



# Investor Presentation

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Q4 & FY 2024





## Forward-Looking Statements – Disclaimer

Certain statements in this presentation are forward-looking statements, including our Q1 2025 and full-year 2025 guidance and our expectations for Realize, our new performance advertising platform. Forward-looking statements generally relate to future events including future financial or operating performance of Taboola.com Ltd. (the “Company”). 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 risk factors that could affect the Company’s future performance and cause results to differ from the forward-looking statements in this press release include, but are not limited to: the Company’s ability to grow and manage growth profitably, maintain relationships with customers and retain its management and key employees; changes in applicable laws or regulations; the timing for, and degree to which, or whether, Realize can achieve its intended performance objectives and attract, retain and grow advertisers and advertising spending; the Company’s estimates of expenses and profitability and underlying assumptions with respect to accounting presentations, estimates and judgments and other accounting adjustments; the extent to which we will buyback any of our shares pursuant to authority granted by the Company’s Board of Directors, which may depend upon market and economic conditions, other business opportunities and priorities, satisfying required conditions under the Israeli Companies Law and the Companies Regulations or other factors; the ability to attract new digital properties and advertisers; ability to meet minimum guarantee requirements in contracts with digital properties; intense competition in the digital advertising space, including with competitors who have significantly more resources; ability to grow and scale the Company’s ad and content platform through new relationships with advertisers and digital properties; ability to secure high quality content from digital properties; ability to maintain relationships with current advertiser and digital property partners; ability to prioritize investments to improve profitability and free cash flow; ability to make continued investments in the Company’s AI-powered technology platform; the need to attract, train and retain highly-skilled technical workforce; changes in the regulation of, or market practice with respect to, “third party cookies” and its impact on digital advertising; continued engagement by users who interact with the Company’s platform on various digital properties; reliance on a limited number of partners for a significant portion of the Company’s revenue and ex-TAC Gross Profit, including but not limited to Yahoo; changes in laws and regulations related to privacy, data protection, advertising regulation, competition and other areas related to digital advertising; ability to enforce, protect and maintain intellectual property rights; risks related to the fact that we are incorporated in Israel and governed by Israeli law; the potential impacts of the war in Israel to the Company’s operations; and other risks and uncertainties set forth in the Company’s Annual Report on Form 10-K for the year ended December 31, 2024 under Part 1, Item 1A “Risk Factors” and in the Company’s subsequent filings with the Securities and Exchange Commission. Nothing in this presentation 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.

# Today's Presenters



**Adam Singolda**

Founder & CEO

- Founded Taboola in 2007; Has led the Company as its CEO ever since
- Previously: Israeli National Security Agency
- Graduated first in his class at the Officers Academy of the Israeli Defense Force and is an honored alumnus of the IDF's elite Mamram computer science training program

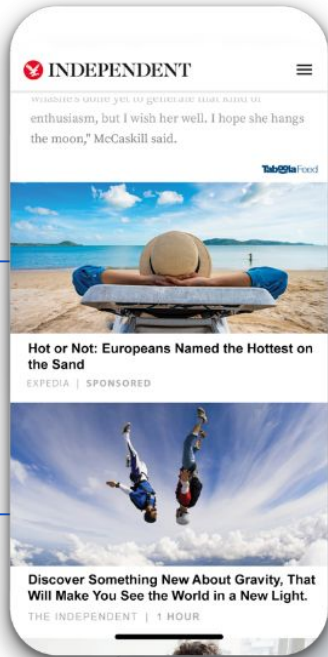
**Taboola**



**Stephen Walker**

CFO

- Joined Taboola in 2014 when the Company acquired Perfect Market, which Steve founded
- Previously:   
- BS in Computer Science and Finance from Boston College and an MBA from Harvard Business School



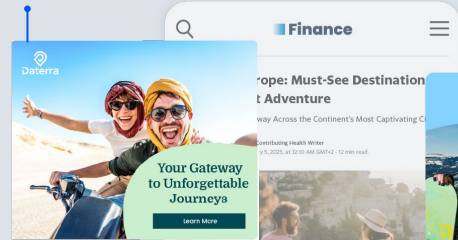
Paid

Editorial

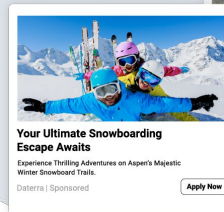
# Taboola is Performance

*Using AI to drive performance advertising outcomes beyond search and social*

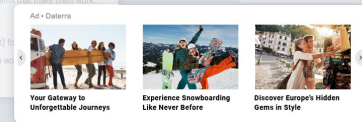
Display Ad



Vertical Ad



Native Ad



Carrousel

# Agenda

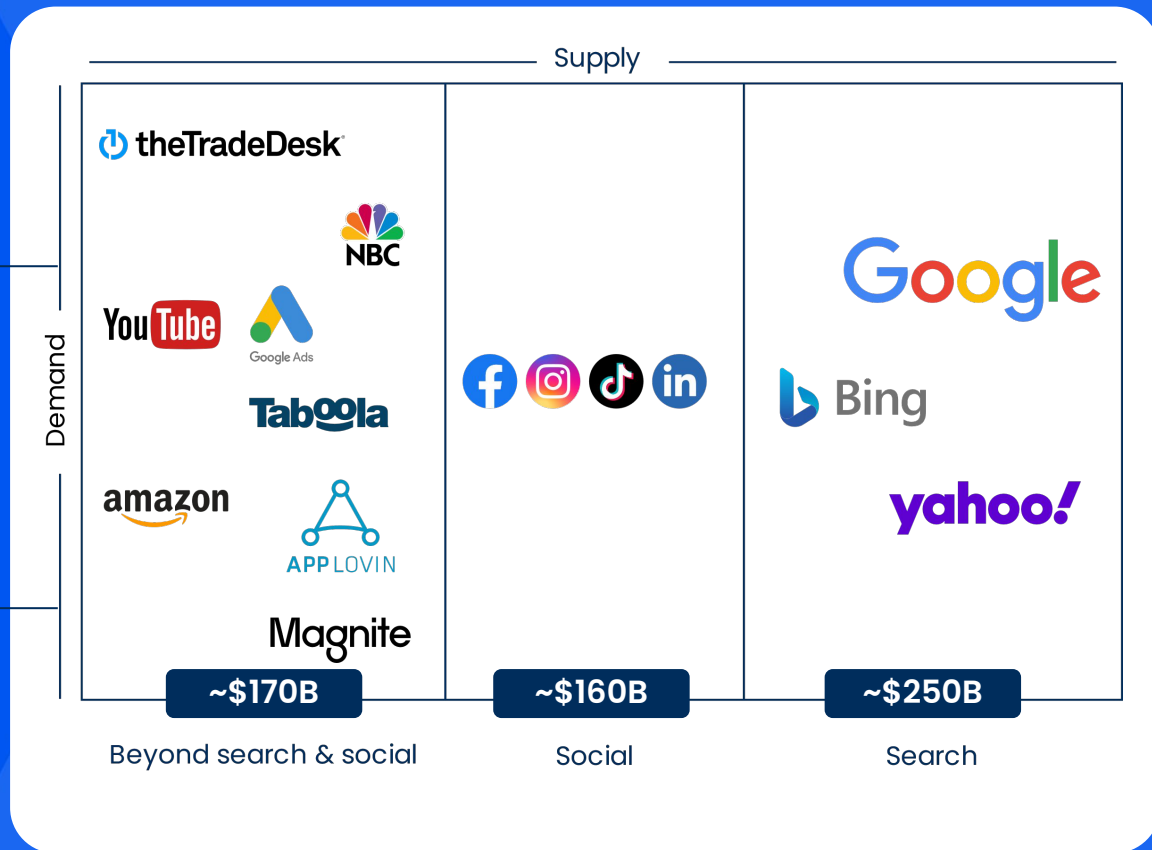
- 1** — **Taboola Capturing Share of \$55B+ Performance Ad Market\***
- 2** — Taboola's Differentiation and Why We Win
- 3** — Strong Financial Profile
- 4** — Q4 2024 Updates & Momentum



