Taboola Partners with LINE, Powering Recommendations and Ads for LINE Plus Globally

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NEW YORK, Feb. 24, 2025 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced a new, exclusive three-year deal with LINE, a diverse, global ecosystem that includes a messaging app, lifestyle, fintech, Web3, e-commerce, gaming, entertainment, AI, and more, reaching nearly 200 million monthly active users. This agreement marks Taboola as LINE's first third-party partner for providing a news service in countries where such a service is not yet available.

Under the new long-term, highly strategic partnership, LINE Plus, LINE's business arm operating in global markets, will integrate Taboola News to power recommendations and ads globally in new, engaging ways. Taboola News brings recommendations from Taboola's large publisher network directly into offerings from mobile carriers and device manufacturers, including smartphone screens. Taboola and LINE have an existing relationship and began working together in 2021.

"LINE connects people all over the world, providing them with access to important information and services. News consumption plays a key role in achieving this, as it motivates people to stay informed about the world around them," said Eunjung Lee, CEO of LINE Plus. "Taboola has been very helpful in enhancing our user recommendations, and their expertise in recommendation technology made it easy for us to choose Taboola News as our first exclusive partner."

"LINE has built an incredible mobile-first brand that consumers trust," said Adam Singolda, CEO and Founder of Taboola. "With their massive user base, LINE has become a great place for millions of consumers to communicate, discover news, and engage with content, all around the world. We're honored that they're trusting us for ads and couldn't be more excited to see how Taboola News will blend the open web and use of AI, and bring ultimate advertiser success."

About Taboola

Taboola powers recommendations for the open web, helping people discover things they may like.

The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Taboola has long-term partnerships with some of the top digital properties in the world, including Yahoo, CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

Around 18,000 advertisers use Taboola to reach nearly 600 million daily active users in a brand-safe environment. Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions, with leading brands including Walmart, Macy's, Skechers and eBay among key customers.

Learn more at www.taboola.com and follow @taboola on Twitter.

Disclaimer - Forward-Looking Statements

Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2024 under Part 1, Item 1A "Risk Factors" and our subsequent filings with the Securities and Exchange Commission. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

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