

## PUBMATIC Q1 2024 AT A GLANCE

# EXPANDED PRODUCT SUITE DRIVES ACCELERATED GROWTH ACROSS FORMATS & CHANNELS

Delivered Revenue and Adjusted EBITDA Ahead of Guidance

### REVENUE

- Q1 2024 revenue of \$66.7 million, up 20% year-over-year.
- Excluding Yahoo owned & operated inventory, revenue grew 25% year-over-year in Q1.

### GAAP & NON-GAAP NET INCOME <sup>1</sup>

- GAAP net loss in Q1 2024 was \$2.5 million with a margin of (4)%, or \$(0.05) per diluted share.
- Non-GAAP net income in Q1 2024 was \$4.8 million, or \$0.09 per diluted share.

### NET DOLLAR BASED RETENTION <sup>2</sup>

- Net dollar-based retention for TTM Q1 2024 was 106%, partially impacted by Yahoo's shuttering of their SSP earlier in 2023 and their transition related to their owned and operated inventory.
- Excluding Yahoo, net dollar-based revenue retention was 114% for TTM Q1 2024.

### ADJUSTED EBITDA <sup>3</sup>

- Adjusted EBITDA in Q1 2024 was \$15.1 million, or 23% of revenue.

### NET CASH PROVIDED BY OPERATING ACTIVITIES

- Net cash provided by operating activities was \$24.3 million for Q1 2024.

### IMPRESSIONS PROCESSED

- In Q1 2024, we processed nearly 58 trillion impressions, an increase of 25% over Q1 2023.
- Reduced the unit cost of impressions by 10% year-over-year for TTM Q1 2024.

### BUYER CONSOLIDATION

- Supply Path Optimization (SPO) represented 50% of total activity in Q1 2024.

### OMNICHANNEL VIDEO REVENUE

- Revenue from high value formats and channels, mobile display and omnichannel video grew 26% over Q1 2023 and represented 77% of total revenue in the quarter.
- Revenue from omnichannel video, which includes desktop, mobile and Connected TV (CTV) devices, grew over 33% year-over-year in Q1 2024.
- PubMatic's strength in SPO, private marketplace and programmatic guaranteed fueled new partnerships with marquee CTV streamers including DISH Media, Vevo and Virgin Media UK.

<sup>1</sup> This non-GAAP measure is presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. Please see provided table for a reconciliation between GAAP net income and non-GAAP net income.

<sup>2</sup> Calculated by starting with the revenue from publishers in the trailing twelve months ended March 31, 2023 ("Prior Period Revenue"). We then calculate the revenue from these same publishers in the trailing twelve months ended March 31, 2024 ("Current Period Revenue") (including any upsells and net of contraction or attrition, but excluding revenue from new publishers). Our net dollar-based retention rate equals Current Period Revenue divided by Prior Period Revenue.

<sup>3</sup> This non-GAAP measure is presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. Please see provided table for a reconciliation between GAAP net income and Adjusted EBITDA.

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## Recent Customer Announcements, Case Studies & Proof Points

### BUYER VALUE GROWTH

- Activate Exceeds Benchmarks in Luxury Retailer's CTV Sequential Messaging Campaign →
- PubMatic Partners with GroupM to Deliver First-of-its-Kind AI Generated Cohort Modeling Capability for Advertisers →
- Wpromote Selects PubMatic as Preferred Partner →

### PUBLISHER VALUE CREATION

- DISH Media Partners with PubMatic to Accelerate Programmatic Demand for SLING TV →
- PubMatic Delivers 27% CPM Uplift for Dwango →
- Roblox Taps PubMatic to Offer Programmatic Immersive Video Ads on Its Platform →
- Sofascore Increases Programmatic Revenue by 197% with PubMatic's OpenWrap SDK →
- Vevo Partners With PubMatic to Expand Programmatic Buying Across its Global CTV Network →
- Virgin Media Partners with PubMatic to Scale FAST Advertising in the UK →
- PubMatic's Hybrid Bidding Solution Delivers 35% Increase in Revenue →

### COMMERCE MEDIA VALUE GROWTH

- PubMatic Announces Instacart Ads Integration to Leverage Retail Media Data Across CTV →
- Klarna and PubMatic Partner to Boost Advertiser Access to High-Intent Shopper Community →

#### RECONCILIATION OF GAAP NET LOSS TO ADJUSTED EBITDA

(In thousands) (unaudited)

	Three Months Ended March 31,	
	2024	2023
Net loss	\$(2,454)	\$(5,871)
Add back (deduct):		
Stock-based compensation	9,111	7,059
Depreciation and amortization	11,212	11,432
Interest income	(2,564)	(1,891)
Acquisition-related and other expenses <sup>4</sup>	—	—
Benefit from income taxes	(249)	(3,375)
<b>Adjusted EBITDA</b>	<b>\$15,056</b>	<b>\$7,354</b>
Revenue	\$66,701	\$55,407
<b>Adjusted EBITDA Margin</b>	<b>23%</b>	<b>13%</b>

#### RECONCILIATION OF GAAP NET LOSS TO NON-GAAP NET INCOME (LOSS)

(In thousands, except per share data) (unaudited)

	Three Months Ended March 31,	
	2024	2023
Net income (loss)	\$(2,454)	\$(5,871)
Add back (deduct):		
Stock-based compensation	9,111	7,059
Acquisition-related and other expenses <sup>4</sup>	—	—
Adjustment for income tax benefit	(1,886)	(1,318)
<b>Non-GAAP Net Income (Loss)</b>	<b>\$4,771</b>	<b>\$(130)</b>
GAAP diluted EPS	\$(0.05)	\$(0.11)
Non-GAAP diluted EPS	\$0.09	\$0.00
GAAP weighted avg. shares outstanding - diluted	50,039	52,740
Non-GAAP weighted avg. shares outstanding - diluted	55,006	52,740

<sup>4</sup> We are no longer excluding the impact of post-acquisition cash compensation agreements for certain key acquired employees from the Martin acquisition from Adjusted EBITDA and Non-GAAP net income (loss). The impact of this change to our adjusted EBITDA and Non-GAAP net income for the three months ended March 31, 2023 is a decrease to Adjusted EBITDA and Non-GAAP net income of \$1.0 million.