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>Category</th>
<th>Example Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-hour Health &amp; Safety Advice</td>
<td>Anti-nausea Drug</td>
</tr>
<tr>
<td>Abdominal Pain</td>
<td>Antiperspirants &amp; Deodorants</td>
</tr>
<tr>
<td>Accessible Seating</td>
<td>Antivenom (Antivenin)</td>
</tr>
<tr>
<td>Accreditation Programs &amp; Certifications</td>
<td>Arch Support</td>
</tr>
<tr>
<td>Acid Indigestion Medications</td>
<td>Arthritis</td>
</tr>
<tr>
<td>Acid Reflux</td>
<td>Artificial Tears</td>
</tr>
<tr>
<td>Acid Reflux Treatment</td>
<td>Assault Course</td>
</tr>
<tr>
<td>Acne</td>
<td>Assistance Service</td>
</tr>
<tr>
<td>Acne Treatments</td>
<td>Asthma</td>
</tr>
<tr>
<td>Actively Seek Info About Nutrition/Diet</td>
<td>Asthma Treatment</td>
</tr>
<tr>
<td>Acupuncture</td>
<td>Astigmatism</td>
</tr>
<tr>
<td>Acute Pain</td>
<td>Athletic Apparel</td>
</tr>
<tr>
<td>Adult Daycare</td>
<td>Athletic/Healthy Eaters</td>
</tr>
<tr>
<td>Adult Incontinence</td>
<td>Athletics</td>
</tr>
<tr>
<td>Adult Nutrition &amp; Weight Control</td>
<td>Atopic Dermatitis</td>
</tr>
<tr>
<td>Aerobic Exercise</td>
<td>Baby Bath &amp; Skin Care</td>
</tr>
<tr>
<td>Affected by Reform</td>
<td>Baby Care</td>
</tr>
<tr>
<td>After Shave</td>
<td>Baby Care Accessories</td>
</tr>
<tr>
<td>Agent or Broker Representing Many Companies</td>
<td>Baby Care Bathing, Grooming &amp; Skincare</td>
</tr>
<tr>
<td>Agent Representing One Company</td>
<td>Baby Care Feeding</td>
</tr>
<tr>
<td>Aging &amp; Geriatrics</td>
<td>Baby Care Feeding Accessories</td>
</tr>
<tr>
<td>Air Sports</td>
<td>Baby Care Food and Beverage</td>
</tr>
<tr>
<td>Alcohol Consumer</td>
<td>Baby Care Formula</td>
</tr>
<tr>
<td>All Buyers</td>
<td>Baby Health</td>
</tr>
<tr>
<td>All drugstores</td>
<td>Baby Health &amp; Safety</td>
</tr>
<tr>
<td>Allergic Reactions</td>
<td>Baby Oils/Lotions</td>
</tr>
<tr>
<td>Allergies</td>
<td>Baby Products</td>
</tr>
<tr>
<td>Allergy Relief</td>
<td>Back and Spine Health</td>
</tr>
<tr>
<td>Alternative &amp; Natural Medicine</td>
<td>Back Pain</td>
</tr>
<tr>
<td>Alternative Medicine</td>
<td>Back Pain Medications</td>
</tr>
<tr>
<td>Always Look for Most Advertised Meds Available</td>
<td>Basketball</td>
</tr>
<tr>
<td>Available</td>
<td>Bath Care</td>
</tr>
<tr>
<td>Analgesics</td>
<td>Bath Care Oils, Salts &amp; Sponges</td>
</tr>
<tr>
<td>Anaphylaxis</td>
<td>Bath Care Soap</td>
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<tr>
<td>Anemia</td>
<td>Beauty &amp; Personal Hygiene</td>
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<tr>
<td>Angina</td>
<td>Beauty &amp; Wellness</td>
</tr>
<tr>
<td>Animal &amp; Pet Health</td>
<td>Beauty Magazines</td>
</tr>
<tr>
<td>Ankylosing Spondylitis</td>
<td>Bedwetting</td>
</tr>
<tr>
<td>Antenatal</td>
<td>Behavioral Health Conference</td>
</tr>
<tr>
<td>Anti-aging Treatments</td>
<td>Biomechanical</td>
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<tr>
<td>Antibiotics</td>
<td>Biomedical</td>
</tr>
<tr>
<td>Anti-fungal Medication</td>
<td>Biosimilar</td>
</tr>
<tr>
<td>Anti-inflammatory drug</td>
<td>Birth Control</td>
</tr>
<tr>
<td>Anti-smoking Products (gum, tablets, patch, etc.)</td>
<td>Blade Brands</td>
</tr>
</tbody>
</table>
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
Heart Attack
Hearing Problems
Heart Disease
Heart Health
Heart Rate Monitors
Heartburn Remedies
Heat Stroke
Heel Cup
Heel Lift
Heel Pain
Hemp Products
Hemorrhoids
Hepatic Impairment
Herbal Remedies
Herbs for Health
Hernia Treatment
Hidradenitis Suppurativa
High Blood Pressure
High Cholesterol
Hip Replacement
Hip Revision Surgery
Hives
HMO Participant
Hobbies & Interests
Holistic Health/Healing
Holistic Therapies
Home Health Care Services
Home Medical Care Accessories
Home Test Kits & Supplies
Homeopathy
Hormone Health
Hospital & Medical Service Plans
Hospital Visitors
Hospital Website Visitors
Hospitalization & Medical
Hospitals and Treatment Centers
Hygiene & Personal Care
Hygiene & Toiletries
Hyperhidrosis
Hyperkalemia
Hyperpigmentation
Hypertension
Hyperthyroidism
Hypothyroidism
Irritable Bowel Syndrome (IBS)
Immune Health
Immunization
Impingement Syndrome
Important to Go to Doctor When Ill
Incontinence
Infant Care
Infant Food & Formula
Inflammatory arthritis
Inhalers
In-home Healthcare
Insoles
Insulin
Insurance
Insurance – Health & Accident
Insurance Medical Examinations
Iron Deficiency
Irritable Bowel Syndrome (IBS)
Joint Pain Medications
Kid & Baby
Kid’s Cough & Cold
Kid’s Oral Care
Kidney Problems
Kidney stones
Kids Health
Kids Pain Relievers
Knee Pain
Knee Replacement
Knee Revision Surgery
Lactose Intolerance
Laxatives/Stimulants
Leaky Gut Syndrome
Leg Brace
Lesion
Lifestyle Health Diet
Like to Try New Drinks
Like to Try New Recipes
Limited Mobility
Lip Treatments
Lip-liner
Lipstick
Liver Problems
Long Term Care
Long Term Care Account Holder
Long Term Care Insurance
Look for Info to Choose Health Care Treatment
Look for Organic/Natural in Health/Beauty Products
Look for Organic/Natural in HH Cleaning Supplies
Lotion/Moisturizer
Low Carbohydrate Diets
Low Fat & Low Cholesterol Diets
Low Fat Cooking
Low Fat Foods
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
Orthopedic Surgery
Orthopedic Injury
Orthopedics
Orthotic Insert
Orthotic Insole
Orthotic Shoe
Osteoarthritis
Osteoarthritis of the Knee
Osteopathy
Osteoporosis
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/Relief
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
Strength Training
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 Tobacco
Vaccine-preventable Disease
Vaccine Skeptic
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