

REFINITIV

# DELTA REPORT

## 10-Q

TABOOOLA.COM LTD.

10-Q - JUNE 30, 2024 COMPARED TO 10-Q - MARCH 31, 2024

The following comparison report has been automatically generated

TOTAL DELTAS	916
CHANGES	231
DELETIONS	284
ADDITIONS	401

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

☒ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Quarterly Period Ended **March 31, 2024** **June 30, 2024**

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission File Number: 001-40566

**TABOOLA.COM LTD.**

(Exact name of registrant as specified in its charter)

Israel  
(State or other jurisdiction of incorporation or organization)

Not Applicable  
(I.R.S. Employer  
Identification No.)

16 Madison Square West  
7th Floor  
New York, NY  
(Address of principal executive offices)

10010  
(Zip code)

212-206-7633  
(Registrant's telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Ordinary shares, no par value	TBLA	The Nasdaq Global Market
Warrants to purchase Ordinary shares	TBLAW	The Nasdaq Global Market

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

☒ Yes ☐ No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). ☒ Yes ☐ No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="checkbox"/>	Accelerated filer	<input checked="" type="checkbox"/>
Non-accelerated filer	<input type="checkbox"/>	Smaller reporting company	<input type="checkbox"/>
		Emerging growth company	<input type="checkbox"/>

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).  
☐ Yes ☒ No

As of April 30, 2024 July 31, 2024 the Registrant had a total of 335,676,527 outstanding shares, which includes 290,733,986 291,466,121 Ordinary shares and 45,198,702 44,210,406 Non-voting Ordinary shares.

Taboola.com Ltd.  
Quarterly Report on Form 10-Q  
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NOTE REGARDING FORWARD-LOOKING STATEMENTS

This Quarterly Report on Form 10-Q contains forward-looking statements. All statements contained in this Quarterly Report on Form 10-Q other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, are forward-looking statements. The words "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in Part I, Item 1A, "Risk Factors" "Risk Factors" in our Annual Report on Form 10-K. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the future events and trends discussed in this Quarterly Report on Form 10-Q may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. We undertake no obligation to revise or publicly release the results of any revision to these forward-looking statements, except as required by law. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements.

Unless otherwise stated or unless the context otherwise requires, the terms "Company," "the registrant," "our company," "the company," "we," "us," "our," "ours," and "Taboola" refer to Taboola.com Ltd., a company organized under the laws of the State of Israel, and its consolidated subsidiaries.

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PART I – FINANCIAL INFORMATION

Item 1. Financial Statements

TABOOLA.COM LTD.

## CONSOLIDATED INTERIM BALANCE SHEETS

U.S. dollars in thousands, except share and per share data

	March 31, 2024 Unaudited	December 31, 2023
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 178,534	\$ 176,108
Short-term investments	2,485	5,725
Restricted deposits	1,270	1,407
Trade receivables (net of allowance for credit losses of \$9,412 and \$10,207 as of March 31, 2024 and December 31, 2023, respectively) (1)	284,239	306,307
Prepaid expenses and other current assets	77,485	69,865
Total current assets	544,013	559,412
<b>NON-CURRENT ASSETS</b>		
Long-term prepaid expenses	27,351	39,602
Commercial agreement asset	289,451	289,451
Restricted deposits	4,216	4,247
Operating lease right of use assets	57,305	61,746
Property and equipment, net	72,587	72,155
Intangible assets, net	109,323	125,258
Goodwill	555,931	555,931
Total non-current assets	1,116,164	1,148,390
Total assets	\$ 1,660,177	\$ 1,707,802
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
Trade payables (2)	\$ 279,373	\$ 282,012
Short-term operating lease liabilities	19,141	20,264
Accrued expenses and other current liabilities	118,176	118,689
Current maturities of long-term loan	—	3,000
Total current liabilities	416,690	423,965
<b>LONG-TERM LIABILITIES</b>		
Long-term loan, net of current maturities	145,455	142,164
Long-term operating lease liabilities	44,992	49,450
Warrants liability	6,168	6,129
Deferred tax liabilities, net	11,130	14,815
Other long-term liabilities	14,751	14,217
Total long-term liabilities	222,496	226,775
<b>COMMITMENTS AND CONTINGENCIES (Note 11)</b>		
<b>SHAREHOLDERS' EQUITY</b>		
Ordinary shares with no par value- Authorized: 700,000,000 as of March 31, 2024 and December 31, 2023; 293,413,305 and 295,670,620 shares issued and outstanding as of March 31, 2024 and December 31, 2023, respectively	—	—
Non-voting Ordinary shares with no par value- Authorized: 46,000,000 as of March 31, 2024 and December 31, 2023; 45,198,702 shares issued and outstanding as of March 31, 2024 and December 31, 2023, respectively	—	—
Treasury Ordinary shares, at cost - 21,463,642 and 15,240,471 shares as of March 31, 2024 and December 31, 2023, respectively	(83,271 )	(55,513 )
Additional paid-in capital	1,280,715	1,262,093
Accumulated other comprehensive income	165	942
Accumulated deficit	(176,618 )	(150,460 )
Total shareholders' equity	1,020,991	1,057,062
Total liabilities and shareholders' equity	\$ 1,660,177	\$ 1,707,802

June 30,

December 31,

	2024	2023
	Unaudited	
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 182,198	\$ 176,108
Short-term investments	—	5,725
Restricted deposits	1,334	1,407
Trade receivables (net of allowance for credit losses of \$7,416 and \$10,207 as of June 30, 2024 and December 31, 2023, respectively) (1)	281,674	306,307
Prepaid expenses and other current assets	69,598	69,865
Total current assets	534,804	559,412
<b>NON-CURRENT ASSETS</b>		
Long-term prepaid expenses	25,584	39,602
Commercial agreement asset	289,451	289,451
Restricted deposits	4,203	4,247
Operating lease right of use assets	56,138	61,746
Property and equipment, net	71,846	72,155
Intangible assets, net	93,565	125,258
Goodwill	555,931	555,931
Total non-current assets	1,096,718	1,148,390
Total assets	\$ 1,631,522	\$ 1,707,802
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
Trade payables (2)	\$ 270,406	\$ 282,012
Short-term operating lease liabilities	19,463	20,264
Accrued expenses and other current liabilities	118,664	118,689
Current maturities of long-term loan	—	3,000
Total current liabilities	408,533	423,965
<b>LONG-TERM LIABILITIES</b>		
Long-term loan, net of current maturities	145,778	142,164
Long-term operating lease liabilities	42,721	49,450
Warrants liability	2,242	6,129
Deferred tax liabilities, net	6,914	14,815
Other long-term liabilities	15,101	14,217
Total long-term liabilities	212,756	226,775
<b>COMMITMENTS AND CONTINGENCIES (Note 11)</b>		
<b>SHAREHOLDERS' EQUITY</b>		
Ordinary shares with no par value- Authorized: 700,000,000 as of June 30, 2024 and December 31, 2023; 291,715,209 and 295,670,620 shares issued and outstanding as of June 30, 2024 and December 31, 2023, respectively	—	—
Non-voting Ordinary shares with no par value- Authorized: 46,000,000 as of June 30, 2024 and December 31, 2023; 44,210,406 and 45,198,702 shares issued and outstanding as of June 30, 2024 and December 31, 2023, respectively	—	—
Treasury Ordinary shares, at cost - 27,775,351 (26,787,055 Ordinary shares and 988,296 Non-voting Ordinary shares) and 15,240,471 Ordinary shares as of June 30, 2024 and December 31, 2023, respectively	(109,978 )	(55,513 )
Additional paid-in capital	1,301,159	1,262,093
Accumulated other comprehensive income (loss)	(39 )	942
Accumulated deficit	(180,909 )	(150,460 )
Total shareholders' equity	1,010,233	1,057,062
Total liabilities and shareholders' equity	\$ 1,631,522	\$ 1,707,802

(1) Includes related party trade receivables of \$41,992 \$43,232 and of \$12,297, as of March 31, 2024 June 30, 2024 and December 31, 2023, respectively.

(2) Includes related party trade payables of \$61,137 \$59,194 and \$38,657, as of March 31, 2024 June 30, 2024 and December 31, 2023, respectively.

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABOOOLA.COM LTD.

## CONSOLIDATED INTERIM STATEMENTS OF LOSS

U.S. dollars in thousands, except share and per share data

	Three months ended March 31,		Three months ended June 30,		Six months ended June 30,	
	2024	2023	2024	2023	2024	2023
	Unaudited		Unaudited		Unaudited	
Revenues (1)	\$ 414,008	\$ 327,686	\$ 428,160	\$ 332,004	\$ 842,168	\$ 659,690
Cost of revenues:						
Traffic acquisition cost (2)	275,120	211,946	278,620	208,870	553,740	420,816
Other cost of revenues	29,935	26,148	34,762	26,077	64,697	52,225
Total cost of revenues	305,055	238,094	313,382	234,947	618,437	473,041
Gross profit	108,953	89,592	114,778	97,057	223,731	186,649
Operating expenses:						
Research and development	36,249	31,985	33,288	34,001	69,537	65,986
Sales and marketing	67,608	60,569	64,837	61,198	132,445	121,767
General and administrative	23,329	25,836	24,284	26,858	47,613	52,694
Total operating expenses	127,186	118,390	122,409	122,057	249,595	240,447
Operating loss	(18,233)	(28,798)	(7,631)	(25,000)	(25,864)	(53,798)
Finance expenses, net	(3,638)	(3,154)				
Finance income (expenses), net			1,004	(3,827)	(2,634)	(6,981)
Loss before income taxes	(21,871)	(31,952)	(6,627)	(28,827)	(28,498)	(60,779)
Income tax benefit (expenses)	(4,287)	639				
Income tax benefit (expenses)			2,336	(2,487)	(1,951)	(1,848)
Net loss	\$ (26,158)	\$ (31,313)	\$ (4,291)	\$ (31,314)	\$ (30,449)	\$ (62,627)
Net loss per share attributable to Ordinary and Non-voting Ordinary shareholders, basic and diluted	\$ (0.08)	\$ (0.09)	\$ (0.01)	\$ (0.09)	\$ (0.09)	\$ (0.18)
Weighted-average shares used in computing net loss per share attributable to Ordinary and Non-voting Ordinary shareholders, basic and diluted	345,502,643	333,424,276	342,566,112	351,585,059	344,003,462	342,491,457

(1) Includes revenues from related party of \$52,124 \$60,302 and \$7,114 \$7,190, for the three months ended March 31, 2024 June 30, 2024 and 2023, respectively, and \$112,426 and \$14,304, for the six months ended June 30, 2024 and 2023, respectively.

(2) Includes traffic acquisition cost to related party of \$73,611 \$78,433 and \$0, for the three months ended March 31, 2024 June 30, 2024 and 2023, respectively, and \$152,044 and \$0, for the six months ended June 30, 2024 and 2023, respectively.

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABOOOLA.COM LTD.

## CONSOLIDATED INTERIM STATEMENTS OF COMPREHENSIVE LOSS

U.S. dollars in thousands

	Three months ended March 31,		Three months ended June 30,		Six months ended June 30,	
	2024	2023	2024	2023	2024	2023
	Unaudited		Unaudited		Unaudited	
Net loss	\$ (26,158)	\$ (31,313)	\$ (4,291)	\$ (31,314)	\$ (30,449)	\$ (62,627)
Other comprehensive loss:						
Unrealized gains (losses) on available-for-sale marketable securities, net	(1)	327				
Unrealized losses on derivative instruments, net	(776)	(656)				
Other comprehensive loss	(777)	(329)				
Unrealized and realized gains on available-for-sale marketable securities, net			7	130	6	457
Unrealized gains (losses) on derivative instruments, net			(211)	199	(987)	(457)
Other comprehensive income (loss)			(204)	329	(981)	—
Comprehensive loss	\$ (26,935)	\$ (31,642)	\$ (4,495)	\$ (30,985)	\$ (31,430)	\$ (62,627)

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABoola.COM LTD.

