

Q4 and FY 2025 Earnings Presentation

February 26, 2026

SAFE HARBOR

This presentation contains forward-looking statements regarding our future business expectations, including but not limited to our guidance relating to our revenue, adjusted EBITDA, and adjusted EBITDA margin for the first quarter of 2026 and capex for the full year 2026, our expectations regarding our free cash flow, net income, future hiring, total addressable market, future market growth and behavior, our long-term revenue growth and our ability to gain market share. These forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions and may differ materially from actual results due to a variety of factors including: our dependency on the overall demand for advertising and the channels we rely on; our existing customers not expanding their usage of our platform, or our failure to attract new publishers and buyers; our ability to maintain and expand access to spend from buyers and valuable ad impressions from publishers; the rejection of the use of digital advertising by consumers through opt-in, opt-out or ad-blocking technologies or other means; our failure to innovate and develop new solutions that are adopted by publishers, especially as artificial intelligence impacts existing digital advertising technology; competition from new and existing competitors, our ongoing litigation against Google LLC; geopolitical conflicts and related measures taken in response by the global community; the impacts of inflation, tariffs and recessionary fears as well as fiscal tightening, changes in the interest rate and currency exchange environments and continuing volatility in global capital markets; global macroeconomic uncertainty; limitations imposed on our collection, use or disclosure of data about advertisements; the lack of similar or better alternatives to the use of third-party cookies, mobile device IDs or other tracking technologies if such uses are restricted; any failure to scale our platform infrastructure to support anticipated growth and transaction volume; liabilities or fines due to publishers, buyers, and data providers not obtaining consents from consumers for us to process their personal data; any failure to comply with laws and regulations related to data privacy, data protection, information security, and consumer protection; and our ability to manage our growth. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

We operate in a competitive and rapidly changing market, and new risks may emerge from time to time. Additional information about risks and uncertainties associated with our business are disclosed in our reports filed from time to time with the Securities and Exchange Commission, including our most recent Form 10-K and any subsequent filings on Forms 10-Q or 8-K, available on our investor relations website at <https://investors.pubmatic.com> and on the Securities and Exchange Commission website at www.sec.gov. All information in this presentation is as of February 2026. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including adjusted EBITDA, adjusted EBITDA margin, Free Cash Flow, non-GAAP net dollar-based retention, non-GAAP net income, non-GAAP net income margin, non-GAAP diluted EPS, and litigation related expenses. We believe that this information can assist investors in evaluating our operational trends, financial performance, and cash generating capacity. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools. For example, other companies may calculate non-GAAP metrics differently or may use other metrics to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial metrics as tools for comparison. They should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

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WHAT WE DO

PubMatic is the leading AI-powered ad tech company delivering digital advertising performance

Q4 2025 FINANCIAL HIGHLIGHTS

REVENUE

\$80.0M

GAAP NET INCOME

\$6.7M

ADJUSTED EBITDA¹

\$27.8M

35% MARGIN

CASH FLOW FROM OPERATIONS²

\$18.2M

¹ Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. See reconciliation in Appendix.

² Cash flow from operations is net cash provided by operating activities.

FY 2025 SECULAR GROWTH DRIVERS



CTV up 50%+ YOY*



**Buying Activity on
Activate up 3x YOY**



**Emerging Revenues
up ~100% YOY**

* Excludes political advertising

Leading the industry transition to Agentic AI

SET INDUSTRY STANDARDS

AdCP

LAUNCHED FIRST AGENTIC CAMPAIGNS



FIRST TO SCALE

PubMatic's AgenticOS

WPP Media olyzon FOXTEL media

WPROMOTE MIQ brkthru_



SWIFT ADOPTION

250+ Deals

~100 Applicants in Agentic AI Accelerator Program

AI is an incremental tailwind for growth, driving performance and expanding our total addressable market.



