

PUBMATIC IR ROUNDUP

JANUARY 2024 ISSUE

UPCOMING EVENTS

- **Q4 2023 and FY 2023 Earnings**

You may access the live or archived webcast from our [investor relations site](#).

February 26, 2024 at 4:30pm ET / 1:30pm PT

IN CASE YOU MISSED IT

Blog:

- [What The Shift Of Brand Spend Into Mobile Gaming Means For Publishers](#)
January 15, 2023

Case Studies:

- [Sofascore Increases Programmatic Revenue by 197% with PubMatic's OpenWrap SDK](#)
January 30, 2024
- [PubMatic Delivers 27% CPM Uplift for Dwango](#)
January 14, 2024
- [PubMatic's Hybrid Bidding Solution Delivers 35% Increase in Revenue](#)
January 3, 2024

Research:

- [Brands & Mobile Gaming](#)
Milieu Insight | January 15, 2023

PUBMATIC IN THE NEWS

- [PubMatic Elevates Robin Steinberg to Drive Demand in North America](#)
Press Release | January 29, 2023
- ['There is movement now': Advertisers cautiously step into Google's Chrome's cookieless era with the Privacy Sandbox](#)
Digiday | January 23, 2023
- [New Study Finds 70% of APAC Marketers Are Spending on In-App Advertising](#)
Press Release | January 15, 2023
- [Q&A: Babs Kehinde, Senior Director, Commerce Media – EMEA at PubMatic](#)
The Retail Bulletin | January 14, 2023

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- [How Australia is Accelerating Programmatic TV](#)
[VideoWeek | January 8, 2023](#)
- [PubMatic Leads the Way in Adopting Addressability Alternatives, Delivering Monetization Benefits for Publishers](#)
[Press Release | January 8, 2023](#)
- [PubMatic Announces Appointment of Genelle Hung as Country Manager of Southeast Asia](#)
[Press Release | January 8, 2023](#)
- [Nationwide CMO's Campaign To Keep A Positive Brand Identity](#)
[MediaPost | January 2, 2023](#)

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