## CONSOLIDATED INTERIM STATEMENTS OF SHAREHOLDERS' EQUITY

U.S. dollars in thousands, except share and per share data

	Non-voting Ordinary shares		Ordinary shares		Treasury Ordinary shares	Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive income (loss)	Share holders' equity
	Number	Amount	Number	Amount					
Balance as of April 1, 2024 (unaudited)	45,198,702	\$ —	293,413,305	\$ —	\$ (83,271)	\$ 1,280,715	\$ (176,618)	\$ 165	\$ —
Share-based compensation expenses	—	—	—	—	—	19,005	—	—	—
Repurchase of Ordinary shares	(988,296)	—	(5,323,413)	—	(26,707)	—	—	—	—
Exercise of options and vested RSUs	—	—	3,625,317	—	—	2,417	—	—	—
Payments of tax withholding for share-based compensation	—	—	—	—	—	(978)	—	—	—
Other comprehensive loss	—	—	—	—	—	—	—	(204)	—
Net loss	—	—	—	—	—	—	(4,291)	—	—
Balance as of June 30, 2024 (unaudited)	44,210,406	\$ —	291,715,209	\$ —	\$ (109,978)	\$ 1,301,159	\$ (180,909)	\$ (39)	\$ —

	Non-voting Ordinary shares		Ordinary shares		Treasury Ordinary shares	Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive income (loss)	Share holders' equity
	Number	Amount	Number	Amount					
Balance as of April 1, 2023 (unaudited)	45,198,702	\$ —	297,822,375	\$ —	\$ —	\$ 1,209,559	\$ (99,733)	\$ (1,163)	\$ 1
Share-based compensation expenses	—	—	—	—	—	17,215	—	—	—
Repurchase of Ordinary shares	—	—	(1,442,000)	—	(4,358)	—	—	—	—
Exercise of options and vested RSUs	—	—	4,256,660	—	—	915	—	—	—
Payments of tax withholding for share-based compensation	—	—	—	—	—	(1,117)	—	—	—
Other comprehensive income	—	—	—	—	—	—	—	329	—
Net loss	—	—	—	—	—	—	(31,314)	—	—
Balance as of June 30, 2023 (unaudited)	45,198,702	\$ —	300,637,035	\$ —	\$ (4,358)	\$ 1,226,572	\$ (131,047)	\$ (834)	\$ 1

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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**CONSOLIDATED INTERIM STATEMENTS OF SHAREHOLDERS' EQUITY**
**U.S. dollars in thousands, except share and per share data**

	Non-voting Ordinary shares		Ordinary shares		Treasury Ordinary shares	Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive income (loss)	Total sharehold equity
	Number	Amount	Number	Amount					
Balance as of January 1, 2024	45,198,702	\$ —	295,670,620	\$ —	\$ (55,513 )	\$ 1,262,093	\$ (150,460 )	\$ 942	\$ 1,05
Share-based compensation expenses	—	—	—	—	—	36,012	—	—	3
Repurchase of Ordinary shares	(988,296 )	—	(11,546,584 )	—	(54,465 )	—	—	—	(5
Exercise of options and vested RSUs	—	—	7,009,773	—	—	4,741	—	—	—
Connexity issuance of Holdback	—	—	581,400	—	—	—	—	—	—
Payments of tax withholding for share-based compensation	—	—	—	—	—	(1,687 )	—	—	(
Other comprehensive loss	—	—	—	—	—	—	—	(981 )	—
Net loss	—	—	—	—	—	—	(30,449 )	—	(3
Balance as of June 30, 2024 (unaudited)	44,210,406	\$ —	291,715,209	\$ —	\$ (109,978 )	\$ 1,301,159	\$ (180,909 )	\$ (39 )	\$ 1,01

	Non-voting Ordinary shares		Ordinary shares		Treasury Ordinary shares	Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive loss	Total sharehold equity
	Number	Amount	Number	Amount					
Balance as of January 1, 2023	—	\$ —	254,133,863	\$ —	\$ —	\$ 903,789	\$ (68,420 )	\$ (834 )	\$ 834
Share-based compensation expenses	—	—	—	—	—	33,949	—	—	33
Repurchase of Ordinary shares	—	—	(1,442,000 )	—	(4,358 )	—	—	—	(4
Exercise of options and vested RSUs	—	—	7,838,081	—	—	2,679	—	—	2
Connexity issuance of Holdback	—	—	581,400	—	—	—	—	—	—
Issuance of Ordinary shares and Non-voting Ordinary shares related to Commercial agreement	45,198,702	—	39,525,691	—	—	288,063	—	—	288
Payments of tax withholding for share-based compensation	—	—	—	—	—	(1,908 )	—	—	(1
Net loss	—	—	—	—	—	—	(62,627 )	—	(62
Balance as of June 30, 2023 (unaudited)	45,198,702	\$ —	\$ 300,637,035	\$ —	\$ (4,358 )	\$ 1,226,572	\$ (131,047 )	\$ (834 )	\$ 1,090

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

**CONSOLIDATED INTERIM STATEMENTS OF SHAREHOLDERS' EQUITY**
**U.S. dollars in thousands, except share and per share data**

	Non-voting Ordinary shares		Ordinary shares	
	Number	Amount	Number	Amount



	Number	Amount	Number	Amount	Treasury Ordinary shares	Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive income (loss)	Total shareholders' equity
Balance as of January 1, 2024	45,198,702	\$ —	295,670,620	\$ —	\$ (55,513 )	\$ 1,262,093	\$ (150,460 )	\$ 942	\$ 1,057,062
Share-based compensation expenses	—	—	—	—	—	17,007	—	—	17,007
Repurchase of Ordinary shares	—	—	(6,223,171 )	—	(27,758 )	—	—	—	(27,758 )
Exercise of options and vested RSUs	—	—	3,384,456	—	—	2,324	—	—	2,324
Connexity issuance of Holdback	—	—	581,400	—	—	—	—	—	—
Payments of tax withholding for share-based compensation	—	—	—	—	—	(709 )	—	—	(709 )
Other comprehensive loss	—	—	—	—	—	—	—	(777 )	(777 )
Net loss	—	—	—	—	—	—	(26,158 )	—	(26,158 )
Balance as of March 31, 2024 (unaudited)	45,198,702	\$ —	293,413,305	\$ —	\$ (83,271 )	\$ 1,280,715	\$ (176,618 )	\$ 165	\$ 1,020,991

	Non-voting Ordinary shares		Ordinary shares		Additional paid-in capital	Accumulated deficit	Accumulated other comprehensive loss	Total shareholders' equity
	Number	Amount	Number	Amount				
Balance as of January 1, 2023	—	\$ —	254,133,863	\$ —	\$ 903,789	\$ (68,420 )	\$ (834 )	\$ 834,535
Share-based compensation expenses	—	—	—	—	16,734	—	—	16,734
Exercise of options and vested RSUs	—	—	3,581,421	—	1,764	—	—	1,764
Connexity issuance of Holdback	—	—	581,400	—	—	—	—	—
Issuance of Ordinary shares and Non-voting Ordinary shares related to Commercial agreement	45,198,702	—	39,525,691	—	288,063	—	—	288,063
Payments of tax withholding for share-based compensation	—	—	—	—	(791 )	—	—	(791 )
Other comprehensive loss	—	—	—	—	—	—	(329 )	(329 )
Net loss	—	—	—	—	—	(31,313 )	—	(31,313 )
Balance as of March 31, 2023 (unaudited)	45,198,702	\$ —	297,822,375	\$ —	\$ 1,209,559	\$ (99,733 )	\$ (1,163 )	\$ 1,108,663

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABOOOLA.COM LTD.

## CONSOLIDATED INTERIM STATEMENTS OF CASH FLOWS

U.S. dollars in thousands

	Three months ended March 31,		Six months ended June 30,	
	2024	2023	2024	2023
	Unaudited		Unaudited	
<b>Cash flows from operating activities</b>				
Net loss	\$ (26,158 )	\$ (31,313 )	\$ (30,449 )	\$ (62,627 )
<b>Adjustments to reconcile net loss to net cash flows provided by operating activities:</b>				
Depreciation and amortization	25,321	22,601	51,183	45,393
Share-based compensation expenses	16,401	16,082	34,706	32,617
Net gain from financing expenses	(408 )	(328 )		

Net loss from financing expenses			778	236
Revaluation of the Warrants liability	39	(1,676)	(3,887)	(974)
Amortization of loan and credit facility issuance costs	354	500	729	891
Amortization of premium and accretion of discount on short-term investments, net	142	(281)	83	(530)
<b>Change in operating assets and liabilities:</b>				
Decrease in trade receivables, net (1)	22,068	44,362	24,633	39,271
Decrease in prepaid expenses and other current assets and long-term prepaid expenses	9,199	721	14,990	8,642
Decrease in trade payables (2)	(8,262)	(22,807)	(11,897)	(29,730)
Decrease in accrued expenses and other current liabilities and other long-term liabilities	(1,476)	(13,439)		
Increase (decrease) in deferred taxes, net	(3,685)	2,790		
Increase in accrued expenses and other current liabilities and other long-term liabilities			1,578	1,812
Decrease in deferred taxes, net			(7,901)	(6,494)
Change in operating lease right of use assets	4,453	4,151	9,284	8,075
Change in operating lease liabilities	(5,593)	(3,839)	(11,206)	(7,460)
Net cash provided by operating activities	32,395	17,524	72,624	29,122
<b>Cash flows from investing activities</b>				
Purchase of property and equipment, including capitalized internal-use software	(5,589)	(6,350)	(18,222)	(10,178)
Proceeds from business acquisition holdback liability	719	—		
Business acquisition deferred payment			(719)	—
Investments in restricted deposits	—	(280)	—	(341)
Proceeds from maturities of short-term investments	3,265	41,940	5,765	77,636
Purchase of short-term investments			—	(21,991)
Net cash provided by (used in) investing activities	(1,605)	35,310	(13,176)	45,126
<b>Cash flows from financing activities</b>				
Issuance costs	(456)	—	(695)	—
Exercise of options and vested RSUs	1,809	1,335	4,741	2,456
Payment of tax withholding for share-based compensation expenses	(709)	(791)	(1,687)	(1,908)
Repurchase of Ordinary shares	(27,758)	—	(54,465)	(4,358)
Payments on account of repurchase of Ordinary shares	(1,658)	—	(474)	—
Repayment of long-term loan	—	(750)	—	(31,500)
Net cash used in financing activities	(28,772)	(206)	(52,580)	(35,310)
Exchange rate differences on balances of cash and cash equivalents	408	328	(778)	(236)
Increase in cash and cash equivalents	2,426	52,956	6,090	38,702
Cash and cash equivalents - at the beginning of the period	176,108	165,893	176,108	165,893
Cash and cash equivalents - at end of the period	\$ 178,534	\$ 218,849	\$ 182,198	\$ 204,595

- (1) Includes an increase in related party trade receivables of \$29,694, \$30,935 and \$617, \$421, for the three six months ended March 31, 2024, June 30, 2024 and 2023, respectively.
- (2) Includes an increase (decrease) in related party trade payables of \$(22,480), \$20,537 and \$4,628, \$(4,920), for the three six months ended March 31, 2024, June 30, 2024 and 2023, respectively.

