

144: Filer Information

Filer CIK	<input type="text" value="0001693357"/>
Filer CCC	<input type="text" value="XXXXXXXX"/>
Is this a LIVE or TEST Filing?	<input checked="" type="radio"/> LIVE <input type="radio"/> TEST

Submission Contact Information

Name	<input type="text"/>
Phone	<input type="text"/>
E-Mail Address	<input type="text"/>

144: Issuer Information

Name of Issuer	<input type="text" value="Innovid Corp."/>
SEC File Number	<input type="text" value="001-40048"/>
Address of Issuer	<input type="text" value="30 Irving Place, 12th Floor
New York
NEW YORK
10003"/>
Phone	<input type="text" value="2129667555"/>
Name of Person for Whose Account the Securities are To Be Sold	<input type="text" value="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	<input type="text" value="Officer"/>
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144: Securities Information

Title of the Class of Securities To Be Sold	<input type="text" value="Common Stock"/>
Name and Address of the Broker	<input type="text" value="Morgan Stanley Smith Barney LLC
2000 Westchester Avenue
Purchase
NY
10577"/>
Number of Shares or Other Units To Be Sold	<input type="text" value="9000"/>
Aggregate Market Value	<input type="text" value="28000.00"/>
Number of Shares or Other Units Outstanding	<input type="text" value="150918919"/>
Approximate Date of Sale	<input type="text" value="01/17/2025"/>
Name the Securities Exchange	<input type="text" value="NYSE"/>

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	13500
Aggregate Market Value	42000.00
Number of Shares or Other Units Outstanding	150918919
Approximate Date of Sale	01/21/2025
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 any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common Stock
Date you Acquired	04/16/2024
Nature of Acquisition Transaction	Restricted Stock Units
Name of Person from Whom Acquired	Issuer
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	25000
Date of Payment	04/16/2024
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.

144: Securities To Be Sold

Title of the Class	Common Stock
Date you Acquired	10/18/2023
Nature of Acquisition Transaction	Restricted Stock Units
Name of Person from Whom Acquired	Issuer
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	37500
Date of Payment	10/18/2023
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

Remarks

Date of Notice

01/16/2025

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)