



PubMatic Selected by GroupM to Support the Supply Chain of the Future

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Key Buying Levers Shift to Supply Side, Bringing Brands and Publishers Closer

NO-HEADQUARTERS/REDWOOD CITY, Calif., Feb. 24, 2022 (GLOBE NEWSWIRE) -- PubMatic (Nasdaq: PUBM), an independent technology company delivering digital advertising's supply chain of the future, today announced a global partnership with GroupM to enable GroupM Premium Marketplace in EMEA. A unified programmatic marketplace that will increase media buying transparency and efficiency, the partnership helps GroupM clients simplify the complexities of the open internet and sets the stage for the supply chain of the future.

Supported by a global partnership agreement with PubMatic, GroupM Premium Marketplace will provide clients with direct and advantaged access to high quality publisher inventory underpinned by new standards for performance measurement, further reducing opportunities for fraud and inventory misrepresentation in the media supply chain.

"Today's programmatic ecosystem has become incredibly complex and inefficient, and clients are rightly concerned about transparency and accountability across the digital and programmatic supply chain," said Andrew Meaden, GroupM's Global Head of Investment. "GroupM Premium Marketplace solves these problems for clients by making the media buying process simpler and more transparent and by using PubMatic technology to ensure clients always receive the maximum benefit of GroupM's unique size and scale."

"We are thrilled that GroupM has selected PubMatic as a technology partner to enable GroupM Premium Marketplace. This partnership helps advertisers and publishers build a comprehensive media strategy for the safe, data-driven advertising of the future. While buyers benefit from one centralized, easily accessible interface for high-quality supply that would provide a diverse inventory landscape for GroupM clients, publishers gain better inventory monetization from exposure to new clients within the GroupM portfolio. Both buyers and publishers get a simplified and more direct path to working together, which will allow for more joint innovation and improved transparency," said Emma Newman, Chief Revenue Officer EMEA at PubMatic.

About GroupM

GroupM is the world's leading media investment company responsible for more than \$50B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence, and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM's portfolio includes Data & Technology (Choreograph), Investment, and Services, all united in the vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates, and generates sustained value for our clients wherever they do business. Discover more about GroupM at www.groupm.com.

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About PubMatic

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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