Investor Presentation

August 2023
This presentation contains forward-looking statements. These statements may relate to, but are not limited to, expectations of Q3 2023 and full-year 2023 operating results or financial performance, market size and growth opportunities, the calculation of certain of our key financial and operating metrics, capital expenditures, plans for future operations, competitive position, new products, technological capabilities, and strategic relationships, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," anticipate," "believe," "estimate," "predict," "intend," "potential," "would," "continue," "ongoing" or the negative of these terms or other comparable terminology. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

Forward-looking statements are based on information available at the time those statements are made and/or management's good faith beliefs and assumptions as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. In light of these risks and uncertainties, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially from those anticipated or implied in the forward-looking statements. These risks and uncertainties include, but are not limited to, our dependency on the overall demand for advertising and the channels we rely on; our existing customers not expanding their usage of our platform, or our failure to attract new publishers and buyers; the rejection of the use of digital advertising by consumers through opt-in, opt-out or ad-blocking technologies or other means; our failure to innovate and develop new solutions that are adopted by publishers; limitations imposed on our collection, use or disclosure of data about advertisements; any failure to scale our platform infrastructure to support anticipated growth and transaction volume; macroeconomic conditions, including any instability resulting from inflation, interest rates, foreign currency exchange rates or the conflict in Ukraine; any failure to comply with laws and regulations related to data privacy, data protection, information security, and consumer protection; and our ability to manage our growth. Moreover, we operate in a competitive and rapidly changing market, and new risks may emerge from time to time. Additional information about risks and uncertainties associated with our business are disclosed in our reports filed from time to time with the Securities and Exchange Commission, including our most recent Form 10-K and any subsequent filings on Forms 10-Q or 8-K, available on our investor relations website at https://investors.pubmatic.com and on the Securities and Exchange Commission website at www.sec.gov. All information in this presentation is as of August 9, 2023. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including adjusted EBITDA margin, Free Cash Flow, non-GAAP net income, non-GAAP net income margin and non-GAAP diluted EPS. We believe that this information can assist investors in evaluating our operational trends, financial performance, and cash generating capacity. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools. For example, other companies may calculate non-GAAP metrics differently or may use other metrics to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial metrics as tools for comparison. They should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

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MISSION

PubMatic Fuels the Endless Potential of Internet Content Creators
All advertising will become digital, and all digital advertising will become programmatic.

The ad-supported Open Internet will thrive.

Omnichannel platforms will win vs. point solutions.

Long term success requires differentiated infrastructure.

Supply Chain of the Future:

- Transparent
- Efficient
- Effective
- Privacy-compliant
- Environmentally sustainable
OUR ROLE IN THE DIGITAL ADVERTISING ECOSYSTEM

 DEMAND SIDE PLATFORMS

 ADVERTISERS

 AGENCIES

 TECHNOLOGY PLATFORM

 YIELD OPTIMIZATION | QUALITY | INVENTORY CURATION

 HEAD BIDDING WRAPPER

 ID & DATA MANAGEMENT

 SUPPLY PATH OPTIMIZATION

 MEDIA ACTIVATION

 COMMERCE MEDIA

 PUBLISHERS AND APP DEVELOPERS
KEY BENEFITS FOR PUBLISHERS AND BUYERS

PUBLISHERS

- Data
- Demand
- Header Bidding Expertise
- Independence

ADVERTISERS & AGENCIES

- Quality Inventory
- Transparency
- Global Omnichannel Scale
- Value

INCREASE REVENUE

SPECIALIZED CLOUD INFRASTRUCTURE

ADVERTISING ROI
INVESTMENT HIGHLIGHTS

- Scaled Business With Expanding Market Opportunity
- Strong & Growing Customer Relationships
- Investments Fuel High Revenue Growth And Market Leadership
- Durable Business Model Drives Margin Expansion & Healthy Cash Flow
### Omnichannel Focus Positions Positions Pubmatic Well Across Key Growth Areas

