

## IRONSOURCE LTD.

### CORPORATE GOVERNANCE GUIDELINES

The Board of Directors (the “**Board**”) of ironSource Ltd. (the “**Company**”) has adopted the following Corporate Governance Guidelines (the “**Guidelines**”) to assist the Board in the exercise of its responsibilities and to serve the interests of the Company and its shareholders. These Guidelines should be interpreted in the context of all applicable laws and the Company’s Amended and Restated Articles of Association, as may be amended from time to time, and other corporate governance documents and in the event of any conflict between all applicable laws, the Company’s Amended and Restated Articles of Association or other corporate governance documents and these Guidelines, the applicable laws, the Company’s Amended and Restated Articles of Association and other corporate governance documents shall supersede these Guidelines. These Guidelines acknowledge the leadership exercised by the Board’s standing committees and their chairs and are intended to serve as a flexible framework within which the Board may conduct its business and not as a set of legally binding obligations. The Guidelines are subject to modification from time to time by the Board as the Board may deem appropriate and in the best interests of the Company and its shareholders or as required by applicable laws and regulations.

#### I. THE BOARD

##### A. Size of the Board

The number of directors will be fixed from time to time by the Board. The Sustainability, Nominating and Governance Committee will periodically review the size of the Board, and may make recommendations to the Board regarding the size that is most effective in relation to future operations.

##### B. Independence of the Board

Except as otherwise permitted by the applicable rules of the New York Stock Exchange (“**NYSE**”), the Board will be comprised of a majority of directors who qualify as independent directors (the “**Independent Directors**”) as required under NYSE rules.

##### C. Separate Sessions of Independent Directors

The Independent Directors will meet in executive session without non-Independent Directors or management present on a regularly scheduled basis, but no less than twice per year.

##### D. Director Qualification Standards and Additional Selection Criteria

The Sustainability, Nominating and Governance Committee, in recommending director candidates, and the Board, in nominating director candidates, will evaluate candidates in accordance with the qualification standards set forth in Attachment A to these Corporate Governance Guidelines. In addition, the Sustainability, Nominating and Governance Committee and the Board may also consider the additional selection criteria listed in Attachment A.

E. Selection of New Directors

The Board is divided into three (3) classes. As a result, approximately one-third (1/3) of the Board will stand for election by the shareholders of the Company each year at the Company's annual meeting for three (3) year terms. Each year, at the annual meeting, the Board will recommend a slate of directors for election by the shareholders. The Sustainability, Nominating and Governance Committee is primarily responsible for identifying, screening and recommending candidates to the entire Board for Board membership.

F. Director Orientation and Continuing Education

Management will provide an orientation process for new directors, including background material on the Company and its business. As appropriate, management may provide opportunities for additional educational sessions for directors on matters relevant to the Company and its business.

G. Service on Other Boards

The Board does not believe that its members should be prohibited from serving on boards of other organizations and has not adopted any guidelines limiting such activities. However, the Sustainability, Nominating and Governance Committee may take into account the nature of and time involved in a director's service on other boards and/or committees in evaluating the suitability of individual director candidates and current directors. Prior to accepting any position on the board of directors of any organization, whether for-profit or not-for-profit, current directors should notify the Sustainability, Nominating and Governance Committee or the Chief Executive Officer or otherwise make the Company aware of such position. The Sustainability, Nominating and Governance Committee shall review the proposed board membership to ensure compliance with applicable laws and policies.

Service on other boards and/or committees should be consistent with these Guidelines and any other policy of the Company. Because of the Audit Committee's demanding role and responsibilities, and the time commitment attendant to such committee membership, each prospective Audit Committee member should evaluate carefully the existing demands on his or her time before accepting this important assignment, and no member of the Audit Committee may serve on audit committees of more than three public companies, including the Company, without prior determination by the Board of Directors that such simultaneous service would not impair the ability of such member to effectively serve on the Company's Audit Committee.

H. Directors Who Resign or Materially Change Their Current Positions with Their Own Company or Become Aware of Circumstances that May Adversely Reflect upon the Director or the Company

When a director, including any director who is currently an officer or employee of the Company, resigns or materially changes his or her position with his or her employer or becomes aware of circumstances that may adversely reflect upon the director or the Company, such director should notify the Sustainability, Nominating and Governance Committee of such circumstances. The

Sustainability, Nominating and Governance Committee will consider the circumstances, and may in certain cases recommend that the Board request that the director submit his or her resignation from the Board, if, for example, continuing service on the Board by the individual is not consistent with the criteria deemed necessary for continuing service on the Board.

I. Term Limits

The Board does not believe it is in the best interests of the Company to establish director term limits at this time, as such term limits may cause the Company to lose the contribution of directors who have been able to develop, over a period of time, increasing insight into the Company's business and therefore can provide an increasingly significant contribution to the Board.

J. Director Responsibilities

The business and affairs of the Company will be managed by or under the direction of the Board. Each director is expected to spend the time and effort necessary to properly discharge his or her responsibilities. These include:

- exercising their business judgment in good faith;
- acting in what they reasonably believe to be the best interest of all shareholders;
- becoming and remaining well-informed about the Company's business and operations and general business and economic trends affecting the Company; and
- ensuring that the business of the Company is conducted so as to further the long-term interests of its shareholders.

