



(In Voluntary Liquidation)

BackWeb Annual General Meeting

Ella Valley, Israel, May 3, 2018 — BackWeb Technologies Ltd. (in voluntary liquidation) has scheduled a general meeting (the Meeting) of Shareholders for Thursday, May 24, 2018 at 2:00 p.m. local time in Ella Valley, Israel. Shareholders of record on May 3, 2018 will be entitled to vote at the AGM.

Conference call number for the Meeting:

From Israel: 076-599-0000

From the USA: (641) 715-3810

Code: 124192#

If you are located at any other country than Israel or USA and wish to participate the meeting, please contact the email Carmit@var-management.com to receive local number for your country.

The purpose of the Meeting is for (i) the Liquidator of the Company, Mr. Yoav Kfir, CPA, to report on the business of the Company from the previous General Meeting through December 31, 2017, including a review of the financial status of the Company, and (ii) shareholders to approve the projected cash flow and use of funds of the Company through the final distribution (the projected cash flow and use of funds will be posted to BackWeb's website www.backwebtech.com, and will also be presented at the Meeting). A proxy card to vote on approval of the projected cash flow and use of funds of the Company through the final distribution is available on BackWeb's website. Because the Company is in voluntary liquidation, there are no other matters that require shareholder action.

BackWeb Investor Contacts:

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