



## **BuzzFeed, Inc. Signs New Partnership with Taboola to Power Recommendations Across BuzzFeed's Premium News Brands - BuzzFeed News and HuffPost**

November 16, 2022

### **BuzzFeed, Inc.'s News Brands Transition to Taboola Recommendations to Increase Audience Engagement and Monetization**

NEW YORK, Nov. 16, 2022 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, helping people discover things they may like, today announced a new partnership with [BuzzFeed, Inc.](#), a digital media company committed to making the Internet better by providing trusted, quality, brand-safe news and entertainment to hundreds of millions of people around the world, reaching 2.4 billion monthly content views.

Under the deal, BuzzFeed, Inc. will leverage [Taboola Feed](#), a seamlessly integrated feed that provides readers with personalized content for a more engaging experience. Feed will be embedded within BuzzFeed News and HuffPost, BuzzFeed's premium news brands.

In addition, BuzzFeed, Inc. will explore the option to implement additional Taboola offerings including [Taboola News](#), an offering that would place BuzzFeed, Inc. content in front of Taboola's large scale of readers across mobile devices. BuzzFeed, Inc. will also consider adopting [Taboola Newsroom](#), a technology offering that uses advanced A.I. and readership signals from more than 500 million daily active users.

"In BuzzFeed News and HuffPost, BuzzFeed, Inc. is home to two of the premier, highest-quality news sites on the Internet. In order to ensure their future success and keep them free for millions of readers, we're always looking for partners that will continue to help these newsrooms grow, monetize, and boost audience engagement," said Jack Riley, VP of Business Development + Revenue Strategy for BuzzFeed, Inc.'s news division. "I'm confident that Taboola will help us build on our success, continue to strengthen our news brands, and remain free for the millions of readers who come to us every day."

"We are thrilled to partner with BuzzFeed, a global name which has made a name for itself as a destination for diverse, socially-engaged readers. By adding Feed, high-impact placements and exploring other areas like Newsroom and Taboola News, they are taking a truly holistic approach to growing their audience and business," said Adam Singolda, CEO and founder, Taboola. "We look forward to providing BuzzFeed with competitive advantage, improved reader experience through content recommendations and new ways to drive monetization."

### **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. Leading brands including Walmart, Macy's, Wayfair, Skechers and eBay are among key customers.

Learn more at [www.taboola.com](http://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 Statements on Form F-1 and 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 BuzzFeed, Inc.**

BuzzFeed, Inc. is home to the best of the internet. Across food, news, pop culture and commerce, our brands drive conversation and inspire what audiences watch, read, buy, and obsess over next. Born on the internet in 2006, BuzzFeed, Inc. is committed to making it better: providing trusted, quality, brand-safe news and entertainment to hundreds of millions of people; making content on the internet more inclusive, empathetic, and creative; and inspiring our audience to live better lives.

**CONTACT:** Dave Struzzi at [dave.s@taboola.com](mailto:dave.s@taboola.com)

