSE-2.0">http://www.apache.org/licenses/LICENSE-2.0</a>
Redash	<a href="https://github.com/getredash/redash/blob/master/LICENSE">https://github.com/getredash/redash/blob/master/LICENSE</a>	



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Facebook Audience Network 4.8.0	Copyright (c) 2014-present, Facebook, Inc. All rights reserved. You are hereby granted a non-exclusive, worldwide, royalty-free license to use, copy, modify, and distribute this software in source code or binary form for use in connection with the web services and APIs provided by Facebook. As with any software that integrates with the Facebook platform, your use of this software is subject to the Facebook Developer Principles and Policies [ <a href="http://developers.facebook.com/policy/">http://developers.facebook.com/policy/</a> ]. This copyright notice shall be included in all copies or substantial portions of the software. THE SOFTWARE IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY.
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List of Transferred Intellectual Property

1. Patents and trademarks

- Patents: US patent 9891788 – “Methods and Computer Program Products for Touch Sensitive Mobile Devices”
- Trademarks: “Stylized S” 
  - o US trademarks
    - 5,082,047
    - 5,099,445
    - 5,099,443
  - o European CTM 015220502
- Unregistered logo/trademark for Start Magazine: “Stylized M” 

2. Play store developer account

Sellers will transfer the access credentials and rights in its Google Play store account, which is used to publish the Android applications, including:

- Start
- Start Go
- Lockscreen for MTS
- Start Magazine

3. Transferred software

Sellers will transfer the following software components, including their source code (and controlled historical source code using SVN), executables, product definition and requirements documents, software design documents and Jira records:

- **Start Application** - An Android Java application, implementing customizable Lock-Screen functionality with embedded monetization capabilities. The app is preloaded capable including optional OS adaptation classes and OEM installation instructions.
  - The transferred product includes 2 variants of the app as well:
    - o Start Go – low end devices version for Android GO OS. This App contains Open Source Materials.
    - o Lockscreen for MTS – a legacy version of the app for a specific partner in Russia. This App contains Open Source Materials.
- **Start Server** – a Java based server for all Start clients and Magazine SDK users. The server includes an Admin GUI to allow rule-based setting of specific user groups (e.g by Distribution partner, geo), scalable customization server API used to communicate with the clients and internal operation database. The server is also responsible for logging the reported user events later to be processed as part of the DWH ETL process. This system contains Open Source Materials.
- **Start Magazine** - A Content-as-a-service (Caas) Java based content platform displaying personalized and trending content from worldwide media agencies. The platform includes:

- Magazine front end client -- displaying feed and article pages. This system contains Open Source Materials.
- Magazine content API -- providing targeted content details for the Magazine front end or other publishers. This system contains Open Source Materials.
- Notification capabilities -- pull and push APIs. This system contains Open Source Materials.
- Magazine Statistics servers -- used to collect and store raw reported events to be later handled by the Magazine ETL process.
- Start Magazine App -- an Android Play app, presenting Start Magazine content. This system contains Open Source Materials.
- Magazine SDK -- an Android SDK implementing the Magazine API protocol.
- Magazine "self-service" website -- allows the distribution partner to view online its service performance and manage its apps. Please note the self-service website contains a user management module which was developed for and used by other Celltick products. Following the asset purchase transaction, both Celltick and Taboola will have joint ownership of this user management module, where each party will have the independent right to use this module, access its source code, and to develop and support this module beyond its delivered status.  
This system contains Open Source Materials.
- **Revenue Split System** -- an in-house developed Java based system used to calculate the revenue split between Celltick and its business partners. The system includes a revenue reports collection component, Admin GUI to define business partners and revenue splitting business logic and revenue calculation engine. This system contains Open Source Materials.
- **Reporting and DWH** -- a set of components enabling data ad reporting capabilities for Start and Start Magazine products (contains Open Source Materials):
  - **Data pipelines** -- an end-to-end ETL process (One for Start, and another for Start Magazine).
  - **DWH** -- Data is kept in 3 levels: aggregated statistics for long periods, short term detailed fact data in the analytics DB (Amazon redshift clusters -- one for Start and another for the magazine), and long term unloaded fact data (in the Magazine Amazon Athena Parquet is used to allow direct querying of older data as well).
  - **Tableau online reporting system** -- a large set of online reports for the different products, linked to the DWH databases.
  - **Push reports** -- an email-based system using the Tableau online server reports to create and push PDF based reports to end users.
  - **Redash reports** -- a set of online reports used mainly to monitor the performance of the system.

#### 4. Websites

- **Startscreen.com** - The Start application commercial website. Presents the app functionality and direct the users to download the app via Google play.
- **Startmagazine.com, TheStartmagazine.com** - TheStartmagazine.com is the main website of Start Magazine. Startmagazine.com leads to that site as well. Start magazine feed and all articles are on this site. And the API direct the readers to that site as well.
- **Developers.thestartmagazine.com** - The Commercial website of Start magazine. Presents the business to potential partners which can sign up and join the service.
- **Dashboard.thestartmagazine.com** - Partners (Distribution partners) Backoffice. Provide access to the following (this system contains open sources):
  - Performance (Revenues and engagement) dashboard
  - Apps management
  - API and SDK documentation
  - Instant magazine creation

#### 5. Domains

As part of the deal Celltick will hand over to Taboola the following list of domains:

1st2kaqw.com
contentgenome.org
startmagazine.com
startscreenapp.co
startscreenapp.com
startscreenapp.mx
thecontentgenome.com
thestartmagazine.com
startlookscreen.com
starthomscreen.com
start-screen.com
startscreen.com
mystartsecurity.com
startscreen.ru
thestartscreen.ru

6. Analytics accounts – a set of services to monitor the system
  - a. Google analytics
  - b. Facebook analytics
  - c. Crashlytics
  - d. Firebase

While the analytics accounts themselves do not qualify as Transferred Intellectual Property, note that reports generated through these accounts are Seller's copyrighted materials that are being transferred to the Purchaser as part of the APA.

7. Infrastructure services
  - a. AWS – Amazon Web services. The virtual backbone that holds application server instances, Databases, ETL process, Load-balancing services, CDN platform, monitoring and alerting tools.
  - b. Cloudinary – Image transformation and delivery service
  - c. G-Core – CDN service
  - d. Level3 – CDN service

8. Development Tools

Development Tools & Services	
Tools	
S3 browser	
Putty	

Development Tools & Services	
Jetbrain DataGrip	
WinSCP	
Redis Desktop Manager	
Jira	
Jenkins	
Bitbucket	
Filezilla	
Webstorm	
IntelliJ	
SVN	
Android Studio	
Eclipse	
Pycharm	
Aginity workbench	
R Studio	
mRemoteNG	
Notepad++	
Cygwin	
Team Viewer	
<b>Services</b>	
Slack	
HMA Pro VPN	
Nagios	
GitBook	<a href="https://www.gitbook.com/">https://www.gitbook.com/</a>
TextRazor	<a href="https://www.textrazor.com/">https://www.textrazor.com/</a>
Desk.com	
Redash	
Terraform	
Drill for parquet	
Cloudinary	
G-core CDN	
One Signal	
VPN	
Trello	
google analytics	
amazon web services	
OneHourTranslations	
Dot-Com Monitor	
Adobe Cloud (Monthly)	One license
Adobe photoshop	One license
TheNounProject (Yearly)	One sit
InVision (Yearly)	One sit
Dropbox (Yearly)	Business account (5 sits)
Zeplin (FREE)	
Shutterstock (Monthly)	25 images per day

