BuzzFeed Asia Selects DeeperDive From Taboola, Gen AI Answer Engine Built for the Open Web, to Connect Readers with Timely, Contextual Answers for Topics They Care About

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Partnership Focused on Increasing Readership and Engagement, While Opening Additional Revenue Streams

NEW YORK, Nov. 25, 2025 (GLOBE NEWSWIRE) -- Taboola (NASDAQ: TBLA) today announced that BuzzFeed Asia has selected **DeeperDive**, an industry-first Gen AI answer engine that lives directly on publisher websites and leverages their own content. The service will go live for BuzzFeed users in three key Southeast Asian markets: Singapore, Malaysia, and the Philippines.

DeeperDive brings the power of GenAI search engines directly onto publisher websites, tapping into years of proprietary, real-time, high-quality content created by journalists and editors across the open web. Readers can ask questions about topics they're interested in, and have AI provide answers instantly, sourced from trusted journalists such as the best travel desk or top sports reporters.

DeeperDive prompts questions that may be of interest to readers, delivers direct responses, and surfaces additional context and stories from the same publisher site. By meeting users with intuitive, conversational interfaces and instant, relevant answers, BuzzFeed Asia can stay competitive in a rapidly shifting digital landscape and reinforce their brand as a trusted, forward-thinking destination.

"We've spent years building big, direct audiences by investing in trusted brands and quality journalism. Today with DeeperDive, we can harness the latest AI tech to offer our users a richer experience by tapping our real-time coverage and archive library. We're thrilled to expand BuzzFeed's on-site functionality for our readers, grow user engagement, and open up new revenue opportunities," said **Scott Mackenzie, BuzzFeed Japan & Asia, CEO.**

"BuzzFeed Asia is taking their rich history of delivering quality content and with DeeperDive, offering it to readers in a completely new, appealing and innovative way," said Adam Singolda, CEO and Founder, Taboola. "Innovative publishers like BuzzFeed Japan who adopt DeeperDive aren't just keeping up with the GenAI revolution, they're leading it, on their terms. We're creating a new user habit, one where readers lean in, ask follow-up questions, and stay to explore. We're also giving publishers the potential to unlock even more ways to grow."

DeeperDive is built to provide:

- **Smarter, more diverse answers for readers:** Readers receive rich, multifaceted answers, based on Taboola's advanced AI and real-time insights from over 600 million daily active users across a global network of 9,000 publisher partners. Unlike traditional GenAI engines that rely on static training data, Taboola understands what people are actively reading and engaging with — across topics, geographies, and moments. This unique "pulse of the internet" allows DeeperDive to surface timely, contextual answers and even suggest questions based on current trends. The result is a richer, more human search experience rooted in what truly matters to real people — right now, on the site they trust.
- **Increased readership and engagement for publishers**: Every reader question is met with a clear, intuitive answer, along with links to relevant and timely articles from across the publisher's site. This keeps users engaged longer and encourages deeper content exploration. For the first time, publishers can engage their audience with real-time, AI-powered content tailored to the user, whether it's about travel plans, a favorite sports team, or important financial decisions, meaningfully increasing time on site and reader loyalty.
- **Unlocking high-intent ad revenue opportunities and owning the future with AI agents across high intent categories:** DeeperDive has the potential to create a new monetization channel for publishers starting by inserting contextually relevant, high-intent ads directly into the AI-powered results page. Publishers can capture search-like advertising revenue within their own environments — turning user inquiries into meaningful commercial opportunities, all while maintaining a seamless reader experience.

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.

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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