

PUBMATIC IR ROUNDUP

MAY 2024 ISSUE

UPCOMING EVENTS

- Information about upcoming earnings calls and investor conferences will be available on our [investor relations site](#).

IN CASE YOU MISSED IT

Blog:

- [Elevating Monetization: APAC Mobile Publishers' Path To Progress](#)
May 8, 2024

Research:

- [Publisher's Playbook: Unlock the Full Revenue Potential of Political Advertising](#)
May 29, 2024
- [Quarterly Global Advertising Trends: Q1 2024](#)
May 9, 2024

PUBMATIC IN THE NEWS

- [The Future of CTV Will Be Powered by Commerce Media Data](#)
Streaming Media | May 31, 2024
- [Adsquare Selects PubMatic to Enhance Omnichannel Campaign Targeting](#)
ExchangeWire | May 22, 2024
- [PubMatic Expands its UK Northern Presence with the Appointment of Ben Loofe as Director of Advertiser Solutions](#)
Press Release | May 13, 2024
- [After latest cookie delay, Google tells ad tech there will be 'gradual ramp up' but eschews specifics](#)
Digiday | May 10, 2024
- [Crafting commerce media strategies for modern retailers](#)
Exchange4Media | May 7, 2024
- [PubMatic Is Betting On Two Ad Tech Acronyms: CTV And SPO](#)
AdExchanger | May 7, 2024
- [With the introduction of video ads and e-commerce, Roblox looks to attain platform status](#)
Digiday | May 1, 2024

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- [Klarna and PubMatic Partner to Boost Advertiser Access to High-Intent Shopper Community](#)
[Press Release | May 1, 2024](#)

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