Below is an overview of standard health categories that are available and may be used by Amobee’s clients to deliver targeted advertising using Amobee’s advertising technology.

<table>
<thead>
<tr>
<th>24-hour Health &amp; Safety Advice</th>
<th>Anti-aging Treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdominal Pain</td>
<td>Antibiotics</td>
</tr>
<tr>
<td>Accessible Seating</td>
<td>Anti-fungal Medication</td>
</tr>
<tr>
<td>Accreditation Programs &amp; Certifications</td>
<td>Anti-inflammatory drug</td>
</tr>
<tr>
<td>Acid Indigestion Medications</td>
<td>Anti-nausea Drug</td>
</tr>
<tr>
<td>Acid Reflux</td>
<td>Antiperspirants &amp; Deodorants</td>
</tr>
<tr>
<td>Acid Reflux Treatment</td>
<td>Antivenom (Antivenin)</td>
</tr>
<tr>
<td>Acne</td>
<td>Arch Support</td>
</tr>
<tr>
<td>Acne Treatments</td>
<td>Arthritis</td>
</tr>
<tr>
<td>Actively Seek Info About Nutrition/Diet</td>
<td>Artificial Tears</td>
</tr>
<tr>
<td>Acupuncture</td>
<td>Assault Course</td>
</tr>
<tr>
<td>Adult Daycare</td>
<td>Assistance Service</td>
</tr>
<tr>
<td>Adult Incontinence</td>
<td>Asthma</td>
</tr>
<tr>
<td>Adult Nutrition &amp; Weight Control</td>
<td>Asthma Treatment</td>
</tr>
<tr>
<td>Aerobic Exercise</td>
<td>Astigmatism</td>
</tr>
<tr>
<td>Affected by Reform</td>
<td>Athletic Apparel</td>
</tr>
<tr>
<td>After Shave</td>
<td>Athletic/Healthy Eaters</td>
</tr>
<tr>
<td>Agent or Broker Representing Many Companies</td>
<td>Athletics</td>
</tr>
<tr>
<td>Agent Representing One Company</td>
<td>Baby Bath &amp; Skin Care</td>
</tr>
<tr>
<td>Aging &amp; Geriatrics</td>
<td>Baby Care</td>
</tr>
<tr>
<td>Air Sports</td>
<td>Baby Care Accessories</td>
</tr>
<tr>
<td>Alcohol Consumer</td>
<td>Baby Care Bathing, Grooming &amp; Skincare</td>
</tr>
<tr>
<td>All Buyers</td>
<td>Baby Care Feeding</td>
</tr>
<tr>
<td>All drugstores</td>
<td>Baby Care Feeding Accessories</td>
</tr>
<tr>
<td>Allergic Reactions</td>
<td>Baby Care Food and Beverage</td>
</tr>
<tr>
<td>Allergies</td>
<td>Baby Care Formula</td>
</tr>
<tr>
<td>Allergy Relief</td>
<td>Baby Health</td>
</tr>
<tr>
<td>Alternative &amp; Natural Medicine</td>
<td>Baby Health &amp; Safety</td>
</tr>
<tr>
<td>Alternative Medicine</td>
<td>Baby Oils/Lotions</td>
</tr>
<tr>
<td>Always Look for Most Advertised Meds Available</td>
<td>Baby Products</td>
</tr>
<tr>
<td>Analgesics</td>
<td>Back and Spine Health</td>
</tr>
<tr>
<td>Anaphylaxis</td>
<td>Back Pain</td>
</tr>
<tr>
<td>Anemia</td>
<td>Back Pain Medications</td>
</tr>
<tr>
<td>Angina</td>
<td>Basketball</td>
</tr>
<tr>
<td>Animal &amp; Pet Health</td>
<td>Bath Care</td>
</tr>
<tr>
<td>Ankylosing Spondylitis</td>
<td>Bath Care Oils, Salts &amp; Sponges</td>
</tr>
<tr>
<td>Antenatal</td>
<td>Bath Care Soap</td>
</tr>
</tbody>
</table>
Eye Care Products
Eye Care/Vision Care
Eye Diseases
Eye Health
Eye Health Centers
Eye Mascara
Eye Treatments
Eyebrows
Eyeglass Accessories
Eyeglasses
Eyeliner
Eyeshadows
Eyesight & Vision
Face & Body Care
Face Blush
Face Bronzers & Highlighters
Face Masks
Face Powder
False Eyelashes