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABOOOLA.COM LTD.

## CONSOLIDATED INTERIM STATEMENTS OF CASH FLOWS

U.S. dollars in thousands

Three months ended March 31,		Six months ended June 30,	
2024	2023	2024	2023
Unaudited		Unaudited	

**Supplemental disclosures of cash flow information:**

**Cash paid during the year for:**

	Supplemental disclosures of cash flow information:		Supplemental disclosures of cash flow information:	
Income taxes	\$	3,243	\$	4,258
Interest	\$	3,610	\$	5,067
<b>Non-cash investing and financing activities:</b>				
Purchase of property and equipment, including capitalized internal-use software	\$	4,262	\$	36
Share-based compensation included in capitalized internal-use software	\$	606	\$	652
Creation of operating lease right-of-use assets	\$	12	\$	5,045

The accompanying notes are an integral part of these unaudited consolidated interim financial statements.

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TABOOOLA.COM LTD.

**NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

U.S. dollars in thousands, except share and per share data

**NOTE 1:- GENERAL**

- a. **Taboola.com Ltd. (together with its subsidiaries, the "Company" or "Taboola") was incorporated under the laws of the state of Israel on September 3, 2006.**

Taboola is a technology company that powers recommendations across the Open Web with an artificial intelligence-based, algorithmic engine developed since the Company began operations in 2007. Taboola partners with websites, devices, and mobile apps (collectively referred to as "digital properties"), to recommend editorial content and advertisements on the Open Web. Digital properties use Taboola's technology platforms to achieve their business goals, such as driving new audiences to their sites and apps or increasing engagement with existing audiences. Taboola also provides monetization opportunities to digital properties by surfacing paid recommendations by advertisers. Taboola is a business-to-business company with no competing consumer interests. Taboola empowers advertisers to leverage its proprietary AI-powered recommendation platform to reach targeted audiences utilizing effective, native ad-formats across digital properties. As part of the Company e-Commerce offerings, it also syndicates its retailer advertisers' monetized product listings and links (clickable advertisements) into commerce content-oriented consumer experiences on both the Open Web and within the dominant traditional ad platforms. Taboola generates revenues when people (consumers) click on, purchase from or, in some cases, view the ads that appear within its recommendation platform. The Company's customers are the advertisers, merchants and affiliate networks that advertise on the Company's platform ("Advertisers"). Advertisers pay Taboola for those clicks, purchases or impressions, and Taboola shares a portion of the resulting revenue with the digital properties who display those ads.

- b. **In November 2022, the Company announced it entered into a 30-year exclusive commercial agreement (the "Commercial agreement") with Yahoo Inc. and affiliated entities ("Yahoo"), under which Taboola will power native advertising across all of Yahoo's digital properties, expanding the Company's native advertising offering. In connection with this transaction, and following approval by the Company's shareholders on December 30, 2022, the articles of association of the Company were amended and restated (the "Articles") in their entirety to include a Non-voting Ordinary share class with an authorized share capital of 46,000,000. On January 17, 2023 (the "Transaction closing date"), the Company closed the transaction related agreements, including the issuance of 39,525,691 Ordinary shares and 45,198,702 Non-voting Ordinary shares to Yahoo. Based on the closing share price, on January 17, 2023, of \$3.40 per share, the aggregate fair value of the issued shares amounted to \$288,063. As part of the Ordinary shares and Non-voting Ordinary shares issuance, the Company incurred \$1,388 of issuance expenses.**

The Non-voting Ordinary shares are not entitled to vote on or receive notices with respect to any matter pursuant to our Articles and are not entitled to vote or to be counted for purposes of determining whether any vote required under the Articles has been approved by the requisite percentage of voting securities or to be counted towards any quorum required pursuant to the Articles. Except with respect to the voting rights and to the rights to receive notice of meetings of the shareholders, the Non-voting Ordinary shares have rights identical to the rights of Ordinary shares. In connection with the transaction, the Company and Yahoo entered into an Investor Rights Agreement, under which, inter alia, Yahoo is entitled, in certain circumstances, to cause the Company to register the Ordinary shares issued to Yahoo for resale under the Securities Act of 1933, as amended.

The Company accounts for the consideration paid to Yahoo (the "Commercial agreement asset") as an up-front payment for traffic acquisition costs paid to the digital property partner, which is amortized over the shorter of respective contractual terms and the economic benefit period of the digital property arrangement.

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TABOOOLA.COM LTD.

**NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS**

U.S. dollars in thousands, except share and per share data

**NOTE 1:- GENERAL (Cont.)**

The Company and Yahoo are still in the Commercial agreement transition period (as defined in the Commercial agreement), consequently, the exclusivity period has not begun. For the three **and six months ended March 31, 2024** **June 30, 2024** and 2023, the Company did not record amortization expenses of the Commercial agreement asset.

## NOTE 2:- SIGNIFICANT ACCOUNTING POLICIES

### *Basis of Presentation*

The accompanying unaudited consolidated interim financial statements have been prepared in accordance with Generally Accepted Accounting Principles in the United States ("GAAP"), and applicable rules and regulations of the Securities and Exchange Commission ("SEC") regarding interim financial reporting and include the accounts of Taboola.com Ltd. and its wholly-owned subsidiaries. All intercompany balances and transactions have been eliminated in consolidation.

The consolidated balance sheet as of December 31, 2023, included herein, was derived from the audited consolidated financial statements as of that date, but does not include all of the disclosures, including certain notes required by GAAP on an annual reporting basis. Certain information and note disclosures normally included in the financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to such rules and regulations.

Therefore, these unaudited consolidated interim financial statements should be read in conjunction with the audited consolidated financial statements and the related notes thereto included in the Company's Annual Report on Form 10-K as of and for the year ended December 31, 2023, filed with the SEC on February 28, 2024.

In the opinion of the Company's management, the unaudited consolidated interim financial statements have been prepared on a basis consistent with the annual consolidated financial statements and reflect all adjustments, which include only normal recurring adjustments necessary for the fair presentation of the Company's unaudited interim consolidated financial statements. The results of operations for the three **and six months ended March 31, 2024** **June 30, 2024**, are not necessarily indicative of the results to be expected for the full year ending December 31, 2024, or any other future interim or annual period.

### *Use of Estimates*

The preparation of the interim consolidated financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the dates of the interim consolidated financial statements, and the reported amounts of revenues and expenses during the reporting period and accompanying notes. Actual results could differ from those estimates.

The Company's management regularly evaluates its estimates, primarily those related to: (1) revenue recognition criteria, including the determination of revenue reporting as gross versus net in the Company's revenue arrangements, (2) allowances for credit losses, (3) operating lease assets and liabilities, including the incremental borrowing rate and terms and provisions of each lease (4) the useful lives of its Commercial agreement asset, property and equipment and capitalized software development costs, (5) income taxes, (6) assumptions used in the option pricing models to determine the fair value of share-based compensation (7) the fair value of financial assets and liabilities, including the fair value of marketable securities, Private Warrants and derivative instruments (8) the fair value of acquired intangible assets and goodwill annual impairment test, and (9) the recognition and disclosure of contingent liabilities.

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

## NOTE 2:- SIGNIFICANT ACCOUNTING POLICIES (Cont.)

These estimates are based on historical data and experience, as well as various other factors that management believes to be reasonable under the circumstances; the results of which form the basis for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources.

As of **March 31, 2024** **June 30, 2024**, the impacts to the Company's business due to geopolitical developments, such as the wars in Israel and Ukraine and other active or possible hostilities, and macroeconomic factors, such as rising interest rates, inflation and changes in foreign currency exchange rates, continue to evolve. As events continue to evolve and additional information becomes available, the Company's estimates may change materially in future periods.

### *Concentrations of Credit Risk*

The Company's trade receivables are geographically diversified and derived mainly from sales in the United States, Israel, Germany and United Kingdom. Concentration of credit risk with respect to trade receivables is limited by credit limits, ongoing credit evaluation and account monitoring procedures. The Company performs ongoing credit evaluations of its accounts receivables and establishes an allowance for expected losses as necessary.

As of **March 31, 2024** **June 30, 2024**, the Company had a single customer representing **14.8%** **15.3%** of the trade receivables balance. For the three **and six** months ended **March 31, 2024** **June 30, 2024**, the same customer accounted for **12.6%** **14.1%** and **13.3%** of total revenues, **respectively** (see Note 12).

As of December 31, 2023, no single customer represented 10% or more of trade receivables. No single customer accounted for more than 10% of total revenue for the three **and six** months ended **March 31, 2023** **June 30, 2023**.

#### Significant Accounting Policies

The Company's significant accounting policies are discussed in Note 2, *Summary of Significant Accounting Policies*, in the Company's Annual Report on Form 10-K as of and for the year ended December 31, 2023, as filed with the SEC on **February 28, 2024**, **February 28, 2024**. There have been no significant changes to these policies during the **three six** months ended **March 31, 2024**, **except as noted below**. **June 30, 2024**.

#### Reclassification

Certain amounts in the corresponding prior periods have been reclassified to conform with the current period presentation. Such reclassifications did not affect net loss, changes in the shareholders' equity or cash flows.

#### Recently Issued Accounting Pronouncements

In December 2023, the FASB issued ASU 2023-09, *Income Taxes (Topics 740): Improvements to Income Tax Disclosures*, which expands the disclosure requirements for income taxes, primarily related to the rate reconciliation and income taxes paid. This ASU is effective for the fiscal years beginning after December 15, 2024. Early adoption permitted. The Company does not expect the adoption of this guidance will have a significant impact on its consolidated financial statement and related disclosures and will adopt the guidance effective January 1, 2025.

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TABOOLA.COM LTD.

#### NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

#### NOTE 2:- SIGNIFICANT ACCOUNTING POLICIES (Cont.)

In November 2023, the FASB issued ASU 2023-07, *Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures*, which expands the annual and interim disclosure requirements for public company reportable segments, primarily through enhanced information about the significant expenses. This ASU is effective for fiscal years beginning after December 15, 2023, and for interim periods within fiscal years beginning after December 15, 2024. Early adoption permitted. The Company is currently evaluating the impact of this guidance on its consolidated financial statements and related disclosures.

#### NOTE 3:- CASH AND CASH EQUIVALENTS

The following table presents for each reported period, the breakdown of cash and cash equivalents:

	March 31, 2024	December 31, 2023	June 30, 2024	December 31, 2023
	Unaudited		Unaudited	
Cash	\$ 97,730	\$ 99,811	\$ 112,764	\$ 99,811
Money market funds	75,666	72,510	68,972	72,510
Time deposits	5,138	3,787	462	3,787
<b>Total Cash and cash equivalents</b>	<b>\$ 178,534</b>	<b>\$ 176,108</b>		
<b>Total cash and cash equivalents</b>			<b>\$ 182,198</b>	<b>\$ 176,108</b>

#### NOTE 4:- FAIR VALUE MEASUREMENTS

The Company evaluates assets and liabilities subject to fair value measurements on a recurring basis to determine the appropriate level to classify them for each reporting period. The Company did not have any transfers between fair value measurements levels during the **three six** months ended **March 31, 2024** **June 30, 2024**.

