Taboola to Acquire Dianomi, Significantly Bolstering its Ability to Provide Performance Advertisers with a Highly Specialized, Premium Ad Network Focused on Finance, Powered by Taboola's Performance Advertising Platform Realize

September 18, 2026 at 4:00 AM EDT

Some of the Largest Names in Finance Choose Dianomi, Including Reuters, CNN Business, Bank of America, Charles Schwab and More

NEW YORK, Sept. 18, 2026 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced an offer to acquire Dianomi, a leading provider of digital advertising services to premium clients in the business, finance and lifestyle sectors. The acquisition is expected to be completed before the end of 2026, subject to the satisfaction of customary regulatory conditions and approval by Dianomi shareholders.

Dianomi provides premium advertisers, including blue chip names such as Charles Schwab, Invesco and Bank of America, with access to large, high intent audiences via partnerships with hundreds of premium publishers, including Reuters, CNN Business, the Times and WSJ.

Taboola believes that the acquisition of Dianomi will significantly bolster its ability to provide performance advertisers with a highly specialized, premium ad network focused on finance, powered by Taboola's performance advertising platform Realize. Realize is a technology platform that helps advertisers achieve outcomes at scale, leveraging Taboola's unique supply, first-party data, and AI. Realize enables performance campaigns across many of the world's largest publishers.

More than 600 advertisers and publishers trust Dianomi to drive performance in its brand-safe environments. With Dianomi and Taboola together, Taboola believes that advertisers, especially those seeking to reach audiences in the business, finance and lifestyle sectors will have more ways to connect with them to drive performance objectives.

"Dianomi has demonstrated a commitment to connecting the largest financial brands in the world with their target audience to power successful performance-driven advertising," said Adam Singolda, CEO of Taboola. "Dianomi's focus on helping advertisers to reach potential consumers within business and finance is a great complement to Taboola's ability to drive performance within these verticals as well. Together with Dianomi, we will be able to offer an even larger, highly curated, trusted network of publishers that advertisers can tap into to reach audiences, via our Realize performance advertising platform."

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 over 600M daily active users across some of the best publishers in the world. Publishers like NBC News and 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.

Important information regarding the acquisition
This announcement should be read in conjunction with the transaction announcement released earlier today in accordance with Rule 2.7 of the UK City Code on Takeovers and Mergers, which includes details of the full terms and conditions of the acquisition. A copy will be available (subject to certain restrictions relating to persons resident in restricted jurisdictions) on the investor relations page of Taboola's website at www.investors.taboola.com. The content of this website is not incorporated into, and does not form part of, this announcement.

This announcement is for information purposes only and is not intended to and does not constitute or form part of, any offer, invitation or the solicitation of an offer to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of any securities, or the solicitation of any vote or approval in any jurisdiction, pursuant to the acquisition or otherwise nor shall there be any sale, issuance or transfer of securities of Dianomi in any jurisdiction in contravention of applicable law.

The acquisition will be implemented solely by means of the scheme circular (or if the acquisition is implemented by way of a takeover offer, the offer document), which will contain the full terms and conditions of the acquisition including details of how to vote in respect of the acquisition. Any vote in respect of the scheme (or, if applicable, acceptance of the takeover offer)or other response in relation to the acquisition should be made only on the basis of the information contained in the scheme circular (or, if applicable, the offer document). A transaction implemented by means of a scheme under English law is not subject to the tender offer rules or the proxy solicitation rules under the U.S. Securities Exchange Act of 1934, as amended.

Forward-Looking Statements
Taboola may make certain statements in this press release that are not historical facts and relate to analysis or other information which are based on forecasts or future results. Examples of such forward-looking statements include, but are not limited to, statements regarding the anticipated acquisition of Dianomi; the expected benefits of the acquisition; Taboola's ability to expand its premium advertising network and publisher relationships, particularly in the business, finance and lifestyle sectors; the ability of Taboola's Realize platform to connect advertisers with premium supply and drive performance objectives; the anticipated impact of Dianomi's advertiser, publisher and financial-sector relationships on Taboola's business; and Taboola's future prospects, product development, business strategies and growth opportunities.

Words such as "expect," "estimate," "project," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believe," "predict," "potential," “continue,” and similar expressions are intended to identify 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 Taboola’s Annual Report on Form 10-K for the year ended December 31, 2025 under Part I, Item 1A “Risk Factors” and Taboola’s subsequent filings with the Securities and Exchange Commission. Taboola cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. Taboola 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.

Contact Press contact Dave Struzzi dave.s@taboola.com Investor contact Aadam Anwar aadam.a@taboola.com