Familial Mediterranean Fever
Family and Parenting
Family Care
Family Planning
Fast Food Enthusiasts
Female Grooming
Feminine Care
Feminine Care Products
Feminine Hygiene
Fertility Monitors
Fever
First Aid
First Aid & Emergency Supplies
First Aid Products
First Sign of Pain; Take Medicine
Fit
Fit Moms
Fitness
Fitness Accessories Deals
Fitness Buffs
Fitness Buyers
Fitness Classes
Fitness Equipment
Fitness Fanatics
Fitness Pants
Fitness Shorts
Fitness/Exercise
Flat Foot
Flu
Flu Vaccine
Folk Medicine
Food Allergies
Foodies
Foods that Reduce Stress
Foot & Hands
Foot & Nail Tools
Foot Care & Health
Foot Pain
Football
Fragrances
Free Health Clinic
Frequent Emergency Room (ER) Users
Frequent Hospital Users
Frequently Take Preventive Meds
Fresh & Healthy
Fresh & Healthy Packaged Goods
Fresh Produce
Fungal Infection
Gastroesophageal Reflux Disease (GERD)
Gastrointestinal
Gather Health Info from Newsletters
Gather Health Info from Websites
General Medical & Surgical Hospitals
Generic Medications
Generic Pain Relievers
Geriatric Supplies
Glaucoma
Glucose levels
Good Physical Health
Gout
Gout Treatment
Grass Allergy
Green Vehicles and Alternative Fuels
Gum Disease
Gut Health & Probiotics
Gym
Gym Brands
Gym Member
Gym, Workout & Yoga
Hair & Scalp Treatments
Hair Care Brands
Hair Color/Coloring
Hair Growth Drugs
Hair Loss
Hair Removal
Hair Tools & Accessories
Haircare
Haircare & Products
Hayfever
Head Lice
Headache
Headache Pain Relievers (Brands)
Health
Health & Allied Services
Health & Beauty
Health & Beauty Gift Sets
Health & Diet Food Products
Health & Fitness
Health & Fitness Apps (use on phone)
Health & Fitness Buffs
Health & Institution Contributor
Health & Safety
Health & Sustainability
Health & Vegan
Health & Wellbeing
Health & Wellness Buffs
Health & Wellness Buyers
Health Aids
Health and Image Leader
Health Bars
Health Care
Health Care & Pharmaceutical Industry
Health Care & Social Services
Health Care Agency
Health Care Facility Visitors
Health Care Industry Executives
Health Clubs
Health Conscious
Health Conscious Mothers
Health Conscious Seniors
Health Drinks
Health Electronics
Health Food Fanatics
Health Foundations & Medical Research
Health Influencer
Health Info By Drug Companies is Useful
Health Insurance
Health Insurance (Channel Purchased)
Health Insurance Owner
Health Insurance Provider/Brand
Health Insurance Researchers
Health Magazines
Health Management (Activity)
Health Outlook (pessimistic and stressed)
Health Practitioner Offices
Health Pro
Health Products & Drugstore Coupons
Health & Medical Sciences
Health Services
Health Shoppers
Health Supplements
Health Tech - Apps & Wearables
Health Treatment
Health Video Engagers
Healthcare
Healthcare Facility Visitors
Healthcare Marketplace
Healthcare Researchers
Healthcare Workers
Healthy & Fit
Healthy Aging
Healthy Eating Fashionistas
Healthy Eating/Health Foods
Healthy Food
Healthy Lifestyle
Healthy Living
Healthy Living Recipes
Healthy Mind
Healthy Mood
Hearing Aids
Hearing Loss
Hearing Problems
Heart Disease
Heart Health
Heart Rate Monitors
Heartburn Remedies
