

**TABOOLA.COM LTD.
DIGITAL PROPERTY SERVICES AGREEMENT
TERMS AND CONDITIONS**

1. Grant of Rights:

- a. Taboola grants Company a limited, non-exclusive, non-assignable, non-transferable, non-sublicensable, royalty-free right during the Term to access and use (a) the Platform (including Recommendations) and any associated APIs, code, or software (including any updates and enhancements) on the Properties as described above and as mutually agreed between the Parties, and (b) Taboola's proprietary analytics and management dashboard (the "Analytics Dashboard") solely for purposes of tracking performance of the Platform and reviewing the analytics associated with the Properties. For clarity, during the Term, Company shall have the right to use, to the extent made available at scale to other digital properties, the following additional Platform capabilities: (i) Taboola Newsroom: Taboola's proprietary editorial analytics platform; (ii) Taboola Audience Exchange: Taboola's digital properties content exchange platform, which allows Company to exchange traffic with Company's partners; and (iii) Taboola Read More: Taboola code that truncates the Property article and replaces the removed text with a "Read More" button and the Platform implemented directly below, until a user clicks on the "Read More" button, which will cause the article to expand and the Platform to appear directly below the end of the full article. During the Term, Taboola may also offer Company the right to use certain experimental features that are made available on a test basis ("Beta Features"), which Taboola may modify or remove at any time. Taboola may modify features, for reasons that it believes are necessary to comply with any applicable law, self-regulatory rule or principle, or consumer disclosure standard or best practice.
- b. In addition, during the Term, where applicable, Taboola hereby grants Company a non-exclusive, non-transferable, non-sublicensable, limited, and revocable right to copy and use the SDK (including any related documentation) with mobile application Properties, solely to serve Recommendations as set forth herein and in a manner that complies with the technical and implementation requirements as informed by Taboola. If Taboola makes available any upgrades, patches, enhancements, or fixes for the SDK ("Updates"), such Updates will become part of the SDK. Taboola shall provide Company with written notice of any such Updates (email shall be sufficient), and Company shall implement the Updates within fourteen (14) days of its release. Company shall not (a) copy, modify, or adapt the SDK or any technology therein, or (b) rent, lease, sublicense, sell, assign, loan, or otherwise transfer the SDK or any technology therein. Taboola may stop supporting the SDK or any features within the SDK.
- c. Company grants Taboola the right during the Term to (i) place the Platform and Taboola Sponsored Content (and any associated APIs, code, software, or cookies involved in providing the Services) on the Properties, and to crawl the Properties (either directly or through a third party) and to interact with the Platform for the purposes of developing, optimizing, and serving Recommendations through the Services; (ii) track and analyze the performance of the Services (either directly or through a third party); (iii) conduct tests on how Visitors interact with the Properties or Recommendations to facilitate maintenance and optimization of the Services; (iv) conduct automated A/B tests of different variations of the Platform; and (v) serve programmatic demand within the Platform.
- d. **Taboola News.** Company's participation in Taboola News is located at <https://www.taboola.com/policies/taboola-news-terms-for-digital-property-owners>, and as updated from time to time (the

"Taboola News Terms for Digital Property Owners"), are incorporated by reference into this Agreement.

- e. To the extent that the Parties agree, at any time during the Term, that Taboola will integrate Company Licensed Content into the Feed, Company grants Taboola the right to (i) move its location; (ii) reduce the size or hide it entirely; (iii) add a scroll bar; and (iv) add a "Show More" button with an attribution to Taboola.
- f. **Ownership.** As between the Parties, Taboola owns all rights in and to the Services and Taboola's Confidential Information (as defined below), and Company owns all rights in and to the Properties, the Company Content, and Company's Confidential Information. Company is not required to provide any feedback or suggestions to Taboola. To the extent Company does provide any such feedback or suggestions, Company hereby grants to Taboola and its affiliates a non-exclusive, perpetual, irrevocable, royalty-free, transferable, worldwide right, and license to use, reproduce, disclose, sublicense, distribute, modify, and otherwise exploit all such feedback and suggestions without restriction. As between the Parties, each Party owns all data that such Party collects. As to Taboola, such data may include, without limitation: information collected from Visitors when viewing Recommendations (such as web or app behavior, browser information, or cookie data that may be read or deployed by Taboola); IP addresses; hashed email addresses (if made available); and mobile device information, IDFAs, and Android Ad IDs (as applicable). The foregoing shall further include any reports created, compiled, analyzed, or derived by a Party with respect to such viewing.

