



Taboola Partners with Samsung to Power News Recommendations on More Samsung Devices Globally

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NEW YORK, April 30, 2025 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA) today announced it has reached a new partnership with Samsung to serve news recommendations on Samsung devices and news channels.

Under this new multi-year relationship, Taboola will power news recommendations on Samsung News, the popular news application found on millions of Samsung mobile devices worldwide, in markets across Europe and India.

Today's news extends on a long-term relationship between Taboola and Samsung and adds even more ways for Samsung device users to connect with content from premium publishers. Taboola continues to bring recommendations from its large publisher network directly into offerings from mobile carriers and device manufacturers, helping publishers to increase reader traffic.

"We are thrilled to partner even closer with Samsung, a name synonymous with quality products and experiences around the world," said Adam Singolda, CEO at Taboola. "With this deeper partnership, we are giving more of their customers even access to news that is relevant and engaging. Today's news reflects continued development of our long-term relationship with Samsung—delivering personalized content recommendations for users, driving traffic to publishers and ultimately providing device users with great mobile experiences."

About Taboola

Taboola empowers businesses to grow through performance advertising technology that goes beyond search and social and delivers measurable outcomes at scale.

Taboola works with thousands of businesses who advertise directly on Realize, Taboola's powerful ad platform, reaching approximately 600M daily active users across some of the best publishers in the world. Publishers like NBC News, Yahoo, and OEMs such as Samsung, Xiaomi and others use Taboola's technology to grow audience and revenue, enabling Realize to offer unique data, specialized algorithms, and unmatched scale.

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

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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