

PUBMATIC IR ROUNDUP

MARCH 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:

- [From Fragmentation to Forecastable Revenue: CTV Advertising Innovation](#)
March 14, 2024
- [Unlocking New Layers of Control Through Supply Path Curation](#)
March 4, 2024

PUBMATIC IN THE NEWS

- [PubMatic: A focus on new products and capabilities](#)
Marketecture | April 1, 2024
- [PubMatic Reinvests 2023 Profits in Team Expansion to Accelerate Revenue Growth](#)
Press Release | March 28, 2024
- [PubMatic Makes Strategic Investment in Engineering Team Expansion and AI Technology](#)
Press Release | March 27, 2024
- [The New Imperative for Ad Tech: Promoting Addressability](#)
AW360 | March 26, 2024
- [PubMatic Broadens Global Footprint with The Appointment of Sadia Akhter as Director Ad Solutions, Middle East & North Africa \(MENA\)](#)
Press Release | March 25, 2024
- [Taking Commerce Media to the Next Level with Audience Extension and Offsite Advertising](#)
B&T | March 14, 2024
- [Adelaide Partners with Holding Companies & Programmatic Platforms to Launch Flight Control](#)
ExchangeWire | March 13, 2024
- [Cut the Middleman: How PubMatic & Wpromote Streamline Success with Supply Path Optimization](#)

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MARCH 2024 ISSUE

[Wpromote Blog | March 11, 2024](#)

- [Research Briefing: The end of third-party cookies could be a win for ad tech vendors](#)
[Digiday | March 7, 2024](#)
- [PubMatic Partners with Internews to Enable Ad Investment in Quality Journalism on a Global Scale](#)
[Press Release | March 6, 2024](#)
- [Vevo teams up with PubMatic to expand programmatic buying across its CTV network](#)
[Marketing Tech | March 6, 2024](#)
- [What is responsible media and why is it so important in today's climate?](#)
[The Drum | March 4, 2024](#)
- [Ad tech's take: early reactions to Google's third-party cookie demise](#)
[Digiday | March 1, 2024](#)
- [Why some adtech companies are soaring even as the end of cookies threatens to crush the industry](#)
[BusinessInsider | March 1, 2024](#)

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