**List of Purchased Equipment**

1. The following is the list of the Sellers' tangible Purchased Assets:

- Desktops - 9 (please refer to list (a) below)
- Laptops - 25 (please refer to list (a) below)
- Servers - 2 (please refer to list (a) below)
- Test phones - 38 (please refer to list (b) below)

(a) Desktops, Laptops and Servers :

	Type	Equipment	Asset No. (T. Phat)
1.	Laptop	Lenovo X250	1045
2.	Laptop	Lenovo X270, Lenovo Y720	1116, 1128
3.	Laptop	Lenovo T470	1149
4.	Laptop	Lenovo T470	1129
5.	Laptop+ PC	Lenovo T470 + PC	1140, 1035
6.	PC	PC	1015
7.	Laptop	Lenovo X1 Carbon	1084
8.	Laptop	T470	1193
9.	PC	PC	970
10.	PC	PC	1052
11.	Laptop	Lenovo T460	1097
12.	Laptop	Lenovo X250	1062
13.	Laptop	Lenovo X270	1127
14.	Laptop	Lenovo T470	1132
15.	Laptop	Lenovo Y720	1067
16.	Laptop	Lenovo X240	1032
17.	Laptop	Lenovo T450s	1054
18.	PC	PC	959
19.	Laptop	Lenovo X1 Carbon	1112
20.	PC	PC	1066
21.	Laptop	T460	1078
22.	Laptop	T470	1141
23.	Laptop	Lenovo X270	1130
24.	PC	PC	968
25.	Laptop	Dream Machine	1158
26.	Laptop	Lenovo X1 Carbon	1108
27.	PC	PC	1174
28.	Laptop	Lenovo X270	1119
29.	Laptop	Lenovo T460	1085
30.	PC	PC	1059

31.	Laptop	Lenovo X270	1125
32.	Laptop	Lenovo T470	1150
33.	Server - Dave	Dell Power Edge 210	892
34.	Server - Gru	Dell Power Edge 210	

(b) Test Phones :

	Mobile Device	Model	OS Ver	SN/IMEI
1	Acer	Liquid Z530 T02	5.1	IMEI: 352792070650664
2	Alcatel	5045A	6.0	IMEI: 14603001400782
3	Avvio	776	4.4.2	IMEI: 353969080009978
4	Blackview	A20	8.1.0 (GO)	IMEI:357858099788242 IMEI:357858099788259
5	BLU	Vivo XL	5.1	IMEI: 354147042001611 SN: LBHQHYEAPEA V4H
6	LG	Nexus 5x (+Fingerprint)	8.1	IMEI: 353627074902944 SN: 00e40883712a3657
7	Cherry mobile	omega_life_4	8.1.0 (GO)	IMEI: 356884092662797 IMEI:356884092662805
8	CRUSH_X565	X565	8.1.0 (GO)	IMEI:291764034205813
9	CRUSH_X565	X565	8.1.0 (GO)	IMEI:102679580323144 IMEI:950827634410123
10	Fly	Life Compact 4G	8.1.0 (GO)	IMEI:355590090352924 IMEI:355590090352932
11	Hyundai	L505	5.1	IMEI: 356796070020543 IMEI: 356796070020550
12	Google	Pixel 2	9.0.0	IMEI : 357537085960417
13	Huawei	ALE-L902	5.0.1	IMEI: 867258028228704 SN: N2K7N16426000379 IMEI: 867258028259618
14	Huawei	P9	6.0	IMEI: 869827026823688
15	HUAWEI	DRA-LX3	8.1.0 (GO)	IMEI:868169034644090
16	LG	X240H	6.0	IMEI:353892081673389
17	LIFE WIRELESS	X325	4.4.2	IMEI: 123456789100000 SN: Z9GJIVPZOBH6DU
18	Logicom	L-ite 500	4.4.4	IMEI: 356339066030794 IMEI: 356339066130784 sn: 95a6c8b1
19	Logicom	LeMoov	8.1.0 (GO)	IMEI:354471056137552 IMEI:354471056137560

20	Micromax	AQ4501	6.0	IMEI: 911380452465309 IMEI: 911380452965803 sn: V00776141045040
21	Motorola (Google)	Nexus 6	7.1.1	SN: zxl1g42cp2r IMEI: 355470062975038
22	Nexus	6P	8.0.0	IMEI: 867981022613726
23	Nexus	5x (Fingerprint)	8.0	IMEI: 354013070911727 SN: 00861e9da2554d49
24	Telecel ped	PH5002	6.0.0	
25	Polaroid	P4005A (Turbo C4)	5.1	IMEI: 358424071042295
26	Quantum	Mini	8.1.0 (GO)	IMEI:357620090016407 IMEI:357620090016415
27	Smartfon	HiSense A6688G	4.4.2	IMEI: 864005026600241 sn: 1a17882
28	Fly	Life Compact 4G	8.1.0 (GO)	IMEI: 867400020316612 IMEI: 867400020316620
29	General Mobile	GM8 GO	8.1.0 (GO)	IMEI:356850090024207 IMEI:356850090074202
30	Sony	Xperia Z3	5.0.2	IMEI: 35509806-686745-3
31	Trafone Orbit	r5100tl	8.1.0	355242090006031
32	Xiaomi	Mi 4i	5.0.2	SN: 7ca8fa7b IMEI: 867634026336303
33	ZTE	Blade A5	4.4.2	IMEI: 868944022203947 IMEI: 868944022704043
34	ZTE	Blade L5	5.1	IMEI: 869050024630621
35	ZTE	Blade V8 SE	7.0	IMEI:863243035832155
36	Meizu Note	M5	6.0.0	
37	Xiaomi	HM		
38	Samsung	Grand prime		

**List of agreements:**

No.	Partner type	Full legal name	Agreement description	Applicable Celltick Entity
1	Monetization	AccuWeather Intl, LLC	Linking Agreement between the Israeli Seller and AccuWeather Intl, LLC, dated March 8, 2017.	Celltick Technologies Ltd
2	Monetization	Ad Net, Inc.	Ad Net Insertion Order between the Israeli Seller and Ad Net, dated August 24, 2018.	Celltick Technologies Ltd



