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Investor Presentation

TOKYO MILAN NEW DELHI LOS ANGELES
FUELING ADVERTISING INNOVATION

November 2021

SAFE HARBOR

This presentation contains forward-looking statements. These statements may relate to, but are not limited to, expectations of future operating results or financial performance, market size and growth opportunities, the calculation of certain of our key financial and operating metrics, capital expenditures, plans for future operations, competitive position, technological capabilities, and strategic relationships, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “could,” “expect,” “plan,” anticipate,” “believe,” “estimate,” “predict,” “intend,” “potential,” “would,” “continue,” “ongoing” or the negative of these terms or other comparable terminology. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

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In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including adjusted EBITDA and adjusted EBITDA margin. We believe that this information can assist investors in evaluating our operational trends, financial performance, and cash generating capacity. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools. For example, other companies may calculate non-GAAP metrics differently or may use other metrics to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial metrics as tools for comparison. They should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

The trademarks included herein are the property of the owners thereof and are used for reference purposes only.

FOUNDER-LED MANAGEMENT TEAM WITH PROVEN TRACK RECORD

EXECUTIVE TEAM WITH 100+ YEARS OF INDUSTRY EXPERIENCE

Rajeev Goel
Co-Founder & CEO, Director
iab.

Steve Pantelick
Chief Financial Officer

Amar Goel
Founder, Chief Innovation Officer & Chairman

Mukul Kumar
Co-Founder & President, Engineering

Paulina Klimenko
Chief Growth Officer

Jeffrey Hirsch
Chief Commercial Officer

John Sabella iab.
Chief Technology Officer

Nishant Khatri
SVP, Product Management

Johanna Bauman
Chief Marketing Officer

Thomas Chow
General Counsel & Secretary

Lorrie Dougherty
SVP, Human Resources

SUPPORTED BY EXPERIENCED BOARD MEMBERS

Naren Gupta
NEXUS VENTURE PARTNERS
Red Hat (Board)
TIBCO (Board)

Eric Carlborg
AUGUST CAPITAL
FTD (Former CFO)

Cathie Black
HEARST magazines (Former President)
USA TODAY (Former President)

Susan Daimler
Zillow
SEATGURU by tripadvisor

MISSION

PubMatic Fuels the Endless Potential of Internet Content Creators

OUR CORE BELIEFS

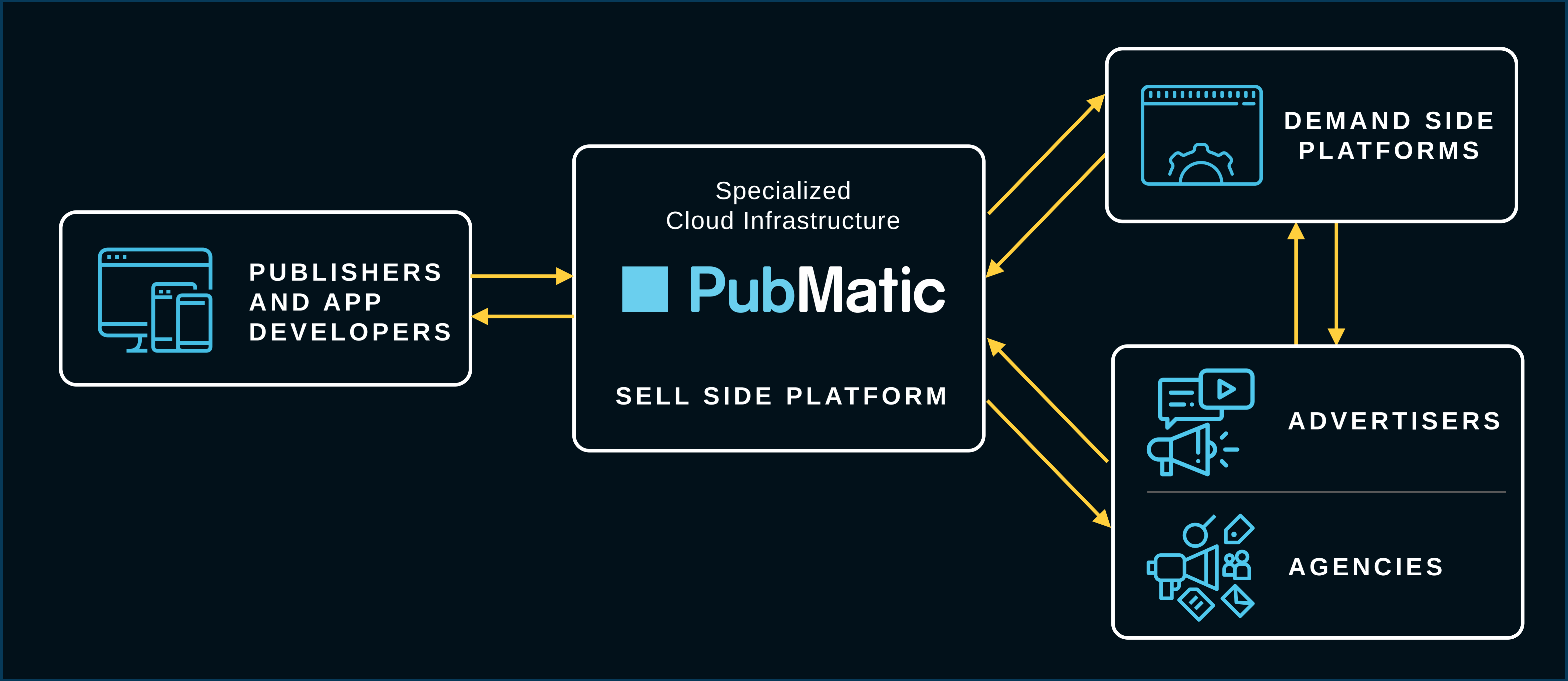
1 All advertising will become digital, and all digital advertising will become programmatic

