

Intro to Abby

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Forward-Looking Statements – Disclaimer

Certain statements in this presentation and any associated discussion are forward-looking statements. Forward-looking statements generally relate to future events including future financial or operating performance of Taboola.com Ltd. (the “Company”) and Abby, the Company’s Artificial Intelligence (“AI”) Assistant. In some cases, you can identify forward-looking statements by terminology such as “may”, “should”, “expect”, “guidance”, “intend”, “will”, “estimate”, “anticipate”, “believe”, “predict”, “target”, “potential” or “continue”, or the negatives of these terms or variations of them or similar terminology. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon estimates and assumptions that, while considered reasonable by the Company and its management, are inherently uncertain.

Uncertainties and risks that could affect the Company’s future performance and cause results to differ from the forward-looking statements in this presentation include, but are not limited to: the pace and level of market acceptance of Abby; the actual or perceived speed and convenience of onboarding advertising campaigns using Abby, and the potential improvements in ad campaign performance using Abby and Maximum Conversions, compared to market alternatives; the risk that the amount of campaign creation by advertisers using Abby may vary materially from the Company’s initial expectations; Abby’s ability to successfully match advertisers to customers to meet their business objectives; Abby’s ability to use AI to drive efficiencies at each advertiser process stage; the extent to which Abby and related AI will enable the Company to lower advertiser churn rate, generate higher revenues from advertiser clients and make self serve advertiser clients more meaningful to the Company; the risk that Abby does not deliver the the intended benefits to advertisers and the Company on the timeframe currently expected or at all; and other risks and uncertainties set forth in the Company’s Annual Report on Form 10-K for the year ended December 31, 2023 under Part 1, Item 1A “Risk Factors” and in the Company’s subsequent filings with the Securities and Exchange Commission. Nothing in this presentation or any related discussion should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on these forward-looking statements, which speak only as of the date they were made. The Company undertakes no duty to update these forward-looking statements except as may be required by law.



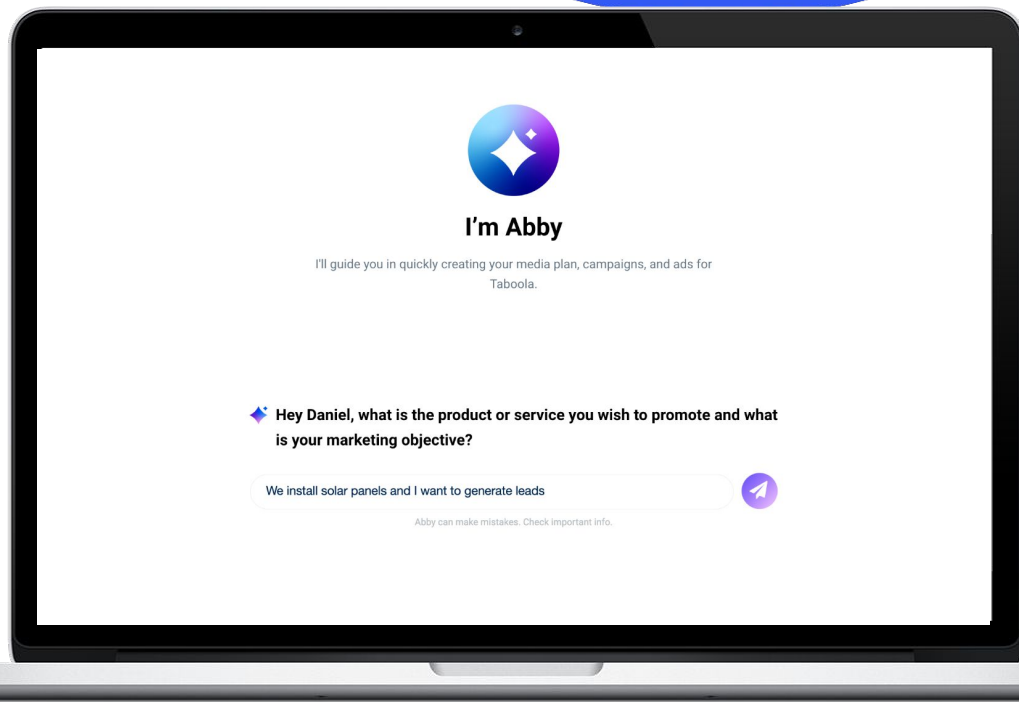
Taboola AI Assistant

Lower Churn

Easier to Get Started: Helps onboard new advertisers in minutes, estimated to be 75% faster.

