

# Your **Vote** Counts!

**INNOVID CORP.**

2022 Annual Meeting

Vote by June 6, 2022

11:59 PM Eastern Time



INNOVID CORP.  
30 IRVING PLACE, 12TH FLOOR  
NEW YORK, NY 10003

D84956-P74000

## You invested in INNOVID CORP. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on June 7, 2022.**

### Get informed before you vote

View the Notice, Proxy Statement and Annual Report online at [www.ProxyVote.com](http://www.ProxyVote.com) OR you can receive a free paper or email copy of the material(s) by requesting prior to May 24, 2022. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

June 7, 2022  
10:00 a.m. Eastern Time

Meeting to be held virtually at:  
[www.virtualshareholdermeeting.com/CTV2022](http://www.virtualshareholdermeeting.com/CTV2022)

Vote Prior to the Meeting:

Online: [www.ProxyVote.com](http://www.ProxyVote.com)

By Mail: Request a paper copy of the materials, which will include a proxy card

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items   | Board Recommends |
|--|------------------|
| 1. Election of Class I Directors<br><b>Nominees:</b><br>01) Steven Cakebread<br>02) Jonathan Saacks  | ✔ For            |
| 2. Ratification of the appointment of Kost Forer Gabbay & Kasierer, member of Ernst & Young Global, as Innovid Corp.'s independent registered public accounting firm for the 2022 fiscal year. | ✔ For            |
| <b>NOTE:</b> To transact such other business as may properly come before the meeting or any adjournment thereof.   |                  |

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".