FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

VIIIEO F	7110			WII 0
Washington	DC	0549		

OMB APPROVAL

CIVID ALL	NOVAL
OMB Number:	3235-0287
Estimated average	burden
hours per response	. 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Ordinary Shares  F	1(0). 50	ee Instruction 1	0.														
(Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) 01/01/2025    C/O TABOOLA.COM LTD.	, ,																
(Last) (First) (Middle) (And Italian Person Founder and CEO)    Column   Co	Singon	<u>la Auaiii</u>									,			Dire	ctor	10% (	Owner
(Street) NEW YORK NY 10010  Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Form: [Anount of Indirect (I) Code   V Amount   (A) or   Price   Conversion   Securities   Conversion   Ce.g., puts, calls, warrants, options, convertible securities    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Table II - Derivative Securities    Table II - Derivative    Table II - Derivative Securities    Table II - Derivative    Table II -	,				$\vdash$												
Coty	(Last)	(Fii	rst) (I	Middle)				Trans	sactio	on (Mon	th/Day/Year)			- belo	,		'
4. If Amendment, Date of Original Filed (Month/Day/Year)  (Street)  NEW YORK NY 10010  Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned  1. Title of Security (Instr. 3)  Ordinary Shares  1. Title of Derivative Securities Securities Acquired, Disposed of, or Beneficially Owned Securities Securities Acquired (A) or (D) (Instr. 4)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction(s) (Instr. 4)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction(s) (Instr. 4)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction(s) (Instr. 4)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of or Exercise (Instr. 3)  Derivative Security (Month/Day/Year) Price (Month/Day/Year) (Month/Day/Y	C/O TAF	BOOLA.CC	M LTD.		01/	01/01/2025							Founder and CEO				
City	16 MAD	ISON SQU	ARE WEST 7T	H FLOOR													
NEW YORK   NY   10010   New York   NY   New York   New Yo					4. If	4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable									Applicable		
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned	(Street)						,			5		.,		ine)		3 (1 11	
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned  1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 4)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction (D) or Price (D) or Indirect (D) or I	NEW YO	ORK NY	7 1	0010										▼ Forr	n filed by On	e Reporting Pe	rson
Table   Non-Derivative   Securities   Acquired   Disposed of   Ordinary Shares   Conversion Securities   Seneficially   Securities																re than One Re	porting
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned  1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/Year)  (Month/Day/Year)  (Month/Day/Year)  2. Transaction Date (Execution Date, if any (Month/Day/Year)  (Month/Day/Year)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Security (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Security (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Security (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Security (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Securities (Instr. 3)  Table II - Derivative Securities (Instr. 8)  Table II - Derivative Securities Acquired (A) or Disposed Of (ID) (Instr. 4)  Table II - Derivative Securities (Instr. 8)  Table II - Deriva	(City)	(St	ate) (3	7in)										Pers	SON		
1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/Year) Date (Month/Day/Ye	(Oity)																
Date (Month/Day/Year)   Execution Date, if any (Month/Day/Year)   Execution Date, if any (Month/Day/Year)   Execution Date, if any (Month/Day/Year)   Execution Date, (Instr. 3)   Execution Date, (Month/Day/Year)   Execution Date, (Instr. 4)   Execu	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																
Code   Instr. 3    Code   Instr. 3    Code   Instr. 3    Code   Instr. 4    Code   Instr. 4    Code   Instr. 4    Code   V   Amount   (A) or (D) or   Price   Code   Instr. 3    Code   Instr. 4    Code   V   Amount   (A) or (D) or   Price   Code   Instr. 4    Code   V   Amount   (A) or (D) or   Price   Code   Instr. 4    Code   Instr. 4    Code   V   Amount   (B) or   Indirect (I) or	1. Title of Security (Instr. 3) 2. Transaction																
Code   V   Amount   Code   V   Code   V   Amount   Code   V   Code	Date			ear) if any		n Date,					D) (Instr	. 3, 4 and					
Ordinary Shares  F	(MONE)		(			ay/Year) 8						Reported		Indirect (I)	Ownership		
Ordinary Shares  Ordinary Shares  Ordinary Shares  Ordinary Shares  Ordinary Shares  F						Co	ode	v /	Amount		Price			(111341. 4)	(111341. 4)		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  1. Title of Derivative Security (Instr. 3)				_				_			(D)						
(e.g., puts, calls, warrants, options, convertible securities)  1. Title of Derivative Security (Instr. 3) Price of Derivative Or Derivative O	Ordinary Shares 01/01			01/01/202	.5				F 44,913 <sup>(1)</sup> D		\$3.65	14,494,170(2)(3)(4)(5)		D			
(e.g., puts, calls, warrants, options, convertible securities)  1. Title of Derivative Security (Instr. 3) Price of Derivative Or Derivative O			Tal	ble II - Derivat	ive S	Securit	ies A	/can	iired	d. Dis	nosed of	or B	eneficia	Ilv Owne	ed		
Derivative Security (Instr. 3) Date (Month/Day/Year) Date (Month/Day/Year) Derivative (Instr. 3) Date (Month/Day/Year) Derivative Derivative Derivative Derivative Derivative Derivative Derivative Derivative National Derivative Derivative Derivative National Derivative Derivative Derivative National Derivative Derivative Derivative National Date (Month/Day/Year) National Date (Mont																	
Security or Exercise (Instr. 3) Price of Derivative Derivative Derivative Price of Derivative Deriv	1. Title of	2.	3. Transaction	3A. Deemed	4.		5. Nu	mber	6. D	Date Exe	rcisable and	7. Tit	le and	8. Price of	9. Number	of 10.	11. Nature
(Instr. 3) Price of Derivative (Month/Day/Year) 8) Securities Output Derivative (Instr. 5) Beneficially Owned Or Indirect (Instr. 4)																	
	(Instr. 3) Price of (Month/Day/Year)				(IIISII.	Securities		(IVIC	Underlying			erlying		Beneficiall	cially Direct (D)	Ownership	
		Derivative   Security				Acquire (A) or								.	Following	or Indirec	
Disposed 3 and 4) Reported					Dispos			Disposed 3 and 4)						Reported	1	<u> </u>	
									(Instr. 3, 4						n(S)		
and 5)						and 5)							4				
Amount or																	
		I	I	l							1		1	1	1		
Code V (A) (D) Exercisable Date Title Shares				ı		Code V (A)			مما		F	.		1	1	I .	

## **Explanation of Responses:**

- 1. These shares were withheld to satisfy tax withholding obligations in connection with the vesting of previously awarded Restricted Share Units ("RSUs"). No shares were sold.
- 2. Includes 12,140,918 ordinary shares.
- 3. Includes 359,309 RSUs which shall vest in equal quarterly installments through 2026, subject to the Reporting Person's provision of service to the Issuer on each vesting date. Each RSU represents the right to receive one ordinary share upon vesting and settlement.
- 4. Includes 863,781 RSUs which shall vest in equal quarterly installments through 2027, subject to the Reporting Person's provision of service to the Issuer on each vesting date. Each RSU represents the right to receive one ordinary share upon vesting and settlement.
- 5. Includes 1,130,162 RSUs which shall vest in equal quarterly installments through 2028, subject to the Reporting Person's provision of service to the Issuer on each vesting date. Each RSU represents the right to receive one ordinary share upon vesting and settlement.

/s/ John Ferrantino, Attorney- 01/03/2025 in-fact

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.