

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

## 144: Filer Information

Filer CIK 0001826141  
Filer CCC XXXXXXXXX  
Is this a LIVE or TEST Filing?  LIVE  TEST

### Submission Contact Information

Name  
Phone  
E-Mail Address

## 144: Issuer Information

Name of Issuer Taboola.com Ltd.  
SEC File Number 001-40566  
Address of Issuer 16 MADISON SQUARE WEST, 7TH FL.  
NEW YORK  
NEW YORK  
10010  
Phone (212) 206-7663  
Name of Person for Whose Account the Securities are To Be Sold ION Holdings 1, LP

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

## 144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Warrant	Morgan Stanley Smith Barney One New York Plaza New York NY 10004	101355	41352.00	12349990	08/17/2023	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

## 144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from	Is this	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
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		<b>Whom Acquired</b>	<b>a Gift?</b>		
Warrant	10/06/2020 Merger/Acquisition Issuer		<input type="checkbox"/>	101355	10/06/2020 Cash

\* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

## 144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Ion Holdings 1, LP 16 Madison Square West 7th Fl New York NY 10010	Warrant	05/22/2023	20000	9678.00
Ion Holdings 1, LP 16 Madison Square West 7th Fl, New York NY 10010	Warrant	05/23/2023	8	4.00
Ion Holdings 1, LP 16 Madison Square West 7th Fl,, New York NY 10010	Warrant	05/24/2023	3563	1533.00
Ion Holdings 1, LP 16 Madison Square West 7th Fl, New York NY 10010	Warrant	05/31/2023	5000	1859.00

## 144: Remarks and Signature

Remarks

Date of Notice 08/17/2023

**ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Anthony Reich

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**