3	Monetization	adMarketplace, Inc.	Listings Distribution Agreement between the Israeli Seller and adMarketplace, Inc., dated July 29, 2018.	Celltick Technologies Ltd
4	Monetization	AsrSrv, LLC.	Publisher Services Agreement between the Israeli Seller and AsrSrv, LLC., dated June 19, 2018.	Celltick Technologies Ltd
5	Monetization	Airfind Corp.	Start Magazine Agreement between Celltick Technologies Ltd and Airfind Corp., dated March 21, 2018.	Celltick Technologies Ltd
6	Monetization	Airfind Corp.	Publisher Enrollment Form and Terms and Conditions between the Israeli Seller and Airfind Corp., dated November 16, 2016.	Celltick Technologies Ltd
7	Monetization	AnyClip Ltd.	AnyClip Publisher IO between the Israeli Seller and AnyClip Ltd., dated August 6, 2018. No: signed	Celltick Technologies Ltd
8	Monetization	Appnexus Inc.	Appnexus Exchange Agreement between Celltick Technologies Ltd and Appnexus Inc., dated August 13, 2018.	Celltick Technologies Ltd
9	Monetization	AppStock Ltd.	Demand Partner Insertion Order between the Israeli Seller and AppStock Ltd., dated January 29, 2019.	Celltick Technologies Ltd
10	Monetization	District M Inc.	Publisher Agreement between Celltick Technologies Ltd and District M, dated August 30, 2018.	Celltick Technologies Ltd
11	Monetization	Fyber Monetization Ltd.	Service Order for Ad Exchange for Fyber Vamp between the Israeli Seller and Fyber Monetization Ltd., dated August 20, 2018.	Celltick Technologies Ltd
12	Monetization	Google Ireland Limited	ADX Services Order Form between Celltick Technologies Ltd and Google Ireland Limited, dated November 28, 2016.	Celltick Technologies Ltd
13	Monetization	Google Ireland Limited	Google AdSense Terms of Service	Celltick Technologies Ltd
14	Monetization	Google Ireland Limited	Exchange bidding beta addendum To google services agreement and the ad small business and ndx Services order form between the Israeli seller and Google Ireland Limited dated June 17, 2018	Celltick Technologies Ltd
15	Monetization	Hands Digital S.A	Partnership Agreement with Marketing of Mobile Platform Advertising and other Covenants between the Israeli Seller and Hands Digital SA, dated January 21, 2019.	Celltick Technologies Ltd
16	Monetization	Naspek International S.A.	Demand Partner Insertion Order between the Israeli Seller and Naspek International S.A., dated May 23, 2018.	Celltick Technologies Ltd
17	Monetization	Digital Media Technology SEU	Insertion Order between Celltick Technologies Ltd and Mobrain Digital Ltd., dated June 11, 2018.	Celltick Technologies Ltd
18	Monetization	Index Exchange Inc.	Master Services Agreement between the Israeli Seller and Index Exchange Inc., dated January 20, 2019.	Celltick Technologies Ltd
19	Monetization	Matomy Media Ltd.	Advertising Service Agreement between Celltick Technologies Ltd and Matomy Media Ltd., dated February 8, 2018.	Celltick Technologies Ltd
20	Monetization	Matomy Media Ltd.	Publisher Terms of Service between Celltick Technologies Ltd and Matomy Media Ltd., dated August 30, 2018.	Celltick Technologies Ltd
21	Monetization	Pro Mobitech Technologies Ltd.	Software License and Distribution Agreement between the Israeli Seller and Pro Mobitech Technologies Ltd., dated January 1, 2019.	Celltick Technologies Ltd
22	Monetization	Pro Mobitech Technologies Ltd.	Publisher Insertion order between the Israeli Seller and Pro Mobitech Technologies Ltd., dated January 28, 2019.	Celltick Technologies Ltd
23	Monetization	Mopub, Inc.	Marketplace for Premier Publishers Agreement between the Israeli Seller and Mopub Inc., dated March 4, 2015.	Celltick Technologies Ltd
24	Monetization	The Rubicon Project, Inc.	The Seller Order Form (including Order Form Terms) between the Israeli Seller and The Rubicon Project Inc., dated June 24, 2018; including the Service Addition to the Seller Order Form, dated November 2, 2015.	Celltick Technologies Ltd

25	Monetization	RhythmOne LLC	Advertising Services Agreement between the Israeli Seller and RhythmOne, dated November 15, 2018.	Celltick Technologies Ltd.
26	Monetization	StartApp Inc.	SODA Platform Agreement between the Israeli Seller and StartApp, Inc., dated May 28, 2017. Insertion Order (including Terms and Conditions) between the Israeli Seller and StartApp, Inc., dated February 1, 2016. Data Protection Addendum (Controller-Controller) between the Israeli Seller and StartApp, Inc., dated June 20, 2018. Search Page Distribution Agreement between the Israeli Seller and StartApp, Inc., dated August 16, 2017.	Celltick Technologies Ltd
27	Monetization	StartApp Inc.	Insertion Order (including Terms and Conditions) between the Israeli Seller and StartApp, Inc., dated February 1, 2016.	Celltick Technologies Ltd
28	Monetization	StartApp Inc.	Data Protection Addendum (Controller-Controller) between the Israeli Seller and StartApp, Inc., dated June 20, 2018.	Celltick Technologies Ltd
29	Monetization	StartApp Inc.	Search Page Distribution Agreement between the Israeli Seller and StartApp, Inc., dated August 16, 2017.	Celltick Technologies Ltd
30	Monetization	Stone Bird & Green Publisher Ltd.	Agreement with Israeli Seller and Stone Bird & Green Publisher Ltd., dated November 11, 2018.	Celltick Technologies Ltd
31	Monetization	Stream Russia LLC	Agreement number 20-2015 dated March 18, 2015.	Celltick Technologies CBE LLC
32	Monetization	Yieldbird Sp. z.o.o	Cooperation Agreement between Celltick Technologies Ltd and Yieldbird Sp. z.o.o., dated June 19, 2017, as amended on June 1, 2018 and on December 31, 2018.	Celltick Technologies Ltd
33	Monetization	Spot.IM Ltd.	Service Agreement between the Israeli Seller and Spot.IM Ltd., dated December 1, 2018.	Celltick Technologies Ltd
34	Monetization	Yahoo! Inc., Yahoo! EMEA Limited, and Yahoo! Singapore Digital Marketing Pte Ltd.	Search SDK Distribution Agreement between the Israeli Seller and Yahoo! Inc., Yahoo! EMEA Limited, and Yahoo! Singapore Digital Marketing Pte Ltd. (including Terms and Conditions), dated September 4, 2015.	Celltick Technologies Ltd
35	Monetization	Yahoo! Singapore Digital Marketing Pte Ltd.	Mobile Software Application Distribution Agreement between the Israeli Seller and Yahoo! Singapore Digital Marketing Pte Ltd., dated September 1, 2015.	Celltick Technologies Ltd
36	Monetization	Yahoo! EMEA Limited	Publisher Agreement (including Terms and Conditions) between the Israeli Seller and Yahoo! EMEA Limited, dated August 17, 2015.	Celltick Technologies Ltd
37	Monetization	Yahoo! Asia Pacific Pte Ltd.	License and Distribution Agreement between the Israeli Seller and Yahoo! Asia Pacific Pte Ltd., dated July 15, 2013, as amended by an Addendum A, dated January 1, 2014.	Celltick Technologies Ltd
38	Monetization	Oath (EMEA) Ltd.	Data Processing Agreement between the Israeli Seller and Oath (EMEA) Ltd.	Celltick Technologies Ltd
39	Monetization	Outbrain Inc.	Partner Distribution Agreement between the Israeli Seller and Outbrain Inc., dated January 1, 2014, as amended on November 1, 2015.	Celltick Technologies Ltd
40	Monetization	Taboola.com Ltd.	Taboola Publisher Agreement between the Israeli Seller and Taboola.com Ltd., dated June 16, 2016.	Celltick Technologies Ltd
41	Monetization	Taboola.com Ltd.	Taboola Privacy Addendum between the Israeli Seller and Taboola Europe Limited, dated as of May 1, 2018.	Celltick Technologies Ltd
42	Monetization	Yandex Services AG dated as of May 1, 2016.	Distribution Services and Software License Agreement by and between the Israeli seller and Yandex Services AG dated as of May 1, 2016.	Celltick Technologies Ltd
43	Monetization	Yandex LLC	Distribution Services and Software License Agreement by and between the Russian subsidiary and Yandex LLC dated May 1, 2016.	Celltick Technologies CBE LLC

