



**Taboola**

# TABOOLA INVESTOR DAY

#YouMayLike

**Adam Singolda**

CEO and Founder

March 29<sup>th</sup>, 2022



# AGENDA

- 1 Taboola's Strategic Direction \_\_\_\_\_ Adam, CEO and Founder
- 2 Market Opportunity \_\_\_\_\_ Tom, VP of Strategy
- 3 Core Platform \_\_\_\_\_ Eldad, President & COO
- 4 Our Algo \_\_\_\_\_ Gil, VP of Algorithms
- 5 Newsroom with McClatchy Client Discussion \_\_\_\_\_ Evangeline, Director Publisher Accts
- 6 Recommending Anything & Anywhere \_\_\_\_\_ Eldad, President & COO
- 7 Brands & Agencies with eToro Client Discussion \_\_\_\_\_ Nadav, VP Global Brands & Agencies
- 8 E-commerce Strategy \_\_\_\_\_ Bob, President Connexity
- 9 Taboola News with Samsung Client Discussion \_\_\_\_\_ Jonny, Head of Taboola News
- 10 Our People \_\_\_\_\_ Kristy, SVP of People Operations
- 11 Our Financials \_\_\_\_\_ Steve, CFO
- 12 Your Questions
- 13 Closing Remarks \_\_\_\_\_ Adam, CEO and Founder
- 14 Lunch / Demos



# AGENDA

1

Vision

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2

Capturing \$64B Market Opportunity

3

5-10 year outlook



# INFORMATION OVERLOAD



## Wraps Joy

- Escolha entre os sabores: integral e sua opção preferida
- FRANGO**
- Chicken Wrap \$25
  - Chicken Prime \$25
  - Chicken Chicken \$25
  - Chicken Chips \$25
- CARNE**
- BEEF \$25
  - WALA BEEF \$26
  - GUACA BEEF \$26
  - SWEET BEEF \$26
- VEGETARIANO**
- Go Veggies \$25
- PEIXE**
- TUNAROTS \$25
  - MASTERTUNA \$25
- ACOMPANHAMENTOS PARA O Wrap**
- BRATATA DOCE \$10
  - SALADINHA em Casa \$10
  - SALADINHA Especial \$10
- MOLEQUES**
- AZEITE \$10
  - BARBECUE \$10

## Saladas Joy

- Escolha entre as opções de sua preferência ou peça personalizada
- FRANGO**
- Fresh Mango \$25
  - Chicken Salad \$26
  - Chicken Good \$26
  - Chicken Mushrooms \$28
  - Chicken Salpicão \$28
- CARNE**
- WALA BEEF \$26
  - GUACA BEEF \$26
  - SWEET BEEF \$26
- VEGETARIANO**
- Veggie Bowl \$25
- PEIXE**
- TUNAFIT \$28
- Torta com SALADA** \$26,90
- Torta integral e suas saladinhas favoritas
- FRANGO CREMOSO
  - PEITO DE PERU E ALMO PORCO
  - CARNE E QUEIJO
  - RICOTA com ESPINAFRE
  - PALMITO

## Sucos

- TRADICIONAIS**
- LARANJA \$10
  - LIMÃO \$10
  - CENOURA \$10
  - LARANJA \$10
  - MAMÃO \$10
  - LARANJA \$10
  - MELANCIA \$10
  - MORANGO \$10
  - ABACAXI \$10
  - MARACUJA \$10
  - MANGA \$10
- ESPECIAIS**
- Carrot Ginger \$11
  - MANGO BREEZE \$11
  - God's Juice \$11
  - CITRUS REFRESH \$15
  - Apple Berry \$15
  - Joy Full \$15
  - Ginger Twist \$15
  - Tropical Soul \$15
- Sucos Verdes**
- Simple Green \$11
  - GREEN DETOX \$11
  - Feel Better \$15

## Sucos de Açaí

- AMAZON Pure \$15
- AMAZON Fresh \$15
- AMAZON Vibe \$15
- AMAZON Classic \$15
- AMAZON Green \$15
- AMAZON Nut \$15

## Smoothies

- CLASSICOS**
- Love Joy \$13,50
  - Watermelon Dream \$14,70
  - Banana Blue \$14,70
  - Pina Fresh \$14,70
  - Pitaya Paradise \$14,70
  - Go Mango \$14,70
  - Berry Bliss \$14,70
  - Pitaya Sunset \$14,70
- \* Fruit & Veggie \* SMOOTHIES SUPERIMUNITY**
- Morango, blueberry, suco de maçã, couve, mel, canela e chia \$14,70
  - MR GREEN \$14,70

## Smoothies PROTÉICOS

- PROTEIN Berry \$14,90
- POWER Nut \$16,90
- BERRY Good \$16,90

## Água de Coco

- 400ml \$9,50
- 500ml \$10,50

## Açaí & Cremes

- NATIGELA**
- ACAI Joy \$16
  - BANANA Nut Cream \$17
  - ACAI Coconut \$18
  - ACAI Nuts \$18
  - PITAYA Bowl \$17