2. Terms of Use:

- a. Throughout the Term, Company agrees (i) to implement the Platform via JavaScript integration on the Properties, and (ii) the Platform will be, at a minimum, displayed on all pages of the Properties and maintained in the same location and alongside the same page elements, as mutually agreed between the Parties.
- b. Company will include a clear and conspicuous advertising disclosure along with a hyperlinked attribution to Taboola in a form that has either been provided by Taboola or approved by Taboola.
- c. Company will not implement the Platform on any Properties that contain, or publish in any publication connected to the Properties, any material or content that is, or that may reasonably be considered: illegal, unlawful, or infringing under any applicable laws (including, without limitation, content that infringes a third-party copyright, trademark, patent, or trade secret), in violation of relevant economic sanctions or trade restrictions, pornographic, profane, promotional of drugs and drug paraphernalia (including, but not limited to, recreational and prescription drugs), gambling-related (unless legal in the location offered), fake or deceptive, libelous, defamatory, invasive to privacy, violent, threatening, promotional of known violent organizations or, content designed to promote hatred of any societal group based on, but not limited to, ethnicity, race, religion, sexual orientation, gender or transgender status, or designed to harass, offend, shock, or cause or promote harm to any individual (e.g. "doxing"), in breach of confidence or any other right of any third party, or lacking in necessary authorizations, approvals, consents, or licenses, or used on Properties that are directed or targets Visitors under the age of eighteen (18) (collectively "Prohibited Content"). Taboola

reserves the right to remove the Services from the Properties if Prohibited Content is displayed.

- d. Company shall not (i) reverse engineer, decompile, or disassemble the Services (including, without limitation, any SDK Technology); (ii) copy, modify, or adapt the Services; (iii) modify, change, edit, amend, truncate, alter, override, bypass, or reorder any aspect of the Services; (iv) place the Platform in an iFrame or in a container; (v) add its own code to the Platform; (vi) rent, lease, sublicense, sell, assign, loan, or otherwise transfer the Services; (vii) use the Services in a manner that threatens the integrity, performance, or availability of the Services; (viii) redirect, block, or impede Visitors' engagement with the Services once they click on a Recommendation; or (ix) minimize, remove, cover or otherwise inhibit the full and complete display of the Platform.
- e. Company shall not attempt to access or use the Services in an unauthorized manner, including, without limitation, any attempt to gain access to the accounts of other Taboola customers or to extract, crawl or cache data from the Analytics Dashboard or Taboola Newsroom for commercial purposes.
- f. If Company utilizes a third party (a "Vendor") to implement and manage use of the Platform on Company's Properties, Company remains solely responsible for its own actions, and the actions of its Vendor. In addition, Company shall not permit Vendors to (i) use any of the information provided by Company for purposes other than those described hereunder (ii) to mediate Taboola Sponsored Content or (iii) intervene with the Platform or Platform UI in any way.
- g. Company shall not generate clicks on Recommendations or generate Recommendation Pageviews (as defined below) through any automated, deceptive, fraudulent, invalid, incentivized, or other means that are designed to generate clicks or Recommendation Pageviews that are not the willing actions of Visitors who possess an independent, genuine desire to engage specifically with the content that appears on the Properties and shall not include clicks generated for any other motive. If Taboola detects any of the foregoing, notwithstanding any other rights under this Agreement, Taboola reserves the right to cease displaying Taboola Sponsored Content or the Platform.
- h. Company will declare Taboola as an authorized seller and Taboola's demand partners as authorized resellers of Company's advertising inventory by adding Taboola's designated ads.txt code ("Taboola Ads.txt Code") to the ads.txt file on Company's root domain. Taboola reserves the right to require the update of the Taboola Ads.txt Code on the Properties from time to time and Company agrees to reasonably comply with any such request by Taboola.
- i. Company shall uphold best transparency practices by ensuring that each of its Properties contains meaningful and accurate contact information (including, but not limited to, Company's legal entity name, mailing address, and working phone number and email address) in either a footer or relevant contact page so that Visitors may contact Company directly about Company Content.
- j. Upon termination, it shall be Company's obligation to remove any pixels, tags, or scripts provided by Taboola. Taboola shall have no liability related to or arising out of Company's failure to do so.