44	Monetization	Carambola Media Ltd.	Interactive Platform Agreement between Celltick Technologies Ltd. and Carambola Media Ltd. dated December 26, 2016.	Celltick Technologies Ltd
45	Distribution partner ( Start )	BGH S.A	Offer Letter No. 01/2015 from Celltick Technologies Ltd to BGH S.A., dated January 11, 2016, as accepted by BGH on February 1, 2016.	Celltick Technologies Ltd
46	Distribution partner ( Start )	Cable & Wireless International HQ Ltd.	Master Content Distribution Agreement between Celltick Technologies Ltd and Cable & Wireless International HQ Ltd., dated October 1, 2015.	Celltick Technologies Ltd
47	Distribution partner ( Start )	ESPN do Brasil Eventos Esportivos Ltda	Agreement between Celltick Technologies Ltd, Celltick do Brasil Servicos em Tecnologia da Informacao Ltda. and ESPN do Brasil Eventos Esportivos Ltda., dated May 23, 2013, as amended on December 16, 2013 and on December 22, 2014.	Celltick do Brasil Servicos em Tecnologia da Informacao Ltda.
48	Distribution partner ( Start )	Mobiu Servicos de Tecnologia Movei Ltda.	Business partner Agreement between Celltick do Brasil Servicos em Tecnologia da Informacao Ltda. and Mobiu Servicos de Tecnologia Movei Ltda., dated June 22, 2016.	Celltick do Brasil Servicos em Tecnologia da Informacao Ltda.
49	Distribution partner ( Start )	Comunicaciones Celulares S.A	Master Content Distribution Agreement between Celltick Technologies Ltd and Comunicaciones Celulares S.A., dated March 12, 2016.	Celltick Technologies Ltd
50	Distribution partner ( Start )	Claro S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Claro S.A Dated October 10, 2017.	Celltick Technologies Ltd
51	Distribution partner ( Start )	Claro Chile S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Claro Chile S.A Dated June 20, 2018.	Celltick Technologies Ltd
52	Distribution partner ( Start )	Claro Compania Dominicana de Telefonos S.A.	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Compania Dominicana de Telefonos S.A, dated September 1, 2018.	Celltick Technologies Ltd
53	Distribution partner ( Start )	Comunicacion Celular S.A. Conecel S.A	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Comunicacion Celular S.A. Conecel S.A. Dated March 15, 2018.	Celltick Technologies Ltd
54	Distribution partner ( Start )	Consortio Ecuatoriano De Telecomunicaciones S.A Conecel	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the Adherence Letters with Consortio Ecuatoriano de Telecomunicaciones S.A. Conecel dated August 21, 2017.	Celltick Technologies Ltd
55	Distribution partner ( Start )	Sercotel S.A. de CV	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and Sercotel S.A. de C.V., dated May 22, 2016, including the following Adherence Letters thereto: <ul style="list-style-type: none"> <li>• March 15, 2017 with Comunicacion Celular S.A. Conecel S.A.</li> <li>• August 21, 2017 with Consortio Ecuatoriano de Telecomunicaciones S.A. Conecel</li> <li>• October 10, 2017 with Claro S.A.</li> <li>• June 20, 2018 with Claro Chile S.A.</li> <li>• September 1, 2018 with Compania Dominicana de Telefonos S.A.</li> </ul>	Celltick Technologies Ltd
56	Distribution partner ( Start )	Blu Products Inc	Business Partner Agreement between Celltick Technologies Ltd and Blu Products, Inc., dated November 11, 2015.	Celltick Technologies Ltd
57	Distribution partner ( Start )	Duo America	Business Partner Agreement between Celltick Technologies Ltd and Duo America, dated May 19, 2016.	Celltick Technologies Ltd
58	Distribution partner ( Start )	Iowa Wireless Services LLC	Start Managed Services Agreement between Celltick Technologies Ltd and Iowa Wireless Services LLC, dated December 12, 2013.	Celltick Technologies Ltd

59	Distribution partner ( Start )	Life Wireless Holdings, LLC	Business Partner Agreement between Celltick Technologies Ltd and Life Wireless Holdings, LLC, dated May 15, 2017.	Celltick Technologies Ltd
60	Distribution partner ( Start )	RokIt Enterprises Limited	Start Magazine Agreement between Celltick Technologies Ltd and RokIt Enterprises Limited, dated December 10, 2018.	Celltick Technologies Ltd
61	Distribution partner ( Start )	TorAlarm GmbH	Start Magazine Agreement between Celltick Technologies Ltd and TorAlarm GmbH, dated November 1, 2018.	Celltick Technologies Ltd
62	Distribution partner ( Start )	TracFone Wireless, Inc	Revenue Share and Collaboration Agreement between Celltick Technologies Ltd and TracFone Wireless, Inc, effective as of September 18, 2017.	Celltick Technologies Ltd
63	Distribution partner ( Start )	TruConnect Communications, Inc	Managed Services Agreement between Celltick Technologies Ltd and TruConnect Communications Inc, dated February 20, 2017	Celltick Technologies Ltd
64	Distribution partner ( Start )	InfoSonics Corporation	Agreement between Celltick Technologies Ltd and InfoSonics Corporation, dated April 19, 2017.	Celltick Technologies Ltd
65	Distribution partner ( Start )	Deutsche Telekom UK Limited	Collaboration Agreement between Celltick Technologies Ltd and Deutsche Telekom UK Limited, dated March 11, 2014.	Celltick Technologies Ltd
66	Distribution partner ( Start )	Logicom	ORM Agreement between the Israeli entity and Logicom, dated May 27, 2014.	Celltick Technologies Ltd
67	Distribution partner ( Start )	Troitsky Pavel Vladimirovich	Agreement between the Russian Subsidiary Celltick Technologies CEE and IP Troitsky Pavel Vladimirovich, dated December 15, 2015; as amended on December 14, 2017.	Celltick Technologies CEE LLC
68	Distribution partner ( Start )	Merlion Trade Worldwide Ltd.	Business Partner Agreement between Celltick Technologies Ltd and Merlion Trade Worldwide Ltd., dated February 2, 2016.	Celltick Technologies Ltd
69	Distribution partner ( Start )	Mobile TeleSystems Open Joint-Stock Company	Contract No. D 130316414 between Celltick Technologies CEE and Mobile TeleSystems Open Joint-Stock Company, dated November 6, 2013, including the Supplementary Agreement No. 1 thereto, dated June 30, 2016.	Celltick Technologies CEE LLC
70	Distribution partner ( Start )	Asbisc Enterprises PLC	Start Managed Services Agreement between Celltick Technologies Ltd and ASBISC Enterprises PLC, dated July 1, 2014.	Celltick Technologies Ltd
71	Distribution partner ( Start )	Baidu (Hong Kong) Limited	Business Partner Agreement between Celltick Technologies Ltd and Baidu (Hong Kong), dated March 10, 2017.	Celltick Technologies Ltd
72	Distribution partner ( Start )	ZTE Corporation	Business Partner Agreement between Celltick Technologies Singapore Pte Ltd, and ZTE Corporation, dated March 15, 2015.	Celltick Technologies Singapore PTE Ltd
73	Distribution partner ( Start )	SCR Group LLC	Agreement between Celltick Technologies CEE and SCR Group LLC, dated May 25, 2015.	Celltick Technologies CEE LLC
74	Distribution partner ( Start )	Alcatel Electronic Systems	Agreement No. 296/13 between Celltick Technologies CEE and Alcatel Electronic Systems, dated October 17, 2013.	Celltick Technologies CEE LLC
75	Distribution partner ( Start )	Factor LLC	Agreement between Celltick Technologies CEE and Factor LLC, dated July 2014.	Celltick Technologies CEE LLC
76	Distribution partner ( Start )	Intex Technologies India Ltd.	Business Partner Agreement between Celltick Mobile Media India Pvt Ltd, and Intex Technologies (India) Limited dated June 21, 2014.	Celltick Mobile Media India Pvt Ltd.
77	Distribution partner ( Start )	Micromax Informatics Limited	Business Partner Agreement between Celltick Mobile Media India Pvt Ltd, and Micromax Informatics Limited dated June 30, 2014.	Celltick Mobile Media India Pvt Ltd.
78	Distribution partner ( Start )	PT Smartfren Telecom Tbk.	Start Managed Service Agreement between Celltick Technologies Singapore Pte. Ltd. and Iowa PT Smartfren Telecom Tbk, dated January 8, 2015.	Celltick Technologies Singapore PTE Ltd
79	Distribution partner ( Start )	Vidoccon Industries Ltd.	Business Partner Agreement between Celltick Mobile Media India Pvt Ltd, and Vidoccon Industries Limited dated December 8, 2014.	Celltick Mobile Media India Pvt Ltd.