#### Global Digital Ad Spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate ($ in Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>567</td>
</tr>
<tr>
<td>2025</td>
<td>766</td>
</tr>
</tbody>
</table>

10% CAGR

#### Mobile Ad Spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate ($ in Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>204</td>
</tr>
<tr>
<td>2025</td>
<td>265</td>
</tr>
</tbody>
</table>

9% CAGR

#### Digital Video Ad Spend (Ex. OTT / CTV)

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate ($ in Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>126</td>
</tr>
<tr>
<td>2025</td>
<td>200</td>
</tr>
</tbody>
</table>

17% CAGR

#### CTV/OTT Ad Spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimate ($ in Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>57</td>
</tr>
<tr>
<td>2025</td>
<td>80</td>
</tr>
</tbody>
</table>

12% CAGR

### Significantly Expanding TAM:

- Direct insertion order buys shift to programmatic, growing TAM by $65 billion

- Commerce media and sponsored product listing opportunity, growing TAM by $10 billion

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1 eMarketer, October 2022
2 Magna, December 2022

Note: Figures exclude search, email, and online classifieds except for global digital ad spend estimates.
OMNICHANNEL + OPEN INTERNET OPPORTUNITY DRIVING MARKET SHARE GAINS

VALUE OF INDEPENDENT TECHNOLOGY

ESTIMATED PUBMATIC MARKET SHARE\(^1\)

4-4.5%

LONG-TERM MARKET SHARE OBJECTIVE

20%+

\(^1\) In 2022. Excludes China.

- Efficiency
- Transparency
- Control
- Quality
SPECIALIZED INFRASTRUCTURE DRIVES BETTER CUSTOMER OUTCOMES AND PROFITABLE BUSINESS MODEL

1 Average for month-ending June 2023
2 At the end of June 2023
PUBLISHERS
MONETIZE MORE HIGH-VALUE INVENTORY

BUYERS
CONCENTRATE HIGHER SHARE OF BUDGETS ON OUR PLATFORM

HIGH MARGIN REVENUE

INNOVATION DRIVES VALUE

NEW TAM EXPANSION

CUSTOMER VALUE CREATION

PUBMATIC FLYWHEEL DRIVES DURABLE MODEL
LEADING PUBLISHERS CHOOSE PUBMATIC TO POWER AD TECH STACK

CUSTOMER ALIGNMENT

SUPERIOR MONETIZATION

OMNICHANNEL PLATFORM

RAPID INNOVATION

Note: The logos on this page represent both revenue generating customers and recently signed (not yet revenue generating) customers.
EXPANDING USAGE WITH PUBLISHERS VIA LAND & EXPAND STRATEGY

SUPERIOR PERFORMANCE

INVENTORY EXPANSION

PRODUCT EXPANSION

INCREASED CPMs
MEDIA BUYERS ARE SEEKING TO OPTIMIZE THEIR SUPPLY PATHS TO DRIVE GREATER EFFICIENCY

- Economic Control & Buying Leverage
- Quality Control & Supply Curation
- Concentrated Innovation & Bespoke Tech
EXPANDING USAGE WITH BUYERS VIA SUPPLY PATH OPTIMIZATION (SPO)

WORKFLOW AUTOMATION
DATA & AUDIENCE SOLUTIONS
INVENTORY QUALITY
TRANSPARENT INFRASTRUCTURE

SUPPLY PATH OPTIMIZATION DEALS ARE DRIVING MORE SPEND THROUGH PUBMATIC

ADVERTISERS
AGENCIES
DSPs

PubMatic
DIVERSIFIED GROWTH DRIVERS IN Q2 2023 OFFSET CHALLENGING AD SPEND ENVIRONMENT

YOY CONNECTED TV REVENUE GROWTH
30%+

YOY REVENUE GROWTH OF TOP 10 AD VERTICALS
8%

YOY EMEA REVENUE GROWTH
16%
ACTIVATE GAINING TRACTION AS BUYERS SEEK GREATER CONTROL & EFFICIENCY OVER MEDIA BUYS

Activate is an end-to-end SPO solution that allows buyers to execute non-bidded deals on the PubMatic platform.