2 Ad-supported Open Internet will thrive

3 Omnichannel platforms will win vs. point solutions

4 Long term success requires differentiated infrastructure

OUR ROLE IN THE DIGITAL ADVERTISING ECOSYSTEM



KEY BENEFITS OF OUR CLOUD INFRASTRUCTURE FOR DIGITAL ADVERTISING

INCREASE REVENUE

PUBLISHERS

- ✓ Data
- ✓ Demand
- ✓ Header Bidding Expertise
- ✓ Independence

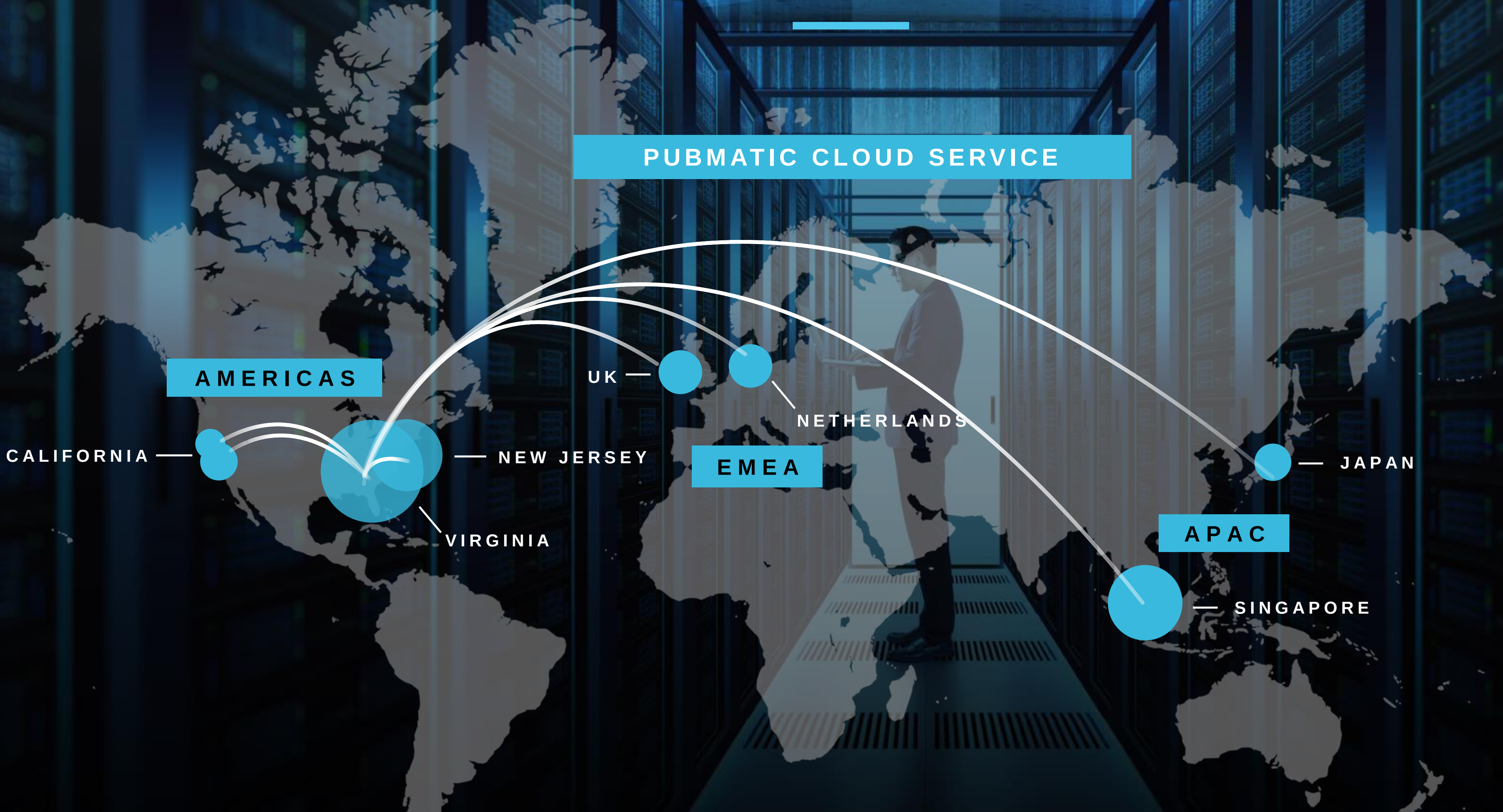
PubMatic
CLOUD INFRASTRUCTURE

ADVERTISERS & AGENCIES

- ✓ Quality Inventory
- ✓ Transparency
- ✓ Global Omnichannel Scale
- ✓ Value

ADVERTISING ROI

SPECIALIZED INFRASTRUCTURE TO POWER DIGITAL ADVERTISING



259 BILLION
AD IMPRESSIONS PER DAY[1]

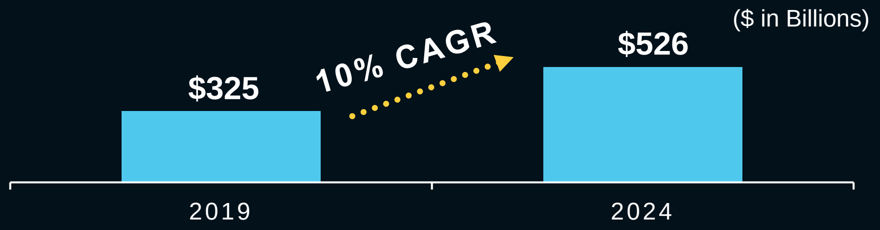
~1.1 TRILLION
ADVERTISER BIDS PER DAY[2]

3.3 PETABYTES
OF DATA PROCESSED PER DAY[2]

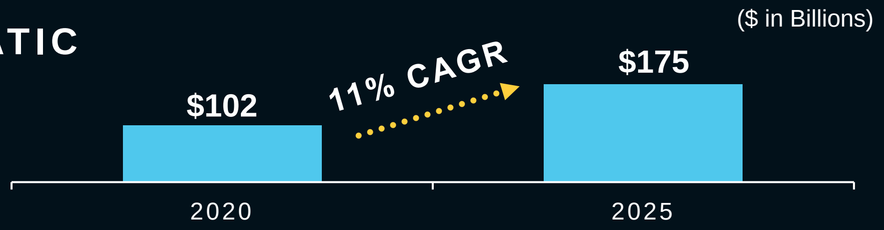
Note: Circles represent data centers, circle sizes indicate relative scale.
[1] Average for month-ending September 2021
[2] At the end of September 2021

SIGNIFICANT TAILWINDS DRIVE GROWTH IN DIGITAL AD SPEND

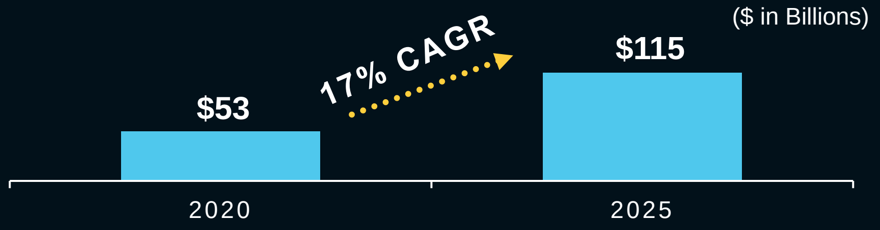
GLOBAL DIGITAL AD SPEND



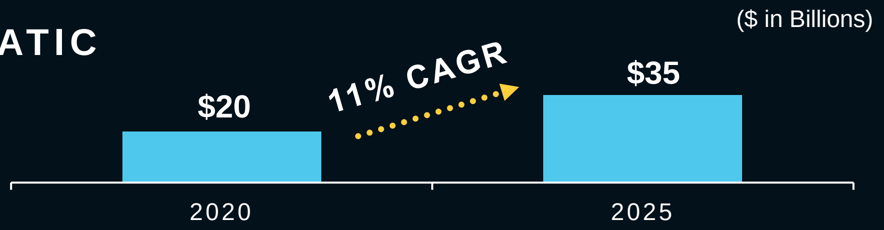
MOBILE PROGRAMMATIC AD SPEND



DIGITAL VIDEO PROGRAMMATIC AD SPEND
(EX. OTT / CTV)



CTV/OTT PROGRAMMATIC AD SPEND



ACCELERATED DIGITAL TRANSFORMATION:

- **Offline to online conversion**
- **Increased consumer time online**

Source: eMarketer, Magna Global report commissioned by PubMatic. Note: All figures are excluding search, email, and online classifieds.