## Frozen Yogurt

- Tradicional \$15,90
- Honey Almonds \$17,90
- Berry Dream \$17,90

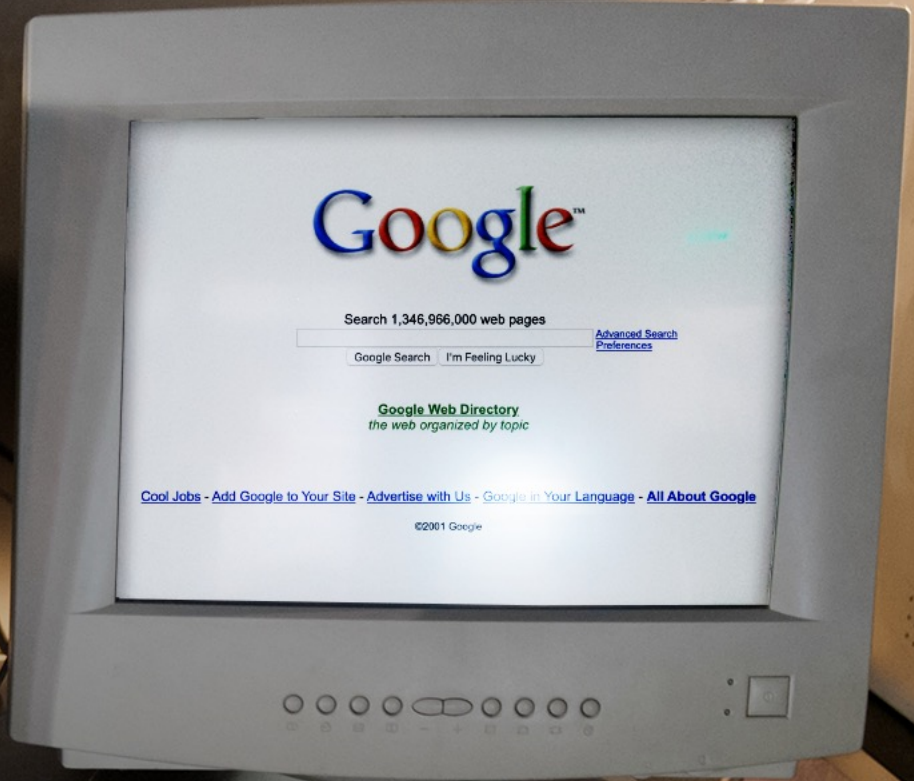
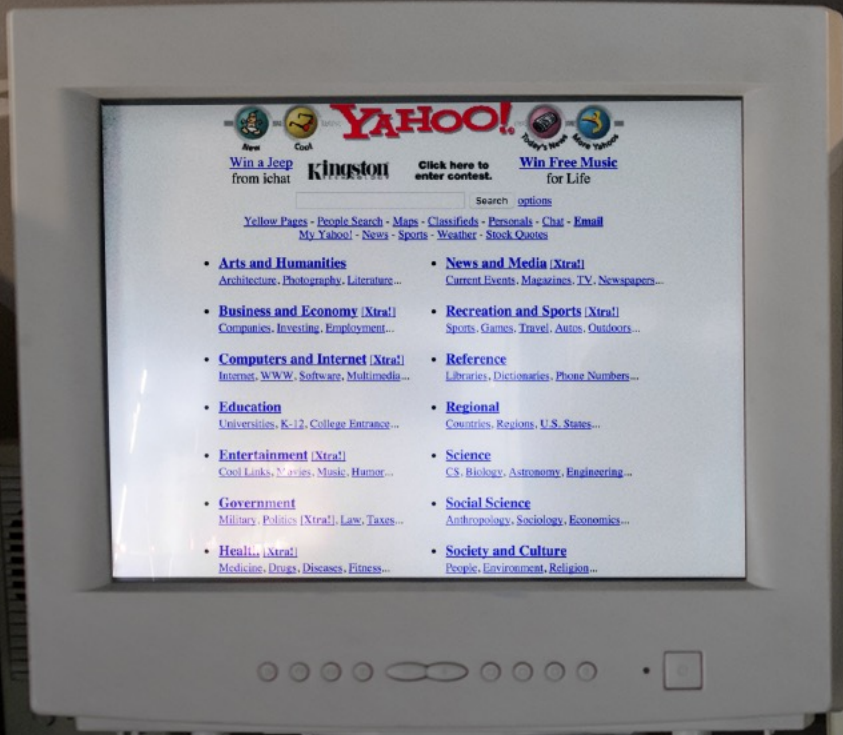
## Banana Joy

- \$15,50

Uma combinação irresistível de torta integral de banana e nozes com recheio de leite condensado, acompanhada por sorvete de leite condensado e amêndoas picadas.