Higher NDR

Abby to evolve into “your own personal account manager”, helping you succeed more with Taboola.



Leverages Taboola Advanced AI

Ad Maker Inside

Our Gen-AI creative assistant that automatically generates and tests multiple creative assets.

Maximize Conversions Inside

One of our AI-powered bidding and targeting technologies that optimally matches advertisers to customers to meet their business objectives.

The screenshot displays the Taboola Ads interface, which is divided into several sections:

- Top Left:** A sidebar with the Taboola Ads logo and instructions: "your first media plan. click below to continue to the next step." It features a "Generate Campaign" button and a "Make Some More Changes" link. Below this, there are two user-generated messages: "Abby • 3 minutes ago" and "Daniel Weingarten • 2 minutes ago", each with a "Generate Campaign" button.
- Bottom Left:** A purple callout box with a diamond icon containing two messages: "Now please review and approve your campaign settings, let me know if you have any questions." and "Hi there! Review the ads I've generated based on all the provided data. You can edit, remove, or add new ones. Once you're ready, click 'Save & Continue'." Both messages are attributed to "Abby • 2 minutes ago".
- Bottom Left (Bottom):** A white box with a purple speech bubble icon and the text: "Abby can make mistakes. Check important info."
- Center:** A "Media" section with a dropdown arrow. It shows "Media (3)" and instructions: "Include at least 2 images or animated GIF or video files (no more than 10). Best Practices". It displays three image thumbnails related to solar energy. Below the thumbnails are tabs for "Media Library", "Stock Media", and "Generate with AI" (which is highlighted as "Recommended"). There is a search bar for "MEDIA" and a button for "AI-GENERATED IMAGES". Below this is a section titled "Option to add files using a URL" with a text input field and an "ADD" button. It shows six image thumbnails with three dots below each, indicating more options.
- Right Side:** Two ad creatives for solar energy. The top one shows a house with solar panels and the text: "Unlock 6 Months of Free Solar Energy [Subscribe] Unlock the benefits of solar energy with 6 months free. S July 31st. Find out more. branding placeholder | Sponsored". The bottom one shows a close-up of solar panels and the text: "\$[city:capitalized]\$: Free Solar for 6 Months [Join Now] Unlock the benefits of solar energy with 6 months free. S July 31st. Find out more. branding placeholder | Sponsored".
- Bottom:** A progress bar with five steps: "Media Plan", "Desktop Campaign", "Mobile Campaign", "Ads", and "Payment Details". The "Ads" step is currently active and highlighted with a blue circle.

Easier, Smarter, Faster

Abby Positioned to Leverage Taboola AI Automation to Drive Efficiencies at Each Advertiser Process Stage



Efficiency & Automation



Data Analysis & Predictive Analytics



Personalized Experience



Abby Helps Drive 3 Key Long-Term Financial Benefits

1. Lower Total Cost to Service Advertiser Customers
2. Higher Revenue Per Advertiser Customer
3. Potential To Make Self Serve Meaningful In Size

1. Lower Cost To Service Advertisers

Abby Will Lower Total Cost To Serve By:

1. Allowing more advertisers to use Self-Service
2. Improving productivity of existing AMs

Tier	Advertisers/AM
Enterprise	~10-30 ↑
Growth	~75-100 ↑
Self-Service	Call Center



1

2

2. Higher Revenue Per Advertiser

Abby Will Increase Revenue Per Advertiser By:

1. Reducing Churn - time to first conversion is most important to reducing churn
2. Increasing Net Dollar Retention (NDR) - every advertiser has our best AM at their disposal

Key Metric	Abby's Impact
Churn	
NDR	

3. Potential To Grow Self-Service

Abby Significantly Increases Viability Of Self Service

- Guided setup
- Ongoing advice
- Tips and tricks
- Quick answers to questions

Tier	Size Today
Enterprise	Significant
Growth	Significant
Self Service	Small 

Abby Takeaways

- There's no need to be an expert in advertising – no need to know your bidding strategies, creatives, etc.
- Anyone or any business can begin their advertising journey with Taboola within minutes
- Less churn – one less friction point, easier to begin advertising, and quicker conversions
- More ad spend over time – every advertiser gets the “best account manager”
- Grows advertiser count scalably over time (today 15k – 20k)
- Good for small-medium advertisers. Over time even bigger advertisers can leverage Abby to help manage and optimize their campaigns