More Efficient to Transact



Higher ROAS



New Advertisers



Increased Advertiser Budgets

PUBMATIC'S AI ARCHITECTURE UNLOCKS TRANSFORMATIVE GROWTH AHEAD OF PEERS



APPLICATION

AI embedded into customer workflows unlocking new revenue opportunities and operating efficiency



TRANSACTION

Activate and AgenticOS rewrites how advertisers and publishers connect, prioritizing performance and efficiency



INFRASTRUCTURE

Full-stack control with NVIDIA partnership powers next gen AI models and greater optimization



Multiple priorities fueling growth



DIVERSIFYING DSP MIX



**ACCELERATING INVESTMENT ON
THE BUY-SIDE**



**ADVANCING CTV AND MOBILE APP
LEADERSHIP**



SCALING EMERGING REVENUE STREAMS



**INTEGRATING AI ACROSS OUR BUSINESS
AND DELIVERING OPERATIONAL EFFICIENCIES**

STRENGTH IN DIVERSIFIED DSP MIX

50

NEW DSP
INTEGRATIONS
IN 2025

Unlocking mid-market,
high-growth opportunities



DRIVING BUYER GROWTH AND SCALING ACTIVATE

SHARE OF ACTIVITY
FROM SUPPLY PATH
OPTIMIZATION IN 2025

55%+

BUYER-FOCUSED TEAM
YOY GROWTH IN 2025

~20%



ACTIVATE DRIVES HIGHER
PERFORMANCE



EXPANDING DIRECT BRAND
AND AGENCY RELATIONSHIPS



ACTIVATE IS ACCELERATING
AGENTIC AI ADOPTION

End-to-end platform simplifies agent-to-agent
interaction

SIGNIFICANT GROWTH IN CTV AND MOBILE APP



LINEAR + STREAMING TV

Sony Network Communications Inc.



Google AdMob



Google Ad Manager

TOP GLOBAL STREAMERS
ON PUBMATIC

28 OF 30

MOBILE APP GROWTH
Q4 2025 YOY

25%+

EMERGING REVENUES GROWTH

YOY GROWTH
OF EMERGING
REVENUES IN 2025

~100%



**Drives incremental
growth and long-term
margin expansion**



**AI Insights unlocks
20%+ higher
publisher CPMs**

AI IS DRIVING OPERATIONAL EXCELLENCE



**40%+ OF NEW SOFTWARE CODE
WRITTEN BY AI IN 2H 2025**



**35%+ EFFICIENCY GAINS IN
FINANCIAL OPERATIONS PROCESSES**



**EFFICIENCIES FUNDED INVESTMENTS AS
HEADCOUNT SLIGHTLY DECLINED**



As the digital advertising landscape transforms, PubMatic is not just adapting. We're defining what comes next.



FOCUSED ON STRATEGIC PRIORITIES IN HIGH-GROWTH AREAS



AI IS AN INCREMENTAL TAILWIND FOR PUBMATIC



EXPECT DOUBLE-DIGIT YOY REVENUE GROWTH IN SECOND HALF OF 2026

Financial Highlights

UNDERLYING BUSINESS³

Underlying
business grew 18%
YOY in Q4 2025,
representing 83%
of total revenue

Q4 2025 FINANCIAL HIGHLIGHTS

REVENUE

\$80.0M

GAAP NET INCOME

\$6.7M

ADJUSTED EBITDA¹

\$27.8M

35% MARGIN

CASH FLOW FROM OPERATIONS²

\$18.2M

¹ Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. See reconciliation in Appendix.

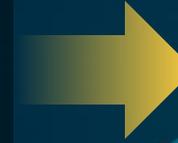
² Cash flow from operations is net cash provided by operating activities.