3. **Compensation:**

- a. For each month of the Term, Company shall receive the Compensation set forth in Section IV above, provided that it is not in breach of this Agreement as of the date that payment is due, as set forth in Paragraph 3(b) hereof. Company shall not be compensated for any unauthorized implementation of the

Platform, for any implementation of the Platform that makes it impossible to click or track clicks, or for any fraudulent or invalid clicks, traffic, or Recommendation Pageviews (as defined below). Traffic shall be deemed fraudulent or invalid if (i) Company's traffic is converting at less than twenty percent (20%) of Taboola's network average for similar integrations; (ii) Company's Properties result in low post-click performance; or (iii) the Recommendation Pageviews are the result of transfers or referrals of Visitors by a third-party traffic source and result in a monthly click-through rate that is less than fifty percent (50%) of the click-through rate experienced by the remainder of the Recommendation Pageviews that occurred on the Properties during the same month.

- b. All payments shall be remitted to Company within forty-five (45) days after the end of the calendar month in which that revenue was generated in New Israeli Shekels at the representative rate of exchange published by the Bank of Israel as of the last date of such month, provided that Company has issued a tax invoice to Taboola. Each payment shall be accompanied by VAT, at the rate prescribed by law, if applicable; provided that should Taboola be required to withhold from payments or make payments of any VAT amount or any and all amounts as may be required to be deducted at source under any Israeli tax law or regulation, Taboola shall do so and provide Company with documentation relating to such tax withholding and/or payment, and Company shall have no demands in connection therewith. Any such amounts shall be deemed to have been paid to Company on their due dates, subject to receipt of sufficient evidence of their withholding and/or payment. Notwithstanding anything to the contrary herein, Company agrees that Taboola may, without prejudice to any other rights it may have, offset any liability owed by Company to Taboola under this Agreement, or any other agreement, with any liability owed by Taboola to Company. For purposes of clarity, all payments shall be made in U.S. Dollars or New Israeli Shekels ("NIS"), unless otherwise agreed to in a separate writing between the parties. Any objection to any invoice shall be stated in writing to Taboola within ten (10) days of receipt of the invoice, otherwise Company waives such objections and such invoice will be deemed final, not subject to dispute, and accepted by Company. Company is responsible for providing accurate payment information, including, but not limited to, the correct entity name.
 - c. **Delay of Payment.** To ensure proper payment, Company is solely responsible for providing and maintaining accurate contact and payment information associated with Company's account. Failure to comply shall result in delay or forfeiture of Company's due payment.
 - d. **Taxes.** Each Party will be responsible for paying its own taxes. For clarity, Taboola will not be liable for the payment hereunder of any amount beyond the Compensation set forth above.
 - e. **Definitions. Recommendation Pageviews:** Each unique time the Platform is rendered on a Property page as mutually agreed between the Parties, as determined by Taboola and reported on the Analytics Dashboard, and shall not include any pageviews that are not human-initiated. **Adjusted Gross Revenue:** All net advertising fees paid by Advertisers to Taboola for placements of Taboola Sponsored Content on the Properties, and applicable taxes thereon ("Gross Revenue"), minus processing fees of twenty percent (20%) of Gross Revenue, which is assessed to reimburse Taboola for various operational costs, including without limitation, credit card processing fees, collection costs and defaults, serving costs, charge-backs, and reversals to Advertisers. Company acknowledges that any analytics provided in the Analytics Dashboard are estimates and will only be finalized fourteen (14) days after the conclusion of any calendar month.
4. **Exclusivity:** Taboola will be Company's exclusive Services provider during the Term. Accordingly, Company will not engage any third

