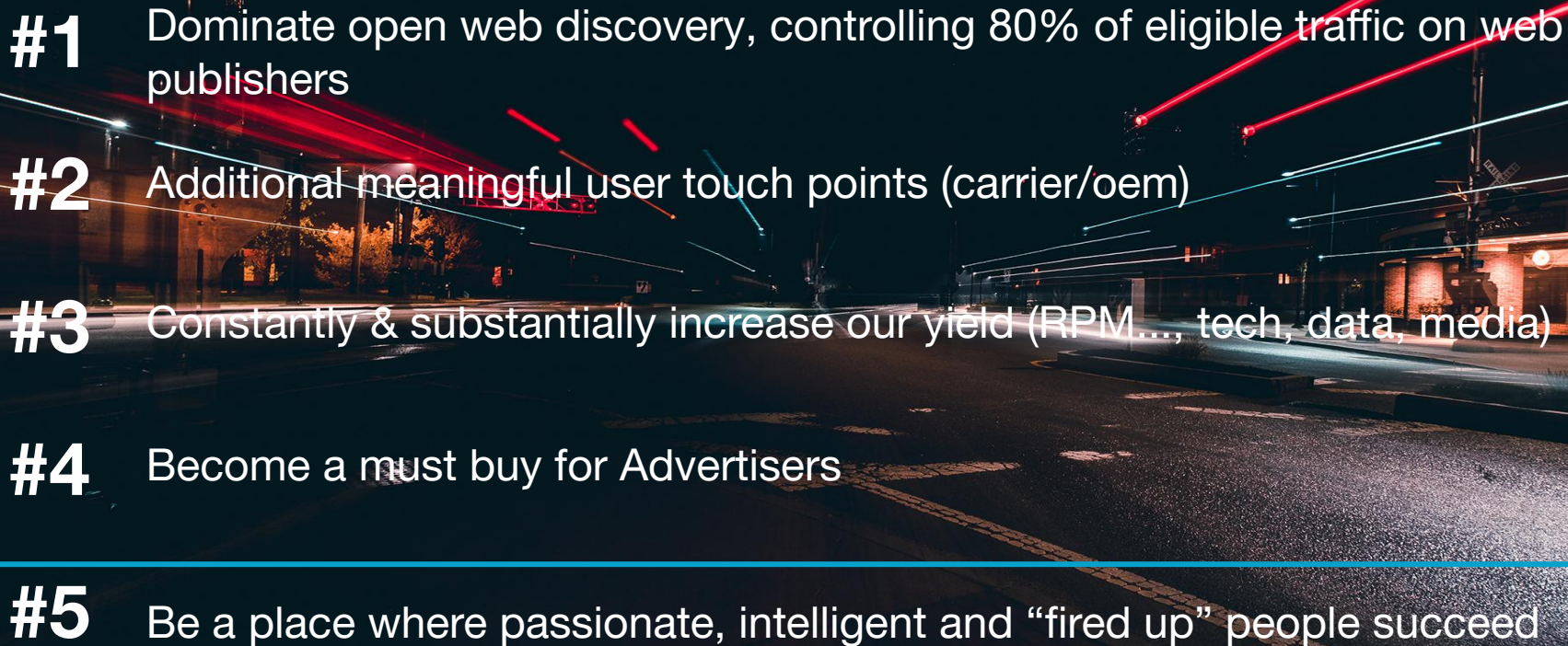




“ Learning never exhausts  
mind and you're at a place  
where opportunities are  
created to learn

# Company 3 Year Strategy

- 
- #1** Dominate open web discovery, controlling 80% of eligible traffic on web publishers
  - #2** Additional meaningful user touch points (carrier/oem)
  - #3** Constantly & substantially increase our yield (RPM..., tech, data, media)
  - #4** Become a must buy for Advertisers
  - #5** Be a place where passionate, intelligent and “fired up” people succeed



# #5



***“Be a place where passionate, intelligent and fired up people succeed”***

- People and culture have been, and always will be the key to our success, and bright, wildly passionate, empathetic people are the secret sauce
- We know why we love working at Taboola and we want to sustain that as we scale
- Requires a combination of professional growth opportunities and **social connection initiatives**

# *India Spirit Committee Mission*

- Formalise and scale existing engagement activities and initiatives including company events
- Provide ownership and opportunities for each one to make an impact
- Ensure things actually get done, and track all of these great activities
- Try new initiatives in APAC to address priorities around our interests
- Enhance belongingness and connectivity in each of the offices and in the region as a whole



# *India Spirit Committee*

Engagement

Sustainability

Corporate, Social,  
Responsibility

Welfare



**Ownership & Structure**  
**Rohit**



**Engagement**  
**Chirag**



**Sustainability**  
**Aarti**



**Corporate, Social, Responsibility**  
**Poonam**



**Welfare**  
**Khusbhoo**





# Get involved!

- 1 year term - Started Jan. 1st
- **Time commitment:**
  - *Committee Meeting = 30min weekly*
  - *Each workstream = 30min weekly*
- **Role Responsibilities:**
  - Team Leaders: Running weekly meeting, managing schedule, liaising with Admin tea,, tracking/reporting
  - Initiative Owner: Providing ideas, helping coordinate informal events, operational support, bringing your passion!

A long-exposure photograph of a city street at night. The image captures light trails from moving vehicles, with prominent red and white streaks across the frame. The street is wet, reflecting the ambient light. In the background, there are buildings and streetlights. A semi-transparent grey rectangular box is centered over the image, containing the text "Thank you" in a white, italicized serif font.

*Thank you*