Heat Stroke
Low Testosterone
Lung & Respiratory Health
Luxury Beauty Products
Luxury Fragrances
Luxury Sports
Lyme Disease
Macular Degeneration (Age-Related, Wet, Dry)
Macular Degeneration (Age-Related, Wet, Dry) Treatment
Magnetic Closure
Make Sure Exercise Regularly
Makeup
Makeup Brushes & Applicators
Makeup Remover
Massage & Spa
Massage Frequency
Massage Oils
Massage Services
Massage Therapy
Massage Type
Massagers & Accessories
Medical
Medical & Healthcare Professionals
Medical Aids
Medical Alert Systems
Medical Assistant
Medical Books
Medical Centers
Medical Doctors Offices
Medical Emergency
Medical Facilities & Services
Medical Laboratories
Medical Literature & Resources
Medical Rotations
Medical Secretary
Medical Students & Residents
Medical Supplies
Medical Testing Kits
Medical Treatment
Medical/Health Readers
Medical/Hospital Devices & Equipment
Medicare User
Medication-Induced Constipation
Medicine
Medicine & Vitamins
Meditation
Medium Buyers
Melasma
Men’s After Shave/Cologne
Men’s Grooming
Men’s Haircare
Men’s Health
Men’s Lifestyle
Men’s Nutrition & Weight Control
Men’s Shaving & Hair Removal
Men’s Skin Care
Men’s Weight Loss
Menopause
Menopause Symptoms
Menopause Treatment
Menstrual Cramps
Menstruation
Mental Health Therapists
Midwifery
Migraine
Migraine Treatments
Mobility Aids
Mobility Issue
Mobility Scooter
Moisturizers & Lotions
Morning Sickness
Mother & Baby Health
Mother Care
Motherhood
Mouthwash/Rinse
Muscle Pain
Muscles
Nail Care
Nasal Polyps
Nasal Sprays
Natural & Homeopathy Remedies
Natural & Organics
Natural & Organics Buyers
Natural and Organic Garments
Natural Foods
Natural Health
Natural Health Remedies Readers
Natural Wellness
Natural Wellness Buyers
Nausea
Needed Support
New Moms
New Parents
Newborn
Non-Prescription Drugs
Non-Profits: Health
Non-Smoker
Numbness & Tingling
Nurse
Nursing
Nursing Care Facilities
Nutrition
Nutrition & Diet
Obesity
Obesity Treatment
Often Eat Frozen Dinners
Only Use Drug Brands Recommended by Doctor
Optical
Optical Equipment
Opticians
Oral & Dental Care
Oral Care
Oral Health
Oral Hygiene
Organic & Natural Stores
Organic and Natural Skin Care Products
Orthopedic Surgery
Orthopedic Injury
Orthotic Insert
Orthotic Insole
Orthotic Shoe
Osteoarthritis
Osteoarthritis of the Knee
Osteopathy

Outdoor Fitness
Over The Counter Medications/Remedies
Overactive Bladder
Overweight
Pacifiers & Teethers
Pain Management
Pain Relievers

Pain Symptoms
Passionate About Food
Pediatrics
Pedometers
Performance Enhancing Drug
Peripheral Artery Disease
Permanent Makeup
Personal & Medical Care
Personal Care & Services
Personal Care Supplies
Personal Health
Personal Protective Equipment (PPE)
Personal Training
Personality Insights
Pharmacist
Pharmacy
Pharmacy Shoppers & Visitors
Physical Therapist
Physical Therapy
Piriformis Syndrome
Placard
Plantar Fascia
Plantar Fasciitis
Pneumonia
Pneumonia Vaccine
Podiatric
Pollen Allergy
Possible Gym Membership
Postnatal
Potty Training (Children)
Powerstep
Prebiotic
Prefer Fast Food to Home Cooking
Pregnancy
Pregnancy & Birth
Premenstrual Syndrome (PMS)
