Form 144 Filer Information

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK	0001693357
Filer CCC	XXXXXXX
Is this a LIVE or TEST Filing?	● LIVE ◎ TEST
Submission Contact Information	
Name	

E-Mail Address

144: Issuer Information

Name of Issuer	Innovid Corp.
SEC File Number	001-40048
Address of Issuer	30 IRVING PLACE, 12TH FLOOR NEW YORK NEW YORK 10003
Phone	2129667555
Name of Person for Whose Account the Securities are To Be Sold	Callini Anthony

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	Officer

144: Securities Information

Title of the Class of Securities To Be Sold	Common
Name and Address of the Broker	Morgan Stanley Smith Barney LLC 2000 Westchester Avenue Purchase NY 10577
Number of Shares or Other Units To Be Sold	7500
Aggregate Market Value	14650.00
Number of Shares or Other Units Outstanding	146407446
Approximate Date of Sale	10/17/2024
Name the Securities Exchange	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

144: Securities To Be Sold	
Title of the Class	Common
Date you Acquired	10/16/2024
Nature of Acquisition Transaction	Vested Restricted Stock Unit (RSU)
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	25000
Date of Payment	10/16/2024
Nature of Payment	Compensation

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Anthony Callini 30 Irving Place New York NY 10003
Title of Securities Sold	Common
Date of Sale	08/08/2024
Amount of Securities Sold	7972
Gross Proceeds	13140.85

144: Remarks and Signature

Remarks	The sales of securities disclosed herein represent the number of shares sold or to be sold, as applicable, by the Reporting Person to cover tax withholding obligations in connection with the vesting of RSUs. Sales to cover tax withholding obligations in connection with the vesting of such securities do not represent discretionary trades by the Reporting Person.
Date of Notice	10/16/2024

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Anthony Callini

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)