

PUBMATIC IR ROUNDUP

AUGUST 2021 ISSUE

UPCOMING EVENTS

Recent Events:

- Archived webcasts of our Q2 2021 earnings call and recent investor conferences are available on our [investor relations site](#).

IN CASE YOU MISSED IT

Blogs:

- [Data Shows IDFA Changes Provide New Opportunities To Engage Mobile Consumers](#)
August 18, 2021
- [Faster, Better Insights With Accelerated Analytics](#)
August 11, 2021
- [PubMatic India Recognized As One Of India's 50 Great Mid-Size Workplaces For 2021](#)
August 4, 2021

Case Studies:

- [Krone Multimedia Increases Revenue by 43% With PubMatic OpenWrap](#)
August 16, 2021

Research:

- [Apple's IDFA Opt-In: Impact on the Advertising Ecosystem \[Infographic\]](#)
August 18, 2021
- [Quarterly Global Digital Advertising Trends: Q2 2021 \[Infographic\]](#)
August 17, 2021
- [An In-Depth Look at In-Game Mobile Advertising](#)
ExchangeWire | August 4, 2021

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PUBMATIC IN THE NEWS

- [45 Percent of Travel Marketers Say Ad Spending Won't Return to Pre-Pandemic Level Until at Least 2025](#)
[Skift | August 27, 2021](#)
- [The Ad Platform: Pandemic trends still shaping programmatic markets](#)
[eMarketer | August 25, 2021](#)
- [The Future of Audience Addressability](#)
[MediaPost | August 12, 2021](#)
- [Q&A with PubMatic's Emma Newman](#)
[VideoWeek | August 6, 2021](#)

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