KEY DYNAMICS OF OUR MARKET OPPORTUNITY

- Elevated Digital Ad Spend
- Rise of OTT/CTV
- Explosion of Programmatic Header Bidding
- Buyer Ad Spend Consolidating onto Fewer Sell Side Platforms
- Protecting Consumer Privacy and Shift Away from Cookies

Four Consecutive Quarters of Exceptional Results

50%+

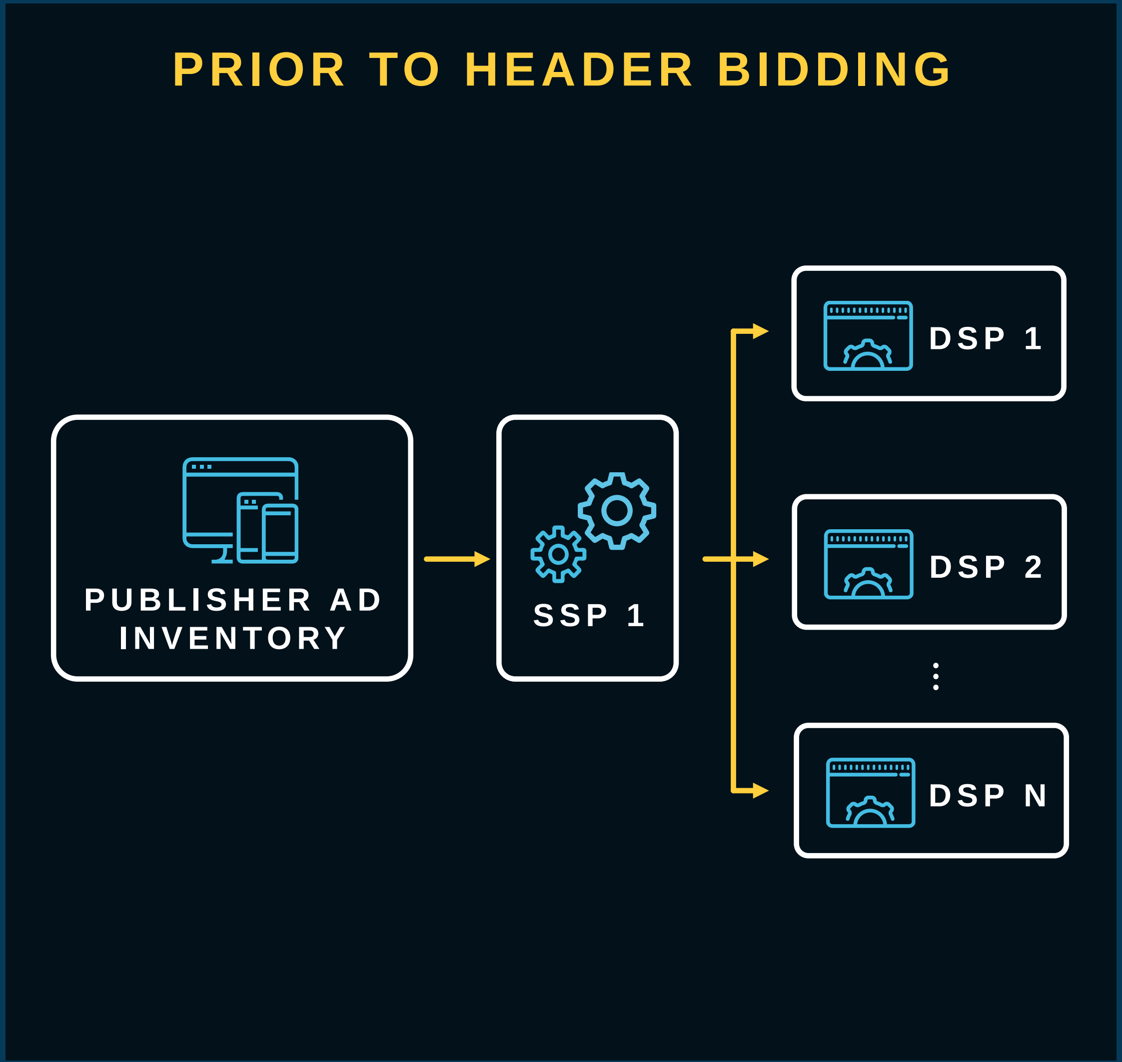
ORGANIC REVENUE GROWTH YOY

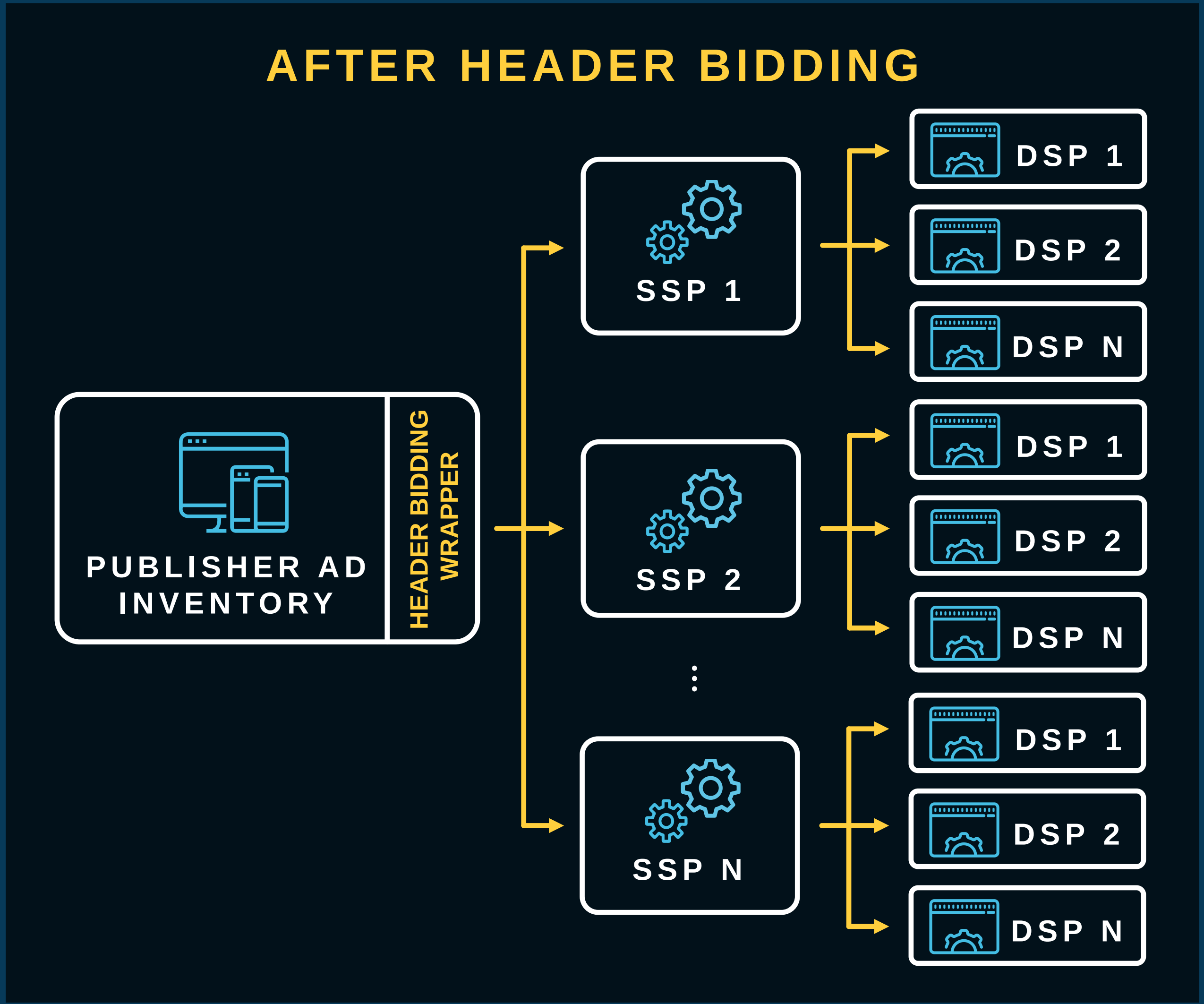
30%+

ADJUSTED EBITDA[1] MARGIN

[1] Adjusted EBITDA Margin is a non-GAAP measure. A reconciliation of Adjusted EBITDA to net income is provided on slide 24.