80	Distribution partner ( Start+ Magazine )	SMT Marketing LLC	Agreement between Celltick Technologies Ltd and SMT Marketing LLC, dated October 27, 2016 as amended on August 31, 2018	Celltick Technologies Ltd
81	Distribution partner ( Start+ Magazine )	Multilaser Industrial SA	ODM Business Partner Agreement between Celltick do Brasil Servicos en Tecnologia da Informacao Ltda. and Multilaser Industrial S/A, dated April 2, 2014, as amended on April 17, 2018.	Celltick do Brasil Servicos en Tecnologia da Informacao Ltda.
82	Distribution partner ( Start+ Magazine )	Positivo Tecnologia S.A.	Start Magazine Agreement between Celltick do Brasil Servicos en Tecnologia da Informacao Ltda. and Positivo Tecnologia S.A., dated May 25, 2018.	
83	Distribution partner ( Start+ Magazine )	Zero Communications Technology Limited	Start Magazine Agreement between Celltick Technologies Ltd and Zero Communication Technology Limited, dated June 28, 2016.	Celltick Technologies Singapore PTE Ltd
84	Distribution partner ( Magazine )	Adaptivbee	Start Magazine Agreement between Celltick Technologies Ltd. and Adaptivbee dated as of December 14, 2016.	Celltick Technologies Ltd
85	Distribution partner ( Magazine )	Primo Connect, Inc.	Start Magazine Agreement between Celltick Technologies Ltd. and Primo Connect, Inc. dated November 27, 2017.	Celltick Technologies Ltd
86	Distribution partner ( Magazine )	PSafe Technology, Inc.	Start Magazine Agreement between Celltick Technologies Ltd. and PSafe Technology, Inc. dated June 12, 2017.	Celltick Technologies Ltd
87	Distribution partner ( Magazine )	Plus44 Holdings Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Plus44 Holdings Limited, dated May 3, 2018.	Celltick Technologies Ltd
88	Distribution partner ( Magazine )	A-Life Software, LLC	Start Magazine Agreement between Celltick Technologies Ltd and A-Life Software, LLC, dated May 29, 2017	Celltick Technologies Ltd
89	Distribution partner ( Magazine )	Aloha Mobile Ltd	Start Magazine Agreement between Celltick Technologies Ltd and Aloha Mobile Ltd., dated February 6, 2019.	Celltick Technologies Ltd
90	Distribution partner ( Magazine )	Apexo Co., Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Apexo Co., Limited, dated December 1, 2017.	Celltick Technologies Ltd
91	Distribution partner ( Magazine )	Bigstar TV, Inc.	App Developer Start Magazine Agreement between Celltick Technologies Ltd and Bigstar TV, Inc., dated February 5, 2018.	Celltick Technologies Ltd
92	Distribution partner ( Magazine )	Cheruniq Technology PVT Ltd	Start Magazine Agreement between Celltick Technologies Ltd and Cheruniq Technology Pvt Ltd., dated June 28, 2017.	Celltick Technologies Ltd
93	Distribution partner ( Magazine )	Julius Marketing Services LTD.	Start Magazine Agreement between Celltick Technologies Ltd and Julius Marketing Services Limited, dated December 18, 2017.	Cell tick Technologies Ltd
94	Distribution partner ( Magazine )	Gkiata Angelo (a person)	Start Magazine Agreement between Celltick Technologies Ltd and Gkiata Angelo, dated June 15, 2017.	Celltick Technologies Ltd
95	Distribution partner ( Magazine )	Mbcare Repair Services Private Limited	Start Magazine Agreement between Celltick Technologies Ltd and Mbcare Repair Services Private Limited, dated January 15, 2016.	Celltick Technologies Ltd
96	Distribution partner ( Magazine )	Pro Mobitech Technologies Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Pro Mobitech Technologies Ltd., dated June 20, 2017.	Celltick Technologies Ltd
97	Distribution partner ( Magazine )	NetDania creation ApS	Start Magazine Agreement between Celltick Technologies Ltd and NetDania Creations ApS, dated August 1, 2018.	Celltick Technologies Ltd
98	Distribution partner ( Magazine )	Perfect365, Inc.	Start Magazine Agreement between Celltick Technologies Ltd and Perfect365, Inc., dated June 26, 2018.	Celltick Technologies Ltd
99	Distribution partner ( Magazine )	Placeful Inc.	Start Magazine Agreement between Celltick Technologies Ltd and Placeful Inc., dated September 2017.	Celltick Technologies Ltd
100	Distribution partner ( Magazine )	SportsMate Technologies	Start Magazine Agreement between Celltick Technologies Ltd and Sportsmate Technologies, dated February 20, 2019.	Celltick Technologies Ltd

