



Outbrain Bolsters Senior Team with Two C-Suite Appointments

April 20, 2023

Outbrain elevates Yonatan Maman to Chief Technology Officer and announces the appointment of Zemanta founder Andraz Tori as its first Chief Product Officer

NEW YORK, April 20, 2023 (GLOBE NEWSWIRE) -- [Outbrain Inc.](#) (NASDAQ: OB), a leading recommendation platform for the open web, today announced the appointment of Yonatan Maman as Chief Technology Officer and Andraz Tori in a newly created executive role as Chief Product Officer. Co-Founder, Chief Technology Officer, and General Manager, Israel, Ori Lahav, will transition his responsibilities and focus on cross-company strategic initiatives, while continuing his role as General Manager, Israel.

The newly-appointed executives will support Outbrain's growth by building upon the company's existing technologies and product offerings to align with the evolving needs of publishers, brands, and advertisers as they increasingly seek to drive measurable outcomes while building deeper engagement with audiences. Both Maman and Tori will report to David Kostman, Co-CEO, Outbrain.

"Under Ori's esteemed leadership, Yonatan and Andraz have helped transform our engineering team into a world-class technology organization, built a mature infrastructure fit for supporting our partners, and helped us reach over \$1 billion in revenue," said Kostman. Yaron Galai, Outbrain's Co-Founder and Co-CEO continued, "We're introducing a new generation of Outbrain leadership who are committed to advancing and elevating Outbrain's capabilities, offerings, and culture, and I'm looking forward to seeing how Yonatan and Andraz will build upon Ori's legacy."

Maman joined Outbrain in 2011 as a Senior Software Engineer and has served as Vice President of Engineering for the past five years. While leading Outbrain's R&D team, he brought modern practices and new capabilities to the growing engineering organization. Tori has served as Head of Recommendations and Data Science at Outbrain for the past four years, following Outbrain's acquisition of Zemanta, of which he was a founder.

"Outbrain is entering a new era, and I'm excited to continue expanding upon our 16 years of prediction technology. We plan to keep innovating and providing great insights and actionable outcomes for our customers and partners," said Maman. Tori continued, "Our industry is entering an AI-powered age where automation and machine learning are driving real outcomes more than ever before. I'm thrilled to support Outbrain in leading this next wave of innovation."

"Yonatan and Andraz bring distinct strengths and capabilities to our team, and we're fortunate to have a succession stemming from internal drivers of Outbrain success," said Lahav. "I'm confident they will have a positive impact on the engineering organization and the future of Outbrain as our company continues to evolve to meet the needs of this dynamic industry."

Lahav's transition will enable the Co-Founder to focus on the company's growth from a new perspective as he leans into cross-company collaboration at the executive level.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "foresee," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions. We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to the risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2022 and in subsequent reports filed with the SEC. Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

About Outbrain

Outbrain (Nasdaq: OB) is a leading recommendation platform for the open web. Our technology enables 10 billion daily recommendations to consumers across more than 7,000 online properties and connects advertisers to these audiences to grow their business. Founded in 2006, Outbrain is headquartered in New York with offices in 17 cities worldwide.

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