

Albert Technologies Ltd.

("Albert Technologies" or the "Company")

Posting of Annual Report

Albert Technologies Ltd. (AIM: ALB.L), the global software company with a proprietary developed autonomous artificial intelligence marketing platform, announces that the Company's Annual Report & Accounts for the year ended 31 December 2017 are available on the Company's website www.albert.ai and are being sent to shareholders.

For further information, please contact:

Albert Technologies Ltd

Or Shani, Chief Executive Officer
Yoram Freund, Chief Financial Officer

Tel: +972 3537 7137

Cantor Fitzgerald Europe

Marc Milmo
Catherine Leftley

+44 (0)20 7894 7000

Powerscourt

Elly Williamson
John Elliott

+44 (0)20 7250 1446

About Albert Technologies

Founded in 2010, Albert Technologies Ltd. (AIM: ALB.L), a global software company, is the creator of Albert - the first-ever fully autonomous artificial intelligence marketing platform, driving digital marketing campaigns from start to finish for some of the world's leading brands. Albert's mission is to liberate businesses from the complexities of digital marketing - not just by replicating their existing efforts, but by executing them at a pace and scale not previously possible. Albert serves as a highly intelligent and sophisticated member of brands' marketing teams, wading through massive amounts of data, converting this data into insights, and autonomously acting on these insights, across channels, devices and formats, in real time. This eliminates the manual and time-consuming tasks that currently limit the effectiveness and results of modern digital advertising and marketing. Brands such as The Big Red Group, Gallery Furniture and Dole Asia, and global advertising agencies, credit Albert with significantly increased sales, an accelerated path to revenue, the ability to make more informed investment decisions, and reduced operational costs.

The Company's core focus is its SaaS Sales Channel, which offers its artificial intelligence-based software, Albert, to brands using a SaaS model. Albert Technologies Ltd. listed in 2015 to accelerate both investment into and commercialisation of Albert.

The Company and its management received 18 awards in 2017, including being named as Gartner Cool Vendors in Advertising, an International Stevie Award for "Best New Product of the Year," the "Market Disruptor" Award from the Masters of Marketing, and being named "AI Application of the Year" by the Global Annual Achievement Awards for AI. Albert CEO, Or Shani, was recognized as Innovator of the Year (bronze) in the International Stevie Awards and was chosen for the DMN 40 Under 40 List. Amy Inlow, Albert CMO, was named a winner in the DMN Hall of Femme Awards and the American Business Awards (gold).

About Albert

Albert replaces the human campaign manager in managing brands' online advertising campaigns. A brand provides Albert with access to its Google, Facebook, Bing, Twitter and other online marketing channels. When a brand manager wishes to launch a new online advertising campaign, all that is needed is to simply log into Albert and deploy that new campaign, which is usually no more than a 15-minute task.

Albert autonomously creates hundreds of micro campaigns across all relevant online marketing channels (Google, Facebook, Bing, Twitter, Instagram, Display, Email, etc.), then reviews these hundreds of micro campaigns every few minutes and optimises each of them as needed. Albert works in very much the same way that a human campaign manager would, making correlation and cost/benefit-based decisions.

Where an experienced campaign manager could possibly make circa 100 decisions per day, Albert can make thousands per minute. Albert's ability to launch hundreds of micro strategies and review and amend them all every few minutes typically brings about a significant increase in ROI. In addition, all learnings from the decisions made remain in-house, and the brand has full and instant transparency and can easily scale up marketing activities through larger budgets or applications to new brands and new geographies, without hiring new expert campaign managers.