K. Compensation

Cash and equity compensation of directors shall be determined from time to time in accordance applicable law. The Company's executive officers do not receive additional compensation for their service as directors.

L. Conflicts of Interest

Directors are required to avoid any action, position or interest that conflicts with the interests of the Company or gives the appearance of a conflict. If an actual or potential conflict of interest develops, the director should immediately report all facts regarding the matter to the Board.

M. Interaction with Institutional Investors, the Press and Customers

The Board believes that management speaks for the Company. Each director should refer all inquiries from institutional investors, the press or customers regarding the Company's operations to management. Individual Board members may, from time to time at the request of management, meet or otherwise communicate with various constituencies that are involved with the

Company. If comments from the Board are appropriate, they should, in most circumstances, come from the Chairperson of the Board.

N. Board Access to Senior Management

The Board will have sufficient access to Company management in order to ensure that directors can ask any questions and receive all information reasonably necessary to perform their duties. Directors should exercise judgment to ensure that their contact with management does not distract managers from their jobs or disturb the business operations of the Company. Any meetings or contacts that a director wishes to initiate may be arranged through the Chief Executive Officer or the Chairman of the Board, or if neither is available or neither is appropriate, directly by the director. To the extent appropriate, such contact, if in writing, should be copied to the Chief Executive Officer.

O. Board Access to Independent Advisors

The Board as a whole shall have access to any independent advisor retained by the Company, and the Board may hire any independent advisor it considers necessary to discharge its responsibilities.

P. Self-Evaluation

In accordance with its charter, the Sustainability, Nominating and Governance Committee will oversee a periodic assessment of the Board and its committees.

## **II. BOARD MEETINGS**

A. Frequency of Meetings

The Board will meet at least four (4) times annually. In addition, special meetings may be called from time to time as determined by the needs of the business, and in accordance with the Company's Amended and Restated Articles of Association and applicable law. It is the responsibility of the directors to attend meetings.

B. Director Attendance

A director is expected to spend the time and effort necessary to properly discharge his or her responsibilities. Accordingly, a director is expected to regularly prepare for and attend meetings of the Board and all committees on which the director sits (including separate meetings of the Independent Directors), with the understanding that, on occasion, a director may be unable to attend a meeting. A director who is unable to attend a meeting of the Board or a committee of the Board is expected to notify the Chairperson of the Board or the Chairperson of the appropriate committee in advance of such meeting, and, whenever possible, participate in such meeting via teleconference in the case of an in-person meeting. If such director is the Chairperson (or the Chairperson of the Board) he/she will notify the other members of the Board or committee, as applicable.

C. Attendance of Non-Directors

The Board encourages the Chairperson of the Board or of any committee to invite Company management and outside advisors or consultants from time to time to participate in Board and/or committee meetings to (i) provide insight into items being discussed by the Board which involve the manager, advisor or consultant, (ii) make presentations to the Board on matters which involve the manager, advisor or consultant, and (iii) bring managers with high potential into contact with the Board. Attendance of non-directors at Board meetings is at the discretion of the Board.

D. Advance Receipt of Meeting Materials

Information regarding the topics to be considered at a meeting is essential to the Board's understanding of the business and the preparation of the directors for a productive meeting. To the extent feasible, the meeting agenda and any written materials relating to each Board meeting will be distributed to the directors sufficiently in advance of each meeting to allow for meaningful review of such agenda and materials by the directors. Directors are expected to have reviewed and be prepared to discuss all materials distributed in advance of any meeting.

**III. COMMITTEE MATTERS**

The Board currently has three standing committees: (i) the Audit Committee, (ii) the Compensation Committee and (iii) the Sustainability, Nominating and Governance Committee. From time to time and depending upon the circumstances, the Board may form a new committee or disband a current committee. Each committee will perform its duties as assigned by the Board in compliance with the Company's Amended and Restated Articles of Association and the committee's charter, if adopted. It is the responsibility of the directors to attend the meetings of the committees on which they serve.

**IV. SUCCESSION PLANNING**

The Board (or a committee delegated by the Board) will (i) work on a periodic basis with the Chief Executive Officer to evaluate the Company's succession plans upon the Chief Executive Officer's retirement and in the event of an unexpected occurrence, and (ii) periodically review the performance of the Chief Executive Officer.

\* \* \* \* \*

## **Attachment A**

### **Director Qualification Standards and Additional Selection Criteria**

Nominees for director of the Company should possess the following minimum criteria:

- ability to read and understand basic financial statements;
- over 21 years of age; and
- the highest personal integrity and ethics.

The Board and the Sustainability, Nominating and Governance Committee also may consider the following additional criteria for nominees for director of the Company:

- relevant expertise upon which to be able to offer advice and guidance to management;
- sufficient time to devote to the affairs of the Company;
- demonstrated excellence in his or her field;
- the ability to exercise sound business judgment;
- diversity, including any gender requirements imposed by applicable laws, rules or regulations; and
- the commitment to rigorously represent the long-term interests of the Company's shareholders.