HEADER BIDDING INCREASES IMPRESSION VOLUMES AND COSTS





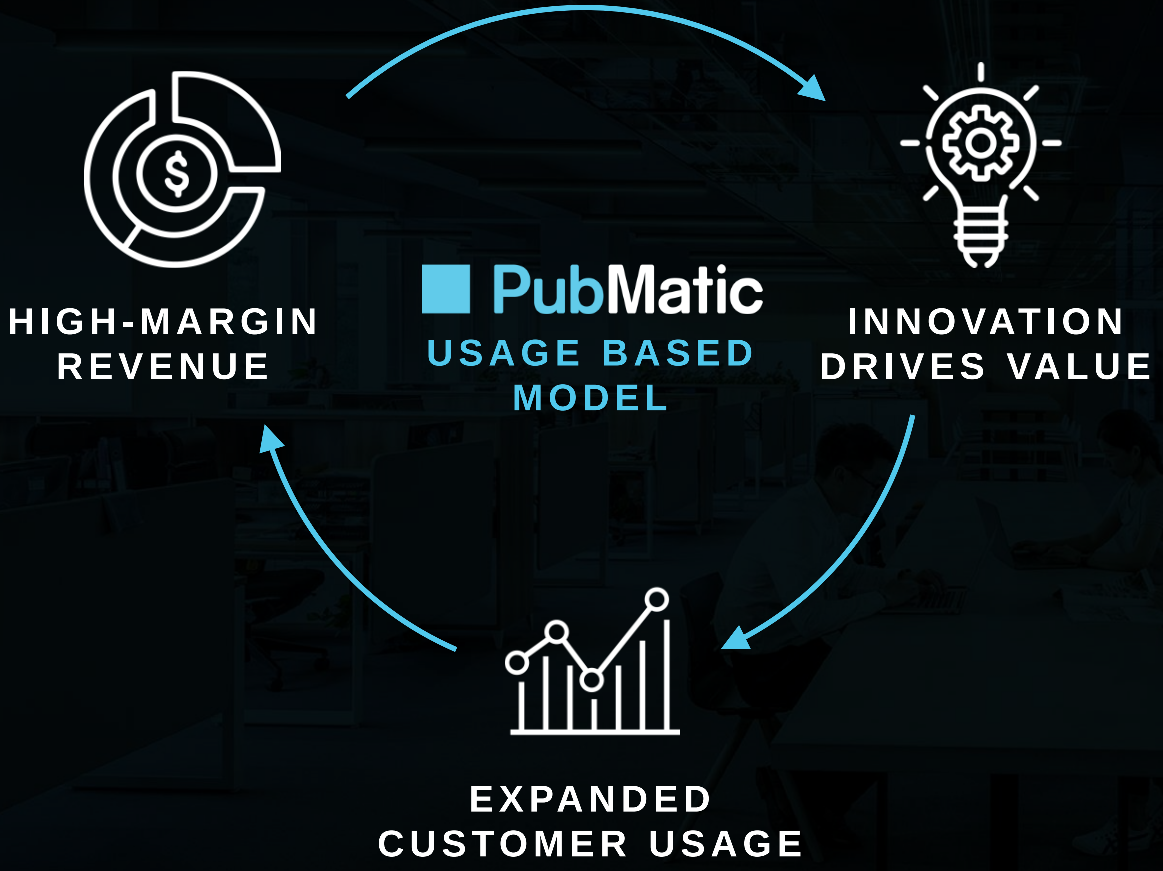
OUR COMPETITIVE DIFFERENTIATORS

Specialized cloud infrastructure for digital advertising

Transparent business model based on usage

Leader in buyer ad spend consolidation

GROWING MARKET SHARE VIA THE PUBMATIC FLYWHEEL



BUYERS

CONCENTRATE HIGHER SHARE OF BUDGETS ON OUR PLATFORM

PUBLISHERS

MONETIZE MORE INVENTORY AT HIGHER CPMs

EXPANDING USAGE WITH BUYERS VIA SUPPLY PATH OPTIMIZATION

WORKFLOW AUTOMATION	DATA & AUDIENCE SOLUTIONS	INVENTORY QUALITY	TRANSPARENT INFRASTRUCTURE

SUPPLY PATH OPTIMIZATION DEALS ARE DRIVING MORE SPEND THROUGH PUBMATIC

ADVERTISERS	AGENCIES	DSPs
P&G	PUBLICIS GROUPE	theTradeDesk
DELL	IPG	MediaMath
ABInBev	HAVAS	xandr
Nationwide	dentsu	AMOBEE
BAYER	WPP	verizon media
WILLIAMS SONOMA	goodway group	

LEADING PUBLISHERS CHOOSE PUBMATIC

CUSTOMER ALIGNMENT

SUPERIOR MONETIZATION

OMNICHANNEL PLATFORM

RAPID INNOVATION

abc · Activision Blizzard Media · AppLovin · axel springer media impact · BBC World Service · Bonnier News · Business Insider · cars.com · Nine · Chegg

d · DraftKings · ebay · expedia group · Forbes · Dictionary.com · italiaonline · match.com · Mediamond · meredith

Microsoft · Nasdaq · newsy · New York Post · NFL Media · PGA Tour · PlentyOfFish · POLITICO · Quizlet

Quora · Rakuten Japan · REA Group Australia · telegraphmediagroup · The Weather Company · Scripps · The Guardian · The New York Times · Times Internet

united internet media · unity · Univision · USA Today Sports Media Group · The Washington Post · WebMD · WordPress · yahoo! · Zillow · zynga

Note: The logos on this page represent both revenue generating customers and recently signed (not yet revenue generating) customers.

EXPANDING USAGE WITH PUBLISHERS VIA LAND & EXPAND STRATEGY

SUPERIOR PERFORMANCE

INVENTORY EXPANSION

- DESKTOP DISPLAY
- MOBILE WEB
- MOBILE APP
- DIGITAL VIDEO
- CTV

PRODUCT EXPANSION

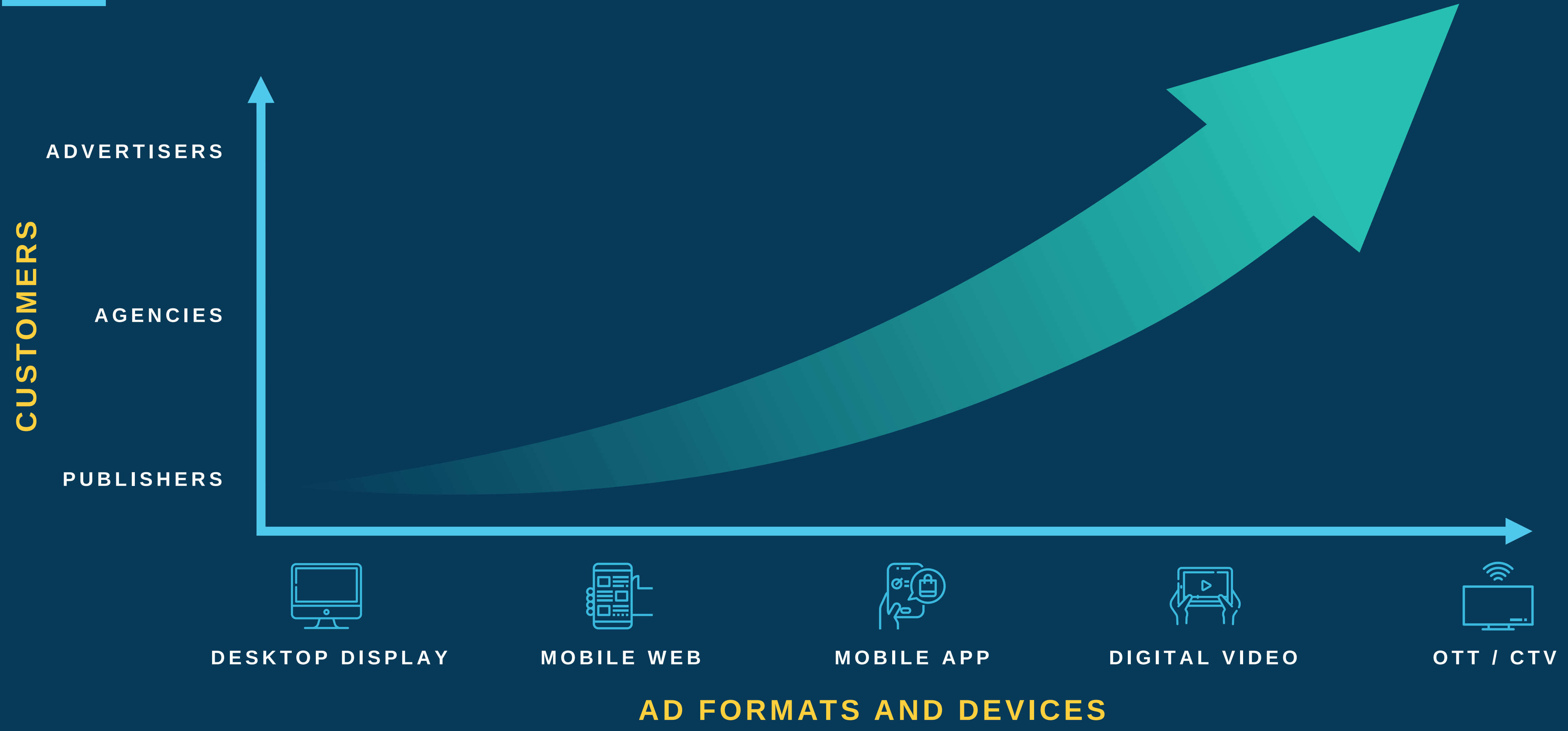
- OPENWRAP
- IDENTITY HUB
- AUDIENCE ENCORE
- PMPs

