Form 144 Filer Information

**FORM 144** 

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

#### Form 144

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

144: Filer Information	
Filer CIK	0001967764
Filer CCC	XXXXXXXX
Is this a LIVE or TEST Filing?	● LIVE ○ TEST
Submission Contact Information	
Name	
Phone	
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	Markus Kenneth
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 Stock
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	17000
Aggregate Market Value	52000.00
Number of Shares or Other Units Outstanding	144244705
Approximate Date of Sale	12/03/2024
Name the Securities Exchange	NYSE

any part of the purchase price or other consideration therefor:

### 144: Securities To Be Sold Title of the Class Common Stock Date you Acquired 03/31/2023 Nature of Acquisition Transaction Restricted Stock Name of Person from Whom Acquired Issuer Is this a Gift? Date Donor Acquired Amount of Securities Acquired 41667 Date of Payment 03/31/2023 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

Nothing to Report

## 144: Remarks and Signature

The sales of securities disclosed herein represent the number of shares expected to be sold to cover tax withholding obligations of Reporting Person 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 12/02/2024

### **ATTENTION:**

Remarks

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 Kenneth Markus

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