criado por @estudiocitatico







Google



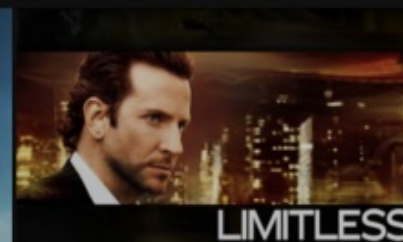
I'm feeling Lucky

Google Search

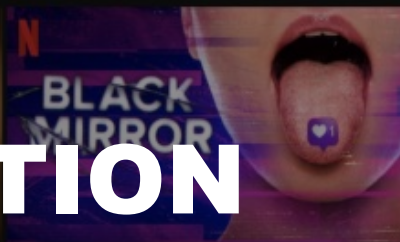




Blockbuster Films



Watch It Again



RECOMMENDATION ENGINES ARE EVERYWHERE

Ensemble TV Programmes





## Continue where you left off



NG Men's W...  
89.99



ALEADER Men's Lace...  
\$59<sup>99</sup> \$65.99



AIRS Boys &...  
37.99



GUBARUN Boys Snow...  
\$42<sup>99</sup> \$49.99

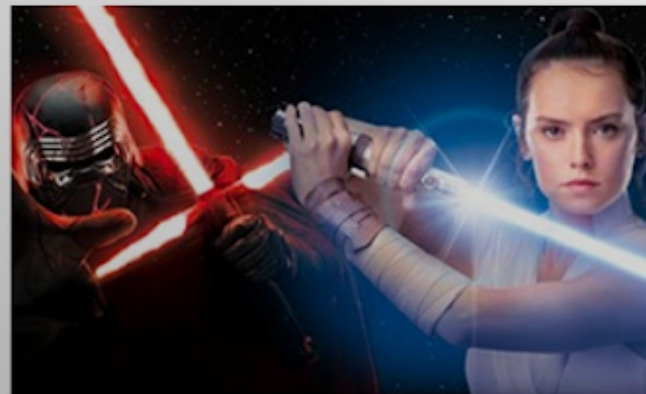
## Review your purchase



[See more products to review](#)

## Are you a fan of Star Wars?

Based on your Amazon activity



Yes, I'm a fan!

No, I'm not a fan

[Explore Star Wars products](#)