ESTIMATED TAM EXPANSION
$65 BILLION

EXPECTED PUBMATIC BENEFITS OF ACTIVATE

- Increased Programmatic TAM
- Accelerated Shift to CTV and Online Video Formats
- Greater Stickiness With Buyers
- Increased Revenue For Publishers
INTRODUCING A MORE EFFICIENT SOLUTION FOR COMMERCE MEDIA

INEFFICIENCIES OF COMMERCE MEDIA BUYING

SPONSORED PRODUCT LISTINGS SUPPLY CHAIN

ON-SITE DISPLAY SUPPLY CHAIN

OFF-SITE VIDEO SUPPLY CHAIN

COMMERCE MEDIA NETWORK

THE NEW COMMERCE MEDIA SUPPLY CHAIN

CONVERT is a unified self-service advertising platform for commerce media, combining onsite and offsite capabilities.
INTRODUCING A NEW INDUSTRY PARADIGM FOR THE COMMERCE MEDIA SUPPLY CHAIN OF THE FUTURE

COMMERCE OFFERING LAUNCH PARTNERS
MULTIPLE GROWTH DRIVERS INCREASE UTILIZATION OF OUR CLOUD INFRASTRUCTURE

CUSTOMERS

- RETAILERS
- ADVERTISERS
- AGENCIES
- PUBLISHERS

AD FORMATS AND DEVICES

- DESKTOP
- MOBILE WEB
- MOBILE APP
- ONLINE VIDEO
- OTT / CTV
- NATIVE

Note: Chart does not depict underlying data, but is intended to illustrate the Company’s beliefs regarding the extension of its infrastructure to additional ad formats and customer types as a driver of its addressable market and growth.
Financial Overview
<table>
<thead>
<tr>
<th></th>
<th>FINANCIAL GROWTH DRIVERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scaled Global Business</td>
</tr>
<tr>
<td>2</td>
<td>Usage-Based Business Model</td>
</tr>
<tr>
<td>3</td>
<td>High Gross Margins</td>
</tr>
<tr>
<td>4</td>
<td>Highly Efficient Business Model</td>
</tr>
<tr>
<td>5</td>
<td>Strong Free Cash Flow</td>
</tr>
</tbody>
</table>
PROFITABLE GROWTH DRIVES CONTINUED MARKET SHARE GAINS

REVENUE

+30% CAGR\(^1\)

($ in Millions)

Q1'19  Q2'19  Q3'19  Q4'19  Q1'20  Q2'20  Q3'20  Q4'20  Q1'21  Q2'21  Q3'21  Q4'21  Q1'22  Q2'22  Q3'22  Q4'22  Q1'23  Q2'23

$24  $27  $28  $26  $26  $26  $26  $44  $50  $58  $76  $74  $74  $63  $63  $55  $55  $55

\(^1\)Compound Annual Growth Rate calculated based on TTM Q2 2023 vs TTM Q2 2020

\(^2\)Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. See reconciliation in Appendix.

CONSECUTIVE QUARTER OF POSITIVE ADJ. EBITDA

CONSECUTIVE YEAR GENERATING CASH FROM OPERATIONS

29th

9th
MULTIPLE BUSINESS MODEL LEVERS DRIVE MARGIN EXPANSION

Owned & Operated Infrastructure

- Expect 70%+ reduction in 2023 capex investment while driving continued growth in ad impressions

Efficient Development Org

- $30M+ in annual savings by leveraging off-shore development resources

Operational Excellence

- Greater software optimization drove 15% YOY increase in the number of high-value omnichannel video impressions monetized in 1H 2023
OWNED & OPERATED INFRASTRUCTURE DRIVING DOWN UNIT COSTS WHILE IMPROVING CUSTOMER OUTCOMES

**AD IMPRESSIONS**
*(TRAILING TWELVE MONTHS)*

- Q2'21: 66.2 Trillions
- Q2'22: 122.2 Trillions (+85%)
- Q2'23: 185.7 Trillions (+52%)

**TTM Ending**

- **12%** YOY REDUCTION IN COST OF REVENUE PER MILLION IMPRESSIONS PROCESSED IN TTM Q2 2023

- **85%** MARGINAL PROFITABILITY IN Q2 2023
ROBUST MARGINS WHILE INVESTING FOR GROWTH

Adjusted EBITDA is a non-GAAP measure. A reconciliation of Adjusted EBITDA to net income is provided in the Appendix.