# Our Market Through the Advertiser's Lens

"Branding"  
top-of-funnel

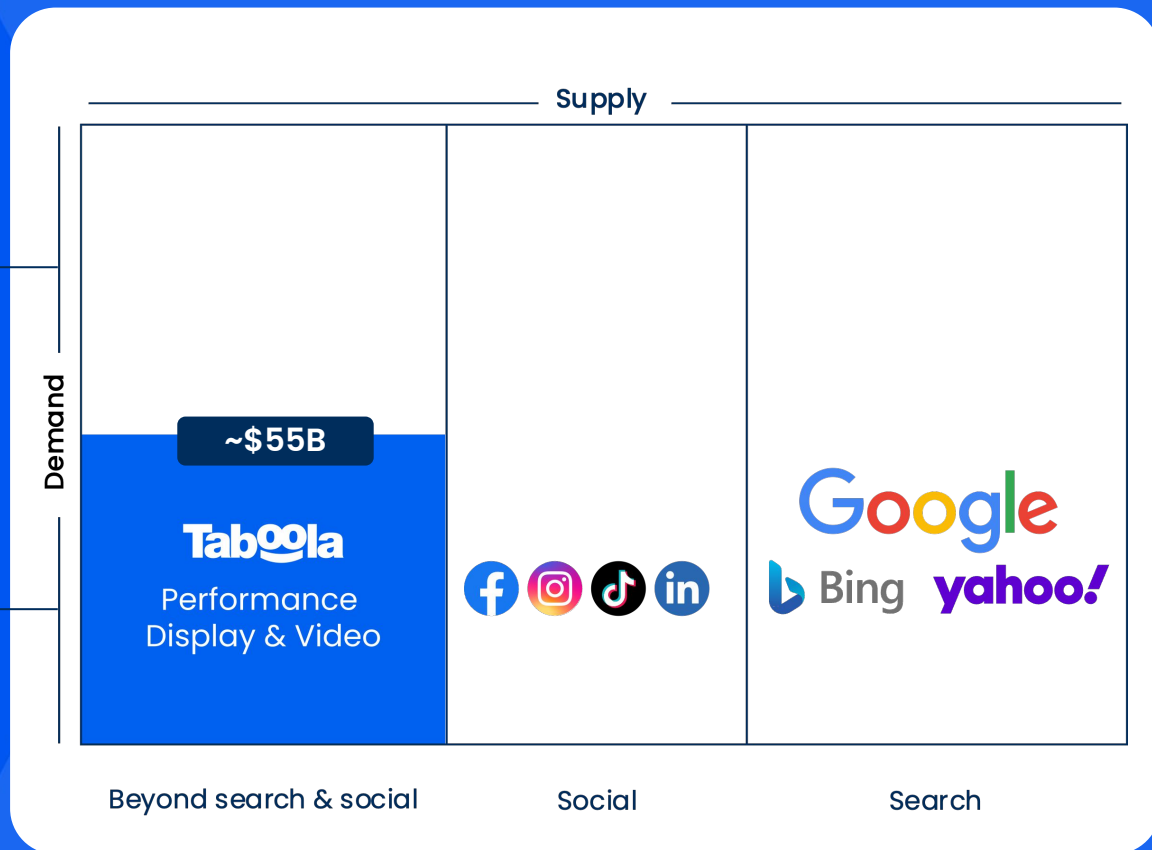
"Performance"  
top-mid-funnel



# Search, Social, Taboola.

"Branding"  
top-of-funnel

"Performance"  
top-mid-funnel



# Performance Advertiser Challenges Today

## AD TECH

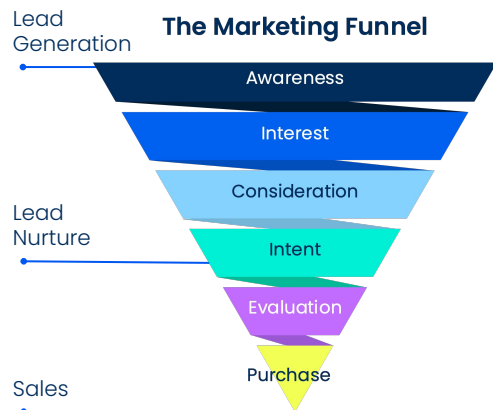
Fragmented with sub-optimal performance



1. Sourced from LUMA Partners LLC

## GENERIC DSPs

Full funnel approach = high cost / inconsistent performance / DIY



## SOCIAL ADVERTISING

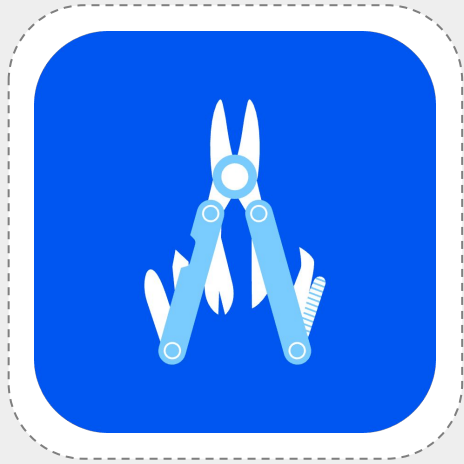
Diminishing returns/"Maxing Out"

amazon

Google

Meta

# Professional Marketers Need Specialized Solutions



All in one product



Best of breed products

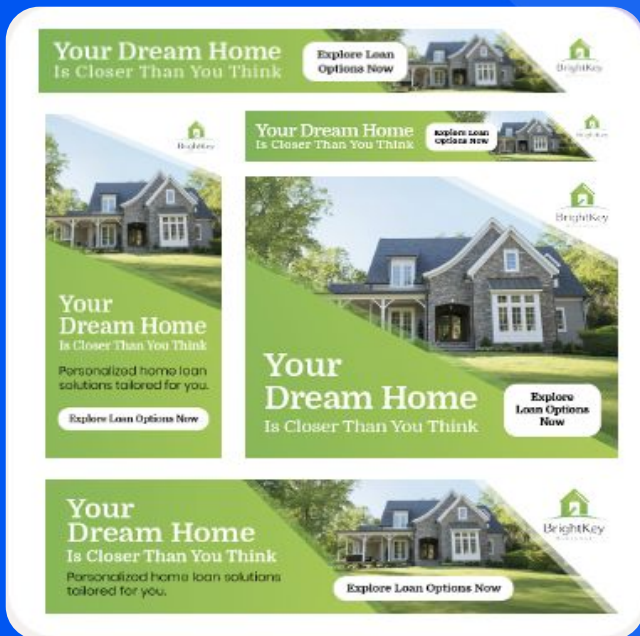
# Taboola Is Well Positioned To Become A “Must Buy” For Performance Advertisers In The Open Web



# The Opportunity In Front Of Us

*Performance advertisers are poorly served*

## Outcomes at Scale



## Distribution



Data



AI



Huge advantage  
to capture market  
share



FASHION

## Bombas Increases ROAS by 50% with First-Ever Holiday Slippers Campaigns



*"Throughout our long-standing partnership with Taboola, we have seen incredible campaign results, and it's great to see the recent success of our slippers — a category we've been especially focused on. It's important for us to invest in strategies and partner with companies that drive tangible results. We enjoy working with the Taboola team and appreciate their quick turnaround when recommending and implementing strategies."*

