

# PUBMATIC IR ROUNDUP

MARCH 4, 2021 ISSUE

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## EVENTS

### Recent Events:

- Archived webcasts of our Q4 and full year 2020 earnings call and recent investor conferences are available on our [investor relations site](#).

## IN CASE YOU MISSED IT

### Research:

- [The Present and Future of Audience Addressability](#)  
ExchangeWire | February 18, 2021

### Blogs:

- [CMO Johanna Bauman Named a She Runs It 'Working Mother of the Year'](#)  
February 18, 2021
- [PubMatic Announces Three Leadership Promotions](#)  
February 16, 2021
- ['Permission Information' for Identity Resolution](#)  
February 10, 2021
- [Scaling up with Spark | Tech Blog](#)  
February 4, 2021
- [Rising from the Ashes: Online Advertising, Tracking, and the Value Exchange](#)  
February 2, 2021

### Case Studies:

- [Agency Scales OTT Reach 14x From PubMatic Unified Auctions](#)  
February 22, 2021
- [How Goodway Group Turned New Insights into Return on Investment \(ROI\)](#)  
February 17, 2021
- [Identity Hub Solves Audience Addressability for RP Online](#)  
February 2, 2021

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## PUBMATIC IN THE NEWS

- [PubMatic Chairman Amar Goel on the IPO, his entrepreneurial journey, and lessons learned](#)  
[YourStory | February 21, 2021](#)
- [When Goodway Group Added Log-Level Data To Its Demand Side Platform \(DSP\) Algo, Performance Soared](#)  
[AdExchanger | February 17, 2021](#)
- [MediaMath and PubMatic Partner to Roll Out SOURCE Initiative Across APAC](#)  
[Yahoo! Finance | February 17, 2021](#)
- [The Future of Connected TV \(CTV\) in Europe](#)  
[IAB UK | February 1, 2021](#)

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