The following table sets forth the Company's assets and liabilities that were measured at fair value as of **March 31, 2024** **June 30, 2024** and December 31, 2023, by level within the fair value hierarchy:

Description	Fair value measurements as of			Fair value measurements as of		
	Fair Value Hierarchy	March 31, 2024	December 31, 2023	Fair Value Hierarchy	June 30, 2024	December 31, 2023
		Unaudited			Unaudited	

<b>Assets:</b>					
<b>Cash equivalents:</b>					
Money market funds	Level 1	\$ 75,666	\$ 72,510	Level 1	\$ 68,972 \$ 72,510
<b>Short-term investments:</b>					
Corporate debt securities	Level 2	\$ 1,493	\$ 3,651	Level 2	\$ — \$ 3,651
Commercial paper	Level 2	\$ 992	\$ 2,074	Level 2	\$ — \$ 2,074
<b>Derivative instruments asset:</b>					
Derivative instruments designated as cash flow hedging instruments	Level 2	\$ 172	\$ 948	Level 2	\$ — \$ 948
<b>Liabilities:</b>					
<b>Warrants liability:</b>					
Public Warrants	Level 1	\$ (4,082)	\$ (4,253)	Level 1	\$ (1,496) \$ (4,253)
Private Warrants	Level 3	\$ (2,086)	\$ (1,876)	Level 3	\$ (746) \$ (1,876)
<b>Derivative instruments liability:</b>					
Derivative instruments designated as cash flow hedging instruments	Level 2			Level 2	\$ (39) \$ —

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TABOOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 4:- FAIR VALUE MEASUREMENTS (Cont.)

The Company classifies its money market funds as Level 1 based on quoted market prices in active markets.

The Company classifies its short-term investments and derivative instruments within Level 2 as they are valued using inputs other than quoted prices which are directly or indirectly observable in the market, including readily-available pricing sources for the identical underlying security which may not be actively traded.

The Company measures the fair value for Warrants by using a quoted price for the Public Warrants, which are classified as Level 1, and a Black-Scholes simulation model for the Private Warrants, which are classified as Level 3, due to the use of unobservable inputs.

The key inputs into the Black-Scholes model for the Private Warrants were as follows:

Input	March 31, 2024	December 31, 2023	June 30, 2024	December 31, 2023
	Unaudited			
Risk-free interest rate	4.44% - 4.70 %	4.04% - 4.28 %	4.60% - 4.87 %	4.04% - 4.28 %
Expected term (years)	1.50 - 2.25	1.75 - 2.50	1.25 - 2.00	1.75 - 2.50
Expected volatility	69.1 %	61.1% - 63.9 %	53.7% - 64.8 %	61.1% - 63.9 %
Exercise price	\$ 11.50	\$ 11.50	\$ 11.50	\$ 11.50
Underlying share price	\$ 4.44	\$ 4.33	\$ 3.44	\$ 4.33

The Company's use of a Black-Scholes model required the use of subjective assumptions:

- The risk-free interest rate assumption was interpolated based on constant maturity U.S. Treasury rates over a term commensurate with the expected term of the Private Warrants.
- The expected term was based on the maturity of the Private Warrants of five years following June 29, 2021, the Business Combination date, and for certain Private Warrants the maturity was determined to be five years from the date of the October 1, 2020, ION initial public offering effective date.
- The expected volatility is based on the Company's share price volatility. For periods prior January 1, 2024, the expected share volatility assumption was based on the implied volatility from a set of comparable publicly-traded companies as determined based on size and proximity, as the Company did not have sufficient trading [history](#).

The following table presents the changes in the fair value of Warrants liability:

Input	Private Warrants	Public Warrants	Total Warrants	Private Warrants	Public Warrants	Total Warrants
Fair value as of December 31, 2023	\$ 1,876	\$ 4,253	\$ 6,129	\$ 1,876	\$ 4,253	\$ 6,129
Change from private to public holdings	(21)	21	—	(77)	77	—
Change in fair value	231	(192)	39	(1,053)	(2,834)	(3,887)
Fair value as of March 31, 2024 (unaudited)	\$ 2,086	\$ 4,082	\$ 6,168			
Fair value as of June 30, 2024 (unaudited)				\$ 746	\$ 1,496	\$ 2,242

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

## NOTE 5:- SHORT-TERM INVESTMENTS

As of June 30, 2024, the Company did not hold available-for-sale marketable securities.

The following is a summary of available-for-sale marketable securities: securities as of December 31, 2023:

	March 31, 2024							
	Unaudited							
	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value
Corporate debt securities	\$ 1,499	\$ —	\$ (6)	\$ 1,493	\$ 3,654	\$ —	\$ (3)	\$ 3,651
Commercial paper	993	—	(1)	992	2,077	—	(3)	2,074
<b>Total</b>	<b>\$ 2,492</b>	<b>\$ —</b>	<b>\$ (7)</b>	<b>\$ 2,485</b>	<b>\$ 5,731</b>	<b>\$ —</b>	<b>\$ (6)</b>	<b>\$ 5,725</b>

	December 31, 2023			
	Amortized Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value
Corporate debt securities	\$ 3,654	\$ —	\$ (3)	\$ 3,651
Commercial paper	2,077	—	(3)	2,074
<b>Total</b>	<b>\$ 5,731</b>	<b>\$ —</b>	<b>\$ (6)</b>	<b>\$ 5,725</b>

As of March 31, 2024, the Company had no significant unrealized losses related to marketable securities (which were accumulated in a period of less than 12 months) and determined the unrealized losses are not due to credit related losses, therefore, the Company did not record an allowance for credit losses for its available-for-sale marketable securities.

As of March 31, 2024, all of the Company's available-for-sale marketable securities were due within one year.

## NOTE 6:- DERIVATIVE INSTRUMENTS AND HEDGING ACTIVITIES

The Company enters into foreign currency forward contracts and put and call options with financial institutions to protect itself against the foreign exchange risks, mainly exposure to changes in the exchange rate of the New Israeli Shekel ("NIS") against the U.S dollar that are associated with forecasted future cash flows for up to twelve months. The Company's risk management strategy includes the use of derivative financial instruments to reduce the volatility of earnings and cash flows associated with changes in foreign currency exchange rates; these derivative instruments are designated as cash flow hedges. The Company does not enter into derivative transactions for trading or speculative purposes.

As of March 31, 2024, June 30, 2024 and December 31, 2023, the notional amounts of the Company's derivative instruments designated as cash flow hedging instruments outstanding in U.S. dollars amounted to \$0 \$19,154 and \$39,347, respectively.

Gross notional amounts do not quantify risk or represent assets or liabilities of the Company but are used in the calculation of settlements under the contracts.

The Company records all cash flow hedging instruments on the consolidated balance sheets at fair value.

The fair value values of outstanding derivative instruments designated as cash flow hedging instruments were as follows:

	June 30, 2024	December 31, 2023
	Unaudited	
Prepaid expenses and other current assets	\$ —	\$ 948
Accrued expenses and other current liabilities	\$ 39	\$ —

The gains (losses) related to cash flow hedging instruments, recorded as assets were \$172 and \$948, as of March 31, 2024 and December 31, 2023, respectively, which were recorded in prepaid expenses and other current assets in the consolidated interim balance sheet statements of loss, for the three and six months ended

June 30, 2024 and 2023, were as follows:

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	Three months ended June 30,		Six months ended June 30,	
	2024	2023	2024	2023
	Unaudited			
Cost of revenues	\$ —	\$ (54 )	\$ 15	\$ (82 )
Research and development	—	(536 )	174	(851 )
Sales and marketing	—	(100 )	43	(156 )
General and administrative	—	(104 )	35	(153 )
Total gains (losses) recognized in the consolidated statements of loss, net	\$ —	\$ (794 )	\$ 267	\$ (1,242 )

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 6:- DERIVATIVE INSTRUMENTS AND HEDGING ACTIVITIES (Cont.)

The gains (losses) related to cash flow hedging instruments, recorded in the consolidated interim statements of loss, for the three months ended March 31, 2024 and 2023, were as follows:

	Three months ended March 31,	
	2024	2023
	Unaudited	
Cost of revenues	\$ 15	\$ (28 )
Research and development	174	(315 )
Sales and marketing	43	(56 )
General and administrative	35	(49 )
Total gains (losses) recognized in the consolidated statements of loss, net	\$ 267	\$ (448 )

#### Effect of Foreign Currency Contracts on Accumulated Other Comprehensive Income (Loss)

Net unrealized gains (losses) of foreign currency contracts designated as cash flow hedging instruments are recorded in accumulated other comprehensive income (loss).

The changes in unrealized gains (losses) on the Company's derivative instruments recorded in accumulated other comprehensive income (loss) were as follows:

	Three months ended March 31,		Six months ended June 30,	
	2024	2023	2024	2023
	Unaudited		Unaudited	
Unrealized gains (losses) on derivative instruments at the beginning of the period	\$ 948	\$ (313)	\$ 948	\$ (313)
Changes in fair value of derivative instruments	(509)	(1,104)	(720)	(1,699)
Reclassification of losses (gains) recognized in the consolidated interim statements of loss from accumulated other comprehensive income (loss)	(267)	448	(267)	1,242
Unrealized gains (losses) on derivative instruments at the end of the period (unaudited)	\$ 172	\$ (969)		
Unrealized losses on derivative instruments at the end of the period (unaudited)			\$ (39)	\$ (770)

All net deferred gains (losses) losses in accumulated other comprehensive income (loss) as of March 31, 2024 June 30, 2024, are expected to be recognized over the next twelve months as operating expenses in the same financial statement line item in the consolidated interim statements of loss to which the derivative relates.

### NOTE 7:- GOODWILL AND INTANGIBLE ASSETS, NET



## Goodwill

There was no impairment or additions to goodwill during the three and six months ended **March 31, 2024** **June 30, 2024**.

## Intangible Assets, Net

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Definite-lived intangible assets, net consist of the following:

June 30, 2024	Gross Fair Value	Accumulated Amortization	Net Book Value
Merchant/Network affiliate relationships	\$ 146,547	\$ (92,270 )	\$ 54,277
Technology	74,193	(49,285 )	24,908
Publisher relationships	42,933	(30,411 )	12,522
Tradenames	24,097	(22,764 )	1,333
Customer relationship	13,146	(12,621 )	525
Total (unaudited)	\$ 300,916	\$ (207,351 )	\$ 93,565

December 31, 2023	Gross Fair Value	Accumulated Amortization	Net Book Value
Merchant/Network affiliate relationships	\$ 146,547	\$ (75,987 )	\$ 70,560
Technology	74,193	(43,535 )	30,658
Publisher relationships	42,933	(25,044 )	17,889
Tradenames	24,097	(18,739 )	5,358
Customer relationships	13,146	(12,353 )	793
Total	\$ 300,916	\$ (175,658 )	\$ 125,258

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TABOOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 7:- GOODWILL AND INTANGIBLE ASSETS, NET (Cont.)

#### Intangible Assets, Net

Definite-lived intangible assets, net consist of the following:

March 31, 2024	Gross Fair Value	Accumulated Amortization	Net Book Value
Merchant/Network affiliate relationships	\$ 146,547	\$ (84,129 )	\$ 62,418
Technology	74,193	(46,412 )	27,781
Publisher relationships	42,933	(27,728 )	15,205
Tradenames	24,097	(20,752 )	3,345
Customer relationship	13,146	(12,572 )	574
Total (unaudited)	\$ 300,916	\$ (191,593 )	\$ 109,323

December 31, 2023	Gross Fair Value	Accumulated Amortization	Net Book Value
Merchant/Network affiliate relationships	\$ 146,547	\$ (75,987 )	\$ 70,560
Technology	74,193	(43,535 )	30,658
Publisher relationships	42,933	(25,044 )	17,889
Tradenames	24,097	(18,739 )	5,358
Customer relationships	13,146	(12,353 )	793
Total	\$ 300,916	\$ (175,658 )	\$ 125,258

Amortization expenses for intangible assets were **\$15,935** **\$15,758** and **\$15,969** **\$15,962**, for the three months ended **March 31, 2024** **June 30, 2024** and **2023**, respectively, and **\$31,693** and **\$31,931**, for the six months ended **June 30, 2024** and **2023**, respectively.