## More top picks



# RECOMMENDATION ENGINES ARE EVERYWHERE







# Good afternoon

**Stuck On Replay**

**Good Vibes Only**

**Coffee Grind**

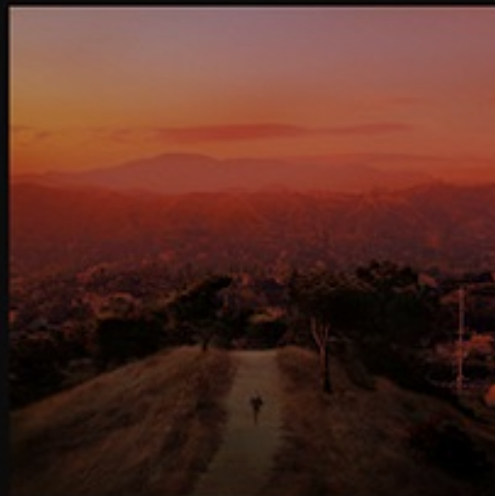
**Discover Weekly**

**Neat Tape 2**

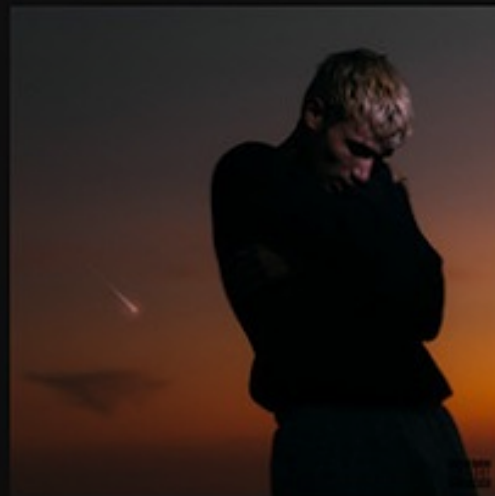
**Kabhi Khushi Kabhie Gham...**

# RECOMMENDATION ENGINES ARE EVERYWHERE

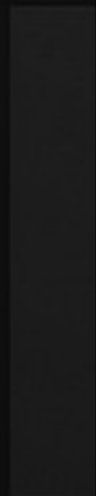
# Recommended for today



**Let's Fall In Love For T...**  
Single • FINNEAS

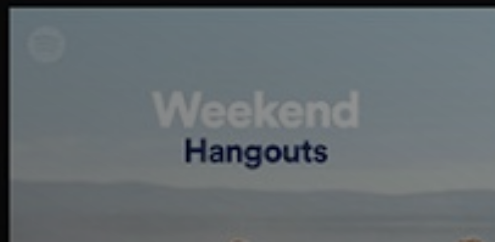


**love is not dying**  
Album • Jeremy Zucker



**Hau...**  
Sing

# Summer sounds

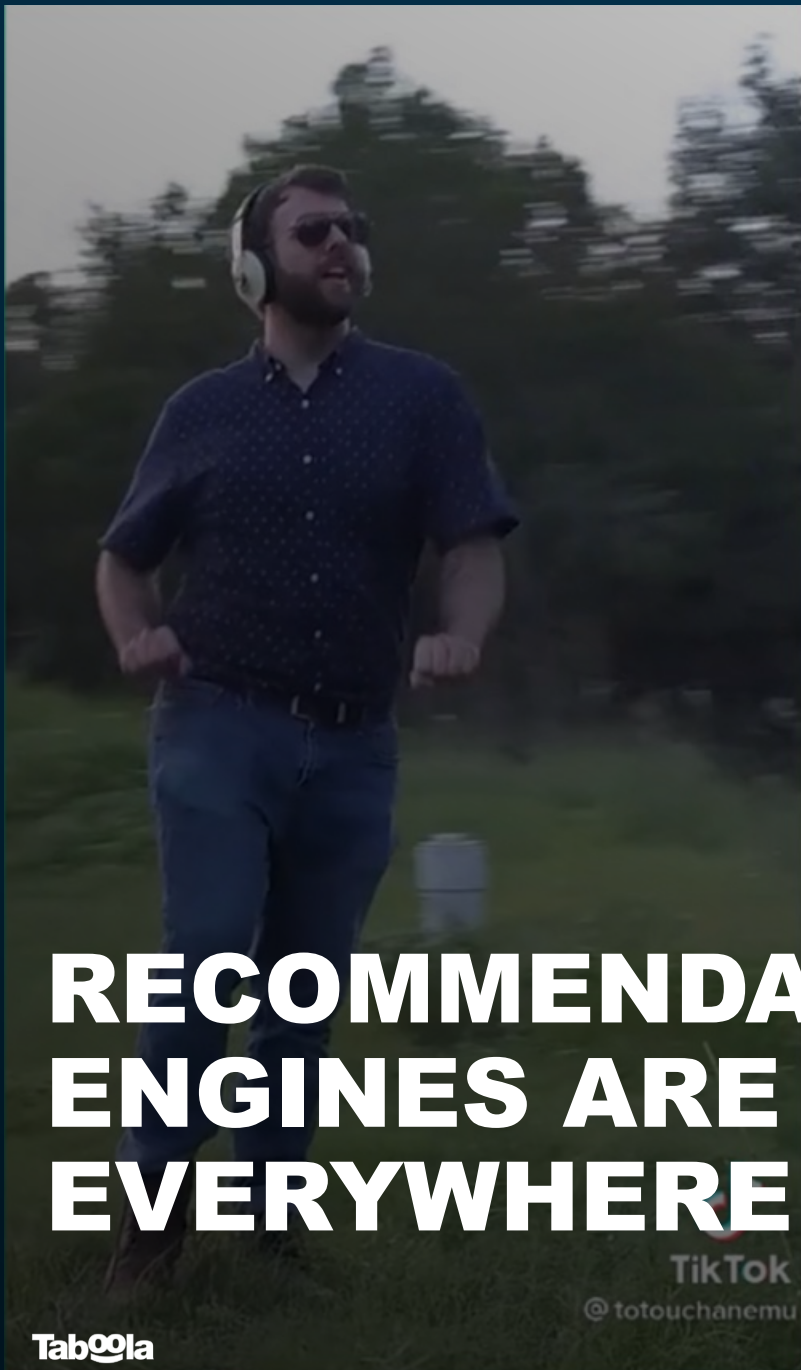


**Weekend Hangouts**



**Good Vibes**







# DISCOVERY

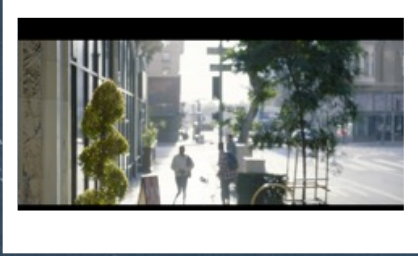
Power Recommendations For The **Open Web**

(Watch, Read, Buy...)

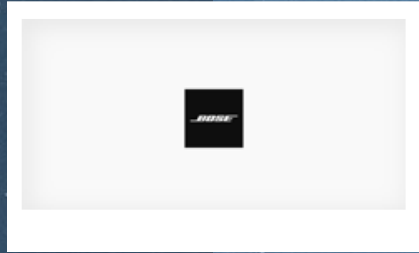




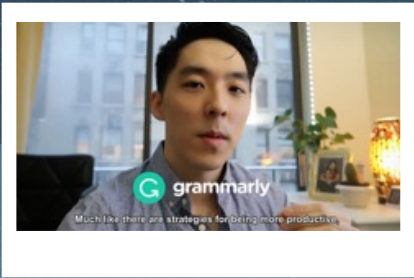
# ADVERTISERS



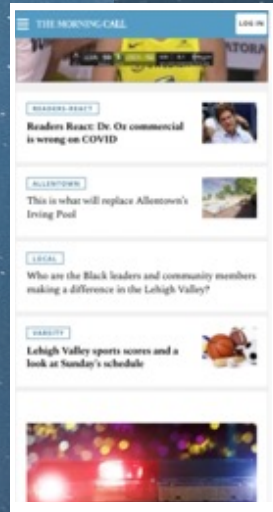
**ETORO SUPERBOWL**  
campaign



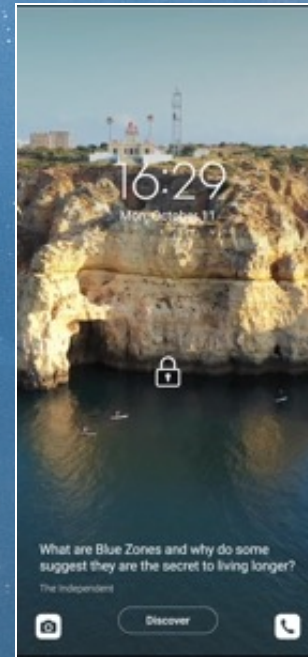
**BOSE**  
campaign



**GRAMMARLY**  
campaign



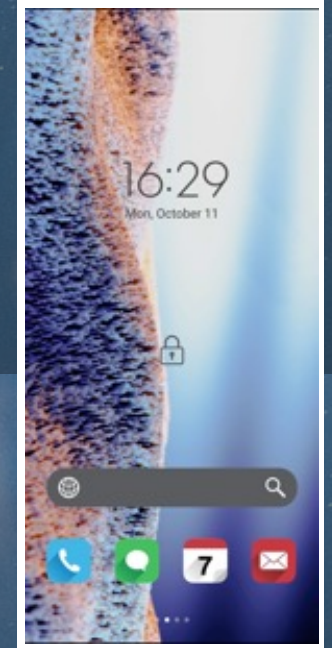
# PUBLISHERS & TABoola NEWSROOM



Wallpaper

# TABoola NEWS

Minus 1







# AGENDA

1

Vision

2

**Capturing \$64B Market  
Opportunity**

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3

5-10 year outlook



# DONE WRONG...

The image is a dense collage of various advertisements and promotional banners. At the top left, the text "DONE WRONG..." is overlaid in large white letters. The background is filled with overlapping ads for products and services, including:

