Taboola Finalizes Acquisition of Dianomi

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Completed Acquisition Empowers Performance Marketers to Tap Into a Highly Specialized and Premium Ad Network Focused on Finance, Using Taboola's Realize Platform

NEW YORK, Nov. 16, 2026 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced it has completed its previously announced acquisition of Dianomi, a leading provider of digital advertising services to premium clients in the business, finance and lifestyle sectors.

The completed acquisition bolsters Taboola's ability to provide performance advertisers with a highly specialized, premium ad network focused on finance, using its Realize performance advertising platform. Realize leverages proprietary supply, first-party data, and AI to deliver scalable advertiser outcomes across major publishers.

Dianomi connects blue-chip advertisers—such as Charles Schwab, Invesco, and Bank of America—with high-intent audiences through major publishers including Reuters, CNN Business, and WSJ.

Trusted by over 600 advertisers and publishers, Dianomi expands Taboola's brand-safe reach, providing marketers with more opportunities to connect with high-value business, finance, and lifestyle audiences.

"Combining Taboola's Realize platform with Dianomi's premium publisher network means more for advertisers seeking to connect with high-intent finance audiences," said Adam Singolda, CEO of Taboola. "Together, we offer an even larger, trusted network of publishers and advertisers focused on finance. This is a win for advertisers seeking to connect with leaned in, finance-minded consumers on premium publishers, as well as for publishers that seek to connect with a deeper roster of blue-chip advertisers in the finance vertical."

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.

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 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.

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