On June 30, 2023, a Demand Side Platform buyer filed for Chapter 11 bankruptcy. As a result of this bankruptcy, we recorded incremental bad debt expense of $5.7M which is reflected in our GAAP net income and adjusted EBITDA results for the TTM Q2’23 period.

Average Adj. EBITDA Margin = 34%\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Adj. EBITDA Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2’20</td>
<td>23%</td>
</tr>
<tr>
<td>Q2’21</td>
<td>39%</td>
</tr>
<tr>
<td>Q2’22</td>
<td>41%</td>
</tr>
<tr>
<td>Q2’23</td>
<td>32%</td>
</tr>
</tbody>
</table>

\(^1\) Adjusted EBITDA is a non-GAAP measure. A reconciliation of Adjusted EBITDA to net income is provided in the Appendix. On June 30, 2023, a Demand Side Platform buyer filed for Chapter 11 bankruptcy. As a result of this bankruptcy, we recorded incremental bad debt expense of $5.7M which is reflected in our GAAP net income and adjusted EBITDA results for the TTM Q2’23 period.

\(^2\) Average Adj. EBITDA margin for the trailing twelve month periods ended Q1 2020, Q1 2021, Q1 2022, and Q1 2023.
DELIBERING CASH FLOW

NET CASH PROVIDED BY OPERATING ACTIVITIES

Q2'22
$20.5

Q2'23
$15.8

FREE CASH FLOW\(^1\)

Q2'22
$5.7

Q2'23
$10.8

STOCK REPURCHASE PROGRAM
(AS OF 7/31/23)

$27M

CASH USED TO REPURCHASE 1.8M SHARES
(~3% FDSO\(^2\))

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\(^1\) Free Cash Flow is a non-GAAP measure. A reconciliation of free cash flow to net cash flow provided by (used in) operating activities is provided in the Appendix.

\(^2\) FDSO = fully diluted shares outstanding.

Note: Numbers rounded for presentation purposes
LONG TERM DRIVERS OF SHAREHOLDER VALUE

- Durable Business Model With Strong Cash Flows
- Efficient Cost Structure Driving Margin Expansion
- Sticky and Growing Customer Relationships
- Investing In High-Growth Revenue Opportunities
Appendix
FOUNDER-LED MANAGEMENT TEAM WITH PROVEN TRACK RECORD

EXECUTIVE TEAM WITH 100+ YEARS OF INDUSTRY EXPERIENCE

Rajeev Goel
Co-Founder & CEO, iab.
Director

Steve Pantelick
Chief Financial Officer

Amar Goel
Founder, Chief Innovation Officer & Chairman

Mukul Kumar
Co-Founder & President, Engineering

Paulina Klimenko
Chief Growth Officer

Johanna Bauman
Chief Marketing Officer

Nishant Khatri
SVP, Product Management

Kyle Dozeman
Chief Revenue Officer, Americas

Andrew Woods
General Counsel

Lorrie Dougherty
SVP, Human Resources

SUPPORTED BY EXPERIENCED BOARD MEMBERS

Cathie Black
HEARST (Former President)
USA TODAY (Former President)

Susan Daimler
Zillow

Shelagh Glaser
SYNOPSYS

Jacob Shulman
JFrog
HEADER BIDDING INCREASES IMPRESSION VOLUMES AND COSTS

PRIOR TO HEADER BIDDING

PUBLISHER AD INVENTORY → SSP 1 → DSP 1
   ↓                      ↓                      ↓
   DSP 2                  DSP 2                  DSP N
   ↓                      ↓                      ↓
   SSP 2                  SSP 2                  SSP N