*— Carolyn Dixon, Senior Associate of Performance Marketing, Bombas*

50%

Increase in ROAS

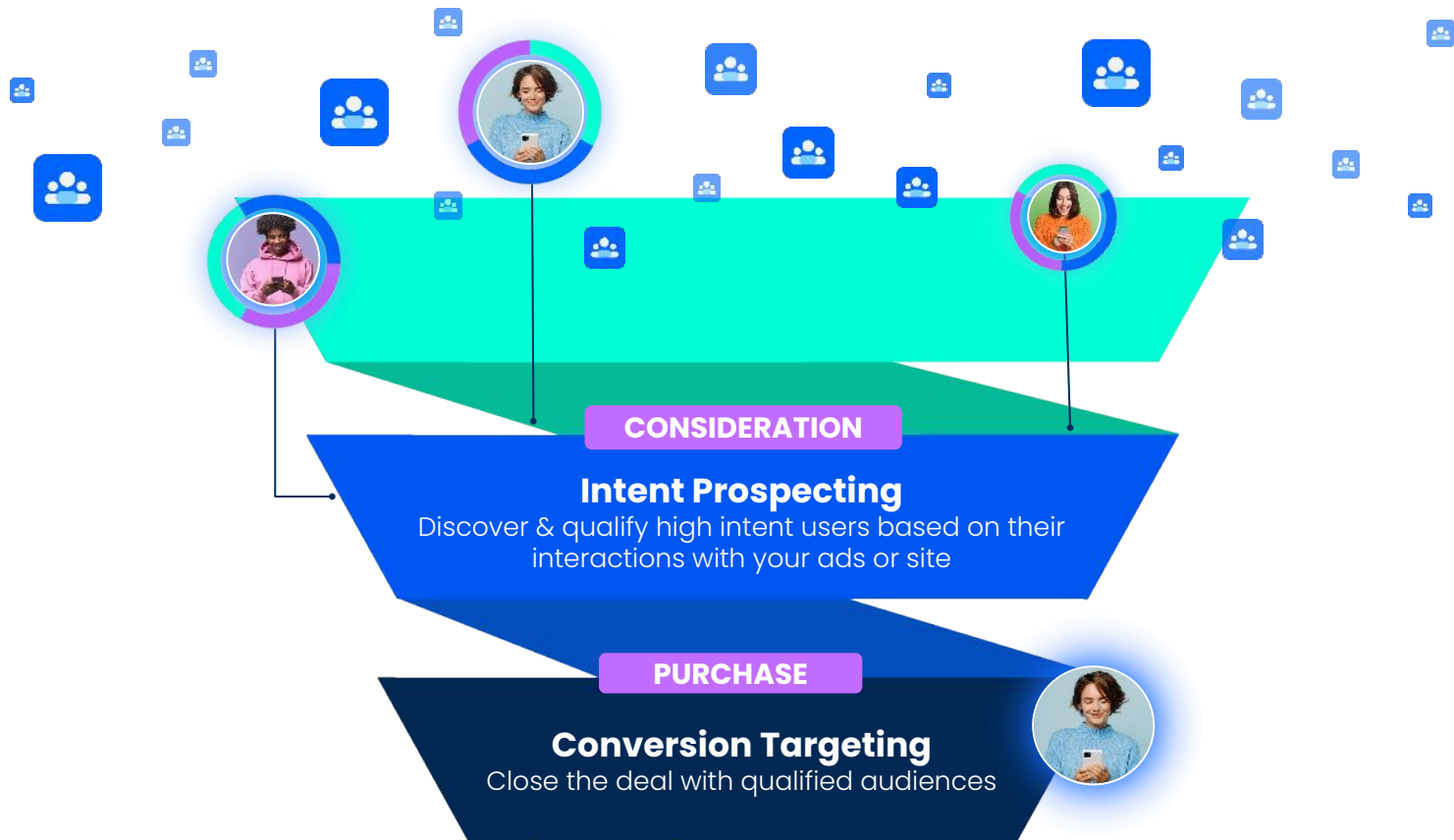
40%

of Holiday Conversions Came From the Slippers Category

1.6X

Increase in ROAS with Attentive Audiences

# Re-writing The Performance Advertising Code



# Going Beyond Native



New Creative Options



New placements



Advanced AI creative tools that drive performance

Native Motion \*

\*Built with GenAI AdMaker

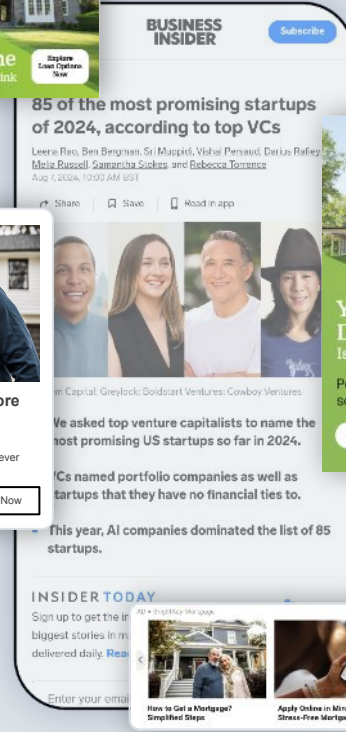
Display



Vertical



Carousel



# Finding Audiences At Scale

*Reach Audiences Beyond Search & Social*

- + ~600m Daily Active Users
- + Across ~11k digital properties
- + Up to 1 trillion monthly AI-driven recommendations



yahoo!  
finance

CBS Interactive

BUSINESS  
INSIDER

TIME



yahoo/mail

CONDÉ NAST

msn



AP

yahoo/sports

engadget



# Agenda

- 1 Taboola Capturing Share of \$55B+ Performance Ad Market\*
- 2 **Taboola's Differentiation and Why We Win**
- 3 Strong Financial Profile
- 4 Q4 2024 Updates & Momentum



# Why Taboola

## Bringing walled garden performance experiences to an \$55B+ Performance market\*

- 1 Specialized for performance advertisers
- 2 Long-term, exclusive access to supply and direct relationships with advertisers
- 3 AI driven tech platform that is best-in-class
- 4 Our data advantage

## Positioned for continued leadership

- 5 Our scale drives network effects that create competitive advantage
- 6 Taboola News growth opportunity
- 7 Proven, founder-led management team
- 8 Strong financial profile

# 1 Specialized For Performance Advertisers

# realize:

Outcomes at scale beyond search and social



Taboola's powerful  
performance ad platform



Delivering outcomes at  
scale for advertisers  
beyond search and social

## 2 — Long-term, Exclusive Access To Supply And Direct Relationships With Advertisers

*Highly predictable supply base with 98%+ of supply consistent from quarter to quarter*

Long-term, exclusive partnerships and native integrations with the world's top publishers



- Most extensive contextual dataset bolstered by 3+ year average contract length
- Native integrations deliver seamless user experience across editorial and advertising recommendations

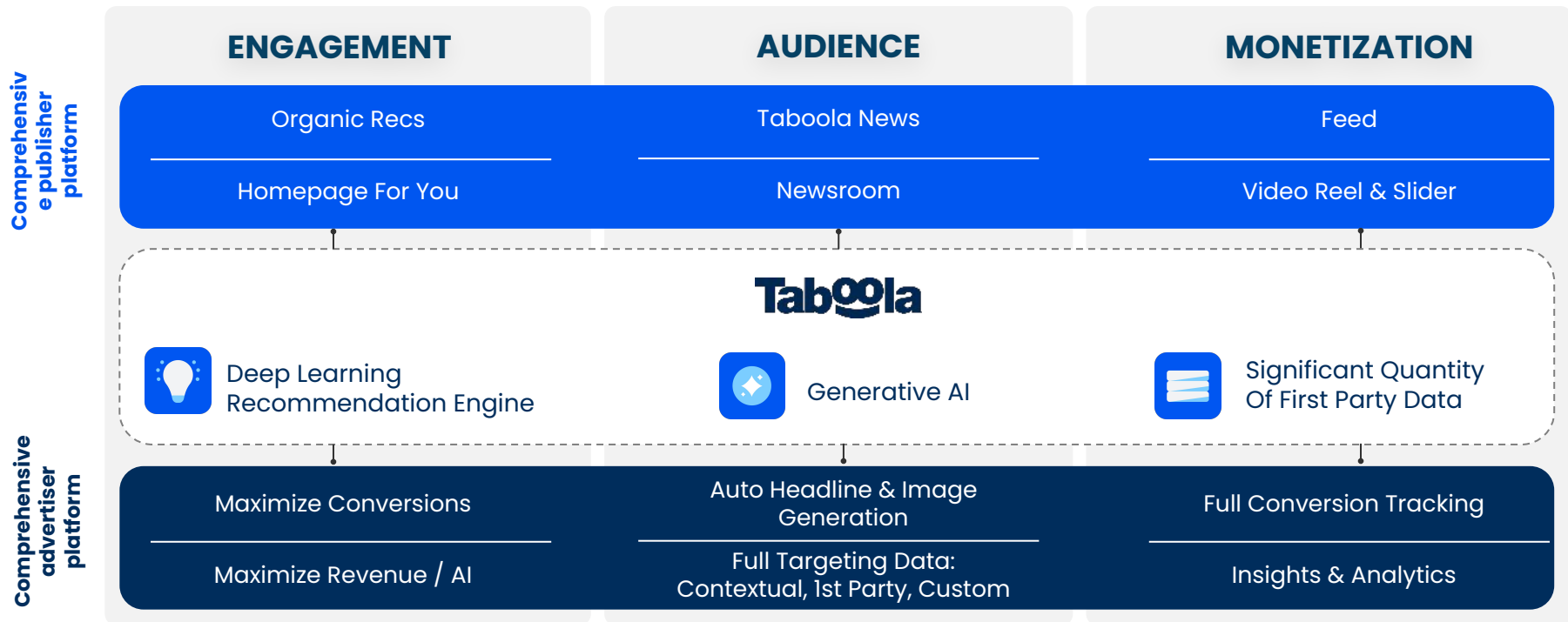
Direct relationships with blue-chip, brand name global advertisers



- 90%+ of revenue comes from direct relationships with advertisers
- Performance focus with measurable ROI

# 3 AI-driven Tech Platform That Is Best-in-class

*Our unified tech stack offers comprehensive platforms for publishers and advertisers underpinned by AI*



