

PUBMATIC IR ROUNDUP

MAY 7, 2021 ISSUE

EVENTS

- **Q1 2020 Earnings**

You may access the live or archived webcast from our [investor relations site](#).

May 13, 2021 at 5pm ET / 2pm PT

IN CASE YOU MISSED IT

Research:

- [Video Advertising Efficacy in Premium OTT and Non-Premium Video Environments](#)
Kantar | April 28, 2021
- [Getting Ahead of the Coming Cookie Chaos Infographic](#)
April 22, 2021

Blogs:

- [Strategies and Opportunities for a Cookie-Less World](#)
April 22, 2021

Case Studies:

- [How Essence UK Helped British Telecom \(BT\) Gain More Supply Chain Control](#)
April 29, 2021

PUBMATIC IN THE NEWS

- [BT is the latest advertiser to take a 'fixed fee' programmatic path](#)
Digiday | April 29, 2021
- [Addressability in the wake of third party cookies](#)
AdNews | April 26, 2021
- [Identity Guide: How to Navigate the Fragmented Identity Landscape](#)
VideoWeek | April 22, 2021
- [How addressability and programmatic advertising can achieve relevance at scale](#)
Campaign | April 19, 2021
- [Samba TV Announces Partnership with PubMatic to Deliver TV Audience Targeting Capability in Omniscreen Programmatic Advertising Supply](#)
Yahoo! Finance | April 8, 2021

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- [How to Demystify the Future of Identity Through Testing and Collaboration](#)
[VideoWeek | April 8, 2021](#)
- [‘All advertising will become digital and programmatic’; e-commerce critics banished](#)
[Mi3 | April 8, 2021](#)
- [‘Still a viable proposition’: PubMatic CEO on plans to grow beyond a commoditized market](#)
[AdExchanger | April 2, 2021](#)

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