The estimated future amortization expense of definite-lived intangible assets as of **March 31, 2024** **June 30, 2024**, is as follows (unaudited):

Year Ending December 31,		
2024 (Remainder)	\$ 44,583	\$ 28,825
2025	51,407	51,407
2026	13,244	13,244
2027	89	89
Total	\$ 109,323	\$ 93,565

## NOTE 8:- FINANCING ARRANGEMENTS

### Long-term loan

Concurrently with the closing of the Connexity Acquisition, on September 1, 2021, the Company entered into a \$300,000 senior secured term loan credit agreement (the "Credit Agreement"), among the Company, Taboola Inc., a wholly-owned Company's subsidiary (the "Borrower"), the lenders party thereto and JPMorgan Chase Bank, N.A., as administrative agent. The Credit Agreement provides for borrowings in an aggregate principal amount of up to \$300,000 (the "Facility").

The Facility was fully drawn at closing, net of issuance expenses of \$11,250, and the proceeds were used by the Company to finance a portion of the Connexity Acquisition.

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

## NOTE 8:- FINANCING ARRANGEMENTS (Cont.)

The Facility is subject to customary borrowing conditions. In accordance with the terms of the Credit Agreement, the Credit Agreement was amended on June 12, 2023, to replace LIBOR with SOFR and accordingly the Facility bears interest at a variable annual rate based on Term SOFR or Base Rate plus a fixed margin. The Facility will mature on the seventh anniversary of the closing date with the remaining principal amount due at maturity. Due to the Company's voluntary prepayments, the Company has satisfied in full and has no remaining obligations to make quarterly amortization payments under the Facility at a rate of 1.00% per annum. The Facility is mandatorily prepayable with a portion of the net cash proceeds of certain dispositions of assets, a portion of Taboola's excess cash flow and the proceeds of incurrences of indebtedness not permitted under the Credit Agreement.

The Credit Agreement also contains customary representations, covenants and events of default. Failure to meet the covenants beyond applicable grace periods could result in acceleration of outstanding borrowings and/or termination of the Facility. As of March 31, 2024 June 30, 2024, the Company was in compliance with the Facility covenants.

As of March 31, 2024 June 30, 2024, the Company's outstanding principal amount of debt under the Credit Agreement was \$152,735.

The Facility is guaranteed by the Company and all of its wholly-owned material subsidiaries, subject to certain exceptions set forth in the Credit Agreement (collectively, the "Guarantors"). The obligations of the Borrower and the Guarantors are secured by substantially all the assets of the Borrower and the Guarantors including shares of subsidiaries, subject to certain exceptions set forth in the Credit Agreement.

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

## NOTE 8:- FINANCING ARRANGEMENTS (Cont.)

The total interest expenses, including issuance costs amortization, recognized in connection with the long-term loan were \$3,941 \$3,967 and \$5,473, \$5,027, for the three months ended March 31, 2024 June 30, 2024 and 2023, respectively, and \$7,908 and \$10,500, for the six months ended June 30, 2024 and 2023, respectively. The long-term loan interest and issuance costs amortization, included as interest expenses, are recognized through the remaining term of the Credit agreement using the effective interest rate.

### Revolving Credit Agreement

On August 9, 2022, the Company amended its Credit Agreement to provide for a five-year senior secured revolving credit facility (the "Revolving Credit Agreement"), among the Company, Taboola Inc., a wholly-owned Company's subsidiary (the "Borrower"), and the lenders party thereto, with Citibank N.A., as lead arranger and JPMorgan Chase Bank, N.A., as administrative agent. The Revolving Credit Agreement provides for revolving loans in an aggregate committed principal amount of up to \$90,000 (the "Revolving Loans").

Certain representations, events of default and covenants of the Revolving Credit Agreement are substantially the same as those in the Credit Agreement. However, the Revolving Credit Agreement contains a financial covenant requiring the Company to maintain a Total Net Leverage Ratio (as defined in the Revolving Credit Agreement) as at the last day of each fiscal quarter. Borrowings under the Revolving Credit Agreement are subject to customary conditions and will bear interest at a variable annual rate based on Term SOFR or Base Rate plus a fixed margin. The lenders under the Credit Agreement and the lenders under the Revolving Credit Agreement are secured by the same collateral, including substantially all the assets of the Borrower and the Guarantors (as defined in the Credit Agreement) including shares of subsidiaries, subject to certain exceptions in the governing documents.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 8:- FINANCING ARRANGEMENTS (Cont.)

The proceeds of any Revolving Loans may be used for the working capital, capital expenditures and other general corporate purposes of Taboola and its subsidiaries and may also be used for Restricted Payments, Investments (including permitted acquisitions) and Restricted Debt Payments (each, as defined in the Credit Agreement) to the extent permitted under the Credit Agreement.

As of **March 31, 2024** **June 30, 2024**, the Company was in compliance with the financial covenants and had no outstanding borrowings under the Revolving Credit Agreement.

As of **March 31, 2024** **June 30, 2024** and December 31, 2023, deferred financing costs associated with entering into the Revolving Credit Agreement in the total amount of **\$830** **\$778** and \$893, respectively, were included in short-term and long-term prepaid expenses in the Company's consolidated balance sheets.

The deferred financing costs are amortized on a straight-line basis over the term of the Revolving Credit Agreement. Deferred financing costs amortization amounted to **\$63** **\$52** and **\$62** **\$65**, for the three months ended **March 31, 2024** **June 30, 2024** and 2023, respectively, and **\$115** and **\$ 127**, for the six months ended **June 30, 2024** and 2023, respectively.

### NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS

#### Share Capital

Holders of Ordinary shares have the right to receive notice of, and to participate in, all general meetings of the Company, where each Ordinary share shall have one vote. Each holder has the right to receive dividends, if any, in proportion to their respective Ordinary share holdings. In the event of Taboola's liquidation, after satisfaction of liabilities to creditors, Company assets will be distributed to the holders of its Ordinary shares in proportion to their shareholdings.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS (Cont.)

On December 30, 2022, in connection with the Yahoo transaction, the Company's shareholders approved an amendment and restatement to the Articles to include a Non-voting Ordinary share class with an authorized share capital of 46,000,000. In January 2023 the Company issued 45,198,702 Non-voting Ordinary shares to Yahoo. The Non-voting Ordinary shares are not entitled to vote, except in limited circumstances as provided in the Articles. Other than the voting rights, the rights to receive notice of meetings of shareholders and limited circumstances as described in the Company's Articles, the Non-voting Ordinary shares will have rights identical to the rights of Ordinary shares as described above (see Note 1b).

#### Share Buyback Program

The Company's board of directors authorized a share buyback program of the Company's outstanding Ordinary shares, which commenced in June 2023 and does not have an expiration date (the "Buyback Program"). In 2023, the Company's board of directors authorized up to \$80,000 of buybacks under the Buyback Program. In February 2024, the Company's board of directors authorized up to \$100,000 for use under the Buyback Program, including any remaining authority from the 2023 board of directors authorization, subject to satisfying required conditions under the Israeli Companies Law and the Companies Regulations (Reliefs for Corporations, Which Securities Are Listed on Foreign Stock Exchanges) - 2000. As permitted by the Buyback Program, share repurchases may be made from time to time, in privately negotiated transactions or in the open market, including through trading plans, at the discretion of the Company's management and as permitted by securities laws and other legal requirements. The Buyback Program does not obligate the Company to repurchase any specific number of shares and the number of shares repurchased may depend upon market and economic conditions and other factors. The Buyback Program may be discontinued, modified or suspended at any time.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS (Cont.)

During the **three** **six** months ended **March 31, 2024** **June 30, 2024**, the Company repurchased **6,223,171** **12,534,880** of its shares, consisting of **11,546,584** Ordinary shares, and **988,296** Non-voting Ordinary shares (see Note 12) at an average price of **\$4.44** **\$4.32** per share (excluding broker and transaction fees of **\$156**) **\$289**). As of **March 31, 2024** **June 30, 2024**, the Company had remaining authorization under the Buyback Program to repurchase Ordinary shares up to an aggregate amount of **\$92,131**, **\$65,557**, subject to satisfying required conditions under the Companies Law and Companies Regulations.

As of March 31, 2024, the Company repurchased an additional 181,585 Ordinary shares, not yet settled, in the amount of \$800.

#### Share Incentive Plans

- a. In addition to the Buyback Program detailed above, the Company utilizes a net issuance mechanism to satisfy tax withholding obligations related to equity-based compensation on behalf of its directors, officers and other employees (the "Net Issuances"). In April 2024, **subsequent to the balance sheet date**, the Company satisfied the required conditions, as set forth in the Israeli Companies Law and the Companies Regulations, to conduct future repurchases of its Ordinary shares under the Buyback Program and Net Issuances in an aggregate amount up to \$100,000, which amount was partly utilized under **our** **the Company's** previous Israeli court authorization. The Company's board of directors have the authority to determine the amount to be utilized for Net Issuances and Ordinary share repurchases.

For the **three** **six** months ended **March 31, 2024** **June 30, 2024** and 2023, the Company utilized the net issuance mechanism in connection with equity-based compensation for certain Office Holders, which resulted in a tax withholding payment by the Company of **\$709** **\$1,687** and **\$791**, **\$1,908**, respectively, which were recorded as a reduction of additional paid-in capital.

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

### NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS (Cont.)

- b. The following is a summary of share option activity and related information for the **three** **six** months ended **March 31, 2024** **June 30, 2024** (including employees, directors, officers and consultants of the Company):

	Outstanding Share Options	Weighted Average Exercise Price	Weighted Average Remaining Contractual Life (Years)	Aggregate Intrinsic Value	Outstanding Share Options	Weighted Average Exercise Price	Weighted Average Remaining Contractual Life (Years)	Aggregate Intrinsic Value
Balance as of January 1, 2024	29,291,285	\$ 3.35	5.27	\$ 57,118	29,291,285	\$ 3.35	5.27	\$ 57,118
Exercised	(1,312,222)	1.81	—	3,260	(2,374,502)	2.02	—	5,361
Forfeited	(338,892)	2.77	—	—	(406,921)	3.55	—	—
Balance as of March 31, 2024 (unaudited)	27,640,171	\$ 3.43	5.26	\$ 55,360				
Exercisable as of March 31, 2024 (unaudited)	23,742,117	\$ 2.93	4.96	\$ 51,989				
Balance as of June 30, 2024 (unaudited)					26,509,862	\$ 3.47	5.12	\$ 34,151
Exercisable as of June 30, 2024 (unaudited)					23,250,859	\$ 3.04	4.88	\$ 31,955

During the **three** **six** months ended **March 31, 2024** **June 30, 2024**, the Company did not grant options.

The aggregate intrinsic value in the table above represents the total intrinsic value that would have been received by the option holders had all option holders exercised their options on the last date of the period.

As of **March 31** **June 30**, 2024, unrecognized share-based compensation cost related to unvested share options was **\$11,227**, **\$9,033**, which is expected to be recognized over a weighted-average period of **1.3** **1.1** years.

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TABOOLA.COM LTD.

## NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS (Cont.)

c. The following is a summary of the RSU activity and related information for the three six months ended March 31 June 30, 2024:

Balance as of January 1, 2024
Granted
Vested (*)
Forfeited
Balance as of March 31, 2024 June 30, 2024 (unaudited)

(\*) A portion of the shares that vested were netted out to satisfy the tax obligations of the recipients. During the three six months ended March 31, 2024 June 30, 2024

The total release date fair value of RSUs was \$9,722, \$20,702, during the three six months ended March 31, 2024 June 30, 2024.

As of March 31, 2024 June 30, 2024, unrecognized share-based compensation cost related to unvested RSUs was \$146,030, \$131,612, which is expected to be recog

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NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

NOTE 9:- SHAREHOLDERS' EQUITY AND SHARE INCENTIVE PLANS (Cont.)

The total share-based compensation expense related to all of the Company's share-based awards recognized for the three and six months ended March 31 June 30, :

Cost of revenues
Research and development
Sales and marketing
General and administrative
Total share-based compensation expense

NOTE 10:- INCOME TAXES

The Company's effective tax rate is highly dependent upon the geographic distribution of its worldwide earnings or losses and tax regulations. The Company's effectiv

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NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

NOTE 11:- COMMITMENTS AND CONTINGENCIES

Commercial Commitments

In the ordinary course of the business, the Company enters into agreements with certain digital properties, under which, in some cases it agrees to pay them a guarar

Non-cancelable Purchase Obligations

In the normal course of business, the Company enters into non-cancelable purchase commitments with various parties to purchase primarily software and IT related-t

Legal Proceedings

In the ordinary course of business, the Company may be subject from time to time to various proceedings, lawsuits, disputes, or claims. The Company investigates th

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NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

NOTE 12:- RELATED PARTY TRANSACTIONS

The Company is a party to certain transaction-related agreements with Yahoo, pursuant to which the Company issued 39,525,691 Ordinary shares and 45,198,702 Ne

In June 2024, the Company repurchased 988,296 of the Non-voting Ordinary shares at a price of \$4.07 per share, based on the terms stipulated in the agreement, for

The Company and its affiliates are parties to several agreements in the ordinary course of business with Yahoo and its affiliates. Revenues from the related party are c

As of March 31, 2024 June 30, 2024 and December 31, 2023, in regards to Yahoo, the Company's balances of trade receivables were \$41,992, \$43,232 and \$12,297,

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The Company and Yahoo, pursuant to the Omnibus Agreement entered into on November 28, 2022, each agreed to pay certain expenses in connection with the trans

NOTE 13:- GEOGRAPHIC INFORMATION

The following table represents total revenue by geographic area based on the Advertisers' billing address:

	Three months ended		Six months ended	
	June 30,		June 30,	
	2024	2023	2024	2023
	Unaudited			
Israel	\$ 26,857	\$ 31,752	\$ 58,322	\$ 2
United States	204,871	127,519	398,232	2
Germany	36,732	31,594	72,429	
United Kingdom	16,290	17,835	36,364	
Rest of the world	143,410	123,304	276,821	2
Total	\$ 428,160	\$ 332,004	\$ 842,168	\$ 6

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NOTES TO THE CONSOLIDATED INTERIM FINANCIAL STATEMENTS

U.S. dollars in thousands, except share and per share data

NOTE 13:- GEOGRAPHIC INFORMATION

The following table represents total revenue by geographic area based on the Advertisers' billing address:

	Three months ended	
	March 31,	
	2024	2023
	Unaudited	
Israel	\$ 31,465	\$ 45
United States	193,362	114
Germany	35,697	31
United Kingdom	20,074	17
Rest of the world	133,410	118
Total	\$ 414,008	\$ 327

NOTE 14:- NET LOSS PER SHARE ATTRIBUTABLE TO ORDINARY SHAREHOLDERS

Numerator:

Net loss attributable to Ordinary shareholders, basic and diluted

Denominator:

Weighted-average shares used in computing net loss per share attributable to Ordinary shareholders, basic and diluted

Net loss per share attributable to Ordinary and Non-voting Ordinary shareholders, basic and diluted

Net loss per share attributable to Ordinary and non-voting Ordinary shareholders, basic and diluted

The potential shares of Ordinary shares that were excluded from the computation of diluted net loss per share attributable to Ordinary shareholders for the periods pre

Warrants

RSUs

Outstanding share options

Issuable Ordinary shares related to Business Combination under holdback arrangement

Issuable Ordinary Shares related to Business Combination under holdback arrangement

Total

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Item 2. Management's Management's Discussion and Analysis of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with Taboola's accompanying unaudited consolidated interim fina

Overview

Taboola is a technology company that powers recommendations across the Open Web with an artificial intelligence, or AI-based, algorithmic engine that we have developed since 1

We think of ourselves as a search engine, but in reverse — instead of expecting people to search for information, we recommend information to people or enable our partners to us

Digital properties use our technology platforms to achieve their business goals, such as driving new audiences to their sites and apps, or increasing engagement on site — and we

We empower Advertisers to leverage our proprietary AI-powered recommendation platform to reach targeted audiences utilizing effective, native ad formats across digital propertie

Our powerful recommendation platform was built to address a technology challenge of significant complexity: predicting which recommendations users would be interested in, with

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Key Factors and Trends Affecting our Performance

We believe that our performance and future success depend on several factors that present significant opportunities for us but also pose risks and challenges, including those disc

## Business and Macroeconomic Conditions

Global economic and geopolitical conditions have been increasingly volatile due to factors **volatile. Factors** such as inflation, rising interest rates, supply chain disruptions and the w

## Maintaining and Growing Our Digital Property Partners

We engage with a diverse network of digital property partners, substantially all of which have contracts with us containing either an evergreen term or an exclusive partnership with  
Historically, we have had a strong record of growing the revenue generated from our digital property partners. We grow our digital property partner relationships in four ways. First,  
For the majority of our digital properties partners, we have two primary models for sharing revenue with digital property partners. The most common model is a straight revenue sha

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## Growing Our Advertiser Client Base

We have a large and growing network of Advertisers, across multiple verticals. We had approximately 17,000, 18,000 and 15,000 Advertiser clients working with us directly, or thro

## Improving Network Yield

One way that we grow our revenue is by increasing the yield on our network, which is a general term for the revenue that we make per advertising placement. Because we general

## Product and Research and Development

We view research and development expenditures as investments that help grow our business over time. These investments, which are primarily in the form of employee salaries a

## Managing Seasonality

The global advertising industry has historically been characterized by seasonal trends that also apply to the digital advertising ecosystem in which we operate. In particular, Adverti

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## Privacy Trends and Government Regulation

We are subject to U.S. and international laws and regulations regarding privacy, data protection, digital advertising and the collection of user data. In addition, large Internet and tec

## Yahoo Partnership

In November 2022, we announced we had entered into a 30-year exclusive commercial agreement with Yahoo, under which we will power native advertising across all of Yahoo's c

## Key Financial and Operating Metrics

We regularly monitor a number of metrics in order to measure our current performance and project our future performance. These metrics aid us in developing and refining our gro

(dollars in thousands, except per share data)

Revenues  
Gross profit  
Net loss  
EPS diluted (1)  
Ratio of net loss to gross profit  
Cash flow provided by operating activities  
Cash, cash equivalents, short-term deposits and investments

## Non-GAAP Financial Data (2)

ex-TAC Gross Profit  
Adjusted EBITDA  
Non-GAAP Net Income (Loss)  
Ratio of Adjusted EBITDA to ex-TAC Gross Profit  
Free Cash Flow



- (1) The weighted-average shares used in the computation of the diluted EPS for the three months ended **March 31, 2024** June 30, 2024 and 2023 are **345,502,643** 342,566,11 are 344,003,462 and 342,491,457, respectively.

The weighted-average shares for the three months ended June 30, 2024 and 2023 includes 297,660,641 and 306,386,357 Ordinary shares and, 44,905,471 and 45,198,702

- (2) Refer to "Non-GAAP Financial Measures" below for an explanation and reconciliation to GAAP metrics.

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## Non-GAAP Financial Measures

We are presenting the following non-GAAP financial measures because we use them, among other things, as key measures for our management and board of directors in managing

These non-GAAP measures are subject to significant limitations, including those identified below. In addition, other companies may use similarly titled measures but calculate them

### ex-TAC Gross Profit

We calculate ex-TAC Gross Profit as gross profit adjusted to add back other cost of revenues.

We believe that ex-TAC Gross Profit is useful because traffic acquisition cost, or TAC, is what we must pay digital properties to obtain the right to place advertising on their website:

Limitations on the use of ex-TAC Gross Profit include the following:

- Traffic acquisition cost is a significant component of our cost of revenues but is not the only component; and
- ex-TAC Gross Profit is not comparable to our gross profit and by definition ex-TAC Gross Profit presented for any period will be higher than our gross profit for that period

The following table provides a reconciliation of revenues and gross profit to ex-TAC Gross Profit:

	Three months ended June 30,		Six months ended June 30,	
	2024	2023	2024	2023
	(dollars in thousands)			
Revenues	\$ 428,160	\$ 332,004	\$ 842,168	\$ 659,690
Traffic acquisition cost	278,620	208,870	553,740	420,816
Other cost of revenues	34,762	26,077	64,697	52,225
Gross profit	\$ 114,778	\$ 97,057	\$ 223,731	\$ 186,649
Add back: Other cost of revenues	34,762	26,077	64,697	52,225
ex-TAC Gross Profit	\$ 149,540	\$ 123,134	\$ 288,428	\$ 238,874

	Three months ended March 31,	
	2024	2023
	(dollars in thousands)	
Revenues	\$ 414,008	\$ 327,686
Traffic acquisition cost	275,120	211,946
Other cost of revenues	29,935	26,148
Gross profit	\$ 108,953	\$ 89,592
Add back: Other cost of revenues	29,935	26,148
ex-TAC Gross Profit	\$ 138,888	\$ 115,740

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### Adjusted EBITDA and Ratio of Adjusted EBITDA to ex-TAC Gross Profit

We calculate Adjusted EBITDA as net income (loss) before finance income (expenses), net, income tax expenses, depreciation and amortization, further adjusted to exclude share

We believe that Adjusted EBITDA is useful because it allows us and others to measure our performance without regard to items such as share-based compensation expense, depr

Limitations on the use of Adjusted EBITDA include the following:

- Although depreciation expense is a non-cash charge, the assets being depreciated may have to be replaced in the future, and Adjusted EBITDA does not reflect cash ca
- Adjusted EBITDA excludes share-based compensation expense, which has been, and will continue to be for the foreseeable future, a significant recurring expense for ou
- Adjusted EBITDA does not reflect, to the extent applicable for a period presented: (1) changes in, or cash requirements for, our working capital needs; (2) interest expens
- The expenses and other items that we exclude in our calculation of Adjusted EBITDA may differ from the expenses and other items, if any, that other companies may exc

The following table provides a reconciliation of net income (loss) to Adjusted EBITDA:

Net loss

Adjusted to exclude the following:

Finance expenses, net

Finance expenses (income), net

Income tax expenses (benefit)

Depreciation and amortization

Share-based compensation expenses

Holdback compensation expenses (1)

Other costs (2)

Adjusted EBITDA

(1) Represents share-based compensation due to holdback of Ordinary shares issuable under compensatory arrangements relating to Connexity acquisition.

(2) The three and six months ended March 31, 2023 includes June 30, 2024 and June 30, 2023 included one-time professional service costs and one-time costs related to t

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We calculate Ratio of Adjusted EBITDA to ex-TAC Gross Profit as Adjusted EBITDA divided by ex-TAC Gross Profit.