# 4 Our Data Advantage

## AI + Data that Drive Results At Scale

### Publisher Tech

that powers organic and paid recommendations



CONDÉ NAST



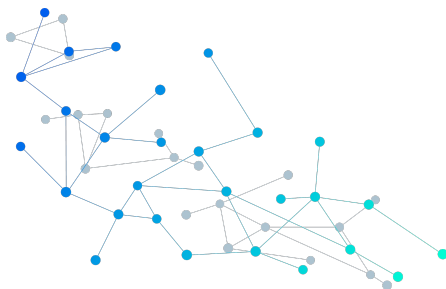
yahoo!mail



BUSINESS INSIDER

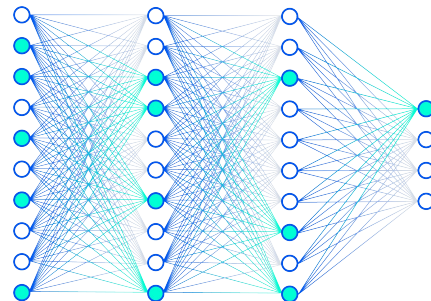
### Unique 1st party data

signals from our deep publisher integration



### Sophisticated Matchmaking AI

built over 17 years, trained on unique data



Engaging audiences with highly-targeted, relevant ads

# 5 — Our Scale Drives Network Effect That Creates Competitive Advantage

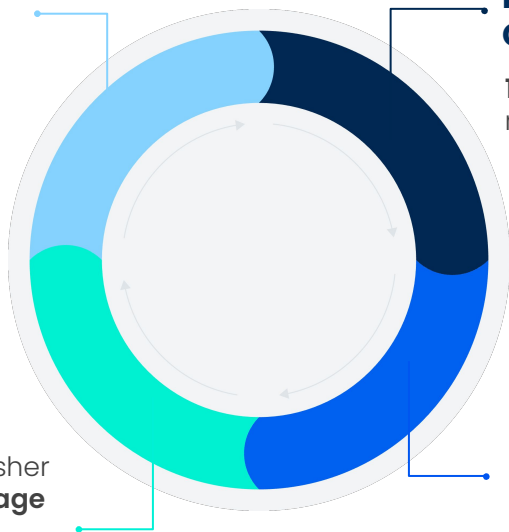
*Our predictable access to scale creates strong network effects that drive higher yield*

## More Users Reached More Frequently

~600M daily active users

## More Publisher Wins, More Profitably

Long-term, exclusive publisher partnerships **3+ year average contract length**



## More Data Generated

**1 trillion** monthly recommendations

## Higher Yield

Better targeting drives better results for advertisers

## Our Scale Drives Higher Yield Through:



### CPC Cost Per Click

- Increase in auction density
- Better attribution
- Bids optimization



### CTR and Conversions

- Algorithmic improvements
- More data for contextual signals
- Better user experience

# 6 Taboola News

***Bringing Premium Content To People Everywhere  
& Driving Audience For Our Publisher Partners***

**Taboola News delivers relevant content from our premium publisher partners**, integrated into mobile phones and other user touchpoints.

**It creates new opportunities for engagement** and revenue for mobile carriers, device manufacturers, publishers and brands.

- Running in more than 60 markets around the world
- With over 85M Monthly devices
- Becoming a meaningful source of traffic to our publishers

## **Working With The Top Oems:**

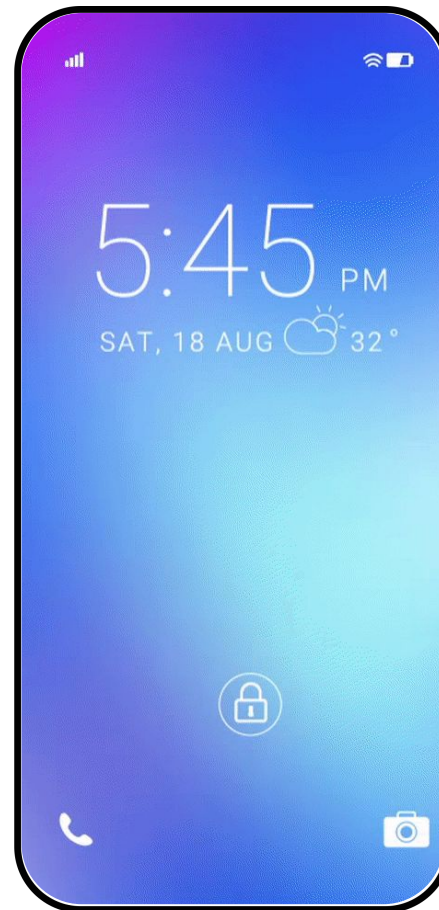


**SAMSUNG**



oppo

vivo



# 7 Proven, Founder-led Management Team



**Adam Singolda**  
17 years at Taboola  
Founder & CEO



**Stephen Walker**  
10 years at Taboola  
CFO



**Eldad Maniv**  
13 years at Taboola  
President & COO



**Lior Golan**  
16 years at Taboola  
CTO



**Kristy Sundjaja**  
5 years at Taboola  
CPO



**Tal Sliwowitz**  
11 years at Taboola  
SVP, R&D



**Ehud Furman**  
9 years at Taboola  
SVP, Global Sales Alliances,  
Strategic Partnerships



**Bill Glass**  
3 years at Taboola  
SVP, CEO/General  
Manager of Connexity



**Blythe Holden**  
3 years at Taboola  
General Counsel &  
Corporate Secretary



**Tom Inbal**  
8 years at Taboola  
SVP, Strategy & Corporate  
Marketing

# Agenda

- 1 Taboola Capturing Share of \$55B+ Performance Ad Market\*
- 2 Taboola's Differentiation and Why We Win
- 3 **Strong Financial Profile**
- 4 Q4 2024 Updates & Momentum



## 8 Strong Financial Profile

### FAST GROWING

**\$667M**

2024  
ex-TAC Gross Profit<sup>(1)</sup>

**18%**

Seven Year Compounded  
ex-TAC Growth Rate<sup>(2)</sup>



### HIGH PROFITABILITY

**\$201M**

2024  
Adj. EBITDA<sup>(1)</sup>

**30%**

2024 Adjusted EBITDA  
Margin %<sup>(1)</sup>



### STRONG BALANCE SHEET

**\$104M**

Net Cash Position

**\$227M**

Cash Balance at End  
of Dec 31, 2024<sup>(3)</sup>



### GENERATING CASH FLOW

**\$149M**

2024  
Free Cash Flow<sup>(1)</sup>

**50-60%**

Avg Free Cash Flow  
Conversion



### Long-term Access To Supply & Direct Advertiser Relationships

3+ year average contract length with publishers

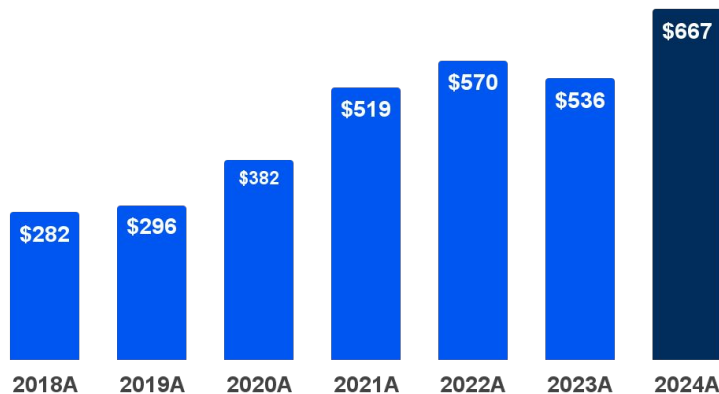
90%+ of revenue comes from direct relationships with advertisers

