

PUBMATIC IR ROUNDUP

MARCH 2022 ISSUE

EVENTS

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

IN CASE YOU MISSED IT

Case Studies:

- [PubMatic and ironSource Exchange \(iSX\) Brings Mobile Publishers Incremental Brand Advertising Demand](#)
March 15, 2022

Blogs:

- [Welcome To The Future Of Digital Advertising, Built For You](#)
March 14, 2022
- [Making Waves: The Next Generation Of Sustainability And DE&I](#)
March 4, 2022

Research:

- [How Publishers are Approaching Identity Resolution in 2022](#)
March 23, 2022
- [How to Approach Cross-Screen Video Ad Addressability](#)
March 21, 2022
- [The State of Online Video Advertising in Europe](#)
IAB Europe | March 16, 2022
- [Q4 2021 Global Advertiser Ad Spend](#)
March 3, 2022

PUBMATIC IN THE NEWS

- [PubMatic Nabs Dylan Robinson as Head of Australia & New Zealand Operations](#)
B&T | March 31, 2022
- [How to succeed in retail media](#)
The Drum | March 30, 2022
- [Women Leading Tech: PubMatic's Brittany LaFave on Why "Diversity of Employees Leads to Diversity of Thought"](#)
B&T | March 30, 2022

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- [A snapshot of the ad industry's attempts to rewrite the identity narrative](#)
[Digiday | March 29, 2022](#)
- [PubMatic Expands Leadership Team in EMEA](#)
[Press Release | March 21, 2022](#)
- [SSPs are the go-to for brand safety in programmatic buys. But should they be?](#)
[Marketing Interactive | March 15, 2022](#)
- [Mobile app and brand spend: the new power couple?](#)
[The Drum | March 14, 2022](#)
- [Publishers, Don't Wait For CTV Standards – Act Now](#)
[AdExchanger | March 14, 2022](#)
- [Retail Media: The What & The Why](#)
[ExchangeWire | March 7, 2022](#)
- [This Decision Will Make or Break Your Company's Data Infrastructure](#)
[Entrepreneur | March 4, 2022](#)
- [The Complexities Of The Advertising Ecosystem](#)
[Nasdaq TradeTalks | March 3, 2022](#)
- [PubMatic Bets Big On SPO And Shrugs Off OpenPath](#)
[AdExchanger | March 1, 2022](#)

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