

Ybrant Digital agrees to acquire minority stake in Israel listed company, Jobokit Holdings Ltd.

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HYDERABAD and **TEL AVIV** — Ybrant Digital Limited has agreed to take a minority stake in Israel listed company, Jobokit Holdings Ltd., through Ybrant Digital Israel, the Israeli subsidiary of Ybrant. At the same time, Ybrant will exclusively represent Jobokit and affiliates' websites for the next 30 months for their online advertising needs. Ybrant has the right to extend the Representation Agreement for two more years based on performance.

Jobokit develops leading technologies to match job seekers and employers across the world. They also own numerous destination websites offering content of varied kind. Largest site among them <http://www.ebaumsworld.com>, is among the top 10 sites in the world in its field. It has over 20 million monthly unique visitors. The average view time per visit is six-minutes. The sites <http://www.celebremix.com> and <http://www.yourdailymedia.com> are also owned by them.

The move bolsters Ybrant Digital's exclusive media repository, which has been continuously growing through innovative ways to augment its media reach. Ybrant's strength of offering unique digital marketing methodology and gigantic media reach offers clients the ability to easily create, manage and deliver marketing campaigns over all online channels with real-time precision. Joining Ybrant will give Jobokit the access to its global reach and full digital marketing capabilities.

"This is great news for the company, as it will give Jobokit genuine global reach, and hugely expanded capability through Ybrant's network of digital marketing advertisers in most territories on earth, while maintaining Jobokit's unique service proposition. We see great opportunities for promoting and developing our own products, for expanding the range of work we do." said Rafi Shkolnik, Jobokit CEO.

"Ybrant has unparalleled expertise in realizing the benefits of digital technology platforms in a multi-brand, multi-channel and multi-territory environment, helping to transform its enterprise clients by offering a wide range options to reach their consumers. As a leading destination for users of varied interests globally, Jobokit is an important strategic addition to Ybrant," said [Jacob Nizri](#), President of Ybrant Digital.

About Jobokit

Jobokit develops game changing concepts and dynamic technologies to optimize and ultimately simplify the world of online recruitment. Jobokit's mission is to channel its vast amount of HR 'know-how', transforming it into innovative products that deliver resolution to the online recruiting market environment. The company is controlled by the internet entrepreneur Arik Filstein and has dedicated years to develop several core technologies. These technologies are being used in several products for different market segments and audiences.

For more information: www.Jobokit.com

About Ybrant Digital Limited

Ybrant Digital Limited is the new-age digital media company offering Digital Marketing solutions to businesses, agencies, and online publishers worldwide.

Founded in 2000 and headquartered in India, Ybrant Digital holds 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

Ybrant Digital services leading blue chip advertisers network including MTV, Samsung, Viacom, Maruti Suzuki, Bharati Airtel, Sony India, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC.

Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, MSN and Yahoo! For more information: www.ybrantdigital.com