# Financial Highlights

# Taboola Focuses on Profitable Growth

## ex-TAC Gross Profit<sup>1</sup> (\$ in millions)

CAGR '17A - '24A:  
15.4%



YoY Growth

5.1%

29.2%

35.7%

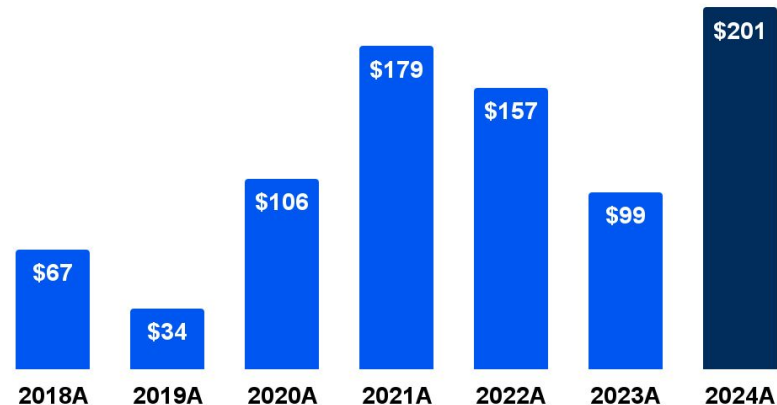
9.8%

-5.9%

24.6%

## Adjusted EBITDA<sup>1</sup> (\$ in millions)

CAGR '17A - '24A:  
20.1%



Ratio\*

11.5%

27.8%

34.5%

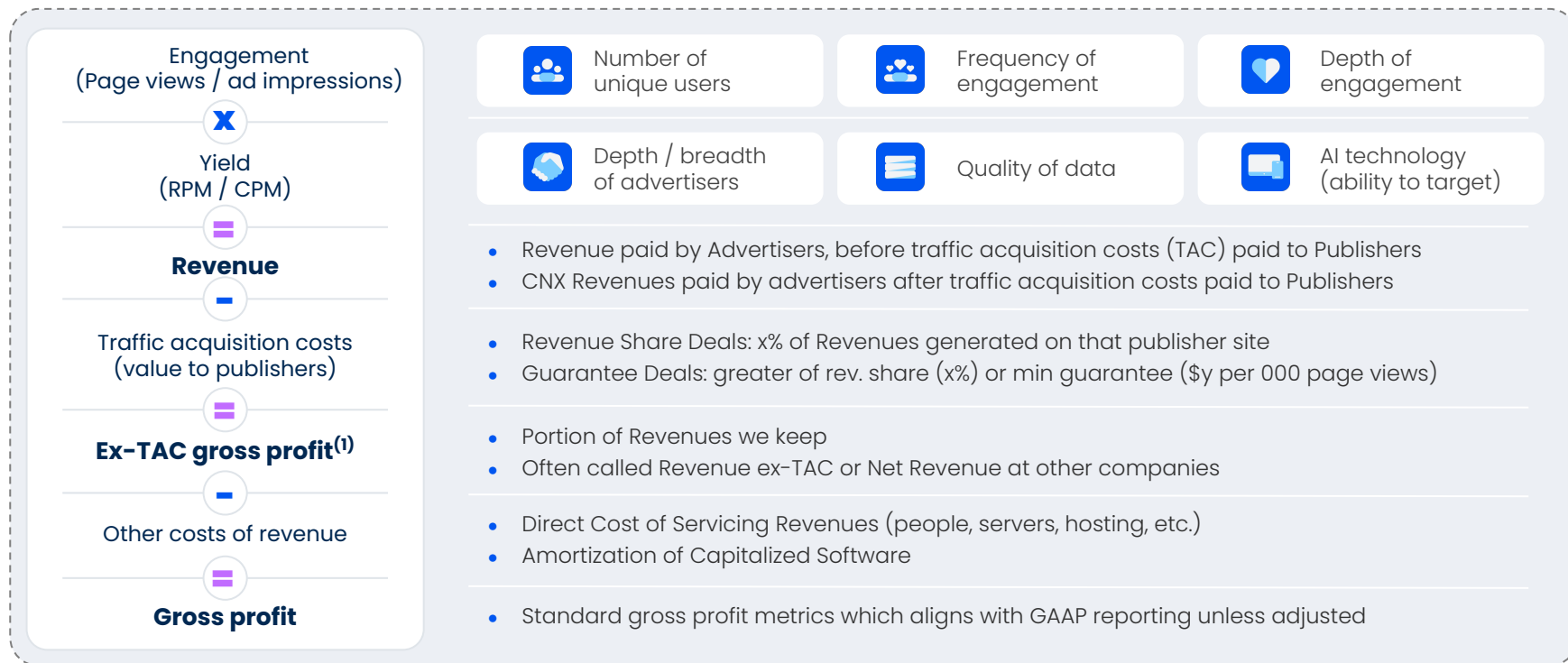
27.5%

18.4%

30.0%

\*Ratio is of Adj.EBITDA to ex-TAC Gross Profit<sup>1</sup>

# Revenue Model Drives High Incremental Margins



# Guidance Summary

Revenues

## Q1 2025 Guidance <sup>(3)</sup>

**\$407 to \$427M**  
(+1% YoY)

## FY 2025 Guidance <sup>(3)</sup>

**\$1,838 to \$1,888M**  
(+6% YoY)

Gross profit

**\$109 to \$115M**  
(+3% YoY)

**\$536 to \$552M**  
(+2% YoY)

ex-TAC Gross Profit<sup>1</sup>

**\$142 to \$148M**  
(+4% YoY)

**\$674 to \$690M**  
(+2% YoY)

Adj. EBITDA<sup>1</sup>

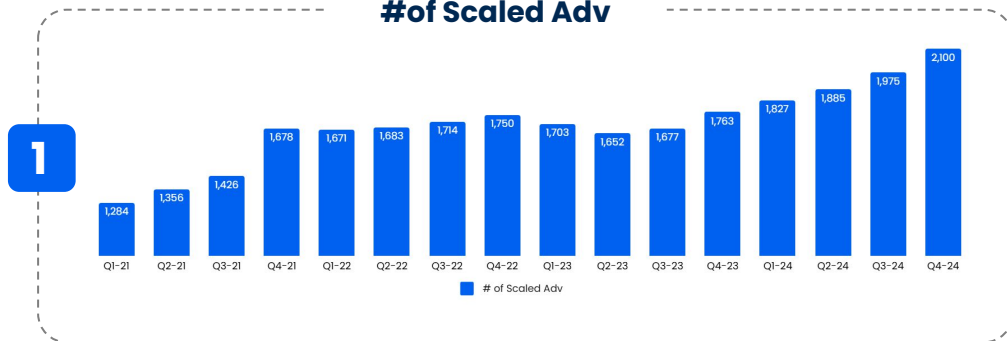
**\$22 to \$26M**  
(+3% YoY)

**\$201 to 209M**  
(+2% YoY)

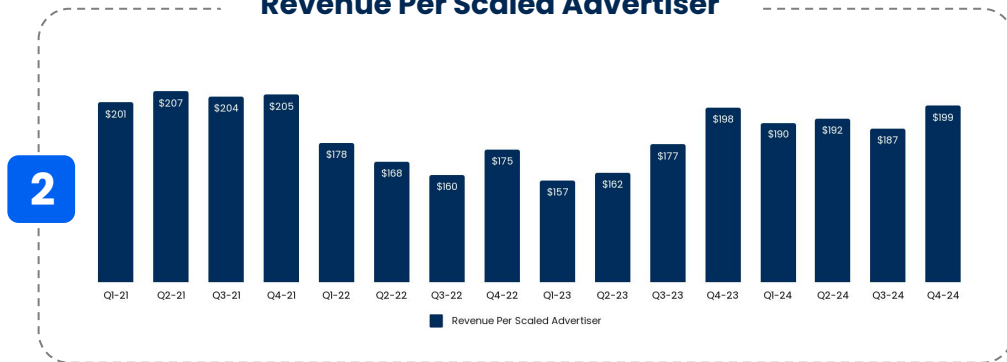
1. Non-GAAP measure, see appendix for reconciliation to GAAP
2. Non-GAAP measure, see appendix for note regarding reconciliation
3. Y/Y growth rates represent the midpoint of guidance ranges

# Revenue Growth Driven by Advertisers & Spend

## # of Scaled Adv



## Revenue Per Scaled Advertiser



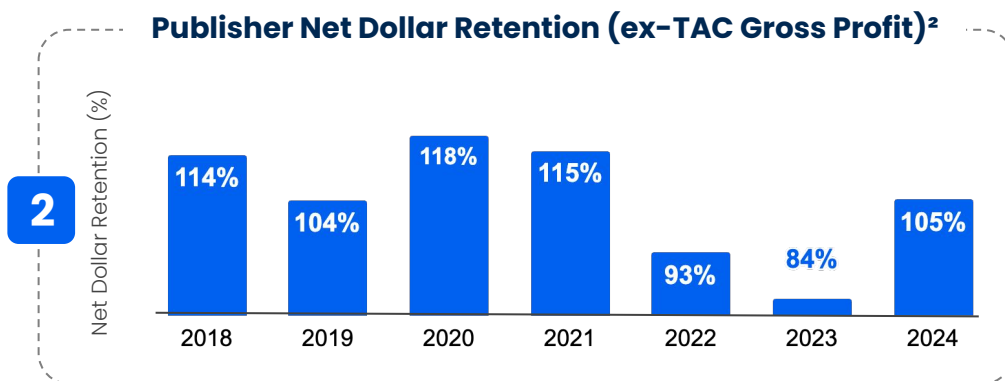
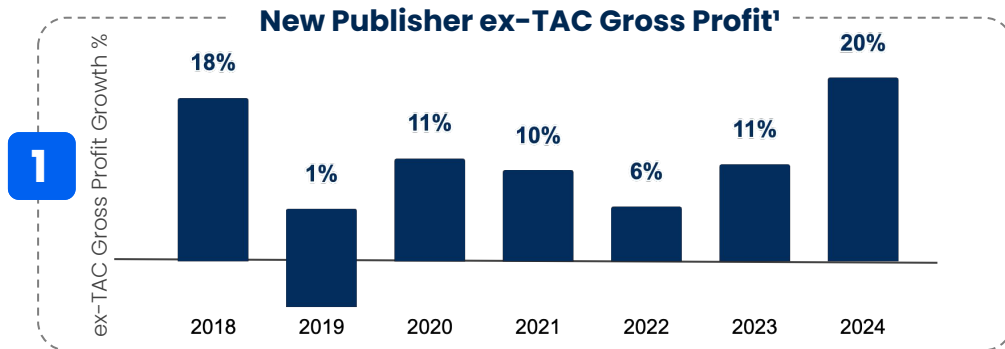
## Growing # of Scaled Advertisers

As we look at growing our advertiser client base, we want to grow the number of advertisers that spend with us at scale. We define a Scaled Advertiser as an Advertiser that has more than \$100,000 of cumulative gross spend on the network on a trailing four quarter basis.

