

**NEW YORK STATE DEPARTMENT OF LABOR
WARN UNIT**

Business Information:

Reason For Layoff: Merger

Company:

LiveIntent, Inc.
1 World Trade Center
45th Floor
New York, NY 10007

FEIN NUM: 26-4813536

Industry Type: 54: Professional, Scientific, and Technical Services

Contact: Abby Hamilton, Chief People Officer

Contact Phone: (212) 792-5348

Total Number of Affected Workers: 35

Total Number of Employees: 159

Layoff Start Date: October 21, 2024

Layoff End Date: November 22, 2024

Impacted Site:

Event Number: 2024-0086

Address: 1 World Trade Center, 45th Floor, New York, NY 10007

Number of Affected Employees at Site: 35

Total Number of Employees at Site: 159

Date of Notice: October 21, 2024

Region: New York City

County: New York

DOL Rapid Response Coordinator: Scott Gallop

Local Workforce Development Board Name: The Mayor's Office of Talent and Workforce Development (NYC Talent)

The employees were not represented by a union.