101	Distribution partner (Magazine)	Square Hoot Hikes Pvt Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Square Hoot Hikes Pvt Ltd., dated June 28, 2017.	Celltick Technologies Ltd
102	Distribution partner (Magazine)	Bellounico Private Limited	Start Magazine Agreement between Celltick Technologies Ltd and Bellounico Private Limited, dated June 1, 2018.	Celltick Technologies Ltd
103	Distribution partner (Magazine)	Moblu Servicos de Technologis Móvel Ltda.	Start Magazine Agreement between Celltick do Brasil Servicos em Tecnologia da Informacao Ltda. and Moblu Servicos de Tecnologia Móvel Ltda., dated November 28, 2017.	Celltick do Brasil Servicos em Tecnologia da Informacao Ltda.
104	Distribution partner (Magazine)	AccuWeather Inc.	Agreement between Celltick Technologies Ltd and AccuWeather Inc., dated January 17, 2019.	Celltick Technologies Ltd
105	Distribution partner (Magazine)	Meridian software systems (UK) Limited	Agreement between Celltick Technologies Ltd and Meridian Software Systems (UK) Limited, dated January 16, 2019.	Celltick Technologies Ltd
106	Distribution partner (Magazine)	Felink Technology Limited	Start Magazine Agreement between Celltick Technologies Ltd and Felink Technology Limited, dated August 5, 2017.	Celltick Technologies Ltd
107	Distribution partner (Magazine)	UCWeb Singapore Pte Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and UCWEB Singapore Pte. Ltd., dated November 1, 2016.	Celltick Technologies Ltd
108	Distribution partner (Magazine)	Apex Tech Holding Limited	Start Magazine Agreement between Celltick Technologies Ltd and APEX TECH HOLDING LIMITED, dated September 1, 2017.	Celltick Technologies Ltd
109	Distribution partner (Magazine)	TouchPal HK Co., Ltd	Insertion Order (including Terms and Conditions) between Celltick Technologies Singapore Pte. Ltd. and TouchPal HK Co. Limited, dated as of October 20, 2016.	Celltick Technologies Singapore PTE Ltd
110	Distribution partner (Magazine)	Sungy Mobile Limited	Start Magazine Agreement between Celltick Technologies Ltd and Sungy Mobile Limited, dated November 1, 2018.	Celltick Technologies Ltd
111	Distribution partner (Magazine)	Mavericks Mobile Co. Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Mavericks Mobile Co., Ltd., dated April 3, 2017.	Celltick Technologies Ltd
112	Distribution partner (Magazine)	Meizu Telecom Equipment Co. Ltd.	Insertion Order (including Terms and Conditions) between Celltick Technologies Singapore Pte Ltd. and Meizu Telecom Equipment Co. Ltd., effective as of June 14, 2017.	Celltick Technologies Singapore PTE Ltd
113	Distribution partner (Magazine)	Dongguan Ousaa Network Technology Co. Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and Dongguan Ousaa Network Technology Co., Ltd., dated June 1, 2017.	Celltick Technologies Ltd
114	Distribution partner (Magazine)	Shenzhen Tencent Computer Systems Company Ltd.	Insertion Order (including Terms and Conditions) between Celltick Technologies Singapore Pte Ltd. and Shenzhen Tencent Computer Systems Company Limited, dated December 28, 2016.	Celltick Technologies Singapore PTE Ltd
115	Distribution partner (Magazine)	TP-Link Technologies Co. Ltd.	Start Magazine Agreement between Celltick Technologies Ltd and TP-Link Technologies Co., Ltd., dated October 1, 2018.	Celltick Technologies Ltd
116	Distribution partner (Magazine)	Transsion Communication Limited	Start Magazine Agreement between Celltick Technologies Ltd and Transsion Communication Limited, dated January 1, 2019.	Celltick Technologies Ltd
117	Distribution partner (Magazine)	Silvery sage Limited	Browser news feed agreement between Celltick technologies Ltd and Silvery sage Limited, dated October 1, 2018.	Celltick Technologies Ltd
118	Distribution partner (Magazine)	Kai Chong (a person)	Start Magazine Agreement between Celltick Technologies Ltd and XBROWSER, dated February 15, 2017.	Celltick Technologies Ltd
119	Distribution partner (Magazine)	Beijing Xiaomi Mobile Software Co. Ltd.	Insertion Order (including Terms and Conditions) between Celltick Technologies Ltd and Beijing Xiaomi Mobile Software Co., Ltd., dated July 13, 2016, as amended on April 1, 2018.	Celltick Technologies Ltd
120	Distribution partner (Magazine)	Shanghai Unte technologies company Limited	Insertion Order (including Terms and Conditions) between Celltick Technologies Singapore Pte Ltd. and Shanghai Unte Technologies Company Limited, dated May 13,	Celltick Technologies Singapore PTE Ltd



			2016.	
121	Distribution partner (Magazine)	Airfind Corp.	Master Services Agreement between Celltick Technologies Ltd and Airfind Corp., dated September 6, 2017.	Celltick Technologies Ltd
122	Other	Panda OS Ltd	Master Subscription Agreement between Celltick Technologies Ltd and Panda OS Ltd., dated January 28, 2019.	Celltick Technologies Ltd
123	Other	Cedato Technologies Ltd	Master Service Agreement between Celltick Technologies Ltd and Cedato Technologies Ltd., dated January 17, 2019.	Celltick Technologies Ltd
124	Other	Rovio Entertainment Ltd.	Agreement between the Israeli Seller and Rovio Entertainment Ltd., dated March 1, 2016.	Celltick Technologies Ltd
125	Other	Google	Google Analytics Terms of Service	Celltick Technologies Ltd
126	Other	Crashlytics (Google)	Crashlytics Agreement with Crashlytics (Google), dated July 23, 2018, including Fabric Data Processing and Security Terms.	Celltick Technologies Ltd
127	Other	Best TV (2013) Ltd.	Agreement between the Israeli Seller and Best TV (2013) Ltd., dated September 24, 2017.	Celltick Technologies Ltd
128	Other	Cloudinary Ltd.	Subscription Agreement between the Israeli Seller and Cloudinary Ltd., dated August 2, 2017.	Celltick Technologies Ltd
129	Other	Tango Sierra Ltd.	General Terms and Conditions of Service between the Israeli Seller and Tango Sierra Ltd., dated March 1, 2018	Celltick Technologies
130	Other	Neura, Inc	Developer Terms and Conditions between the Israeli Seller and Neura, Inc., including a Data Protection Addendum.	Celltick Technologies Ltd
131	Other	OneSignal, Inc.	SDK End Use License Agreement and Terms of Use with OneSignal, Inc.	Celltick Technologies Ltd
132	Other	Webintro Media LLC	Monetization Services Agreement between the Israeli Seller and Webintro Media LLC, dated August 1, 2017.	Celltick Technologies Ltd
133	Other	Building Unicorns Ltd.	Services Agreement between the Israeli Seller and Building Unicorns Ltd., dated April 5, 2016.	Celltick Technologies Ltd
134	Other	SimilarWeb Ltd	Integration Agreement by and between The Israeli seller and SimilarWeb Ltd, dated September 26, 2017.	Celltick Technologies Ltd
135	Other	ComScore B.V	Master Services Agreement between Celltick Technologies Ltd. and ComScore B.V., dated June 29, 2017.	Celltick Technologies Ltd
136	Publisher (CP)	Airfind Corp.	Content Provider Agreement between Celltick Technologies Ltd and Airfind Corp., dated April 9, 2017.	Celltick Technologies Ltd
137	Publisher (CP)	Agence France-Presse	Agreement between Celltick Technologies Ltd and Agence France-Presse, dated December 8, 2016.	Celltick Technologies Ltd
138	Publisher (CP)	AKPA Polska Press Spolka z o.o	Content Provider Agreement between Celltick Technologies Ltd and AKPA Polska Press Spolka z o.o., dated January 15, 2018.	Celltick Technologies Ltd
139	Publisher (CP)	ATTN, Inc.	Content Provider Agreement between Celltick Technologies Ltd and ATTN Inc., dated November 12, 2018.	Celltick Technologies Ltd
140	Publisher (CP)	BANG Media International	Content Provider Agreement between Celltick Technologies Ltd and BANG Media International, dated February 27, 2017.	Celltick Technologies Ltd
141	Publisher (CP)	Banker BG Good	Content Provider Agreement between Celltick Technologies Ltd and Banker BG GOOD, dated September 13, 2017.	Celltick Technologies Ltd
142	Publisher (CP)	The British Broadcasting Corporation	App Distribution Agreement between Celltick Technologies Ltd and British Broadcasting Corporation, dated June 18, 2017.	Celltick Technologies Ltd
143	Publisher (CP)	Bihaco communication trading and Service corp	Content Provider Agreement between Celltick Technologies Ltd and Bihaco Communication Trading and Service Corporation, dated	Celltick Technologies Ltd