We believe that the Ratio of Adjusted EBITDA to ex-TAC Gross Profit is useful because TAC is what we must pay digital properties to obtain the right to place advertising on their w

The following table provides a reconciliation of ratio of net loss to gross profit and Ratio of Adjusted EBITDA to ex-TAC Gross Profit:

Gross profit

Net loss

Ratio of net loss to gross profit

ex-TAC Gross Profit

Adjusted EBITDA

Ratio of Adjusted EBITDA margin to ex-TAC Gross Profit

#### **Non-GAAP Net Income (Loss)**

We calculate Non-GAAP Net Income (Loss) as net income (loss) adjusted to exclude revaluation of our Warrants liability, share-based compensation expense including Connexity l

We believe that Non-GAAP Net Income (Loss) is useful because it allows us and others to measure our operating performance and trends without regard to items such as the reva

Limitations on the use of Non-GAAP Net Income (Loss) include the following:

- Non-GAAP Net Income (Loss) excludes share-based compensation expense, which has been, and will continue to be for the foreseeable future, a significant recurring ex
- Non-GAAP Net Income (Loss) will generally be more favorable than our net income (loss) for the same period due to the nature of the items being excluded from its calca
- Non-GAAP Net Income (Loss) is a performance measure and should not be used as a measure of liquidity.

The following table reconciles net income (loss) to Non-GAAP Net Income (Loss) for the periods shown:

Net loss
Amortization of acquired intangibles
Share-based compensation expenses
Holdback compensation expenses (1)
Other costs (2)
Revaluation of Warrants
Foreign currency exchange rate losses (3)
Foreign currency exchange rate losses (gains) (3)
Income tax effects
Non-GAAP Net Income (Loss)

- (1) Represents share-based compensation due to holdback of Ordinary shares issuable under compensatory arrangements relating to Connexity acquisition.
- (2) The three and six months ended March 31, 2023, includes June 30, 2024 and June 30, 2023 included one-time professional service costs and one-time costs related to
- (3) Represents foreign currency exchange rate gains or losses related to the remeasurement of monetary assets and liabilities to the Company's functional currency using exc

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### Free Cash Flow

We calculate Free Cash Flow as Net cash flow provided by operating activities minus purchases of property, plant and equipment, including capitalized internal-use software.

We believe that Free Cash Flow is useful to provide management and others with information about the amount of cash generated from our operations that can be used for strateg

Limitations on the use of Free Cash Flow include the following:

- It should not be inferred that the entire Free Cash Flow amount is available for discretionary expenditures. For example, cash is still required to satisfy other working capi
- Free Cash Flow has limitations as an analytical tool, and it should not be considered in isolation or as a substitute for analysis of other GAAP financial measures, such as
- This metric does not reflect our future contractual commitments.

Net cash provided by operating activities
Purchases of property and equipment, including capitalized internal-use software
Free Cash Flow

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### Components of Our Results of Operations

#### Revenues

All of our Revenues are generated from Advertisers with whom we enter into commercial arrangements, defining the terms of our service and the basis for our charges. Generally,

#### Cost of revenues

Our cost of revenue primarily includes traffic acquisition cost and also includes other cost of revenue.

#### Traffic acquisition cost

**Traffic acquisition cost, or TAC, consists primarily of cost related to digital property compensation for placing our platform on their digital property and cost for advertising.**

#### **Other cost of revenues**

Other cost of revenues includes data center and related costs, depreciation expense related to hardware supporting our platform, amortization expense related to capitalized internal software development costs.

#### **Gross profit**

Gross profit, calculated as revenues less cost of revenues, has been, and will continue to be, affected by various factors, including fluctuations in the amount and mix of revenue and costs.

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#### **Research and development**

Research and development expenses consist primarily of personnel costs, including salaries, bonuses, share-based compensation and employee benefits costs, allocated facilities costs, and other costs.

#### **Sales and marketing**

Sales and marketing expenses consist of payroll and other personnel related costs, including salaries, share-based compensation, employee benefits, and travel for our sales and marketing personnel.

#### **General and administrative**

General and administrative expenses consist of payroll and other personnel related costs, including salaries, share-based compensation, employee benefits and expenses for executive management.

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#### **Finance income (expenses), net**

Finance income (expenses), net, primarily consists of interest income (expense) including amortization of loan and credit facility issuance costs, Warrants liability fair value adjustments, and other financial income (expense).

#### **Income tax benefit (expenses)**

The statutory corporate tax rate in Israel was 23% for the three six months ended March 31, 2024 June 30, 2024 and 2023, although we are entitled to certain tax benefits under Israeli law. Pursuant to the Israeli Law for Encouragement of Capital Investments-1959 (the "Investments Law") and its various amendments, under which we have been granted "Privileged Enterprise" status. For 2021 and subsequent tax years, we adopted The the "Preferred Technology Enterprises" ("PTE") Incentives Regime (Amendment 73 to the Investment Law) granting a 12% tax rate. As of March 31, 2024 June 30, 2024, we have an accumulated tax loss carry-forward of approximately \$68.7 million \$65.0 million in Israel. The tax loss can be offset indefinitely. Net income tax expense for the periods presented is \$0.0 million.

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The following table provides consolidated statements of loss data for the periods indicated:

(dollars in thousands)

Revenues
Cost of revenues:
Traffic acquisition cost
Other cost of revenues
Total cost of revenues
Gross profit
Operating expenses:
Research and development
Sales and marketing
General and administrative
Total operating expenses
Operating loss
Finance expenses, net

Finance income (expenses), net  
Loss before income taxes  
Income tax benefit (expenses)  
Net loss

#### Comparison of the three months ended March 31, 2024 June 30, 2024 and 2023

Revenues increased by \$86.3 million \$96.2 million, or 26.3% 29.0%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Gross profit increased by \$19.4 million \$17.7 million, or 21.6% 18.3%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Ex-TAC Gross Profit, a non-GAAP measure, increased by \$23.1 million \$26.4 million, or 20.0% 21.4%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

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Total cost of revenues increased by \$67.0 million \$78.4 million, or 28.1% 33.4%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Traffic acquisition cost increased by \$63.2 million \$69.8 million, or 29.8% 33.4%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Traffic acquisition cost increased at a rate higher than revenue primarily due to a mix shift to lower margin digital properties and decreased yield on digital properties with guarantee obligations.

The cost of guarantees (total payments due under guarantee arrangements in excess of amounts the Company would otherwise be required to pay under revenue sharing arrangements) as a percent of revenues increased by 1.1% 1.2%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Other cost of revenues increased by \$3.8 million \$8.7 million, or 14.5% 33.3%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Research and development expenses increased decreased by \$4.3 million \$0.7 million, or 13.3% 2.1%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Sales and marketing expenses increased by \$7.0 million \$3.6 million, or 11.6% 5.9%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

General and administrative expenses decreased by \$2.5 million \$2.6 million, or 9.7% 9.6%, for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Finance expenses, income (expenses), net decreased increased by \$0.5 million \$4.8 million for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

Income tax benefit (expenses) decreased increased by \$4.9 million \$4.8 million for the three months ended March 31, 2024 June 30, 2024 compared to the three months ended March 31, 2023 June 30, 2023

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The following table provides consolidated statements of loss data for the periods indicated:

(dollars in thousands)	Six months ended June 30,	
	2024	2023
	Unaudited	
Revenues	\$ 842,168	\$ 659,690
Cost of revenues:		
Traffic acquisition cost	553,740	420,816
Other cost of revenues	64,697	52,225
Total cost of revenues	618,437	473,041
Gross profit	223,731	186,649
Operating expenses:		
Research and development	69,537	65,986
Sales and marketing	132,445	121,767
General and administrative	47,613	52,694
Total operating expenses	249,595	240,447
Operating loss	(25,864 )	(53,798 )
Finance expenses, net	(2,634 )	(6,981 )
Loss before income taxes	(28,498 )	(60,779 )
Income tax expenses	(1,951 )	(1,848 )

Net loss	\$ (30,449 )	\$ (62,627 )
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#### Comparison of the six months ended June 30, 2024 and 2023

Revenues increased by \$182.5 million, or 27.7%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023. New digital property partners contributed approximately \$ Gross profit increased by \$37.1 million, or 19.9%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023.

Ex-TAC Gross Profit, a non-GAAP measure, increased by \$49.6 million, or 20.7%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, primarily due to new digital

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Total cost of revenues increased by \$145.4 million, or 30.7%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023.

Traffic acquisition cost increased by \$132.9 million, or 31.6%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023.

Traffic acquisition cost increased at a rate higher than revenue primarily due to a mix shift to lower margin digital properties and decreased yield on digital properties with guarantee obligations.

The cost of guarantees (total payments due under guarantee arrangements in excess of amounts the Company would otherwise be required to pay under revenue sharing arrangements) as a percent

Other cost of revenues increased by \$12.5 million, or 23.9%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, primarily as a result of a \$5.1 million increase

Research and development expenses increased by \$3.6 million, or 5.4%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, primarily attributable to \$3.1 million

Sales and marketing expenses increased by \$10.7 million, or 8.8%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, primarily attributable to \$8.2 million incr

General and administrative expenses decreased by \$5.1 million, or 9.6%, for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, a result of a decrease of \$2.2 mill

Finance expenses, net decreased by \$4.3 million for the six months ended June 30, 2024 compared to the six months ended June 30, 2023, mainly attributable to \$3.0 million decrease in interest exp

Income tax expenses increased by \$0.1 million for the six months ended June 30, 2024 compared to the six months ended June 30, 2023.

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#### Liquidity and Capital Resources

Our primary cash needs are for working capital, personnel costs, contractual obligations, including payments to digital property partners, office leases and software and information technology costs, c

As part of our growth strategy, we have made and expect to continue to make significant investments in research and development and in our technology platform. We also plan to selectively consider

As of March 31, 2024 June 30, 2024 and December 31, 2023, we had \$178.5 million \$182.2 million and \$176.1 million of cash and cash equivalents, respectively, \$2.5 million and \$5.7 million of short-

We believe that this, together with net proceeds from our engagements with Advertisers and digital property partners, will provide us with sufficient liquidity to meet our working capital and capital exp

On August 9, 2022 we entered into an incremental revolving credit facility amendment to our existing senior secured credit agreement (the "Amended Credit Agreement"). The Amended Credit Agree

As of March 31, 2024 June 30, 2024, our outstanding principal amount of debt under our long-term loan was \$152.7 million with the remaining principal amount due at maturity on September 1, 2028.

#### Share Buyback Program

Our board of directors authorized a share buyback program for the repurchase of our outstanding Ordinary shares, which commenced in June 2023 and does not have an expiration date (the "Buybac

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During the three six months ended March 31, 2024 June 30, 2024, we repurchased 6.2 million 12.5 million of our shares, consisting of 11.5 million Ordinary shares and 1.0 million Non-voting Ordinary

Our future capital requirements and the adequacy of available funds will depend on many factors, including the risks and uncertainties set forth in our 2023 Form 10-K under Item 1A. "Risk Factors," a

#### Cash Flow Data:

Net cash provided by operating activities

Net cash provided by (used in) investing activities

Net cash used in financing activities

Exchange rate differences on balances of cash and cash equivalents

Increase in cash and cash equivalents

#### Operating Activities

During the three six months ended March 31, 2024 June 30, 2024 net cash provided by operating activities was \$32.4 million \$72.6 million, an increase of \$14.9 million \$43.5 million, compared to \$17.

