

# PUBMATIC IR ROUNDUP

JULY 2021 ISSUE

---

## UPCOMING EVENTS

- **Q2 2021 Earnings**

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

August 10, 2021 at 5pm ET / 2pm PT

- **PubMatic will be presenting at the following conferences:**

- **KeyBanc Technology Leadership Forum**

August 11, 2021 at 4:40pm ET / 1:40pm PT

Webcasts of these events will be available on the [Events and Presentations page](#) of our investor relations site.

## IN CASE YOU MISSED IT

### Blogs:

- [Survey: Many Media Buyers Will Pursue First-Party Data For Scaled Cookieless Targeting](#)  
July 21, 2021
- [PubMatic's Portfolio Strategy Is The Path To The Addressable Future](#)  
July 7, 2021

### Case Studies:

- [How Thailand's Most Visited News Site is Improving Monetization with PubMatic's Identity Hub](#)  
July 27, 2021
- [How The Digital Arm of India's Largest Media Conglomerate Boosted Monetization with PubMatic's .JS API Integration](#)  
July 21, 2021
- [Brain.Media Boosts Audience Addressability Rate with PubMatic Private Marketplaces](#)  
July 6, 2021

# PUBMATIC IR ROUNDUP

JULY 2021 ISSUE

---

## PUBMATIC IN THE NEWS

- [Havas Media UK Launches Sustainability Marketplace](#)  
[MediaPost | July 28, 2021](#)
- [Meet the Winners of the 2021 Adweek Readers' Choice: Best of Tech Partner Awards](#)  
[Adweek | July 25, 2021](#)
- [VC Relationships Are Formed With People, Not Firms: PubMatic's Rajeev Goel](#)  
[Beet.tv | July 22, 2021](#)
- [Ad tech industry makes new post-pandemic gains](#)  
[Yahoo! Finance | July 20, 2021](#)
- [IAB Creates First Fall Marketplace for Digital Video and Connected TV Buyers](#)  
[Adweek | July 20, 2021](#)
- [Rajeev Goel, PubMatic CEO: A Fortt Knox Conversation](#)  
[CNBC TechCheck | July 19, 2021](#)
- [Publishers must up their value exchange with their audience](#)  
[What's New in Publishing | July 15, 2021](#)
- ['The backplane for advertising': Amazon plots big step up for APS](#)  
[Digiday | July 6, 2021](#)
- [Digital Ad Opportunities and Capital Spur Investor Interest in Ad Tech](#)  
[The Wall Street Journal | July 2, 2021](#)
- [Audience Addressability: Consumer, Publisher and Brand](#)  
[Campaign UK | July 1, 2021](#)

*PubMatic's IR Roundups are not intended to be a comprehensive report of the company's recent mentions in print or digital media, whether issued by PubMatic or third parties. PubMatic does not*

# PUBMATIC IR ROUNDUP

JULY 2021 ISSUE

---

*endorse or adopt the views expressed in any third-party materials linked above or contained on or available through PubMatic's website.*