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Nova's Materials Metrology Solution Selected by an Additional Leading Memory Customer

Rehovot, Israel – April 2, 2019 – Nova (Nasdaq: NVMI) today announced that a leading global Memory manufacturer recently selected its latest X-Ray materials metrology solution for high volume manufacturing in its advanced fabrication lines. This win adds a new name to our growing materials metrology customer base and solidifies Nova's unique leadership position for materials metrology in the Memory segment. The company expects to recognize initial revenues from this win in the first quarter of 2019 and forecasts additional orders throughout 2019 as the customer expands the solution to additional applications and sites.

The selection is for Nova's new VeraFlex III+ XF, the latest generation of in-line X-ray photoelectron spectroscopy (XPS) metrology solution, which combines additional X-ray fluorescence (XRF) capability. The advanced platform embeds an innovative HW design to provide customers with maximum flexibility to improve sensitivity, precision and overall system productivity for a wide application range in advanced Memory nodes.

"We are committed to provide the world's largest IC manufacturers with tools that enable unique performance of the highest degree" said Adrian Wilson, General Manager of the Materials Metrology Division of Nova. "We are very proud that our in-line XPS platform has now become a tool of record in all major leading Memory customers, allowing them to solve growing process challenges resulting from the introduction of new materials engineering techniques. Our advanced X-Ray capabilities for composition and thickness intersect our customers growing investment in breakthrough materials to enhance device performance beyond traditional architectural enhancements."

About Nova: Nova is a leading innovator and key provider of metrology solutions for advanced process control used in semiconductor manufacturing. Nova delivers continuous innovation by providing state-of-the-art high-performance metrology solutions for effective process control throughout the semiconductor fabrication lifecycle. Nova's product portfolio, which combines high-precision hardware and cutting-edge software, provides its customers with deep insight into the development and production of the most advanced semiconductor devices. Nova's unique capability to deliver innovative X-ray and Optical solutions enable its customers to improve performance, enhance product yields and accelerate time to market. Nova acts as a partner to semiconductor manufacturers from its offices around the world. Additional information may be found at www.novami.com.

Nova is traded in NASDAQ & TASE under the symbol NVMI.

This press release contains forward-looking statements within the meaning of safe harbor provisions of the Private Securities Litigation Reform Act of 1995 relating to future events or our future performance, such as statements regarding, but are not limited to, anticipated growth opportunities and projections about our business and its future revenues, expenses and profitability. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of

activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied in those forward-looking statements. Factors that may affect our results, performance, circumstances or achievements include, but are not limited to, the following: our dependency on three product lines; our dependency on a small number of large customers and small number of suppliers; the highly cyclical and competitive nature of the markets we target and we operate in; our inability to reduce spending during a slowdown in the semiconductor industry; our ability to respond effectively on a timely basis to rapid technological changes; our dependency on PEMs; risks related to exclusivity obligations and non-limited liability that may be included in our commercial agreements and arrangements; our ability to retain our competitive position despite the ongoing consolidation in our industry; risks related to our dependence on our manufacturing facilities; risks related to changes in our order backlog; risks related to efforts to complete and integrate current and/or future acquisitions; risks related to the worldwide financial instabilities; risks related to our intellectual property; new product offerings from our competitors; unanticipated manufacturing or supply problems; risks related to government programs we participate in; risks related to taxation; changes in customer demand for our products; risks related to currency fluctuations; risks related to technology security threats and changes in privacy laws; risks related to acquisitions we may pursue and risks related to our operations in Israel. We cannot guarantee future results, levels of activity, performance or achievements. The matters discussed in this press release also involve risks and uncertainties summarized under the heading "Risk Factors" in Nova's Annual Report on Form 20-F for the year ended December 31, 2018 filed with the Securities and Exchange Commission on February 28, 2019. These factors are updated from time to time through the filing of reports and registration statements with the Securities and Exchange Commission. Nova Measuring Instruments Ltd. does not assume any obligation to update the forward-looking information contained in this press release.