				December 18, 2018.	
144	Publisher (CP)	Bloomberg LP	Content License Agreement (including Terms and Conditions) between Celltick Technologies Ltd and Bloomberg LP, dated November 2, 2018.	Celltick Technologies Ltd	
145	Publisher (CP)	Bon Beijing Group Co. Ltd.	Content Provider Agreement between Celltick Technologies Ltd and BON (Beijing) Group Co. Ltd., dated January 22, 2018.	Celltick Technologies Ltd	
146	Publisher (CP)	Calldorado ApS	License Agreement between Celltick Technologies Ltd and Calldorado, dated August 16, 2017.	Celltick Technologies Ltd	
147	Publisher (CP)	Canal 13 SpA	Content Provider Agreement between Celltick Technologies Ltd and Canal SpA, dated October 1, 2018.	Celltick Technologies Ltd	
148	Publisher (CP)	Turner Broadcasting System Europe Limited	Content Provider Agreement between Celltick Technologies Ltd and Turner Broadcasting System Europe Limited, dated March 13, 2018.	Celltick Technologies Ltd	
149	Publisher (CP)	Comtelegaph Media USA Inc.	Content Provider Agreement between Celltick Technologies Ltd and Comtelegaph Media USA Inc., dated August 8, 2018.	Celltick Technologies Ltd	
150	Publisher (CP)	CoverMedia Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Cover Media Ltd., dated May 10, 2017.	Celltick Technologies Ltd	
151	Publisher (CP)	DB Corp Ltd.	Content Provider Agreement between Celltick Technologies Ltd and DB Corp. Ltd., dated October 1, 2018.	Celltick Mobile Media India Pvt Ltd.	
152	Publisher (CP)	Deutsche Welle	Content Provider Agreement between Celltick Technologies Ltd and Deutsche Welle, dated October 2, 2018.	Celltick Technologies Ltd	
153	Publisher (CP)	Diagonal View Ltd	Content Provider Agreement between Celltick Technologies Ltd and Diagonal View Ltd., dated February 18, 2018, as amended on November 7, 2018.	Celltick Technologies Ltd	
154	Publisher (CP)	Big News Network FZ LLC / Endeavour Fund Pvt Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Big News Network FZ LLC, dated March 1, 2017.	Celltick Technologies Ltd	
155	Publisher (CP)	espn Digital Media (India) Private Ltd.	Content Provider Agreement between Celltick Technologies Ltd and ESPN Digital Media (India) Private Limited, dated June 12, 2018.	Celltick Technologies Ltd	
156	Publisher (CP)	FOCE BV	Content Provider Agreement between Celltick Technologies Ltd and FOCE B.V., dated May 28, 2018.	Celltick Technologies Ltd	
157	Publisher (CP)	France Médias Monde	Content Provider Agreement between Celltick Technologies Ltd and France Médias Monde, dated August 8, 2018.	Celltick Technologies Ltd	
158	Publisher (CP)	HT Media Limited	Rich media agreement for android between Celltick mobile media India and HT Media Limited, dated July 15, 2016.	Celltick Mobile Media India Pvt Ltd.	
159	Publisher (CP)	Grupo Editorial El Periódico Consultorias y Asesorías de los Colombianos SAS	Content Provider Agreement between Celltick Technologies Ltd and Grupo Editorial El Periódico, dated December 23, 2015.	Celltick Technologies Ltd	
160	Publisher (CP)	Independent Digital News & Media Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Independent Digital News and Media Limited, dated December 1, 2018.	Celltick Technologies Ltd	
161	Publisher (CP)	Thx Medios S.A	Content Provider Agreement between Celltick Technologies Ltd and Thx Medios S.A., dated December 19, 2017.	Celltick Technologies Ltd	
162	Publisher (CP)	Invent MX SAPI de CV	Content Provider Agreement between Celltick Technologies Ltd and INVENT MX Sociedad Anonima Promotora de Inversion de Capital Variable, dated April 24, 2018.	Celltick Technologies Ltd	
163	Publisher (CP)	ISG Media Ltd.	Content Provider Agreement between Celltick Technologies Ltd and ISG Media Ltd., dated July 1, 2018.	Celltick Technologies Ltd	
164	Publisher (CP)	Labarber Multimedia S.L.	Content Provider Agreement between Celltick Technologies Ltd and Labarber Multimedia S.L., dated March 13, 2018.	Celltick Technologies Ltd	



165	Publisher (CP)	Manila Bulletin Publishing Corporation	Content Provider Agreement between Celltick Technologies Ltd and Manila Bulletin Publishing Corporation, dated March 19, 2018.	Celltick Technologies Ltd
166	Publisher (CP)	Me N Mines Media Inc (USA)	Content Provider Agreement between Celltick Technologies Ltd and Me N Mines Media Inc., dated October 29, 2016.	Celltick Technologies Ltd
167	Publisher (CP)	Medio Tiempo SA de CV (Mexico)	Content Provider Agreement between Celltick Technologies Ltd and Medio Tiempo S.A. de C.V., dated March 20, 2018.	Celltick Technologies Ltd
168	Publisher (CP)	Mega Max Media s.r.o.	Content Provider Agreement between Celltick Technologies Ltd and Mega Max Media s.r.o., dated November 8, 2018.	Celltick Technologies Singapore PTE Ltd
169	Publisher (CP)	Milenio Diario SA De CV y Agencia Digital SA de CV	Content Provider Agreement between Celltick Technologies Ltd and Agencia Digital SA de CV, dat ed January 13, 2016, as amended on March 22, 2017.	Celltick Technologies Ltd
170	Publisher (CP)	Newsflare Limited	Content Provider Agreement between Celltick Technologies Ltd and Newsflare Limited, dated December 13, 2018.	Celltick Technologies Ltd
171	Publisher (CP)	Newsweb	Content Provider Agreement between Celltick Technologies Ltd and Newsweb, dated March 13, 2018.	Celltick Technologies Ltd
172	Publisher (CP)	NewsWhip Media Limited	Agreement between Celltick Technologies Ltd and NewsWhip Media Limited, dated November 10, 2016.	Celltick Technologies Ltd
173	Publisher (CP)	Today's Electronic Magazine Online	Content Provider Agreement between Celltick Technologies Ltd and Today's Electronic Magazine Online, dated November 8, 2018.	Celltick Technologies Ltd
174	Publisher (CP)	Polska Agencja Prawowa SA	License Agreement between the Israeli Seller and the Polish Press Agency dated March 28, 2017, as amended on February 21, 2018 and on November 29, 2018.	Celltick Technologies Ltd
175	Publisher (CP)	E-Business Central America, S.A	Content Provider Agreement between Celltick Technologies Ltd and E-Business Central America, S.A., dated February 15, 2018.	Celltick Technologies Ltd
176	Publisher (CP)	Quintillion Business Media Pvt Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Quintillion Business Media Pvt Ltd., dated June 6, 2018.	Celltick Technologies Ltd
177	Publisher (CP)	Refinery 29 Inc.	Content Provider Agreement between Celltick Technologies Ltd and Refinery29, Inc., dated November 4, 2018.	Celltick Technologies Ltd
178	Publisher (CP)	Remate News Central	Content Provider Agreement between Celltick Technologies Ltd and Remate News Central, dated May 2, 2018.	Celltick Technologies Ltd
179	Publisher (CP)	Thomson Reuters Israel Ltd	Reuters Media Services Order Form (including Terms and Conditions), dated February 1, 2017, including addenda signed on May 16, 2017 and on June 27, 2017.	Celltick Technologies Ltd
180	Publisher (CP)	Ruptly GmbH	Content Provider Agreement between Celltick Technologies Ltd and Ruptly GmbH, dated June 4, 2018.	Celltick Technologies Ltd
181	Publisher (CP)	Saostar Media Company	Content Provider Agreement between Celltick Technologies Ltd and Saostar Media Company, dated September 8, 2016.	Celltick Technologies Ltd
182	Publisher (CP)	365Scores Ltd.	Agreement between Celltick Technologies Ltd and 365Scores Ltd., dated January 14, 2015.	Celltick Technologies Ltd
183	Publisher (CP)	Arnaldo Tadeu Leone Junior ME (Milion Digital)	Content Provider Agreement between Celltick do Brasil Servicos em Tecnologia da Informacao Ltda. and Tadeu Leone Junior ME (Milion Digital), dated February 4, 2016.	Celltick do Brasil Servicos em Tecnologia da Informacao Ltda.
184	Publisher (CP)	Sportority UK Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Sportority UK Ltd., dated June 12, 2018.	Celltick Technologies Ltd
185	Publisher (CP)	ITAR-TASS News agency	Subscription Order Form No. 62498 for 2016/2017, between the Israeli Seller and the ITAR-TASS Russian News Agency, dated November 9, 2016.	Celltick Technologies Ltd