INCREASED CPMs

GROWING OUR OPPORTUNITY VIA INNOVATION IN AUDIENCE ADDRESSABILITY

KNOWN IDENTITY	FIRST-PARTY DATA	CONTEXTUAL SIGNALS	SANDBOX SOLUTIONS
↓	↓	↓	↓
PubMatic IDENTITY HUB	PubMatic AUDIENCE ENCORE	PubMatic CONTEXTUAL SIGNALS	W3C® PARTNERSHIP

MULTIPLE GROWTH DRIVERS INCREASE UTILIZATION OF OUR CLOUD INFRASTRUCTURE



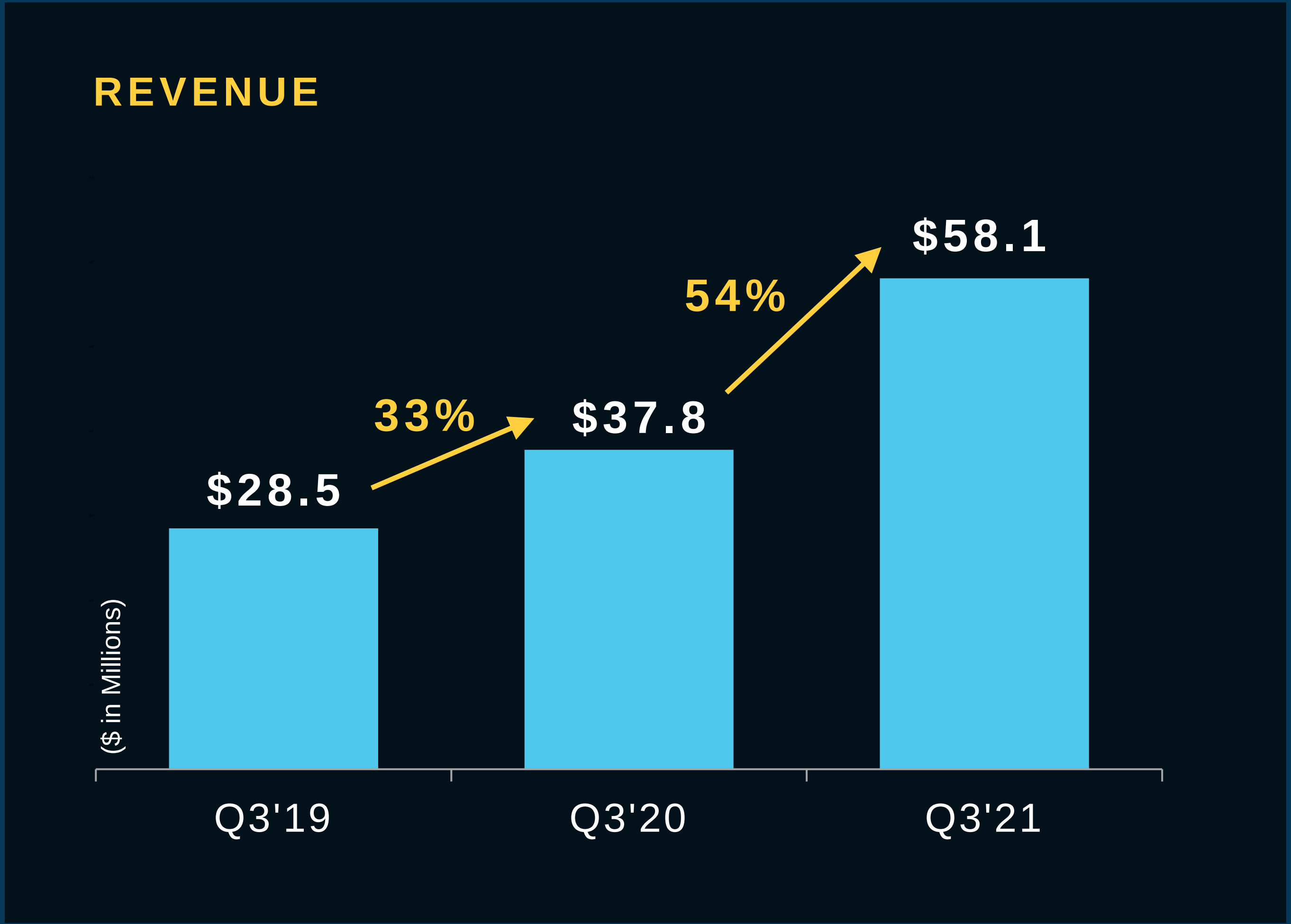
Note: Chart does not depict underlying data, but is intended to illustrate the Company's beliefs regarding the extension of its infrastructure to additional ad formats and customer types as a driver of its addressable market and growth.

Financial Overview

FINANCIAL GROWTH DRIVERS

1	Scaled Global Business
2	Usage-Based Business Model
3	High Gross Margins
4	Highly Efficient Business Model
5	Consistently Generate Cash Flow

Q3 2021 FINANCIAL HIGHLIGHTS



YOY REVENUE GROWTH

54%

YOY NET INCOME GROWTH

117%

YOY ADJUSTED EBITDA GROWTH[1]

81%

[1] Adjusted EBITDA is a non-GAAP measure. A reconciliation of Adjusted EBITDA to net income is provided on slide 24.

