

PUBMATIC Q3 2025 AT A GLANCE

## DELIVERED REVENUE AND ADJUSTED EBITDA AHEAD OF GUIDANCE

**Strong Secular Growth In CTV and Emerging Revenues**

### REVENUE & GROSS PROFIT

- Q3 2025 revenue of \$68.0 million, down (5)% year-over-year, and flat when excluding political revenue, which was \$5.0 million in Q3 2024.
- Q3 2025 gross profit was \$42.6 million with a gross margin of 63%.

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

- GAAP net loss in Q3 2025 was \$6.5 million with a margin of (9)%, or \$(0.14) per diluted share.
- Non-GAAP net income in Q3 2025 was \$1.6 million, or \$0.03 per diluted share.

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

- Net dollar-based retention for TTM Q3 2025 was 98%, which includes the impacted DSP and political advertising.

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

- Adjusted EBITDA in Q3 2025 was \$11.2 million, or 16% of revenue.
- Q3 marked 38th consecutive quarter of adjusted EBITDA profitability.

### OPERATING CASH FLOWS

- Net cash provided by operating activities was \$32.4 million for Q3 2025.

### STOCK REPURCHASE PROGRAM

- As of September 30, 2025, we have repurchased 12.4 million shares of our Class A common stock for \$180.6 million in cash since inception of the program in February 2023.
- As of the end of the third quarter, we had \$94.4 million remaining in our repurchase program authorized through December 31, 2026.

### IMPRESSIONS PROCESSED

- In Q3 2025, we processed nearly 87 trillion impressions, an increase of 24% over Q3 2024 and 12% over Q2 2025.
- Reduced the unit cost of impressions by 19% year-over-year for TTM Q3 2025.

### BUYER CONSOLIDATION

- Supply Path Optimization (SPO) represented over 55% of total activity in Q3 2025.
- The number of campaigns on Activate increased more than 4X year-over-year in the first three quarters of 2025.
- Ad spend from performance-based and mid-tier focused DSPs grew at over 25% year-over-year in Q3 2025.

### OMNICHANNEL REVENUE

- Combined revenue from mobile and omnichannel video represented 80% of total revenue in the quarter.
- Revenue from omnichannel video, which includes desktop, mobile and Connected TV (CTV) devices, grew 21% year-over-year in Q3 2025 and represented approximately 38% of total revenue when excluding political.
- Excluding political advertising, revenue from CTV increased over 50% year-over-year. We work with over 90% of the top 30 streaming companies.

### EMERGING REVENUE STREAMS

- Emerging revenues, including curation, commerce media, and other non SSP revenues, grew 80% year-over-year in Q3 2025.
- Our new AI-based yield optimization solution for publishers has unlocked tens of millions of dollars in incremental revenue for publishers, in turn generating a new PubMatic revenue stream.

### AI LEADERSHIP

- Through a technical collaboration with NVIDIA, we increased bid response rate speeds by 5X and increased ad requests processed per server by 3X, providing the infrastructure foundation to deploy AI models at scale.
- We were founding members in Ad Context Protocol (AdCP), the ad industry consortium setting standards for agent-to-agent AI communication to automate industry workflows.

# CUSTOMER ANNOUNCEMENTS, CASE STUDIES & PROOF POINTS

### EXECUTIVE DIALOGUE VIDEO SERIES

- Executive Dialogues: PubMatic + Butler/Till →
- Executive Dialogues: PubMatic + NVIDIA →
- Executive Dialogues: PubMatic + Scope3 →
- Executive Dialogues: PubMatic + WPP Media →

### BUYER VALUE GROWTH

- PubMatic Programmatic Guaranteed (PG) Deals Now Available on Amazon DSP →
- PubMatic Scales Pause Advertising Campaigns Across Connected TV with dentsu First to Partner →
- Curating Quality Inventory at Scale on Behalf of OMD →
- Omnicom Media Group Germany Sees A 7.2% Lift in Brand Consideration with a Unified Programmatic Strategy →

### PUBLISHER VALUE CREATION

- PubMatic Launches AI-Powered Live Sports Marketplace with Real-Time Game Moment Curation, FanServ Joins as Premier Partner →
- Japan's Leading Newspaper Publisher Nikkei Expands Reach via Programmatic Partnership with PubMatic →
- Nippon TV Partners with PubMatic to Expand Global Access to Premium Japanese Broadcast Inventory →
- PubMatic to Unlock Hard To Reach Streaming Audiences through Flexible Buying Options with Tubi →

### COMMERCE MEDIA VALUE GROWTH

- From Transactions to Precision: PayPal Ads and PubMatic Power Commerce-Driven Advertising →

### DATA PROVIDER & CURATOR VALUE GROWTH

- Sojern Joins Forces with PubMatic to Expand Travel Audience Data Curation →
- Mantis Partners with PubMatic to Scale AI-Powered Contextual Targeting →
- PubMatic Partners with Nielsen for Audience Data in Australia and New Zealand →

#### RECONCILIATION OF GAAP NET LOSS TO NON-GAAP ADJUSTED EBITDA (In thousands) (unaudited)

	Three Months Ended September 30,	
	2025	2024
Net loss	\$(6,452)	\$(912)
Add back (deduct):		
Stock-based compensation	9,511	9,457
Depreciation and amortization	10,459	11,384
Litigation related expenses <sup>4</sup>	538	—
Interest income	(1,198)	(1,969)
Provision for (benefit from) income taxes	(1,706)	586
<b>Adjusted EBITDA</b>	<b>\$11,152</b>	<b>\$18,546</b>
Revenue	\$67,960	\$71,786
<b>Adjusted EBITDA Margin</b>	<b>16%</b>	<b>26%</b>

#### RECONCILIATION OF GAAP NET LOSS TO NON-GAAP NET INCOME (In thousands, except per share data) (unaudited)

	Three Months Ended September 30,	
	2025	2024
Net loss	\$(6,452)	\$(912)
Add back (deduct):		
Stock-based compensation	9,511	9,457
Litigation related expenses <sup>4</sup>	538	—
Adjustment for income tax benefit	(2,018)	(1,978)
<b>Non-GAAP Net Income</b>	<b>\$1,579</b>	<b>\$6,567</b>
GAAP diluted EPS	\$(0.14)	\$(0.02)
Non-GAAP diluted EPS	\$0.03	\$0.12
GAAP weighted avg. shares outstanding - diluted	45,933	49,056
Non-GAAP weighted avg. shares outstanding - diluted	49,180	53,986

<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 (loss) and non-GAAP net income.

<sup>2</sup> Calculated by starting with the revenue from publishers in the trailing twelve months ended September 30, 2024 ("Prior Period Revenue"). We then calculate the revenue from these same publishers in the trailing twelve months ended September 30, 2025 ("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 loss and Adjusted EBITDA.

<sup>4</sup> Litigation related expenses represents external legal fees and other expenses, net of insurance recoveries, associated with pending litigations that arise outside of the ordinary course of business. These costs relate to a discrete matter, and are not representative of our underlying operating performance. We do not adjust for legal expenses incurred in our ordinary course of business.