



Taboola Adds Gilad Shany, Chief Executive Officer at ION Acquisition Corporation, to its Board of Directors

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NEW YORK, July 12, 2021 (GLOBE NEWSWIRE) -- [Taboola](#) (NASDAQ: TBLA), a global leader in powering recommendations for the open web, helping people discover things they may like, today announced the appointment of investment industry veteran Gilad Shany to its board of directors. Gilad currently serves as Chief Executive Officer at ION Acquisition Corporation, a Special Purpose Acquisition Corporation (SPAC) that has raised US \$258,750,000 in its initial public offering, and Managing Partner and co-founder of ION Crossover Partners (ICP). ION is a leading Israeli based investment management firm with over \$3bn of AUM across private and public markets, and a fundamental research focus on Israeli technology companies.

Gilad sourced and led investments in dozens of leading Israeli companies including, Mobileye NV, Monday.com, Mellanox Technologies and Varonis Systems Inc. Gilad graduated Magna Cum Laude from Tel Aviv University with a B.S. in Physics, Astronomy and Philosophy and with Honors from the Wharton School with an M.B.A.

"First and foremost this is an investment in people we know and have appreciated for many years. The Taboola team has a track record of forging close partnerships with thousands of well-known digital properties, brands and media agencies," said Gilad Shany, CEO of ION Acquisition Corporation. "Taboola has an inspiring vision to power the open web with cutting edge technologies, enabling publishers and advertisers to achieve their business goals while engaging consumers as they discover content that delights them. I am personally excited about this moment in time where we can make the search for knowledge exciting and playful, while maintaining consumer privacy and a level playing field for publishers who work tirelessly to create engaging content."

"We are excited to welcome Gilad to the Taboola family," said Adam Singolda, CEO and founder, Taboola. "Gilad has deep experience in the public markets, building trust with investors, and the technology community across a variety of industries. Even more important, we've known Gilad for many years and have built a relationship based on transparency and trust, enabling us to embark on this new journey together. We are grateful to have his perspective and support as we navigate our new path as a public company."

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 CNBC, NBC News, Business Insider, The Independent and El Mundo. More than 13,000 advertisers use Taboola to reach over 500 million daily active users in a brand-safe environment. The company has offices in 18 cities worldwide, including New York and Tel Aviv.

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 under "Risk Factors" in our Registration Statement on Form F-4 and our other SEC filings. 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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