

## PUBMATIC Q3 2024 AT A GLANCE

# DELIVERED PROFITABLE REVENUE GROWTH AHEAD OF GUIDANCE

## Strong Secular Growth In CTV and Mobile App

### REVENUE & GROSS PROFIT

- Q3 2024 revenue of \$71.8 million, up 13% year-over-year.
- Excluding the impacted DSP and political advertising, revenue grew 17% year-over-year in Q3.
- Q3 2024 gross profit was \$46.3 million, up 23% year-over-year.

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

- GAAP net loss in Q3 2024 was \$0.9 million with a margin of (1)%, or \$(0.02) per diluted share.
- Non-GAAP net income in Q3 2024 was \$6.6 million, or \$0.12 per diluted share.

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

- Net dollar-based retention for TTM Q3 2024 was 112%.

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

- Adjusted EBITDA in Q3 2024 was \$18.5 million, or 26% of revenue.

### NET CASH PROVIDED BY OPERATING ACTIVITIES

- Net cash provided by operating activities was \$19.1 million for Q3 2024.

### IMPRESSIONS PROCESSED

- In Q3 2024, we processed nearly 70 trillion impressions, an increase of 25% over Q3 2023.
- Reduced the unit cost of impressions by 18% year-over-year for TTM Q3 2024.

### BUYER CONSOLIDATION

- Supply Path Optimization (SPO) represented approximately 50% of total activity in Q3 2024.

### OMNICHANNEL VIDEO REVENUE

- Revenue from high value formats and channels, mobile display and omnichannel video grew 19% over Q3 2023 and represented 79% of total revenue in the quarter.
- Revenue from omnichannel video, which includes desktop, mobile and connected TV (CTV) devices, grew over 25% year-over-year in Q3 2024 and represented approximately 36% of total revenue.
- Monetized impressions from CTV grew more than 100% year-over-year for the third straight quarter. We now work with 70% of the top 30 streaming companies.
- Revenue from mobile app, across video and display, grew over 20% year-over-year in Q3 2024 for the fourth quarter in a row.

<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 September 30, 2023 ("Prior Period Revenue"). We then calculate the revenue from these same publishers in the trailing twelve months ended September 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.

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### BUYER VALUE GROWTH

- GroupM Minimized Programmatic Video Campaign Carbon Emissions with PubMatic and SeenThis →
- Haleon Selects PubMatic as Supply Optimisation Partner to Enable More Effective, Sustainable Media Buying →
- 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

- PubMatic's OpenWrap SDK Joins AppLovin MAX as a Certified Bidding Partner →
- Disney+ Hotstar collaborates with PubMatic to scale advertising reach in India →
- SoundCloud Selects PubMatic to Enhance Access to Programmatic Advertising on a Global Scale →
- PubMatic Delivers 24% Revenue Uplift for Tokyo Tsushin Group →

### COMMERCE MEDIA VALUE GROWTH

- Programmatic Retail Media Capabilities to Retailers, Commerce Properties and Advertisers in Italy →
- PubMatic and Tokopedia Announce Strategic Partnership to Enhance Advertiser Reach and Engagement →

### DATA PARTNER VALUE CREATION

- PubMatic Becomes the First Supply-Side Platform to Integrate with Digiseg →
- Illuma Partners with PubMatic for AI-Enhanced Holiday Campaigns →
- Yahoo extends identity solutions suite availability for publishers through launch partners →

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

(In thousands) (unaudited)

|                               | Three Months Ended September 30, |                 |
|-------------------------------|----------------------------------|-----------------|
|                               | 2024                             | 2023            |
| Net income (loss)             | \$(912)                          | \$1,774         |
| Add back (deduct):            |                                  |                 |
| Stock-based compensation      | 9,457                            | 7,200           |
| Depreciation and amortization | 11,384                           | 11,401          |
| Interest income               | (1,969)                          | (2,246)         |
| Benefit from income taxes     | 586                              | 111             |
| <b>Adjusted EBITDA</b>        | <b>\$18,546</b>                  | <b>\$18,240</b> |
| Revenue                       | \$71,786                         | \$63,677        |
| <b>Adjusted EBITDA Margin</b> | <b>26%</b>                       | <b>29%</b>      |

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

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

|   | Three Months Ended September 30, |                |
|---|----------------------------------|----------------|
|   | 2024                             | 2023           |
| Net income (loss)                                   | \$(912)                          | \$1,774        |
| Add back (deduct):                                  |                                  |                |
| Stock-based compensation                            | 9,456                            | 7,200          |
| Adjustment for income tax benefit                   | (1,978)                          | (1,397)        |
| <b>Non-GAAP Net Income (Loss) <sup>4</sup></b>      | <b>\$6,567</b>                   | <b>\$7,577</b> |
| GAAP diluted EPS                                    | \$(0.02)                         | \$0.03         |
| Non-GAAP diluted EPS                                | \$0.12                           | \$0.14         |
| GAAP weighted avg. shares outstanding - diluted     | 49,056                           | 55,979         |
| Non-GAAP weighted avg. shares outstanding - diluted | 53,986                           | 55,979         |

<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.