STRONG ADVERTISER SPEND GROWTH IN Q3 2021

ADVERTISERS PLACING ADS ON OUR PLATFORM

60,000+

Click to add text

YOY GROWTH OF # OF ADVERTISERS SPENDING MORE THAN $1,000

40%+

YOY AD SPEND GROWTH OF TOP 10 AD VERTICALS

70%+

STRONG REVENUE GROWTH ACROSS CHANNELS IN Q3 2021

YOY MOBILE & OMNICHANNEL VIDEO[1] REVENUE GROWTH

64%

YOY CTV REVENUE GROWTH

7X+

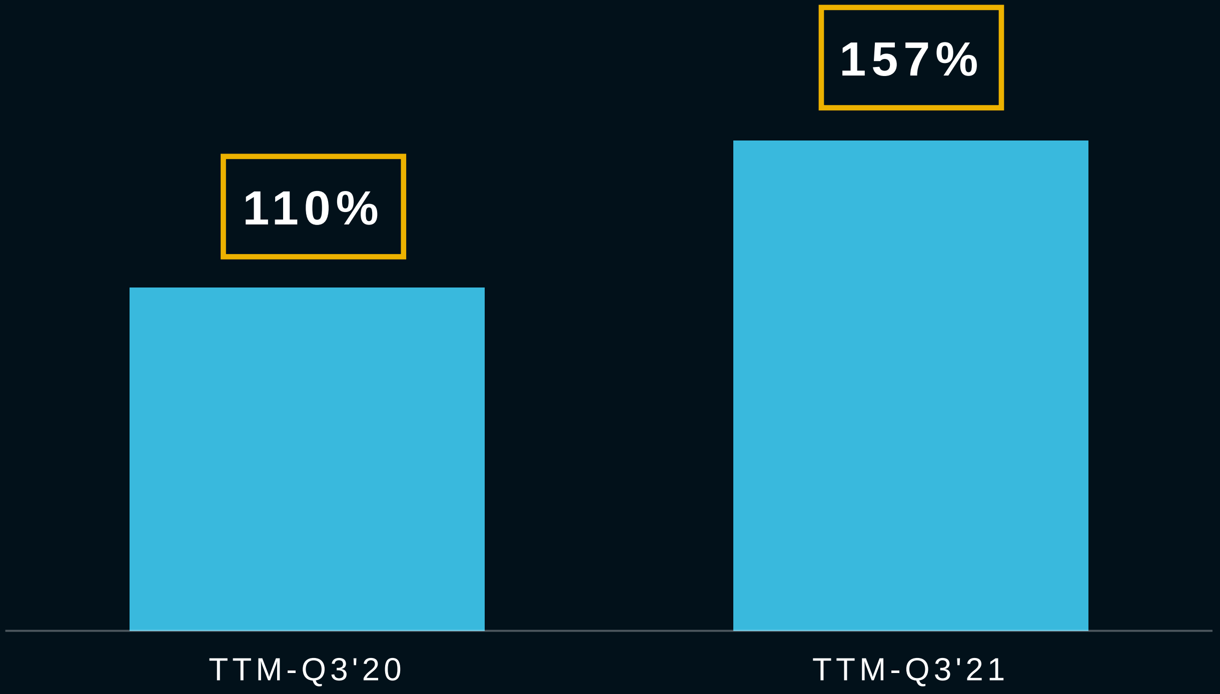
YOY DESKTOP REVENUE GROWTH

49%

[1] Omnichannel video is the sum of online video plus CTV/OTT

GROWING REVENUE VISIBILITY AND PREDICTABILITY

NET DOLLAR-BASED RETENTION[1]

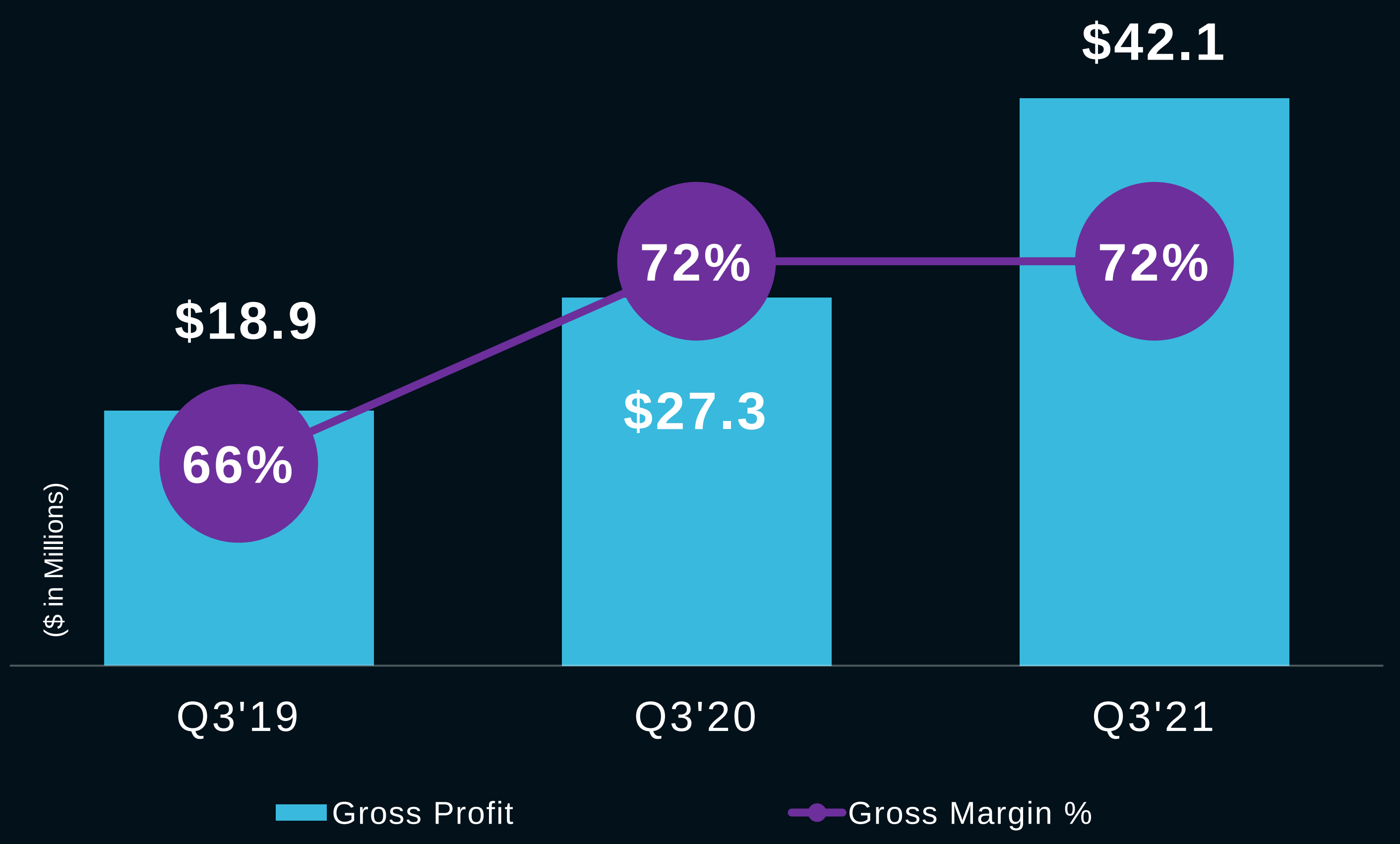


DRIVERS

- New Supply Path Optimization deals and agreement renewals
- Land and expand approach with usage-based business model
- Increased products implemented with or publishers
- Increased impression processing capacity, more than doubling year over year

[1] Net dollar-based retention is calculated by starting with the revenue from publishers in the trailing twelve months ended September 30, 2020 (“Prior Period Revenue”). We then calculate the revenue from these same publishers in the trailing twelve months ended September 30, 2021 (“Current Period Revenue”) (including any upsells and net of contraction or attrition, but excluding revenue from new publishers. Our net dollar-based retention rate equals the Current Period Revenue divided by Prior Period Revenue.