- Amazon Kindle:** "There's Still Time to send the perfect present" with images of Kindle e-readers.
- Apple TV:** "Great HD content, AirPlay, and more on your widescreen TV. Just \$99." with an image of the Apple TV device.
- Edible Arrangements:** "SHOP GIFTS UNDER \$50" featuring a gingerbread man and various fruit arrangements.
- Nikon Cameras:** "HOLIDAY BLOWOUT AUCTIONS" with Nikon D5100 and Canon T4i cameras, offering discounts up to 96% off.
- Amazon Local:** "Save up to 75% off at restaurants in your city" with an image of a bowl of ice cream.
- Exede Internet:** "HOLIDAY INTERNET SALE NOV 22 - DEC 31" with a yellow bow graphic, offering 25% off on high-speed internet.
- Amazon Gift Cards:** "Amazon Gift Cards - E-mail or print" with images of gift cards.
- Other ads:** "iPod nano Completely renovated. Just \$149.", "MATTRESS FIRM Save Money. Sleep Happy.", "NINJA FREE MUG", "NINJA BUY HERE", "the ONION", "premium roast coffee", "RICE \$ SIZE", "Mix 100.7", "Hearst Radio", "Nokia Lumia 920. Only from AT&T. \$99.99", "FOR YOUR CONSIDERATION BEST ANIMATED FEATURE" for Disney's Wreck-It Ralph.