AFTER HEADER BIDDING

PUBLISHER AD INVENTORY → HEADER BIDDING WRAPPER → SSP 1
   ↓                      ↓                      ↓
   DSP 1                  DSP 2                  DSP N
   ↓                      ↓                      ↓
   DSP N                  DSP N                  DSP N
   ↓                      ↓                      ↓
   SSP N                  SSP N                  SSP N

DSP = Demand Side Platform
SSP = Supply Side Platform
### NON-GAAP RECONCILIATION – ADJUSTED EBITDA

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended June 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$9.9</td>
</tr>
<tr>
<td><strong>Add back (deduct):</strong></td>
<td></td>
</tr>
<tr>
<td>Stock-Based Compensation</td>
<td>3.6</td>
</tr>
<tr>
<td>Unrealized gain(loss) on equity investments</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>5.1</td>
</tr>
<tr>
<td>Interest Income</td>
<td>(0.1)</td>
</tr>
<tr>
<td>Acquisition-related and other expenses</td>
<td>-</td>
</tr>
<tr>
<td>Provision for Income Taxes</td>
<td>-</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$18.6</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$49.7</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>37%</td>
</tr>
</tbody>
</table>

Note: Numbers rounded for presentation purposes.
## NON-GAAP NET INCOME RECONCILIATION

($ in Millions, except for Non-GAAP Diluted EPS\(^1\))

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended June 30,</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021</td>
<td>2022</td>
<td>2023</td>
</tr>
<tr>
<td>Net Income</td>
<td>$9.9</td>
<td>$7.8</td>
<td>($5.7)</td>
</tr>
<tr>
<td>Add back (deduct):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock-Based Compensation</td>
<td>3.6</td>
<td>5.4</td>
<td>7.3</td>
</tr>
<tr>
<td>Unrealized (gain)loss on equity investments</td>
<td>-</td>
<td>0.9</td>
<td>-</td>
</tr>
<tr>
<td>Acquisition-related and other expenses</td>
<td>-</td>
<td>-</td>
<td>1.2</td>
</tr>
<tr>
<td>Adjustment for income tax benefit on stock-based compensation</td>
<td>(0.5)</td>
<td>(1.1)</td>
<td>(1.4)</td>
</tr>
<tr>
<td>Non-GAAP Net Income</td>
<td><strong>$13.1</strong></td>
<td><strong>$13</strong></td>
<td><strong>$1.3</strong></td>
</tr>
<tr>
<td>Non-GAAP Diluted EPS(^1)</td>
<td><strong>$0.23</strong></td>
<td><strong>$0.23</strong></td>
<td><strong>$0.02</strong></td>
</tr>
<tr>
<td>Revenue</td>
<td><strong>$49.7</strong></td>
<td><strong>$63.0</strong></td>
<td><strong>$63.3</strong></td>
</tr>
<tr>
<td>Non-GAAP Net Income Margin</td>
<td>26%</td>
<td>21%</td>
<td>2%</td>
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</tbody>
</table>

Note: Numbers rounded for presentation purposes

1 EPS – Earnings per share.
# FREE CASH FLOW RECONCILIATION

<table>
<thead>
<tr>
<th>($ in Millions)</th>
<th>Three Months Ended June 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021</td>
</tr>
<tr>
<td>Net Cash provided by (used in) Operating Activities</td>
<td>$21.1</td>
</tr>
<tr>
<td>Deduct:</td>
<td></td>
</tr>
<tr>
<td>Purchases of Property and Equipment</td>
<td>(11.5)</td>
</tr>
<tr>
<td>Capitalized Software Development Costs</td>
<td>(1.8 )</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>$7.7</td>
</tr>
<tr>
<td>Revenue</td>
<td>$49.7</td>
</tr>
<tr>
<td>Free Cash Flow Margin</td>
<td>16%</td>
</tr>
</tbody>
</table>

Note: Numbers rounded for presentation purposes