Premium Skin Care
Pre-pregnancy
Presbyopia
Prescription Costs
Prescription Delivery Interest
Prescription Eyewear
Prescription Meds Are More Effective Than Over-The-Counter Remedies
Prescription Plan
Prescriptions (10+ taken by household)
Prescriptions (Heavy Filler)
Psoriasis
Psoriasis Treatment
Psoriatic Arthritis
Psychology
Purchasing Newborn OTC Products
Quit Smoking
Reduced Mobility
Relaxation
Relief/Remedies
Rely on Doctor to Guide Me on Medical/Health Matters
Repetitive Strain Injury
Reproductive Health
Reproductive Health Centers
Respiratory Care Therapy
Respiratory Conditions
Respiratory Infection
Respiratory Problems
Restless leg syndrome
Rheumatoid Arthritis
Ringworm
Rosacea
Rubs/Liquids/Wraps Pain Relievers (Brands)
Rx Out of Pocket
Safety & Child Proofing
Safety & Health
Safety Monitors
Scoliosis
Sedatives
Senior Care
Senior Health
Senior Oral Care
Shaving & Hair Removal
Shaving Care & Hair Removal
Shingles
Shingles Vaccine
Shop for Food; Look for Organic/Natural
Sinus Congestion
Sinusitis
Skin & Nail Care
Skin Care
Skin Care Brands
Skin Care Cleansers
Skin Conditions
Skin Disorder
Skin Infection
Skin Rashes
Sleep & Snoring
Sleep Aids
Sleep Issues
Sleep Apnea
Slip On Shoe
Smoker
Smoking
Smoking Cessation
Snoring Aid
Soap (Cream/Gel/Liquid)
Social Distancing
Sore Throat
Sore Throat Remedies
Spa & Beauty Services
Spa Enthusiasts
Spa Mavens
Spa Treatments
Special Assistance
Special & Restricted Diets
Spend a Lot of Money on Toiletries/Cosmetics
Sport Drink Consumer
Sports Drinks
Sports Enthusiast
Sports Injury
Staph Infection
Staying Healthy
Steroids
Stomach Issues
Stomach Upper GI (over the counter)
Street Sports
Stress Management
Stress Relief
Sugar-Free Shopper
Sunburn
Sunglasses & Sun Goggles
Sunscreen/Sun Care
Supports & Braces
Surgical & Medical Instruments
Sweat
Take Non-Prescription Meds as Soon as Sick
Teeth Whitening
Tetanus
Tetanus Vaccine
Therapist
Therapy
Throat Lozenges & Sprays
Thyroid
Thyroid Health
Tinea
Tinnitus
Tired & Stressed Out
Tissue Disorder
TMJ
Toe Box
Toothbrushes
Toothpaste
Treat Myself to Foods Not Good for Me
Trend Towards Healthier Fast Food
Trouble Walking
Trusting Patients
Try Any New Diet
Upper respiratory medicine
Urgent Care Center
Urinary catheters
Urinary tract infection
Usually First to Try New Health Food
Vaccine
Vaccine-preventable Disease
Vascular Maintenance
Varicose Veins
Vertigo
Vision
Vision Coverage
Vision Problems
Vitamin Buyers
Vitamin Buyers (Heavy)
Vitamin Deficiency
Vitamins & Supplements
Vitamins, Minerals & Nutritional Supplements
Walking for Health
Wax/Waxing
Weight Conscious
Weight Control
Weight Loss
Weight Loss & Supplements
Weight Loss drugs
Weight Loss Programs
Weight Loss Supplements
Weight Loss Surgery
Weight Loss/Management
Weight Machines
Weight Reformers
Weight Training
Weights
Well Baby/Prenatal Program
Wellness
Wheelchair Accessible
Wheelchair User
Winter Sports
Women’s Haircare
Women’s Health
Women’s Lifestyle
Women’s Nutrition & Weight Control
Women’s Shaving & Hair Removal
Women’s Skin Care
Women’s Weight Loss
Yeast Infection