# ...DONE RIGHT

Walled garden integrated ad experience

facebook

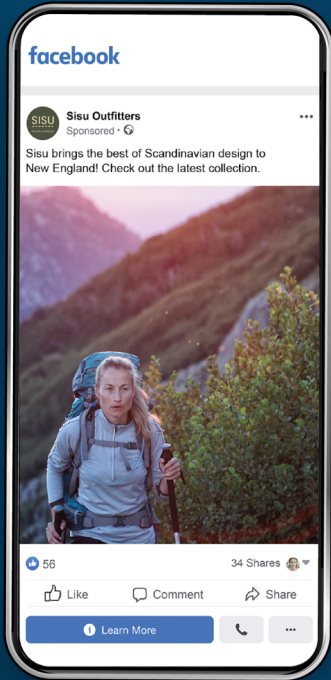
Google

twitter

amazon

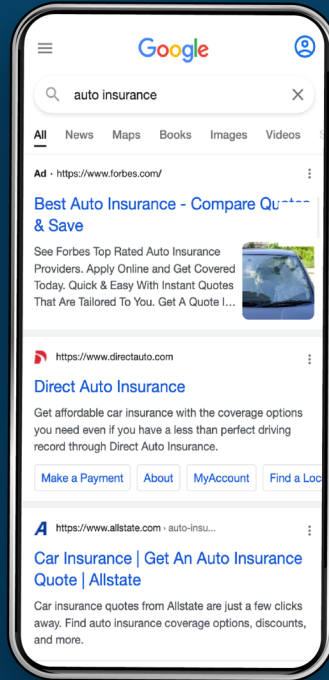
SnapChat

Paid



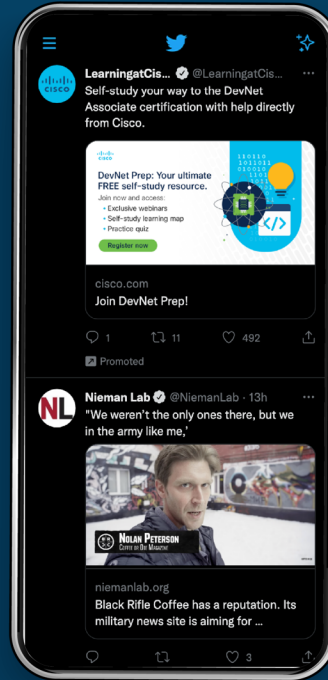
Paid

Organic



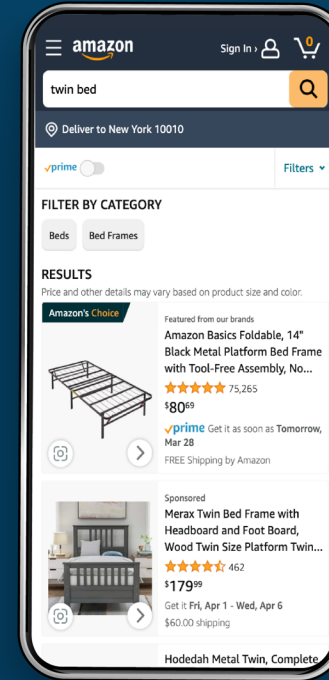
Paid

Organic

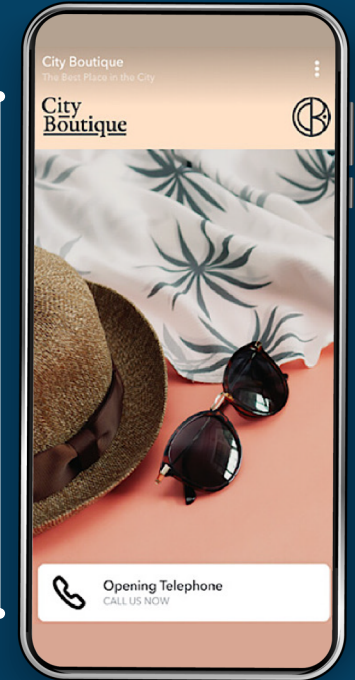


Organic

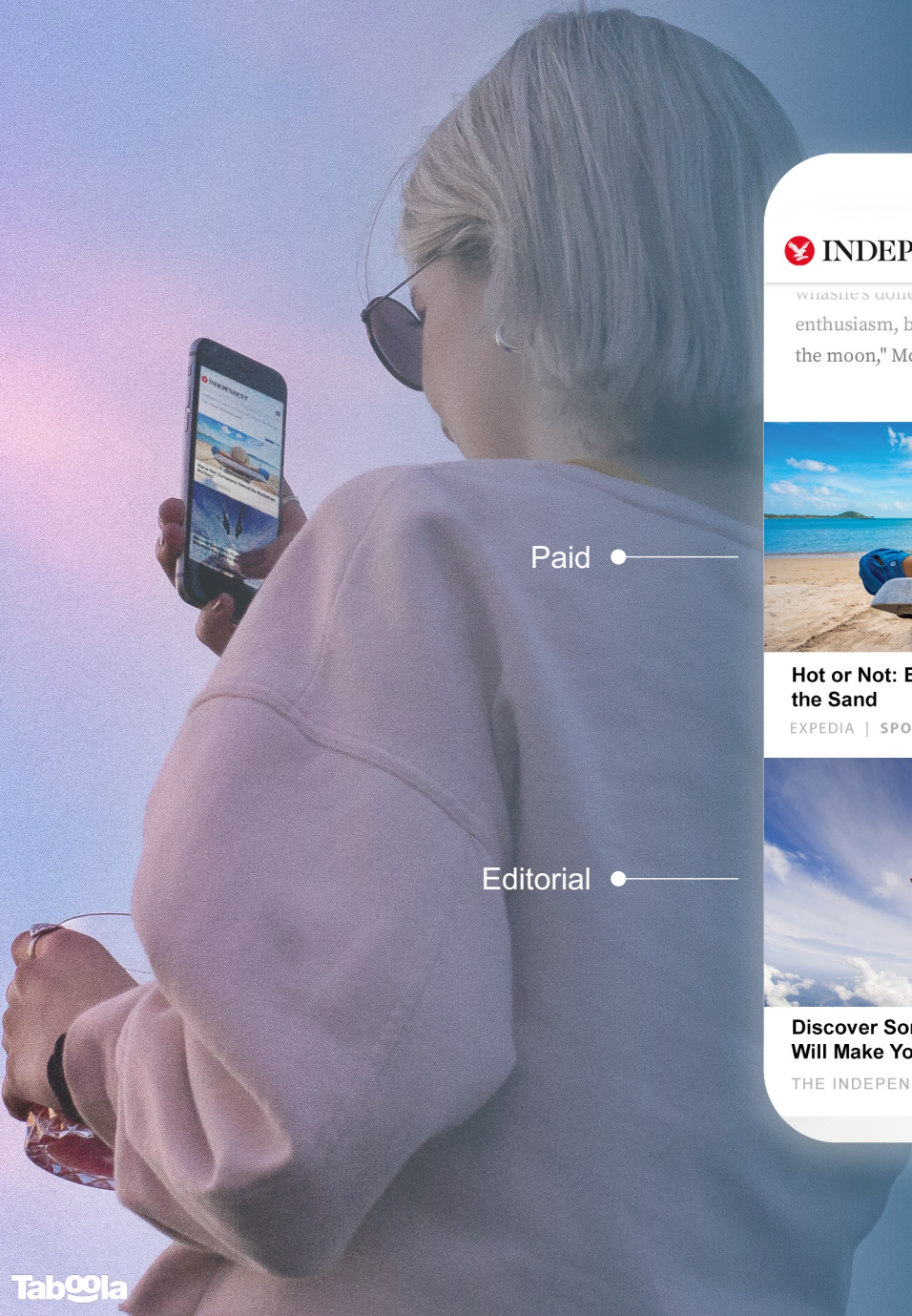
Paid



Paid











Paid ●

Editorial ●


 **INDEPENDENT** 

...what she's done yet to generate that kind of enthusiasm, but I wish her well. I hope she hangs the moon," McCaskill said.