party, including, without limitation, any of Taboola's competitors or their affiliates (including, without limitation, AdBlade, CoNative (DefineMedia), Connatix, ContentAd, Crowdignite, Dianomi, Digiteka, Distroscale, Earnify, EngageYa, Facebook Audience Network, Fortvision, Google Content Recommendations (including Google Traffic Multiplex), Inform, Jubna, Kargo, Ligatus, MGID, Microsoft Audience Network, Minute.ly, Nativery, Nativo, OpenWeb, Phoenix, Plista, Polar, PostSquare, RevContent, Sekindo/Primis, Sharethrough, Teads (including but not limited to Buzzeff.tv), Teads (Outbrain), Tout, TripleLift, Union Media, Viafoura, VDO.AI, Virol, Vuble, YieldMo, ZergNet, and Zinc by Zedo) to make Recommendations, play video advertisements, or provide a content recommendation service that is similar to the Services on any properties owned or operated by Company, including, without limitation, the Properties. It is understood and agreed that the Company shall be deemed to be in breach of the foregoing exclusivity clause should it keep the Service on the Properties but divert all of its traffic to a new website. Company acknowledges that the restrictions set forth in this Paragraph 4 are essential to Taboola's business and that any breach of the foregoing exclusivity provision may cause irreparable harm and significant injury to Taboola for which money damages will be inadequate. Company further agrees that in the event of a breach of the foregoing exclusivity clause, Company shall pay to Taboola, as liquidated damages and not a penalty, an amount equal to: (i) Taboola's average monthly Adjusted Gross Revenue realized from Company for the Properties to which the breach applied for the immediately preceding three (3) months (or less if the breach occurred earlier than three months into the Term) times (ii) the number of months remaining in the then-current Term, it being agreed that actual damages in each such circumstance will be uncertain and difficult to measure, and that the amount provided is a reasonable measure.

5. **Privacy and Data Protection:**

- a. **Privacy.** The Parties agree that the Taboola Privacy Terms for Digital Property Owners located at <https://www.taboola.com/policies/privacy-terms-for-publishers>, and as updated from time to time (the "Privacy Terms for Digital Property Owners"), are incorporated by reference into this Agreement. Notwithstanding the foregoing, the following provisions supplement the Publisher Privacy Terms.
- b. **"Israeli Privacy Law"** means the Israeli Privacy Protection Law, 5741-1981 and the regulations promulgated thereunder, including without limitation, the Protection of Privacy Regulations (Transfer of Data to Databases outside the State's Borders), 5761-2001, all as may be amended from time to time.
- c. **International Data Transfers.** Neither Party shall transfer (nor permit any third party to transfer) any Personal Data relating to Israeli Visitors in a territory that is outside of the State of Israel, except in accordance with the Israeli Privacy Law, including, without limitation, by requiring the recipient to guarantee in writing that it shall take adequate measures to ensure the privacy of the Israeli data subjects, and that the data received shall not be transferred to any other person or entity, whether in that territory or in any other location.