ROBUST GROSS PROFITS

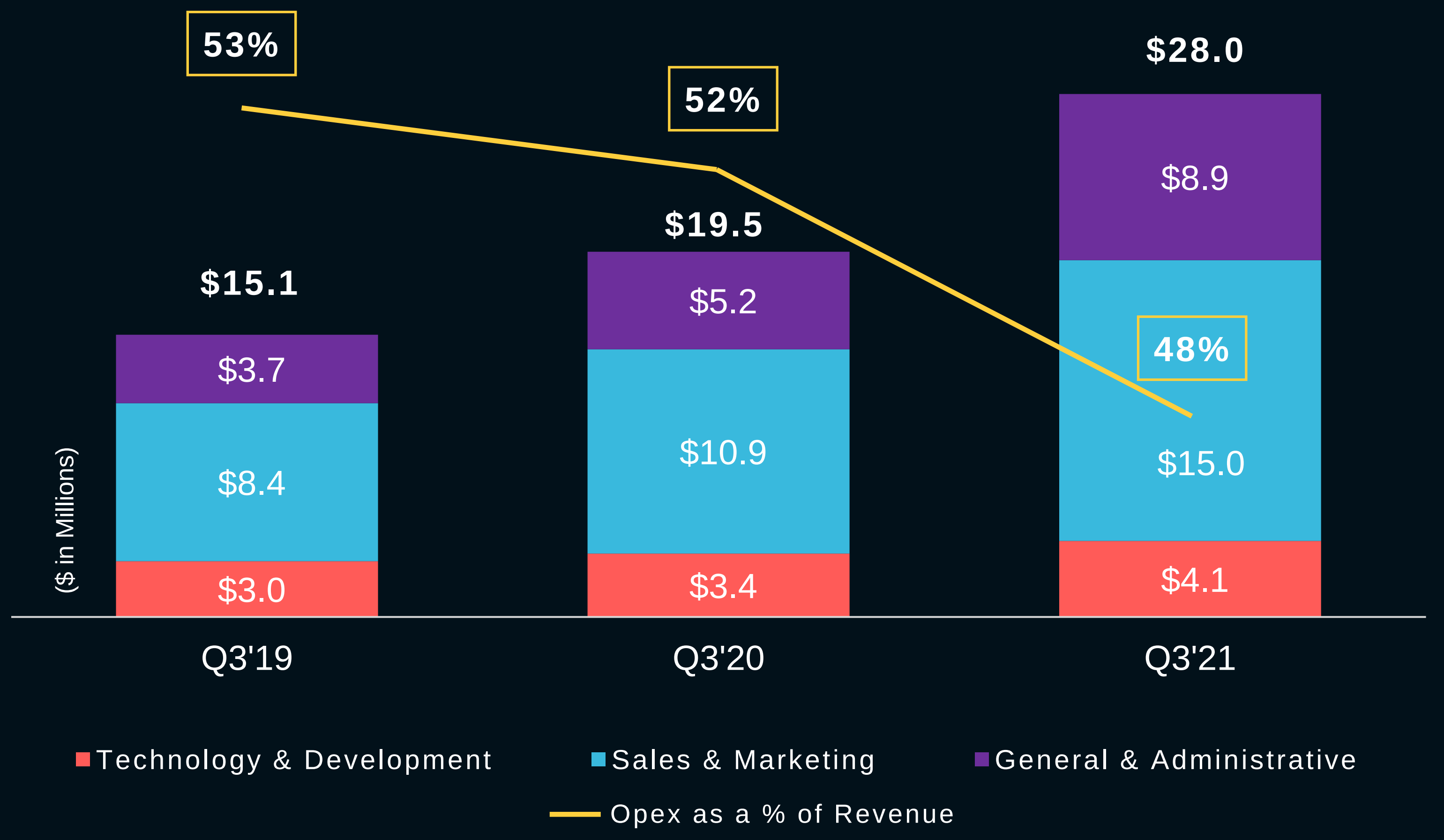


DRIVERS

High marginal profitability from structural leverage:

- 25% reduction in cost of revenue per million impressions processed
- Increased infrastructure utilization

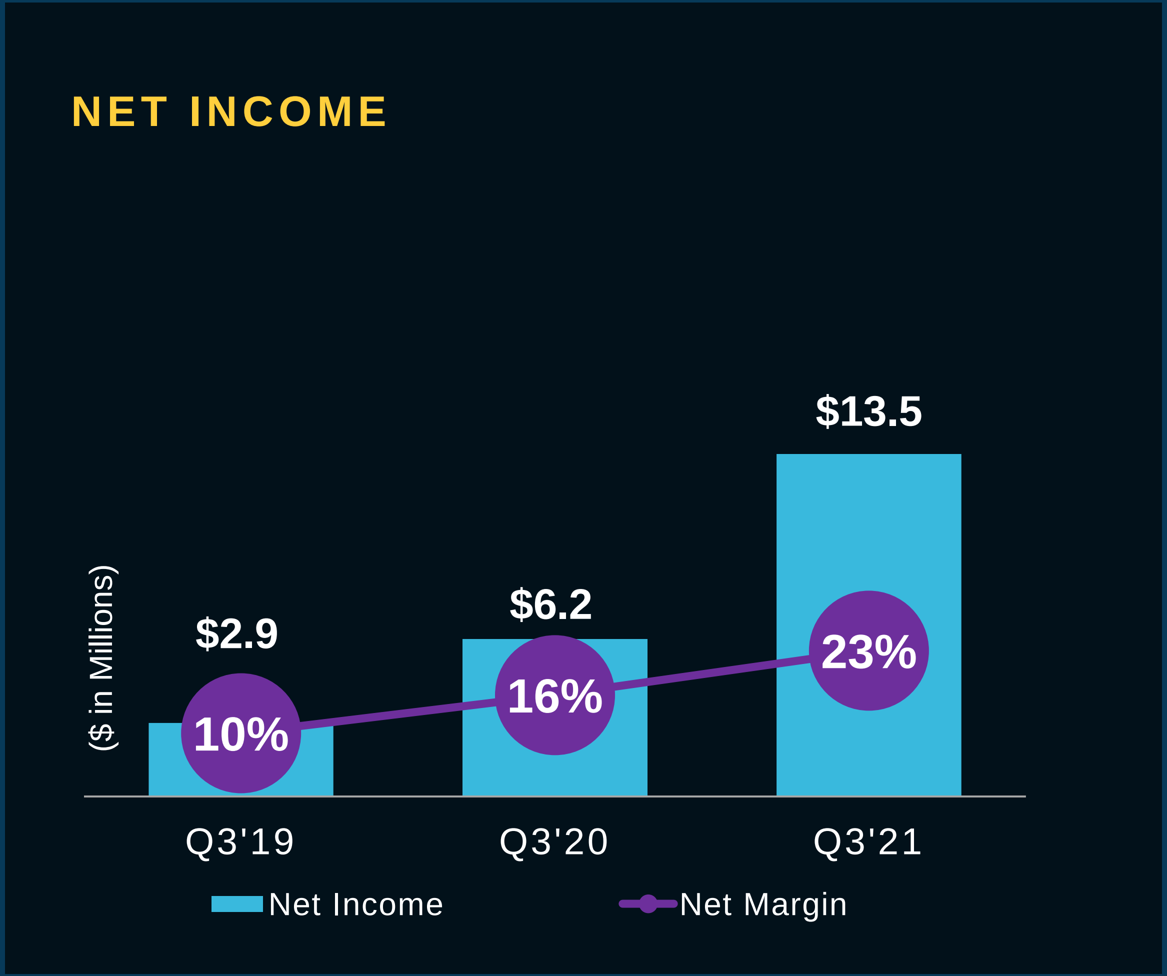
OPERATING EXPENSES: INVESTING FOR GROWTH