**Hot or Not: Europeans Named the Hottest on the Sand**  
EXPEDIA | SPONSORED



**Discover Something New About Gravity, That Will Make You See the World in a New Light.**  
THE INDEPENDENT | 1 HOUR

# TABOOLA REVOLUTION

Bring power of walled gardens to open web with Tens of billions clicks a year



# BILLIONS OF MOMENTS

## *OPEN WEB*

25% of people time



## *WHERE*

Browsers, Android Devices, CTV Apps

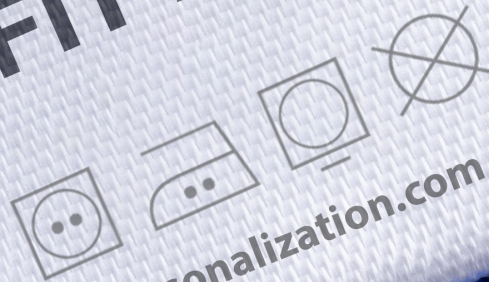
## *WHAT*

Video, Product, TV Show, Games,...



**(BUT) OPEN WEB  
TODAY IS NOT  
PERSONALIZED**

**ONE SIZE  
DOES NOT  
FIT ALL**

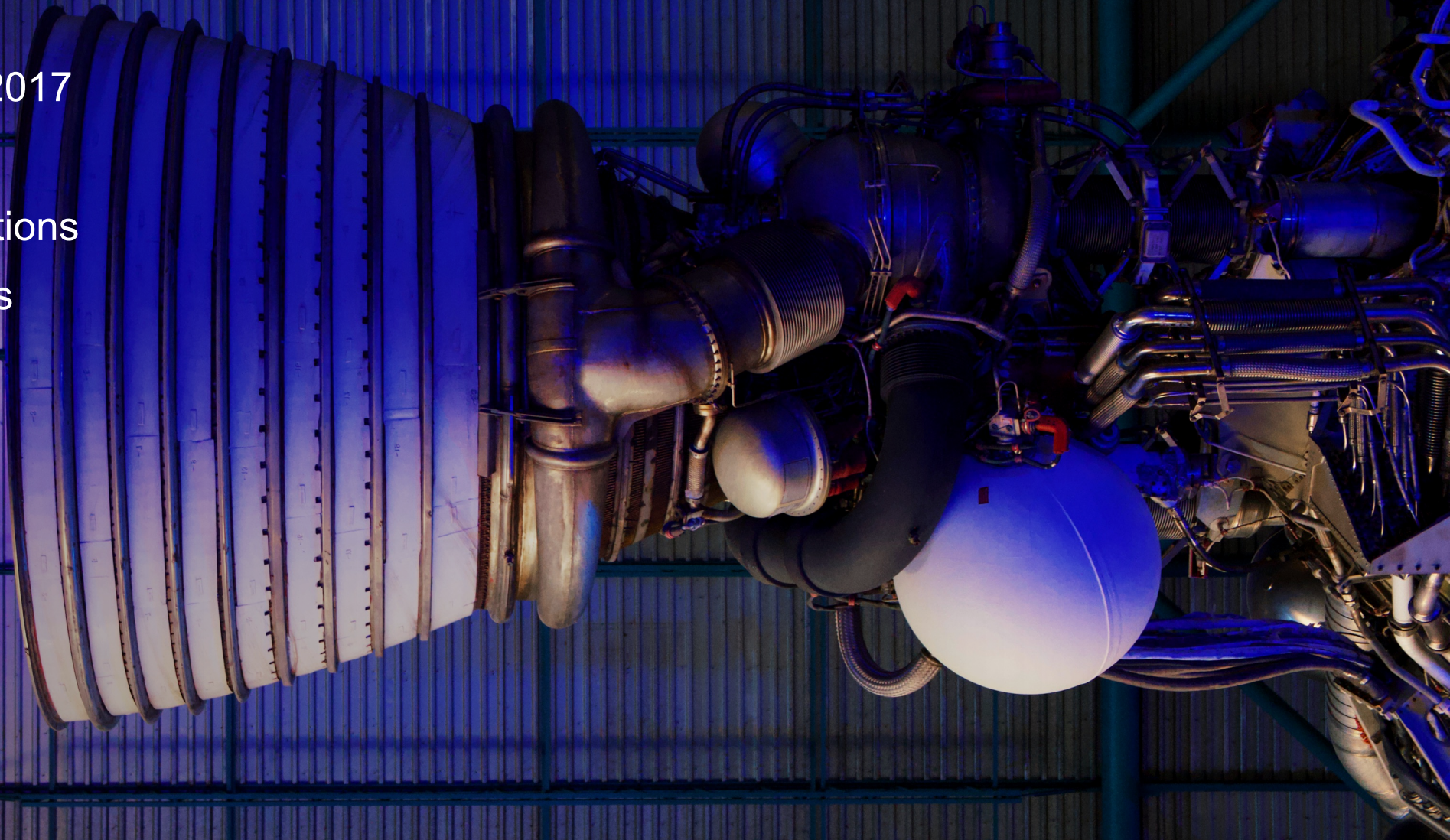


[personalization.com](http://personalization.com)



# ROCKET ENGINE (AI)

- Deep Learning since 2017
- \$100M R&D
- Editorial recommendations
- Paid recommendations
- SmartBid





# ROCKET FUEL

- 500 DAU
- Context
- Tens of billions clicks a year
- Curiosity graph (“people who read this also do this”)
- 90% of revenue direct (pixel on page)