6. **Representations and Warranties:**

- a. **Company Representations.** Company further represents and warrants that (i) it either owns and operates the Properties or otherwise has the full right and authority to grant the rights granted hereunder; (ii) the Company Content is either owned by Company or properly licensed; (iii) the Properties, the Company Content, and Taboola's use of the Properties or the Company Content will not infringe upon the rights of any third party; (iv) as it relates to the Company Licensed Content, it has the full right and authority to grant the rights granted herein and such grant does not violate the terms of any agreements it has with any third party; (v) it is not subject to nor owned or controlled by any person that is subject to sanctions or export control restrictions imposed

pursuant to the laws of the United States, Israel, or any other jurisdiction whose laws are applicable to the performance of this Agreement; (vi) it will comply with all applicable laws and regulations in its performance of this Agreement, including with respect to the use of the Services, and including but not limited to economic sanctions and export control laws and regulations of the United States, Israel, and, as applicable, other jurisdictions; and (vii) it will not take any action that could result in economic sanctions or other trade control restrictions or penalties being imposed on Taboola. Company shall ensure that each of its mobile applications included as Properties complies with any applicable Apple/iOS and Android rules, guidelines, or requirements and any agreements into which Company has entered with such platform entities. Company shall further ensure that any signal or flag indicating that an end user has opted its mobile ad identifier out of cross-app or interest-based advertising (e.g., an "LMT=1" signal) is communicated to Taboola (except where such identifier is either not delivered to Taboola or obfuscated, in which case such obligation shall not apply).

- b. **Taboola Representations and Disclaimers.** Taboola represents and warrants that (i) it has the full right and authority to grant the rights granted hereunder, (ii) it is not subject to nor owned or controlled by any person that is subject to sanctions or export control restrictions imposed pursuant to the laws of the United States, Israel, or any other jurisdiction whose laws are applicable to the performance of this Agreement; (iii) it will comply with all applicable laws and regulations in its performance of this Agreement, and including but not limited to economic sanctions and export control laws and regulations of the United States, Israel, and, as applicable, other jurisdictions; and (iv) it will not take any action that could result in economic sanctions or other trade control restrictions or penalties being imposed on Company. TABOOLA PROVIDES THE SERVICES "AS IS." TABOOLA EXPRESSLY DISCLAIMS, TO THE FULLEST EXTENT PERMITTED BY LAW, ALL OTHER REPRESENTATIONS AND WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, INCLUDING THE IMPLIED WARRANTIES OF TITLE, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. TABOOLA ALSO DISCLAIMS RELIANCE BY COMPANY ON ANY REPRESENTATION OTHER THAN IN THIS AGREEMENT, WHETHER THE REPRESENTATION IS ORAL OR WRITTEN. IN ADDITION, TABOOLA MAKES NO REPRESENTATIONS OR WARRANTIES REGARDING THE INFORMATION DERIVED FROM TABOOLA NEWSROOM, AND DISCLAIMS ALL LIABILITY WITH RESPECT TO COMPANY'S USE OF INFORMATION DERIVED FROM TABOOLA NEWSROOM. ALL BETA FEATURES ARE PROVIDED ON AN "AS IS" BASIS, WITHOUT ANY REPRESENTATIONS, WARRANTIES, COVENANTS, OR OBLIGATIONS OF ANY KIND. ANY USE BY COMPANY OF BETA FEATURES IS SOLELY AT COMPANY'S OWN RISK.

7. **Indemnification:**

- a. Taboola shall indemnify, defend, save and hold harmless Company and its parent, subsidiaries, and affiliates, and its and their representatives, officers, directors, agents, and employees, from and against any and all third-party claims, damages, fines, penalties, awards, judgments, and liabilities (including reasonable outside attorneys' fees and costs) (collectively, the "Losses") resulting from, arising out of, or related to: (i) Taboola's breach or alleged breach of any of Taboola's representations or warranties set forth in Paragraph 6.b; or (ii) a claim that the Platform violates a third party trademark, trade secret, copyright, or privacy right, except to the extent that such claim arises solely due to the Company Content or a Property. If the Platform or Services are held in a suit or proceeding to infringe any intellectual property rights of a third party, and the use of such

Platform or Services is enjoined, or Taboola reasonably believes that it is likely to be found to infringe or likely to be enjoined, then Taboola may, at its sole cost, expense either (a) procure the right to continue using such Platform or Services, or (b) modify such Platform or Services so that it becomes non-infringing without affecting the basic functionality of such Platform or Services; provided, however, that if (a) and (b) are not practicable, Taboola may terminate this Agreement with respect to such Platform or Services by giving Company thirty (30) days written notice (email shall be sufficient). Taboola's obligations as stated in this Paragraph 7.a are Company's sole remedy and Taboola's sole liability arising out of or relating to infringement claims.

