

PUBMATIC IR ROUNDUP

MARCH 2023 ISSUE

RECENT & UPCOMING EVENTS

- Information about upcoming earnings calls and investor conferences will be available on our [investor relations site](#).

IN CASE YOU MISSED IT

Blogs:

- [Introducing Crawler 2.0 – The Next Generation Ads.Txt Crawler At PubMatic](#)
March 30, 2023
- [PubMatic And Silverpush Partner To Enhance Digital Advertising In APAC With Data-Driven Solutions](#)
March 27, 2023
- [Tactics For Mobile App Developers To Boost Brand Revenue](#)
March 27, 2023
- [PubMatic Partners With Fluct To Bring OpenWrap SDK To Mobile Publishers In Japan](#)
March 24, 2023
- [How Game Publishers Can Increase Brand Spend](#)
March 20, 2023

Research:

- [The Supply Chain of the Future: Pursuing a New North Star for Programmatic Ad Tech](#)
March 22, 2023

Case Studies:

- [PubMatic and Dentsu Improved CPM by 37% via Sell-Side Data Targeting](#)
March 22, 2023
- [PubMatic Delivers 3X the Fill Rate for Talkatone](#)
March 22, 2023
- [Edmunds Increased Revenue and Boosted Matched Impressions with PubMatic](#)
March 6, 2023
- [Keymobile Sees 29% Increase in PMP Revenue with PubMatic](#)
March 3, 2023

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PUBMATIC IN THE NEWS

- [PubMatic And Silverpush Partner To Enhance Digital Advertising In APAC With Data-Driven Solutions](#)
[Press Release | March 27, 2023](#)
- [PubMatic Partners with Proximic by Comscore, Giving Media Buyers Scalable, ID-less Targeting Solutions](#)
[Press Release | March 23, 2023](#)
- [CMOs: Sustainability champions?](#)
[CMO Alliance | March 22, 2023](#)
- [Evorra Partners with PubMatic to Deliver Compliant, Addressable Audiences Globally](#)
[Press Release | March 21, 2023](#)
- [Yahoo, PubMatic, and TripleLift Among OAREX's H2 2022 Top Programmatic Payors](#)
[Adweek | March 21, 2023](#)
- [PubMatic Names Sandro Catanzaro VP of Product Management for Connected TV and Video](#)
[Press Release | March 20, 2023](#)
- [Demystifying Digital AdTech with PubMatic's CEO](#)
[Bloomberg Intelligence | March 15, 2023](#)
- [The Titans of Streaming Are Going to Up-Level the Ad Opportunity for Everyone](#)
[VideoNuze | March 10, 2023](#)
- [Embrace The Market: PubMatic's Scaglione Says Programmatic Can Fuel TV](#)
[Beet.tv | March 9, 2023](#)
- [The industry's path to responsible media](#)
[Campaign | March 9, 2023](#)
- [The MadTech Podcast Special: The Evolution of Digital Supply Chains](#)
[ExchangeWire | March 8, 2023](#)
- [As SSPs Shut Down, PubMatic Details Plans To Grow Market Share](#)
[AdExchanger | March 1, 2023](#)

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