Source: Company data





**AI**  
Engine



**DATA**  
Fuel

# WE BUILD **THE BEST ROCKETS**

Walled Garden Dynamics for The Open Web





# TECH DIFFERENTIATION

10 years partnerships, trust







# AGENDA

1

Vision

2

Capturing \$64B Market  
Opportunity

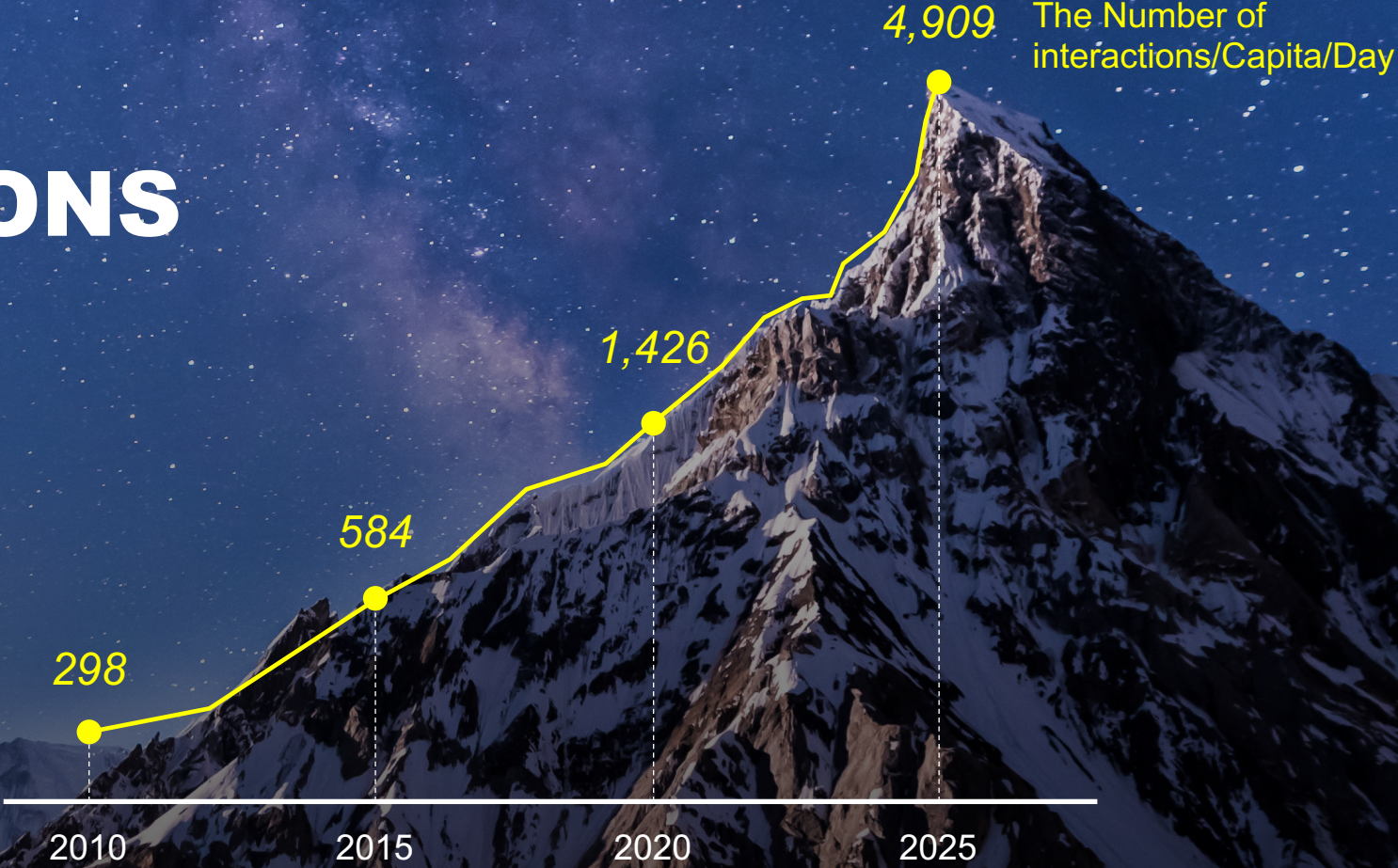
3

5-10 year outlook

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# AN OPEN WEB POWERED BY TABOOLA RECOMMENDATIONS



Source:  
Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere Nov 2018



A silhouette of a person sitting on a large rock, looking out over a vast mountain range at sunset. The sky is filled with stars, and the sun is low on the horizon, casting a warm glow over the landscape.

Over the next 3 years

**WE EXPECT TO CROSS \$1B  
EX-TAC MAINTAINING OUR  
MARGINS**



ANYTHING.  
ANYWHERE.





**ANYTHING.  
ANYWHERE.**

INDEPENDENT

Subscribe LOGIN Q



**WHAT ARE BLUE ZONES AND WHY THEY ARE THE SECRET TO LIVING LONGER?**

Helen Coffey • 5 hours ago • Comments

Facebook Twitter YouTube

Phone, Wi-Fi, Music, Settings icons

Autonomous-Driving visualization with a car icon and sensor lines

Climate control and vehicle status icons (A/C, Fan, Temp, 21°C, AUTO)

Latest Videos (16) carousel with video thumbnails

SPORT, NEWS, MOVIES, MUSIC menu items

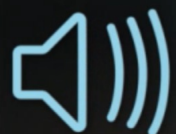
Tue, Feb 4 2:28 PM 19°



75 km/h

AUTONOMOUS DRIVING





What are Blue Zones and  
why they are the secret to



**ANYTHING.  
ANYWHERE.**





# Powering Recommendations for The Open Web

Powered By **Taboola**