The \$41.8 million \$83.6 million of non-cash charges consisted of depreciation and amortization of \$25.3 million \$51.2 million and share-based compensation expense related to vested equity awards o

The \$17.4 million \$19.5 million increase in cash resulting from changes in working capital primarily consisted of a \$22.8 million \$24.6 million decrease in trade receivables, net, a \$9.2 million \$15.0 million increase in accounts payable, net, and a \$1.6 million \$1.7 million increase in other assets. Net cash provided by operating activities of \$17.5 million \$29.1 million for the three six months ended March 31, 2023 June 30, 2023 was related to our net loss of \$31.3 million \$62.7 million adjusted by non-cash charges of \$48.8 million \$81.8 million.

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The \$36.8 million \$77.6 million of non-cash charges primarily consisted of depreciation and amortization of \$22.6 million \$45.4 million and share-based compensation expense related to vested equity of \$14.2 million \$32.2 million.

The \$12.0 million \$14.1 million increase in cash resulting from changes in working capital primarily consisted of a \$44.4 million \$39.3 million decrease in trade receivables, net and an increase \$8.6 million \$14.8 million in accounts payable, net.

#### Investing Activities

During the three six months ended March 31, 2024, June 30, 2024 net cash used in investing activities was \$1.6 million \$13.2 million, a decrease of \$36.9 million \$58.3 million, compared to \$35.3 million \$46.5 million for the three six months ended March 31, 2023 June 30, 2023.

Net cash provided by investing activities of \$35.3 million \$45.1 million for the three six months ended March 31, 2023 June 30, 2023 primarily consisted of \$41.9 million \$77.6 million proceeds from maturing investments of \$41.9 million \$77.6 million.

#### Financing Activities

During the three six months ended March 31, 2024, June 30, 2024 net cash used in financing activities was \$28.8 million \$52.6 million, an increase of \$28.6 million \$17.3 million, compared to \$0.2 million \$1.7 million for the three six months ended March 31, 2023 June 30, 2023. The increase was primarily due to an increase in share repurchases of \$28.6 million \$17.3 million, partially offset by a decrease in proceeds from the exercise of options and vested RSUs of \$28.6 million \$17.3 million.

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Net cash used in financing activities of \$0.2 million \$35.3 million for the three six months ended March 31, 2023 June 30, 2023, consisted of \$0.8 million payment of tax withholding for share-based compensation and \$0.2 million \$35.3 million for the three six months ended March 31, 2023 June 30, 2023.

#### Contractual Obligations

The following table discloses aggregate information about material contractual obligations and the periods in which they are due as of March 31, 2024 June 30, 2024. Future events could cause actual obligations to differ from the amounts disclosed in this table.

Debt Obligations (1)  
Operating Leases (2)  
Non-cancellable purchase obligations (3)  
Total Contractual Obligations

- (1) Due to our voluntary prepayments, we have no remaining obligations to make quarterly amortization payments under our long-term loan.
- (2) Represents future minimum lease commitments under non-cancellable operating lease agreements.
- (3) Primarily represents non-cancelable amounts for contractual commitments in respect of software and information technology.

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The commitment amounts in the table above are associated with contracts that are enforceable and legally binding and that specify all significant terms, including fixed or minimum services to be used or purchased.

As of March 31, 2024 June 30, 2024, we have a provision related to unrecognized tax benefit liabilities totaling \$8.8 million \$9.1 million and other provisions related to severance pay and contribution payable of \$1.1 million \$1.1 million.

#### Other Commercial Commitments

In the ordinary course of our business, we enter into agreements with certain digital properties, under which, in some cases we agree to pay them a guaranteed amount, generally per thousand page views.

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#### Recent Accounting Pronouncements

During the period covered by this report, there were no material recent accounting pronouncements impacting our accounting policies that are not already discussed in our 2023 Form 10-K.

#### Critical Accounting Estimates

Our discussion and analysis of financial condition results of operations are based upon our consolidated interim financial statements included elsewhere in this report. The preparation of our consolidated financial statements requires the use of estimates.

Our critical accounting policies are those that materially affect our consolidated financial statements and involve difficult, subjective or complex judgments by management. There have been no material changes to our critical accounting policies during the period covered by this report.

#### Item 3. Quantitative and Qualitative Disclosures About Market Risk

##### Foreign Currency Exchange Risk

A 10% increase or decrease of the NIS, Euro, British pound sterling, or the Japanese yen against the U.S. dollar would have impacted the consolidated statements of loss as follows:

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	Operating loss impact three months ended			
	March 31,			
	2024		2023	
	(dollars in thousands)			
	+10%	-10%	+10%	-10%
NIS/USD	\$ (458 )	\$ 458	\$ (841 )	\$ 841
EUR/USD	\$ 757	\$ (757 )	\$ 204	\$ (204 )
GBP/USD	\$ (461 )	\$ 461	\$ (481 )	\$ 481
JPY/USD	\$ 306	\$ (306 )	\$ 354	\$ (354 )

	Operating loss impact six months ended June 30,			
	2024		2023	
	(dollars in thousands)			
	+10%	-10%	+10%	-10%
NIS/USD	\$ (687 )	\$ 687	\$ (126 )	\$ 126
EUR/USD	\$ 2,005	\$ (2,005 )	\$ 169	\$ (169 )
GBP/USD	\$ (1,252 )	\$ 1,252	\$ (104 )	\$ 104
JPY/USD	\$ 476	\$ (476 )	\$ 312	\$ (312 )

To reduce the impact of foreign exchange risks associated with forecasted future cash flows related to payroll expenses and other personnel related costs denominated in NIS and their volatility, we ha

#### Interest Rate Risk

Interest rate risk is the risk that the value or yield of fixed-income investments may decline if interest rates change.

Our cash, cash equivalents, and short-term investments are held mainly for working capital purposes. The primary objectives of our investment activities are the preservation of capital and the fulfillme

As of March 31, June 30, 2024, we had approximately \$152.7 million of outstanding borrowings under our long-term loan with a variable interest rate. See Liquidity and Capital Resources for informati

Fluctuations in interest rates may impact the level of interest expense recorded on future borrowings. We do not enter into derivative financial instruments, including interest rate swaps, to effectively h

#### Inflation Risk

We do not believe that The impacts of inflation has had a material effect on our business, financial condition, or results of operations, other than have resulted in higher equipment and labor costs, cor

#### Credit Risk

Credit risk with respect to accounts receivable is generally not significant, as we routinely assess the creditworthiness of our partners and Advertisers. Historically, we generally have not experienced e

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As of March 31, 2024 June 30, 2024, we had a single customer representing 14.8% 15.3% of the trade receivables balance. For the three and six months ended March 31, 2024 June 30, 2024, we ha

As of March 31, 2024 June 30, 2024, we maintained cash balances primarily in banks in the United States, the United Kingdom and Israel. In the United States and United Kingdom, the Company dep

Our As of June 30, 2024 the Company did not hold short-term investments, which were \$2.5 million as of March 31, 2024, are investments in marketable securities with high credit ratings as required b

Our derivatives expose us to credit risk to the extent that the counterparties may be unable to meet the terms of the agreement. We seek to mitigate such risk by limiting our counterparties to major fin

## Item 4. Controls and Procedures

### Evaluation of Disclosure Controls and Procedures

We maintain disclosure controls and procedures (as that term is defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934, as amended (the "Exchange Act") that are desig

### Changes in Internal Control



There were no changes in our internal control over financial reporting identified in management's management's evaluation pursuant to Rules 13a-15(d) or 15d-15(d) of the Exchange Act during the pe

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**PART II – OTHER INFORMATION**

**Item 1. Legal Proceedings**

From time to time we are a party to various litigation matters incidental to the conduct of our business. We are not presently party to any legal proceedings the resolution of which we believe would hav

**Item 1A. Risk Factors**

Investing in our Ordinary shares involves a high degree of risk. We describe risks associated with our business in Part I, Item 1A: "Risk Factors" "Risk Factors" of our 2023 Form 10-K. Each of the risk:

There are no additional material changes to the Risk Factors in our 2023 Form 10-K of which we are currently aware; but our Risk Factors cannot anticipate and fully address all possible risks of inves

**Item 2. Unregistered Sales of Equity Securities and Use of Proceeds**

The following table presents Ordinary shares repurchased pursuant to our Ordinary share buyback program for the three months ended March 31, 2024 June 30, 2024.

Period	(a) Total Number of Shares Repurchased	(b) Average Price Paid Per Share (1)
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**Period**

January April 1 - January 31, 2024 April 30, 2024

February May 1 - February 29, 2024 May 31, 2024

March June 1 - March 31, 2024 June 30, 2024

- (1) Excludes broker and transaction fees.
- (2) Our board of directors authorized a share buyback program of our outstanding Ordinary share
- (3) Non-voting Ordinary shares. See Note 12 of Notes to the Unaudited Consolidated Interim Fina

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**Item 3. Defaults upon Senior Securities**

None.

**Item 4. Mine Safety Disclosures**

Not applicable.

**Item 5. Other Information**

**Rule 10b5-1 Trading Plans Plan**

Each of the The following trading plans are plan is intended to satisfy the affirmative defense conditions

On March 12, 2024 the trustee on behalf of a family trust established by Eldad Maniv, President and Ma  
On March 14, 2024 Kristy Sundjaja, Chief People Officer, adopted a 10b5-1 trading plan providing for th

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**Item 6. Exhibits**

Exhibit No.
<a href="#">10.1</a>
<a href="#">31.1</a>
<a href="#">31.2</a>
<a href="#">32</a>
101.INS
101.SCH
101.CAL
101.DEF
101.LAB
101.PRE
104

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Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly cau

**Non-Employee Director Compensation**

**Benefits to Non-Employee Directors and Employee Directors**

Taboola.com Ltd. ("Company") may offer benefits, in addition to the benefits covered by Company polici

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I, Adam Singolda, certify that:

- 1.1. I have reviewed this Quarterly Report on Form 10-Q of Taboola.com Ltd.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit
3. Based on my knowledge, the financial statements, and other financial information included in this rep
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosur
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and
  - (b) Designed such internal control over financial reporting, or caused such internal control over
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and prese
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of i
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal co
  - (b) Any fraud, whether or not material, that involves management or other employees who have

Date: August 7, 2024

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I, Stephen Walker, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Taboola.com Ltd.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit
3. Based on my knowledge, the financial statements, and other financial information included in this rep
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosu
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls an
  - (b) Designed such internal control over financial reporting, or caused such internal control ove
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and pre
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporti
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of i
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal c
  - (b) Any fraud, whether or not material, that involves management or other employees who ha

Date: May 8, 2024

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I, Stephen C. Walker, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Taboola.com Ltd.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit

3. Based on my knowledge, the financial statements, and other financial information included in this report, the financial statements fairly present in all material aspects the registrant's financial condition, results of operations, and cash flows for the periods presented.
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures that will ensure that information required to be disclosed by the registrant in its periodic reports is recorded, processed, summarized and reported within the time periods specified in the SEC's rules and forms.
- (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed by another person under our supervision;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed by another person under our supervision;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures for the period covered by the report;
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the period covered by the report, including any change that occurred during the period covered by the report that was identified in a report filed by the registrant pursuant to the SEC's rules and forms.
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, the following:
- (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting that were identified by management or others during the period covered by the report;
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: May 8, August 7, 2024

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Solely for the purposes of complying with 18 U.S.C. § 1350, as adopted pursuant to § 906 of the Sarbanes-Oxley Act of 2002, the undersigned hereby certifies that:

Date: May 8, 2024

Date: August 7, 2024

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**DISCLAIMER**

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