

Effective May 3, 2017

TABOOLA BACKSTAGE \$100 BACK OFFER

You are eligible for this offer if you are (a) registered to the partners program, located at <http://go.taboola.com/agency-program>, (b) an agency domiciled and incorporated in the United States, and (c) using the offer for an advertiser that has not previously used the Taboola advertising platform either directly or through you. You are solely responsible for ensuring that your participation in this offer complies with the agreements you have with your clients concerning media arrangements and payments.

To activate this offer, send an email to Agencies@Taboola.com and request for your new advertiser client to be whitelisted. You'll be sent a confirmation email confirming that the new client account has been whitelisted and that if the new client account reaches at least \$500 spend within 60 days of being whitelisted, you'll receive \$100 back. Credit will be applied to the form of payment provided at time of account registration (i.e., the credit card provided at time of registration). You will be sent an email within five (5) days of account becoming eligible for credit. Credit will be issued to the applicable payment method within seven (7) days of account becoming eligible for credit. Your account must be successfully billed by Taboola and remain in good standing in order to qualify for the \$100 back. Limit one (1) credit per new client account and five (5) credits per agency.

Offer subject to ad approval, valid registration, and acceptance of the Backstage standard terms and conditions. Offer may be revoked at any time for any reason by Taboola. Use of the offer is restricted to automatic payments billing options.

Taboola and its officers, directors, employees, representatives and agents (collectively, "Released Parties") are not responsible for lost, late, incomplete, damaged, delayed, inaccurate, stolen, misdirected, undelivered, or garbled emails or credits; or for errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the offer, the processing of accounts or advertising spend, or in any offer-related materials. Released Parties will have no liability whatsoever for, and shall be held harmless against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from participation in this offer.

Participation in this offer constitutes your acceptance of these terms and conditions. Offer void where prohibited by law. If you earn a reward for an advertiser in this \$100 Back offer, you aren't eligible to earn a reward for that same advertiser in the \$200 Back offer and vice versa.