- b. Company shall indemnify, defend, save and hold harmless Taboola and its parent, subsidiaries, and affiliates, and its and their representatives, officers, directors, agents, and employees, from and against all Losses resulting from, arising out of, or related to (i) Company's breach or alleged breach of any of Company's representations, warranties, or agreements herein; (ii) a claim that the Properties or any of its content or the Company Content violates a third-party trademark, trade secret, copyright, patent, or privacy right; or (iii) a claim that Company did not comply with its privacy policy.
 - c. The Parties agree that in claiming any indemnification hereunder, the Party claiming indemnification (the "Claimant") shall (i) promptly notify the other Party in writing of the claim; (ii) grant the indemnifying Party sole control of the defense (except that the Claimant may, at its own expense, assist in the defense); and (iii) provide the indemnifying Party, at the indemnifying Party's expense, with all assistance, information, and authority reasonably required for the defense of the claim. In no event shall the indemnifying Party enter into any settlement or agree to any disposition of the indemnified claim(s) without the prior written consent of the Claimant.
8. **Limitation of Liability:** EXCEPT FOR COMPANY'S BREACH OF ITS EXCLUSIVITY OBLIGATIONS HEREUNDER, IN NO EVENT SHALL (a) PARTY BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES; OR (b) A PARTY'S CUMULATIVE LIABILITY HEREUNDER EXCEED THE ACTUAL AMOUNTS PAID BY TABOOLA TO COMPANY IN THE SIX (6) MONTH PERIOD PRECEDING THE EVENTS GIVING RISE TO THE LIABILITY. TO THE EXTENT PERMITTED BY APPLICABLE LAW, COMPANY HEREBY WAIVES ANY AND ALL RIGHTS TO BRING ANY CLAIM OR ACTION RELATED TO THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, THE SERVICE, COMPANY'S COMPENSATION, OR OTHERWISE, BEYOND ONE (1) YEAR FROM THE FIRST OCCURRENCE OF THE ACT, EVENT, CONDITION, OR OMISSION ON WHICH SUCH CLAIM OR ACTION IS BASED.
9. **Confidentiality:** During the Term, either Party may receive certain information and materials concerning the other Party's business, technology, customers, and products that are confidential and of substantial value to the other Party. The receiving party will not use or disclose to any third party the disclosing party's Confidential Information (as defined below) except as necessary for the performance of this Agreement or for enforcement of its terms in the event of a breach; the receiving party may make such disclosure only to those individuals who are bound by confidentiality obligations at least as restrictive as those set forth herein (provided that the receiving party hereby agrees that it shall be responsible for any violation of the terms of this Agreement by such third parties). The foregoing obligations will not restrict the receiving party from disclosing Confidential Information of the disclosing party (a) pursuant to a court order from a court of competent jurisdiction, an administrative agency, or other governmental body, provided that the receiving party, to the extent permitted by law, gives reasonable prior written notice to the disclosing party so that it may contest such order and, in the event that disclosure is required, only discloses the portion of Confidential Information that is legally required; (b) pursuant to a regulatory

investigation or enforcement or in response to any governmental agency request; or (c) to any existing or potential investors, acquirers and financiers as part of a due diligence process. The foregoing shall also not restrict Taboola from disclosing Company's contact information in response to any claim that the Properties or the Company Content infringes upon, violates, or misappropriates any third party Intellectual Property Rights. The "Confidential Information" consists of (a) any technical information or plans concerning the Services, the Platform, or any software or other technology of a Party or the Properties; (b) any financial information of the Company; (c) other information disclosed by the disclosing party to the receiving party that is marked as confidential or should reasonably be assumed to be confidential under the circumstances; and (d) the content of this Agreement. Confidential Information does not include information that: (i) is or becomes generally known to the public through no fault of or breach of the receiving party; (ii) is rightfully known by the receiving party at the time of disclosure without an obligation of confidentiality; (iii) is independently developed by the receiving party without use of the disclosing party's Confidential Information; or (iv) is rightfully obtained by the receiving party from a third party that has no duty of Confidentiality to the disclosing party.