186	Publisher (CP)	The Big Think Inc.	Content Provider Agreement between Celltick Technologies Ltd and The Big Think Inc., dated July 31, 2018.	Celltick Technologies Ltd
187	Publisher (CP)	TVN Media Sp. z o.o.	Content Provider Agreement between Celltick Technologies Ltd and TVN Media Sp. z o.o., dated October 1, 2018.	Celltick Technologies Ltd
188	Publisher (CP)	The National News Agency of Ukraine	Content Provider Agreement between Celltick Technologies Ltd and National News Agency of Ukraine ("UKRINFORM"), dated June 29, 2019.	Celltick Technologies Ltd
189	Publisher (CP)	Andrews McMeel Syndication	Agreement between Celltick Technologies Ltd and Andrews McMeel Syndication, dated December 16, 2016.	Celltick Technologies Ltd
190	Publisher (CP)	AMX Contenido, S.A. de C.V.	Content Provider Agreement between Celltick Technologies Ltd and AMX Contenido, dated January 28, 2018.	Celltick Technologies Ltd
191	Publisher (CP)	Video Elephant Limited	Video Content Licensing Agreement between Celltick Technologies Ltd and Video Elephant Limited, dated November 22, 2016.	Celltick Technologies Ltd
192	Publisher (CP)	ViralHog LLC	Content Provider Agreement between Celltick Technologies Ltd and Viral Hog LLC, dated June 6, 2018.	Celltick Technologies Ltd
193	Publisher (CP)	Haste Media AB	Content Provider Agreement between the Israeli Seller and Haste Media AB, dated February 20, 2017.	Celltick Technologies Ltd
194	Publisher (CP)	FPT Online, FPT online services Joint Stock	Content Provider Agreement between Celltick Technologies Ltd and FPT ONLINE, FPT Online Service Joint Stock Company, dated October 28, 2016.	Celltick Technologies Ltd
195	Publisher (CP)	Art Home Co. Ltd.	Content Provider Agreement between Celltick Technologies Ltd and Art Home Co., Ltd., dated March 2, 2018.	Celltick Technologies Ltd
196	Publisher (CP)	Wibbitz Ltd	Wibbitz Customer Agreement between Celltick Technologies Ltd and Wibbitz Ltd, dated November 11, 2018.	Celltick Technologies Ltd
197	Publisher (CP)	SMI2	Agreement between the Russian Subsidiary Celltick Technologies CEE and SMI2 LLC, dated October 12, 2015, as amended on October 11, 2016, on October 11, 2017 and on October 11, 2018.	Celltick Technologies CEE LLC
198	Publisher (CP)	TV5 Network Inc.	Content Provider Agreement between the Israeli Seller and TV5 Network Inc., dated July 22, 2018.	Celltick Technologies Ltd
199	Publisher (CP)	P.T. Kompas Cyber Media	Content Provider Agreement between Celltick Technologies Pte Ltd. and P.T. Kompas Cyber Media, dated [ ] 2016 [A signed copy of this agreement could not be located.]	Celltick Technologies Singapore PTE Ltd
200	Publisher (CP)	Rovio Entertainment Ltd.	Content Provider Agreement between the Israeli Seller and Rovio Entertainment Ltd., dated December 6, 2015.	Celltick Technologies Ltd
201	Publisher (CP)	ZOOM.in B.V.	Content Provider Agreement between Celltick Technologies Ltd. and ZOOM.in B.V., dated January 22, 2018.	Celltick Technologies Ltd
202	Publisher (CP)	India TV Interactive Media Pvt Ltd.	Rich Media Agreement for Android between Celltick Mobile Media (India) Private Limited and India TV Interactive Media Pvt. Ltd. dated December 15, 2017.	Celltick Mobile Media India Pvt Ltd.
203	Publisher (CP)	Living Media India Limited	Rich Media Agreement for Android between Celltick Mobile Media (India) Private Limited and Living Media India Limited dated December 15, 2017.	Celltick Mobile Media India Pvt Ltd.
204	Publisher (CP)	Advego LLC	Agreement number 151209-3170 between Celltick Technology CEE and Advego LLC dated December 9, 2015.	Celltick Technologies CEE LLC
205	Publisher (CP)	eTXT	Offer Agreement between Celltick Technologies CEE and eTXT LLC (no listed effective date)	Celltick Technologies CEE LLC
206	Publisher (CP)	Opertal S.A.	Agreement for the Distribution of BBC Content between Celltick Technologies Ltd. and Opertal S.A. dated December 2, 2015.	Celltick Technologies Ltd

207	Publisher (CP)	NDTV convergence limited	Service /app Via Start agreement Agreement between Celttick Mobile Media Pvt Ltd and NDTV convergence limited dated November 25, 2014	Celttick Mobile Media India Pvt Ltd.
208	Publisher (CP)	Ziauddin Enterprises (Pvt) Ltd	Content provider agreement between the Celttick Singapore PTE Ltd and Ziauddin Enterprises (Pvt) Ltd , dated May 18, 2018	Celttick Technologies Singapore PTE Ltd
209	Publisher (CP)	Visiotel Ltd	Content provider agreement between the Israeli seller and Visiotel Ltd , dated November 11, 2018	Celttick Technologies Ltd
210	Monetization	Facebook Ireland Limited	Audience network agreement between Celttick Sing Technologies Ltd and Facebook Ireland Limited dated 2015	Celttick Technologies Ltd
211	Other	Vidazoo	Agreement for Video ads serving between Celttick Ltd and Vidazoo Ltd , dated May 6, 2018	Celttick Technologies Ltd

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