



Taboola Signs Three-Year Exclusive Deal with Penske Media Corporation (PMC) to Power Recommendations Across Several Top Sites Including Rolling Stone, Billboard, BGR, Variety, Hollywood Reporter, Deadline and more

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NEW YORK, May 10, 2022 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced a new three-year deal with [Penske Media Corporation](#) (PMC), a leading independent global media and information services company that reaches a monthly audience of more than 310 million readers.

Under the agreement, PMC will now leverage [Taboola Feed](#), a seamlessly integrated feed that provides readers with personalized content for a more engaging experience, and video, into its family of websites. These sites include: Rolling Stone, Billboard, BGR, Variety, Indiewire, Hollywood Reporter, Deadline, Footwear News and TV Line.

The company will also utilize Taboola News, which will feature PMC content in front of Taboola's large scale of readers across mobile devices. With these Taboola offerings, PMC aims to grow engagement and audiences across its sites, as well as feature innovative new ways to boost monetization across its portfolio of websites. PMC has also leveraged [Skimlinks](#) offerings to help drive and open up new ecommerce opportunities. Previously, Taboola announced a long-term deal with [She Media](#), part of PMC.

"As our readership grows, it was important to find a partner who can support our evolution in every regard. In Taboola, we found a technology company we not only trust but whose comprehensive offerings keep our readers engaged, and open new avenues to grow our business," said PMC's Chief Digital Officer, Craig Perreault.

Adam Singolda, Founder and CEO, Taboola said: "PMC has shown they are a must-read destination for people who are passionate about the latest in entertainment, lifestyle and technology news. Their vision is truly holistic and looks at growth from all angles and we are grateful to power many parts of it – from audience engagement to monetization and ecommerce. This long-term deal is a testament to why publishers continue to choose Taboola for our unique technology and expert team."

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, BBC, NBC News, Business Insider, The Independent and El Mundo.

More than 15,000 advertisers use Taboola to reach over 500 million daily active users in a brand-safe environment. Following the acquisition of Connexity in 2021, Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions each month. Leading brands including Walmart, Macy's, Wayfair, Skechers and eBay are among key customers.

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.

About Penske Media Corporation

Penske Media Corporation (PMC) is a leading independent global media and information services company whose award-winning content attracts a passionate monthly audience of more than 310 million. Since 2004, PMC has been a pioneer in digital media and a platform innovator, reaching viewers on all screens across its ever-growing constellation of iconic brands, which includes Deadline, Variety, Rolling Stone, SXSW, The Hollywood Reporter, Billboard, WWD, SHE Media, Robb Report, Sportico, BGR, ARTnews, Art in America, Fairchild Media, Spy.com, among many others. PMC's journalists and content creators deliver daily the most comprehensive news and information in their industries and areas of coverage, unequaled in ambition, depth, and courage. Headquartered in New York and Los Angeles with additional offices in 14 countries worldwide, PMC believes

companies should not only be profitable but also forces for good. To learn more about PMC, our 2% Foundation, and our portfolio of brands, please visit: <http://www.pmc.com/>.

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