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
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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