## Growing Avg Revenue Per Scaled Advertiser

In an effort to also measure how we are growing our advertising spend with each Scaled Advertiser, we have introduced an Average Revenue per Scaled Advertiser performance measure. Average Revenue per Scaled Advertiser is calculated as the aggregate cumulative gross spend of all Scaled Advertisers for a given period divided by the number of Scaled Advertisers for that period.

# Growth Driven by User Engagement & Yield



**1** **User Engagement Growth Driven Primarily By New Publisher Supply**

- Historically ~10% new supply growth
- Projecting similar range going forward over the long term

**2** **Yield Is Primary Driver Of Growth Of Existing Base, Which Shows Up in Net Dollar Retention**

- Improvements in yield
- Additional upsells to existing pubs
- Historically 110%+

1. New digital property partners within the first 12 months that were live on our network. Pro forma effect of the Connexity acquisition as if completed on January 1, 2021

2. Net Dollar Retention (ex-TAC Gross Profit) is the net growth of ex-TAC Gross Profit from existing digital property partners, including the growth of new digital property partners (beyond the revenue contribution determined based on the run-rate revenue generated by them when they are first on-boarded) for the given period divided by the ex-TAC Gross Profit from the same period in the prior-year. Pro forma effect of the Connexity acquisition as if completed on January 1, 2021

# Why Taboola

## Bringing walled garden performance experiences to an \$55B+ Performance Ad Market\*

- 1 Specialized for performance advertisers
- 2 Long-term, exclusive access to supply and direct relationships with advertisers
- 3 AI driven tech platform that is best-in-class
- 4 Our data advantage

## Positioned for continued leadership

- 5 Our scale drives network effects that create competitive advantage
- 6 Taboola News growth opportunity
- 7 Proven, founder-led management team
- 8 Strong financial profile

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# Q4 2024 Business Highlights

## Scaled Advertiser #

~19% YoY Growth

**2,100**



### Scaled Advertiser # Highlights & Initiatives

- +6% QoQ, Q4 seasonality
- Record # of Scaled Advertisers
- Tier-1 advertiser growth
- Yahoo advertiser migration
- New onboarding & activation initiatives

## Avg Revenue Per Scaled Advertiser

~1% YoY Growth

**~\$199,000**



### Avg Revenue per Scaled Advertiser Highlights & Initiatives

- +6% QoQ, Q4 seasonality
- Highest level since Q4 2021

# Q4 2024 Actuals Vs Guidance

Revenues

Q4 2024 Actuals

**\$491.0M**

Q4 2024 Guidance

**\$460 to \$490M**

Gross profit

**\$177.6M**

**\$180 to \$196M**

ex-TAC Gross Profit<sup>1</sup>

**\$212.7M**

**\$205 to \$221M**

Adj. EBITDA<sup>1</sup>

**\$92.3M**

**\$83 to \$99M**

1. Non-GAAP measures, see appendix for reconciliation to GAAP

# FY 2024 Actuals Vs Guidance

	FY 2024 Actuals	FY 2024 Guidance
Revenues	<b>\$1,766.2</b> (+23% YoY)	<b>\$1,735 to \$1,765M</b> (+22% YoY)
Gross profit	<b>\$534.2M</b> (+26% YoY)	<b>\$535 to \$555M</b> (+28% YoY)
ex-TAC Gross Profit <sup>1</sup>	<b>\$667.5M</b> (+25% YoY)	<b>\$656 to \$679M</b> (+25% YoY)
Adj. EBITDA <sup>1</sup>	<b>\$200.9M</b> (+104% YoY)	<b>\$200M+</b> (+2x YoY)

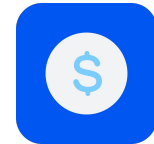
1. Non-GAAP measure, see appendix for reconciliation to GAAP
2. Non-GAAP measure, see appendix for note regarding reconciliation
3. Y/Y growth rates represent the midpoint of guidance ranges

# Appendix

# Our Model In A Nutshell

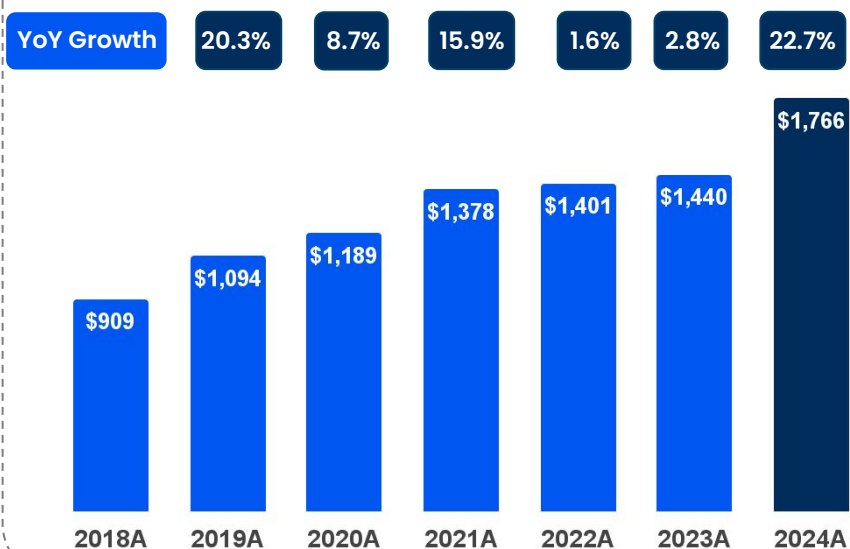
1. Revenue paid by Advertisers, before traffic acquisition costs (TAC) paid to Publishers. CNX Revenues paid by advertisers after traffic acquisition costs paid to Publishers.
2. Revenue to Taboola after TAC paid to Publishers. Non-GAAP measure, see appendix for reconciliation to GAAP
3. Non-GAAP measure, see appendix for reconciliation to GAAP
4. Non cash charges, Cash charges excluded from Adjusted EBITDA

Model components:	Sample inputs / financials:	Illustrative Taboola economics:
Revenues <sup>(1)</sup>	\$909	\$1.00 (100%)
Traffic Acq Cost (Value to publishers)	-\$627	(\$0.69)
ex-TAC Gross Profit <sup>(2)</sup>	\$282	\$0.31
Cost of Revenues	-\$48	(\$0.05)
Gross profit	\$234	\$0.26
R&D	-\$73	(\$0.08)
S&M	-\$110	(\$0.12)
G&A	-\$34	(\$0.04)
Operating Income	\$17	
Dep, Amort, Share Based Comp, Other item	\$50	
Adjusted EBITDA <sup>(3)</sup>	\$67	
Change in WC, Other items <sup>(4)</sup> + PP&E and Capitalized Platform Costs	(\$22)	
Free Cash Flow <sup>(3)</sup>	\$45	

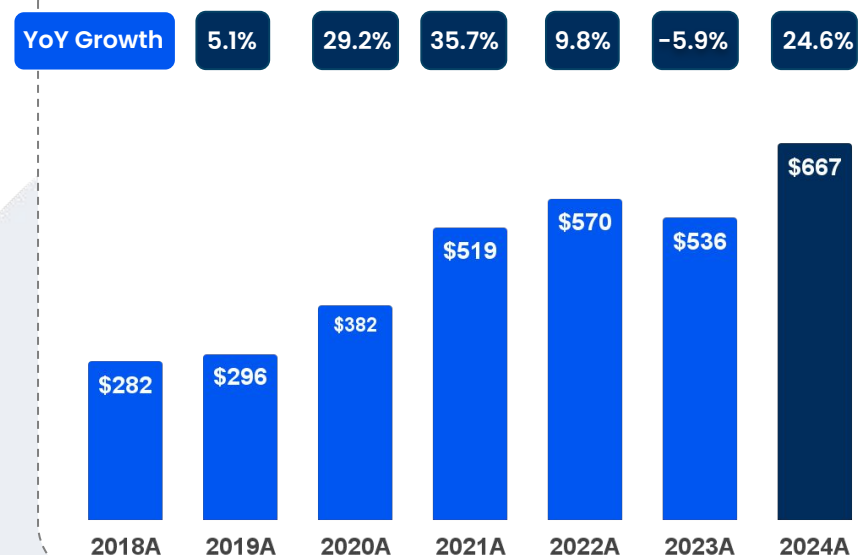


# Historical Revenues & ex-TAC Gross Profit<sup>1</sup> (Reported Basis)

## Revenues



## ex-TAC Gross Profit



# Selected GAAP And Non-GAAP Metrics

(\$ in millions, FYE)	2018	2019	2020	2021	2022	2023	2024
<b>Revenues</b>	<b>\$909</b>	<b>\$1,094</b>	<b>\$1,189</b>	<b>1,378</b>	<b>1,401</b>	<b>1,440</b>	<b>1,766</b>
% Yoy Growth	20.0%	20.3%	8.7%	15.9%	1.7%	2.8%	22.7%
<b>Gross Profit</b>	<b>\$234</b>	<b>\$232</b>	<b>\$319</b>	<b>\$441</b>	<b>\$464</b>	<b>\$426</b>	<b>\$534</b>
% Yoy Growth	31.1%	-0.9%	37.5%	38.2%	5.3%	-8.3%	25.5%
<b>ex-TAC Gross Profit<sup>1</sup></b>	<b>\$282</b>	<b>\$296</b>	<b>\$382</b>	<b>\$519</b>	<b>\$570</b>	<b>\$536</b>	<b>\$667</b>
% Yoy Growth	31.8%	5.0%	29.1%	35.9%	9.8%	-5.9%	24.6%
<b>Adjusted EBITDA<sup>1</sup></b>	<b>\$67</b>	<b>\$34</b>	<b>\$106</b>	<b>\$179</b>	<b>\$157</b>	<b>\$99</b>	<b>\$201</b>
Ratio of Adjusted EBITDA to ex-TAC Gross Profit <sup>1</sup>	23.8%	11.5%	27.7%	34.5%	27.5%	18.4%	30.1%

