

PUBMATIC IR ROUNDUP

DECEMBER 2021 ISSUE

RECENT EVENTS

- Archived webcasts of our Q3 2021 earnings call and recent investor conferences are available on our [investor relations site](#).

IN CASE YOU MISSED IT

Blogs:

- [PubMatic Mourns The Death Of Board Member, Naren Gupta](#)
December 28, 2021
- [RTB Pipe Efficiency Techniques For DSPs](#)
December 22, 2021
- [Nurturing Female Leadership At PubMatic](#)
December 15, 2021
- [Partnering To Support Trustworthy Media On The Open Internet](#)
December 8, 2021

Case Studies:

- [How a Premium Sales House in Japan Improved Publisher Monetization with PubMatic](#)
December 20, 2021
- [PubMatic's Identity Hub Helps diDNA Scale Identity Across Their Network](#)
December 6, 2021
- [How a Popular Social Media Platform is Improving In-App Monetization with PubMatic's OpenWrap SDK](#)
December 3, 2021

PUBMATIC IN THE NEWS

- [Why marketers should be looking at auction packages to supercharge programmatic](#)
The Drum | December 31, 2021
- [How to Lead a Post-IPO Company](#)
Entrepreneur | December 22, 2021
- [European Addressable Media Initiative Launches](#)
ExchangeWire | December 17, 2021

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- [Predictions 2022: SPO - Bolstering Transparency](#)
[ExchangeWire | December 15, 2021](#)
- [Octopus Interactive Announces Preferred SSP Partnership with PubMatic](#)
[Press Release | December 15, 2021](#)
- [The 21 hottest adtech companies of 2021](#)
[Business Insider | December 9, 2021](#)
- [PubMatic CEO Rajeev Goel - Content Is Free Because Of Advertising \(Video\)](#)
[Seeking Alpha | December 9, 2021](#)
- [SSP Sets Misinformation 'Floor' For News Sites That Can Be Bought Programmatically](#)
[MediaPost | December 8, 2021](#)
- [In Her Own Words: Johanna Bauman's pandemic C-Suite move](#)
[BizWomen | December 2, 2021](#)
- [PubMatic Executive Peter Barry Promoted To Global Role of VP Addressability](#)
[Press Release | December 2, 2021](#)
- [How Ad Tech Can Address The iOS Monetization Challenge](#)
[AdExchanger | December 1, 2021](#)

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