10. **Choice of Law:** This Agreement will be governed by and construed in accordance with the laws of Israel excluding its conflicts of law principles. Any legal action or proceeding arising under this Agreement will be brought exclusively in the courts located in the city of Tel-Aviv and the Parties hereby irrevocably consent to personal jurisdiction and venue therein. If either Party hereto breaches any of the terms of this Agreement, the non-breaching Party shall be entitled to recover from the breaching Party any reasonable legal fees, costs, and expenses incurred to enforce this Agreement against the breaching Party.
11. **Assignment:** The rights and obligations of each Party hereunder shall inure to the benefit of the respective successors and assigns of the Parties hereto, provided that, except as expressly provided herein, this Agreement and any rights or obligations hereunder shall not be assigned or delegated without the prior written consent of the other Party (which shall not be unreasonably withheld), except that, either Party may assign this Agreement to another member of its corporate group, or to an acquirer of all or substantially all of such Party, whether by merger, share purchase, asset acquisition, operation of law, or otherwise, without the other Party's prior written consent, and such successor shall be bound to the terms hereof. For clarity, in the event that Company splits or sells parts or all of its business this Agreement will be binding on any such purchaser or new entity that owns the Properties and will remain in full force and effect with respect to the Properties for the length of the Term, regardless of who owns such Properties.
12. **Publicity and Company Marks:** Taboola shall have the right to announce its relationship with Company, including by issuing a press release. In addition, Taboola may use Company's name and logo when referring to Taboola's customers in Taboola marketing materials. Company will not engage in any action or practice that disparages or devalues Taboola, its affiliates, or the Services.
13. **Force Majeure:** Neither Party will be responsible for any failure or delay in its performance under this Agreement due to causes beyond its reasonable control, including, but not limited to, labor disputes, strikes, any prohibition, admonishment, encouragement or restriction by any government or other legal authority that affects this Agreement and is not in force on the date of this Agreement, lockouts, failures of the Internet, shortages of or inability to obtain energy, raw materials, or supplies, pandemics, war, terrorism, riot, or acts of God.
14. **Miscellaneous:** This Agreement constitutes the complete and exclusive understanding and agreement between the Parties regarding the subject matter herein, and supersedes all prior or contemporaneous agreements or understandings, written or oral, relating to its subject matter. The failure of either Party to enforce strict performance by the other Party of any provision of this Agreement or to exercise any right under this Agreement shall not be construed as

a waiver of that Party's right. Any waiver, modification, or amendment of any provision of this Agreement will be effective only if in writing and signed by a duly authorized representative of each Party. Nothing in this Agreement shall be construed to create a partnership, joint venture, agency, employment, or any other relationship between Company and Taboola. Except as otherwise specifically set forth herein, neither Party will (i) represent itself to be a partner, employee, representative, or agent of the other Party; or (ii) enter into any agreement on the other Party's behalf, in the other Party's name, or otherwise bind the other Party to any agreement or obligation. Should any section or part of a section within this Agreement be rendered void

or unenforceable by any court of competent jurisdiction, the remaining provisions of this Agreement shall nevertheless be binding upon the Parties with the same effect as though the void or unenforceable part had been severed and deleted. Paragraphs 1.f, 7-10 and 14 of these Terms and Conditions shall survive the termination of this Agreement. Each Party agrees that this Agreement may be executed by electronic signature. Electronic execution of this Agreement by a Party is intended to authenticate this writing and have the same force and effect as a manual signature. Neither Party may challenge the authenticity or validity of this Agreement on the basis that it was signed electronically.