# FY 24 Actuals

(\$ in millions)	Actual	Actual	Actual	Actual	
	FY 2021	FY 2022	FY 2023	FY 2024	YoY%
<b>Revenues</b>	<b>\$1,378</b>	<b>\$1,471</b>	<b>\$1,440</b>	<b>1,766</b>	<b>23%</b>
<b>Gross Profit</b>	<b>\$441</b>	<b>\$464</b>	<b>\$426</b>	<b>\$534</b>	<b>25%</b>
<b>ex-TAC Gross Profit<sup>1</sup></b>	<b>\$519</b>	<b>\$570</b>	<b>\$536</b>	<b>\$667</b>	<b>24%</b>
<b>Adjusted EBITDA<sup>1</sup></b>	<b>\$179</b>	<b>\$157</b>	<b>\$99</b>	<b>\$201</b>	<b>104%</b>
<b>Non-GAAP Net Income<sup>1</sup></b>	<b>\$14</b>	<b>\$91</b>	<b>\$33</b>	<b>\$122</b>	<b>274%</b>

1. Non-GAAP measure, see appendix for reconciliation to GAAP

# Adjusted EBITDA Reconciliation

(\$ in millions)	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Net income (loss)</b>	<b>(\$2.7)</b>	<b>\$2.8</b>	<b>\$10.7</b>	<b>(\$28.0)</b>	<b>\$8.5</b>	<b>(\$24.9)</b>	<b>(\$12.0)</b>	<b>(\$82.0)</b>	<b>(\$3.8)</b>
<b>Adjustments</b>									
Financial expenses (income), net	0.8	(0.3)	1.3	3.4	2.7	(11.3)	(9.2)	12.8	12.0
Tax expenses	4.3	5.1	5.3	5.0	14.9	23.0	7.5	5.5	17.7
Depreciation and amortization	13.3	28.2	35.3	39.4	34.0	53.1	91.2	96.5	103.7
Share-based compensation expenses <sup>1</sup>	6.3	10.8	10.5	8.2	28.3	124.2	63.8	53.7	60.0
Revaluation of Contingent Liability	1.4	1.6	3.8	-	-	-	-	-	-
M&A cost <sup>2</sup>	-	-	-	6.1	17.8	11.7	0.8	1.6	4.2
Restructuring expenses							3.4		
Holdback compensation expenses	-	-	-	-	-	3.7	11.1	10.6	7.1
<b>Adjusted EBITDA</b>	<b>\$23.4</b>	<b>\$48.2</b>	<b>\$66.9</b>	<b>\$34.1</b>	<b>\$106.2</b>	<b>\$179.5</b>	<b>\$156.7</b>	<b>\$98.7</b>	<b>\$200.9</b>

1. A substantial majority is share-based compensation expenses related to going public.
2. Relates to the acquisition of ION Acquisition Corp. 1 Ltd. and going public.

# Quarterly Results:

## Adjusted EBITDA Reconciliation

(\$ in millions)	Q1-23	Q2-23	Q3-23	Q4-23	FY 2023	Q1-24	Q2-24	Q3-24	Q4-24	FY 2024
<b>Net income (loss)</b>	<b>(\$31.3)</b>	<b>(\$31.3)</b>	<b>(\$23.1)</b>	<b>\$3.7</b>	<b>(\$82.0)</b>	<b>(\$26.2)</b>	<b>(\$4.3)</b>	<b>(\$6.4)</b>	<b>\$33.1</b>	<b>(\$3.8)</b>
<b>Adjustments</b>										
Financial expenses (income), net	3.2	3.8	4.4	1.4	12.8	3.6	(1.0)	1.1	8.2	11.9
Tax expenses (income)	(0.6)	2.5	-	3.7	5.6	4.3	(2.4)	9.9	5.8	17.6
Depreciation and amortization	22.6	22.8	25.3	25.8	96.5	25.3	25.9	26.1	26.4	103.7
Share-based compensation expenses <sup>1</sup>	13.5	13.9	13.6	12.8	53.8	13.8	15.7	15.4	15.2	60.1
M&A costs and Other Costs <sup>2</sup>	0.2	1.3	-	-	1.6	-	0.7	-	3.5	4.2
Connexity holdback	2.6	2.6	2.6	2.7	10.5	2.6	2.6	1.8	-	7.0
<b>Adjusted EBITDA</b>	<b>\$10.2</b>	<b>\$15.6</b>	<b>\$22.8</b>	<b>\$50.1</b>	<b>\$98.7</b>	<b>\$23.5</b>	<b>\$37.2</b>	<b>\$47.9</b>	<b>\$92.2</b>	<b>\$200.9</b>

# Ratio Of Adjusted EBITDA To ex-TAC Gross Profit Reconciliation

(\$ in millions)	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Gross Profit</b>	<b>\$101</b>	<b>\$179</b>	<b>\$234</b>	<b>\$232</b>	<b>\$319</b>	<b>\$441</b>	<b>\$464</b>	<b>\$426</b>	<b>\$534</b>
<b>Net Income (loss)</b>	(3)	3	11	(28)	8	(25)	(12)	(82)	(3.8)
<i>Ratio of Net income (loss) to Gross profit</i>	-3%	2%	5%	-12%	3%	-6%	-3%	-19%	-1%
<b>ex-TAC Gross Profit</b>	<b>\$124</b>	<b>\$214</b>	<b>\$282</b>	<b>\$296</b>	<b>\$382</b>	<b>\$519</b>	<b>\$570</b>	<b>\$536</b>	<b>\$667</b>
<b>Adjusted EBITDA</b>	23	48	67	34	106	179	157	99	201
<i>Ratio of Adjusted EBITDA to ex-TAC Gross Profit</i>	19%	23%	24%	11%	28%	34%	28%	18%	30%

# ex-TAC Gross Profit Margin Reconciliation

(\$ in millions)	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Revenues</b>	<b>\$552</b>	<b>\$578</b>	<b>\$909</b>	<b>\$1,094</b>	<b>\$1,189</b>	<b>\$1,378</b>	<b>\$1,401</b>	<b>\$1,440</b>	<b>\$1,766</b>
<b>Gross Profit</b>	101	179	234	232	319	440	464	426	534
<i>Gross Profit Margin</i>	18%	24%	26%	21%	27%	32%	33%	30%	30%
<b>Revenues</b>	<b>\$552</b>	<b>\$578</b>	<b>\$909</b>	<b>\$1,094</b>	<b>\$1,189</b>	<b>\$1,378</b>	<b>\$1,401</b>	<b>\$1,440</b>	<b>\$1,766</b>
<b>ex-TAC Gross Profit</b>	124	214	282	296	382	519	570	536	667
<i>ex-TAC Gross Profit Margin</i>	23%	28%	31%	27%	32%	38%	41%	37%	38%

# Historical Adj. Gross Profit Margin Reconciliation

(\$ in millions)	2016	2017	2018	2019	2020	2021	2022	2023	2024
<b>Revenues</b>	<b>\$552</b>	<b>\$757</b>	<b>\$909</b>	<b>\$1,094</b>	<b>\$1,189</b>	<b>\$1,378</b>	<b>\$1,401</b>	<b>\$1,440</b>	<b>\$1,766</b>
Traffic Acquisition Cost (TAC)	428	554	628	798	807	859	832	904	1,102
Amortization of non-cash based Commercial agreement asset	-	-	-	-	-	-	-	-	3
<b>ex-TAC Gross Profit</b>	<b>\$124</b>	<b>\$214</b>	<b>\$282</b>	<b>\$296</b>	<b>\$382</b>	<b>\$519</b>	<b>\$570</b>	<b>\$536</b>	<b>\$667</b>
Other Cost of Revenues	23	35	47	64	63	78	105	110	130
Amortization of non-cash based Commercial agreement asset	-	-	-	-	-	-	-	-	3
<b>Gross Profit</b>	<b>\$101</b>	<b>\$179</b>	<b>\$234</b>	<b>\$232</b>	<b>\$319</b>	<b>\$441</b>	<b>\$464</b>	<b>\$426</b>	<b>\$534</b>
<i>Gross Profit Margin</i>	<i>18%</i>	<i>24%</i>	<i>26%</i>	<i>21%</i>	<i>27%</i>	<i>32%</i>	<i>37%</i>	<i>30%</i>	<i>30%</i>
<i>Adj. Gross Profit Margin</i>	<i>81%</i>	<i>84%</i>	<i>83%</i>	<i>78%</i>	<i>84%</i>	<i>85%</i>	<i>81%</i>	<i>79%</i>	<i>80%</i>

