

## PUBMATIC Q2 2024 AT A GLANCE

# EXPANDED PRODUCT SUITE DRIVES GROWTH ACROSS FORMATS & CHANNELS

## Delivered Profitable Revenue Growth

### REVENUE & GROSS PROFIT

- Q2 2024 revenue of \$67.3 million, up 6% year-over-year.
- Excluding spend from impacted DSP, revenue grew nearly 10% year-over-year in Q2.
- Q2 2024 gross profit was \$42.1 million, up 10% year-over-year.

### GAAP & NON-GAAP NET INCOME <sup>1</sup>

- GAAP net income in Q2 2024 was \$2.0 million with a margin of 3%, or \$0.04 per diluted share.
- Non-GAAP net income in Q2 2024 was \$9.7 million, or \$0.17 per diluted share.

### NET DOLLAR BASED RETENTION <sup>2</sup>

- Net dollar-based retention for TTM Q2 2024 was 108%, partially impacted by Yahoo's shuttering of their SSP earlier in 2023 and their transition related to their owned and operated inventory.
- Excluding Yahoo, net dollar-based revenue retention was 117% for TTM Q2 2024.

### ADJUSTED EBITDA <sup>3</sup>

- Adjusted EBITDA in Q2 2024 was \$21.1 million, or 31% of revenue.

### NET CASH PROVIDED BY OPERATING ACTIVITIES

- Net cash provided by operating activities was \$11.9 million for Q2 2024.

### IMPRESSIONS PROCESSED

- In Q2 2024, we processed nearly 61 trillion impressions, an increase of 24% over Q2 2023.
- Reduced the unit cost of impressions by 14% year-over-year for TTM Q2 2024.

### BUYER CONSOLIDATION

- Supply Path Optimization (SPO) represented more than 50% of total activity in Q2 2024.

### OMNICHANNEL VIDEO REVENUE

- Revenue from high value formats and channels, mobile display and omnichannel video grew 15% over Q2 2023 and represented 78% of total revenue in the quarter.
- Revenue from omnichannel video, which includes desktop, mobile and Connected TV (CTV) devices, grew over 19% year-over-year in Q2 2024 and represented approximately 34% of total revenue. Monetized impressions from CTV nearly doubled year-over-year.
- PubMatic's strength in SPO, private marketplace and programmatic guaranteed fueled new partnerships with marquee CTV streamers including Disney+ Hotstar and Roku.
- Revenue from mobile app, across video and display, grew over 20% year-over-year in Q2 2024 for the third quarter in a row. Total mobile revenue, inclusive of web, app, video and display increased 12% year over year.

<sup>1</sup> This non-GAAP measure is presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. Please see provided table for a reconciliation between GAAP net income (loss) and non-GAAP net income.

<sup>2</sup> Calculated by starting with the revenue from publishers in the trailing twelve months ended June 30, 2023 ("Prior Period Revenue"). We then calculate the revenue from these same publishers in the trailing twelve months ended June 30, 2024 ("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 Current Period Revenue divided by Prior Period Revenue.

<sup>3</sup> This non-GAAP measure is presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. Please see provided table for a reconciliation between GAAP net income and Adjusted EBITDA.

## PUBMATIC Q2 2024 AT A GLANCE

# EXPANDED PRODUCT SUITE DRIVES ACCELERATED GROWTH ACROSS FORMATS & CHANNELS

## Delivered Profitable Revenue Growth

### BUYER VALUE GROWTH

- PubMatic Partners with GroupM to Deliver First-of-its-Kind AI Generated Cohort Modeling Capability for Advertisers →
- GroupM Minimized Programmatic Video Campaign Carbon Emissions with PubMatic and SeenThis →
- Cross-industry Team Led by IPG Mediabrands, SeenThis and PubMatic Creates Climate Action Marketplace →
- Mars Petcare Exceeds Incremental Sales Goal by 126% Leveraging Activate →

### PUBLISHER VALUE CREATION

- Disney+ Hotstar collaborates with PubMatic to scale advertising reach in India →
- Roblox Taps PubMatic to Offer Programmatic Immersive Video Ads on Its Platform →
- Smartstream Partners With PubMatic to Expand Programmatic Buying Across Its Premium Inventory in the DACH Region →
- Virgin Media Partners with PubMatic to Scale FAST Advertising in the UK →

### COMMERCE MEDIA VALUE GROWTH

- PubMatic Announces Instacart Ads Integration to Leverage Retail Media Data Across CTV →
- Klarna and PubMatic Partner to Boost Advertiser Access to High-Intent Shopper Community →
- Rapido partners with PubMatic to enhance advertiser engagement across its user base of more than 11 crores →

#### RECONCILIATION OF GAAP NET INCOME (LOSS) TO ADJUSTED EBITDA

(In thousands) (unaudited)

	Three Months Ended June 30,	
	2024	2023
Net income (loss)	\$1,971	\$(5,724)
Add back (deduct):		
Stock-based compensation	9,699	7,266
Depreciation and amortization	11,336	10,898
Interest income	(2,340)	(2,176)
Benefit from income taxes	412	545
<b>Adjusted EBITDA</b>	<b>\$21,078</b>	<b>\$10,809</b>
Revenue	\$67,267	\$63,330
<b>Adjusted EBITDA Margin</b>	<b>31%</b>	<b>17%</b>

#### RECONCILIATION OF GAAP NET INCOME (LOSS) TO NON-GAAP NET INCOME

(In thousands, except per share data) (unaudited)

	Three Months Ended June 30,	
	2024	2023
Net income (loss)	\$1,971	\$(5,724)
Add back (deduct):		
Stock-based compensation	9,699	7,266
Adjustment for income tax benefit	(1,999)	(1,390)
<b>Non-GAAP Net Income (Loss) <sup>4</sup></b>	<b>\$9,671</b>	<b>\$152</b>
GAAP diluted EPS	\$0.04	\$(0.11)
Non-GAAP diluted EPS	\$0.17	\$0.00
GAAP weighted avg. shares outstanding - diluted	55,577	52,029
Non-GAAP weighted avg. shares outstanding - diluted	55,577	56,259

<sup>4</sup> We are no longer excluding the impact of post-acquisition cash compensation agreements for certain key acquired employees from the Martin acquisition from Adjusted EBITDA and Non-GAAP net income (loss). The impact of this change to our adjusted EBITDA and Non-GAAP net income for the three months ended June 30, 2023 is a decrease to Adjusted EBITDA and Non-GAAP net income of \$1.2 million.