

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. (Last) (First) (Middle) 50 ELI LANDAU BLVD. (Street) HERZELIA, L3 4685150 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 11/30/2021	3. Issuer Name and Ticker or Trading Symbol Innovid Corp. [CTV]		
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		5. If Amendment, Date Original Filed (Month/Day/Year)
		6. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person		

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	17,697,224	I	See Footnote (1) (2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. 50 ELI LANDAU BLVD. HERZELIA, L3 4685150		X		
SC ISRAEL IV GENPAR, LTD. 50 ELI LANDAU BLVD. HERZELIA, L3 4685150		X		
SC ISRAEL IV MANAGEMENT, L.P. 50 ELI LANDAU BLVD. HERZELIA, L3 4685150		X		
SEQUOIA CAPITAL ISRAEL IV, L.P. 50 ELI LANDAU BLVD. HERZELIA, L3 4685150		X		
Levy Shmuel 50 ELI LANDAU BLVD HERZELIA, L3 4685150		X		
SADGER HAIM 50 ELI LANDAU BLVD HERZELIA, L3 4685150		X		

Signatures

/s/ By Shmuel Levy, a Director of SC ISRAEL IV GENPAR, LTD		12/10/2021
**Signature of Reporting Person		Date
/s/ By Shmuel Levy, a Director of SC ISRAEL IV GENPAR, LTD, the general partner of SC ISRAEL IV MANAGEMENT, L.P.		12/10/2021
**Signature of Reporting Person		Date
/s/ By Shmuel Levy, a Director of SC ISRAEL IV GENPAR, LTD, the general partner of SC ISRAEL IV MANAGEMENT, L.P., the general partner of SEQUOIA CAPITAL ISRAEL IV L.P.		12/10/2021
**Signature of Reporting Person		Date
/s/ By Shmuel Levy, a Director of SC ISRAEL IV GENPAR, LTD, the general partner of SC ISRAEL IV MANAGEMENT, L.P., the general partner of SEQUOIA CAPITAL ISRAEL IV L.P., which owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P		12/10/2021
**Signature of Reporting Person		Date
/s/ Shmuel Levy		12/10/2021
**Signature of Reporting Person		Date
/s/ Haim Sadger		12/10/2021
**Signature of Reporting Person		Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) SC ISRAEL IV GENPAR, LTD is the general partner of SC ISRAEL IV MANAGEMENT, L.P., which is the general partner of SEQUOIA CAPITAL ISRAEL IV L.P., which owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. As such, SC ISRAEL IV GENPAR, LTD shares voting and dispositive power with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. The directors and stockholders of SC ISRAEL IV GENPAR, LTD, who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. are Shmuel Levy and Haim Sadger. As a result, and by virtue of the relationship described in this footnote, each such person may be deemed to share voting and dispositive power with respect to the shares held by the Sequoia Capital Israel IV Holdings, L.P.

(2) Each of SC ISRAEL IV GENPAR, LTD, SC ISRAEL IV MANAGEMENT, L.P., SEQUOIA CAPITAL ISRAEL IV L.P., Mr. Levy and Mr. Sadger disclaims beneficial ownership of the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. except to the extent of its or his pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.

Remarks:

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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