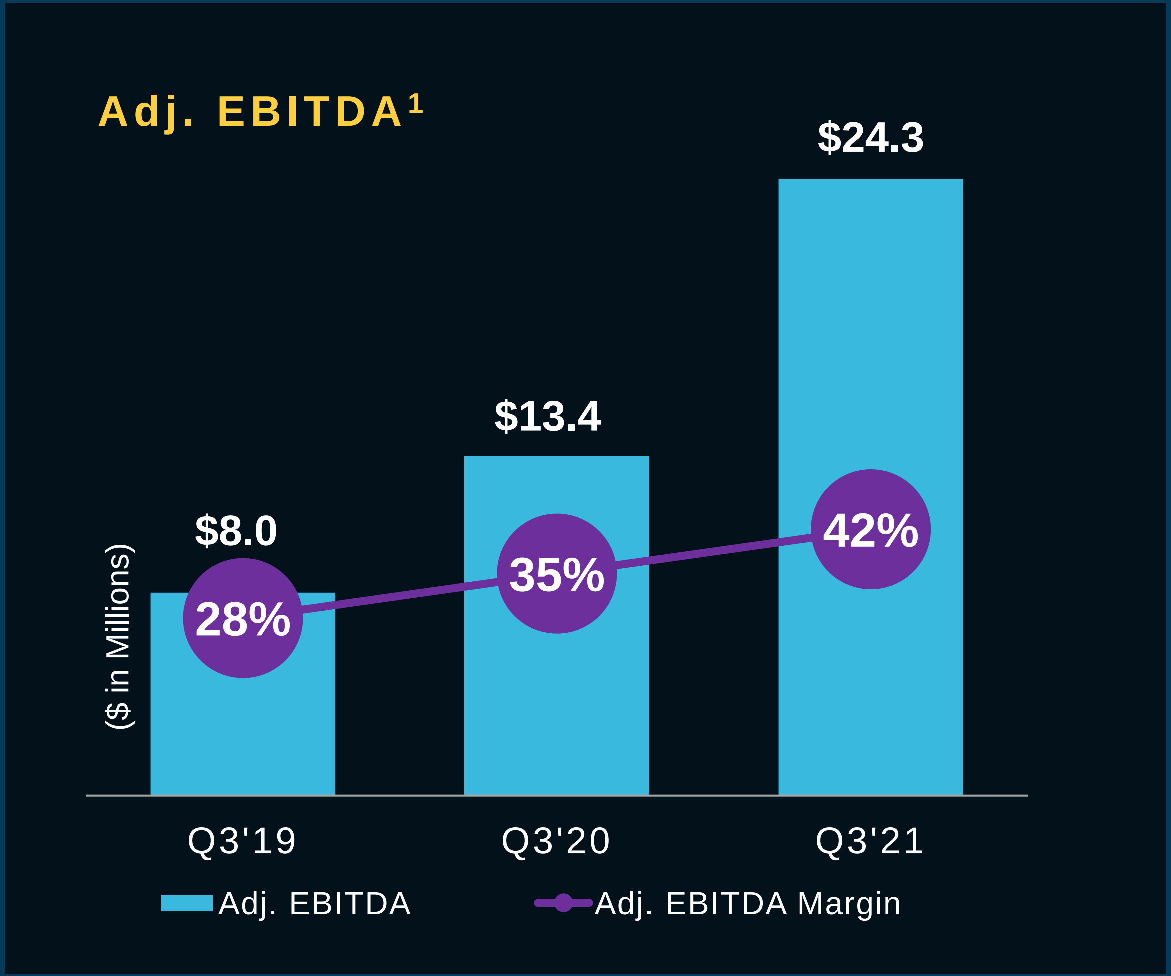


DRIVERS

- Increased headcount growth, particularly in Sales, Customer Success and Engineering
- Incremental public company expenses and stock-based compensation in Q3'21
- Achieving scale efficiencies

INCREASING PROFITABILITY





[1] Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP measures. A reconciliation of Adjusted EBITDA to net income is provided on slide 24.

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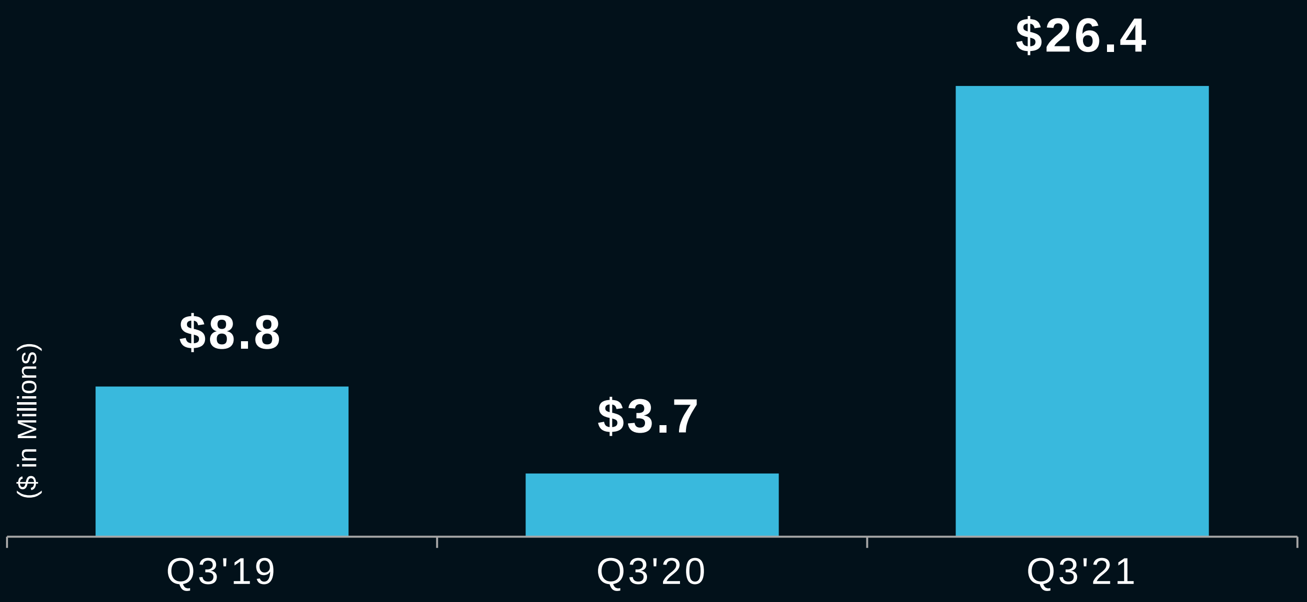
DELIVERING CASH FLOW

NET CASH PROVIDED BY OPERATING ACTIVITIES



DRIVERS

- Workflow automation
- Continuous optimization of infrastructure (software and hardware)
- Offshore R&D leverage
- Focus on profitable publishers and ad impressions
- Efficient capacity expansion to capture growth / market share
- Working capital efficiency

COMPANY HIGHLIGHTS

1 | Significant Growth in Digital Ad Spend & Opportunity for Market Share Gains

2 | Differentiated Cloud Infrastructure Platform Drives Superior Outcomes

3 | Accelerating Revenue Growth Driven By Customer Retention, Innovation, and Buyer Spend Consolidation

4 | Consistently Profitable with Strong Cash Flow

Finance Appendix

NON-GAAP RECONCILIATION – ADJUSTED EBITDA

($ in Millions)	Three Months Ended September 30,		
	2019	**2020**	**2021**
Net Income	$2.9	$6.2	$13.5
Add back (deduct):			
Stock-Based Compensation	$0.5	$1.4	$3.7
Depreciation and Amortization	$3.2	$4.2	$6.3
Impairment of Internal Use Software	$0.7	–	–
Interest Income	($0.3)	($0.1)	($0.1)
Provision for Income Taxes	$1.0	$1.6	$0.8
Adjusted EBITDA	**$8.0**	**$13.4**	**$24.3**
Revenue	$28.5	$37.8	$58.1
Adjusted EBITDA Margin	**28%**	**35%**	**42%**