# Historical Free Cash Flow Reconciliation

(\$ in millions)	2020	2021	2022	2023	2024
<b>Net cash from Operating activities<sup>1</sup></b>	<b>\$139</b>	<b>\$64</b>	<b>\$53</b>	<b>\$84</b>	<b>\$184</b>
<b>Net cash used in the following investing activities</b>	<b>(\$18)</b>	<b>(\$39)</b>	<b>(\$35)</b>	<b>(\$32)</b>	<b>(\$35)</b>
Other Cost of Revenues	(9)	(14)	(13)	(12)	(13)
Purchase of IT equipment & Leasehold Improvement	(9)	(25)	(22)	(20)	(22)
<b>Free Cash Flow</b>	<b>\$212</b>	<b>\$25</b>	<b>\$19</b>	<b>\$52</b>	<b>\$149</b>

1. Adj. EBITDA plus the change in working capital reflects the Net cash provided by operating activities.

# Supplemental Cash Flow Information

	2020	2021	2022	2023	2024
<b>Free Cash Flow</b>	<b>\$121.3</b>	<b>\$24.5</b>	<b>\$18.6</b>	<b>\$52.2</b>	<b>\$149.2</b>
<u>Add Back:</u>					
Cash Investment in Publisher prepayments (net) <sup>1</sup>	(4.5)	7.3	15.3	(19.6)	(22.5)
Cash interest expense for money borrowed	0.0	1.1	20.7	18.5	14.3
<b>Total – Cash generated before cash interest and Publisher prepayments (net)</b>	<b>\$116.8</b>	<b>\$32.9</b>	<b>\$54.6</b>	<b>\$51.1</b>	<b>\$141.0</b>

1. We calculate cash investment in publisher prepayments (net) for a specific measurement period as the gross amount of cash publisher prepayments we made in that measurement period minus the amortization of publisher prepayments that were included in traffic acquisition cost during that measurement period, which were the result of cash publisher prepayments made in that measurement period and previous periods.

# Non-GAAP Net Income Reconciliation

(\$ in millions)	2021	2022	2023	2024
<b>Net income (los)</b>	<b>(\$24.9)</b>	<b>(\$12.0)</b>	<b>(\$82.0)</b>	<b>(\$3.8)</b>
<b>Adjustments</b>				
Amortization of acquired intangibles	23.0	63.6	63.9	65.1
Share-based compensation expenses <sup>1</sup>	124.2	63.8	53.7	60.0
Restructuring expenses	-	3.4	-	-
Holdback compensation expenses	3.7	11.1	10.6	7.1
M&A and other costs <sup>2</sup>	11.7	0.8	1.6	4.2
Revaluation of Warrants	(22.6)	(24.4)	(0.7)	(2.8)
Foreign currency exchange rate	4.6	(1.4)	(0.9)	5.6
Income tax effects	(6.1)	(13.5)	(13.6)	(13.1)
<b>Non GAAP Net Income</b>	<b>\$113.6</b>	<b>\$91.4</b>	<b>\$32.6</b>	<b>\$122.3</b>

# Example Of Publisher Prepayments

<b>Assumptions:</b>	<b>\$3,000</b> Prepayment (\$M)	<b>50%</b> Revenue Share	<b>5</b> Year Term	<b>\$6,000</b> Annual Revenue (\$M)
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<b>Accrual Accounting</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 6</b>
Revenue	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
<b><u>Traffic Acquisition cost (TAC):</u></b>						
Rev Share	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Amortization of prepayment	\$600	\$600	\$600	\$600	\$600	\$600
Total	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
<b>ex-TAC Gross Profit</b>	<b>\$2,400</b>	<b>\$2,400</b>	<b>\$2,400</b>	<b>\$2,400</b>	<b>\$2,400</b>	<b>\$2,400</b>
ex-TAC Gross Profit Margin %	40%	40%	40%	40%	40%	40%
<b>Cash Basis</b>						
Revenue	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
<b><u>Traffic Acquisition cost (TAC):</u></b>						
Rev Share	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Prepayment	\$3,000	\$0	\$0	\$0	\$0	\$0
Total	\$6,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
<b>Cash Flow</b>	<b>\$0</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$3,000</b>
<b>Delta – Cash Flow vs. Ex TAC Gross Profit</b>	<b>-\$2,400</b>	<b>\$600</b>	<b>\$600</b>	<b>\$600</b>	<b>\$600</b>	<b>\$600</b>

# Consolidated Balance Sheet

(\$ in millions)	As of Dec 31, 2020	As of Dec 31, 2021	As of Dec 31, 2022	As of Dec 31, 2023	As of Dec 31, 2024
Cash, cash equivalents, short-term deposits and investments	\$243	\$319	\$263	\$183	\$231
<b>Total Assets</b>	<b>\$580</b>	<b>\$1,598</b>	<b>\$1,530</b>	<b>\$1,708</b>	<b>\$1,719</b>
<b>Total Liabilities &amp; Convertible Shares</b>	<b>\$534</b>	<b>\$830</b>	<b>\$695</b>	<b>\$651</b>	<b>\$667</b>
Accumulated deficit and accumulated other comprehensive income (loss)	-\$31	-\$56	-\$68	-\$150	-\$154
Additional Paid-in-capital and treasury Ordinary shares	\$78	\$824	\$903	\$1,207	\$1,206
<b>Total Shareholders' Equity</b>	<b>\$47</b>	<b>\$768</b>	<b>\$835</b>	<b>\$1,057</b>	<b>\$1,052</b>

# Q1 2025 and 2025 Full Year Guidance: ex-TAC Gross Profit Reconciliation

(\$ in millions)	Guidance	Guidance
	Q1-25	FY 2025
<b>Revenues</b>	<b>\$407 to \$427</b>	<b>\$1,838 to \$1,888</b>
Traffic Acquisition Cost (TAC)	(\$265 to \$279)	(\$1,164 to \$1,198)
Other Cost of Revenues	(\$33 to \$33)	(\$138 to \$138)
<b>Gross Profit</b>	<b>\$109 to \$115</b>	<b>\$536 to \$552</b>
Other Cost of Revenues	\$33 to \$33	\$138 to \$138
<b>ex-TAC Gross Profit</b>	<b>\$142 to \$148</b>	<b>\$674 to \$690</b>

# Q1 2025 and 2025 Full Year Guidance: Supplemental Information

(\$ in millions)	Split		Guidance
	First Half	Second Half	FY 2025
Revenues	47%	53%	\$1,838 to \$1,888
ex-TAC Gross Profit	45%	55%	\$674 to \$690
Adjusted EBITDA	32%	68%	\$201 to \$209



## Non-GAAP Financial Measures

This Presentation includes ex-TAC Gross Profit, Adjusted EBITDA, Ratio of Adjusted EBITDA to ex-TAC Gross Profit, Free Cash Flow and Non-GAAP Net Income (Loss), which are non-GAAP financial measures. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to revenues, gross profit, net income, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly-titled measures used by other companies.

The Company believes non-GAAP financial measures provide useful information to management and investors regarding future financial and business trends relating to the Company. The Company believes that the use of these measures provides an additional tool for investors to use in evaluating operating results and trends and in comparing the Company's financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. Non-GAAP financial measures are subject to inherent limitations because they reflect the exercise of judgments by management about which items are excluded or included in calculating them. Please refer to the appendix at the end of this presentation for reconciliations to the most directly comparable measures in accordance with GAAP.

## Industry and Market Data

In this presentation, the Company relies on and refer to certain information and statistics obtained from third-party sources, which it believes to be reliable. The Company has not independently verified the accuracy or completeness of any such third-party information. You are cautioned not to give undue weight to such industry and market data.

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## Note Regarding Adjusted EBITDA Guidance

Although we provide guidance for Adjusted EBITDA, we are not able to provide guidance for projected Net income (loss), the most directly comparable GAAP measure. Certain elements of Net income (loss), including share-based compensation expenses, are not predictable due to the high variability and difficulty of making accurate forecasts. As a result, it is impractical for us to provide guidance on Net Income (loss) or to reconcile our Adjusted EBITDA guidance without unreasonable efforts. Consequently, no disclosure of projected Net income (loss) is included. For the same reasons, we are unable to address the probable significance of the unavailable information.

**Taboola**

**Thank You**