³ Underlying business defined as total revenue excluding legacy DSP and political advertising

2025 KEY HIGHLIGHTS



Emerging revenues scale,
including AI solutions



~10%
OF TOTAL
REVENUE IN 2025



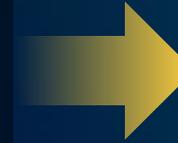
Revenue contribution from
high engagement channels¹



~50%
OF TOTAL REVENUE
AT END OF 2025



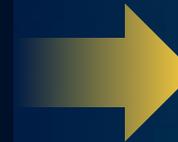
Number of new DSPs added



50
IN 2025



Accelerated FY 2025
FCF growth



30%+ YOY

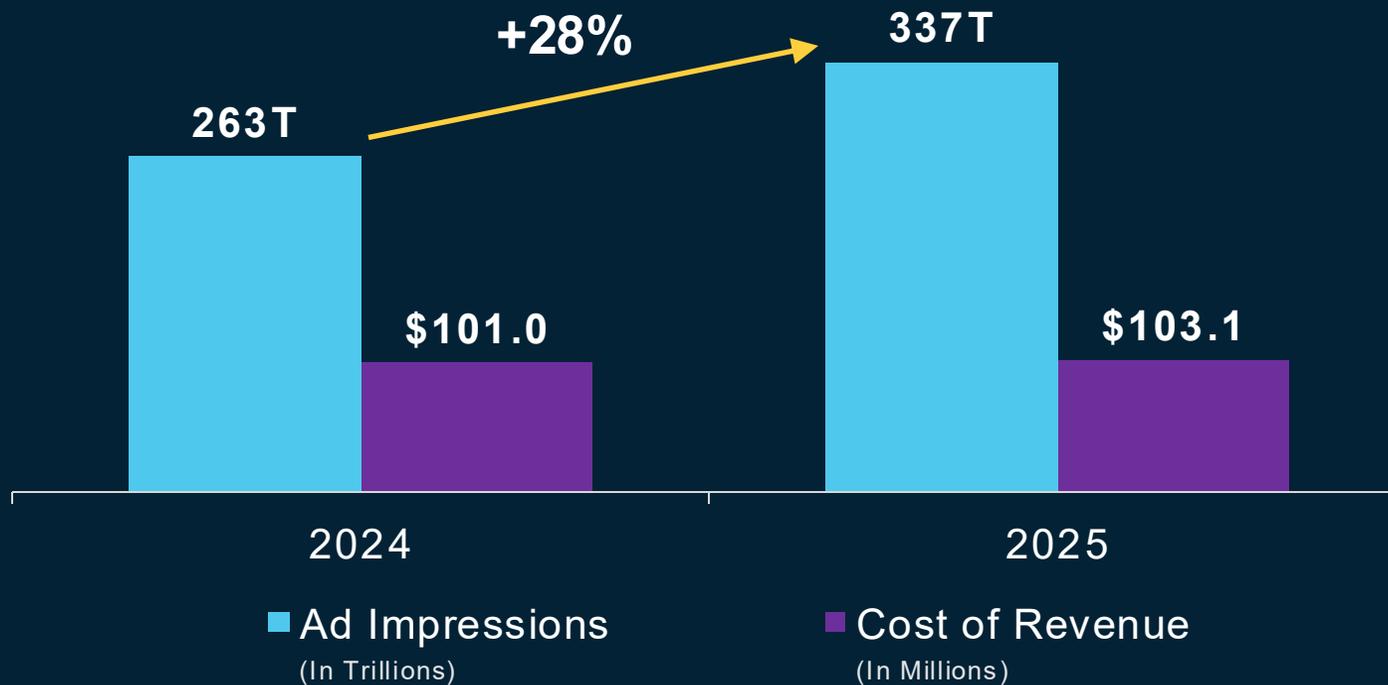
¹ High Engagement Channels includes CTV, mobile app and emerging revenues

KEY SECULAR REVENUE GROWTH DRIVERS



INTRINSIC STRENGTH OF BUSINESS MODEL

AD IMPRESSIONS PROCESSED COMPARED TO COST OF REVENUE



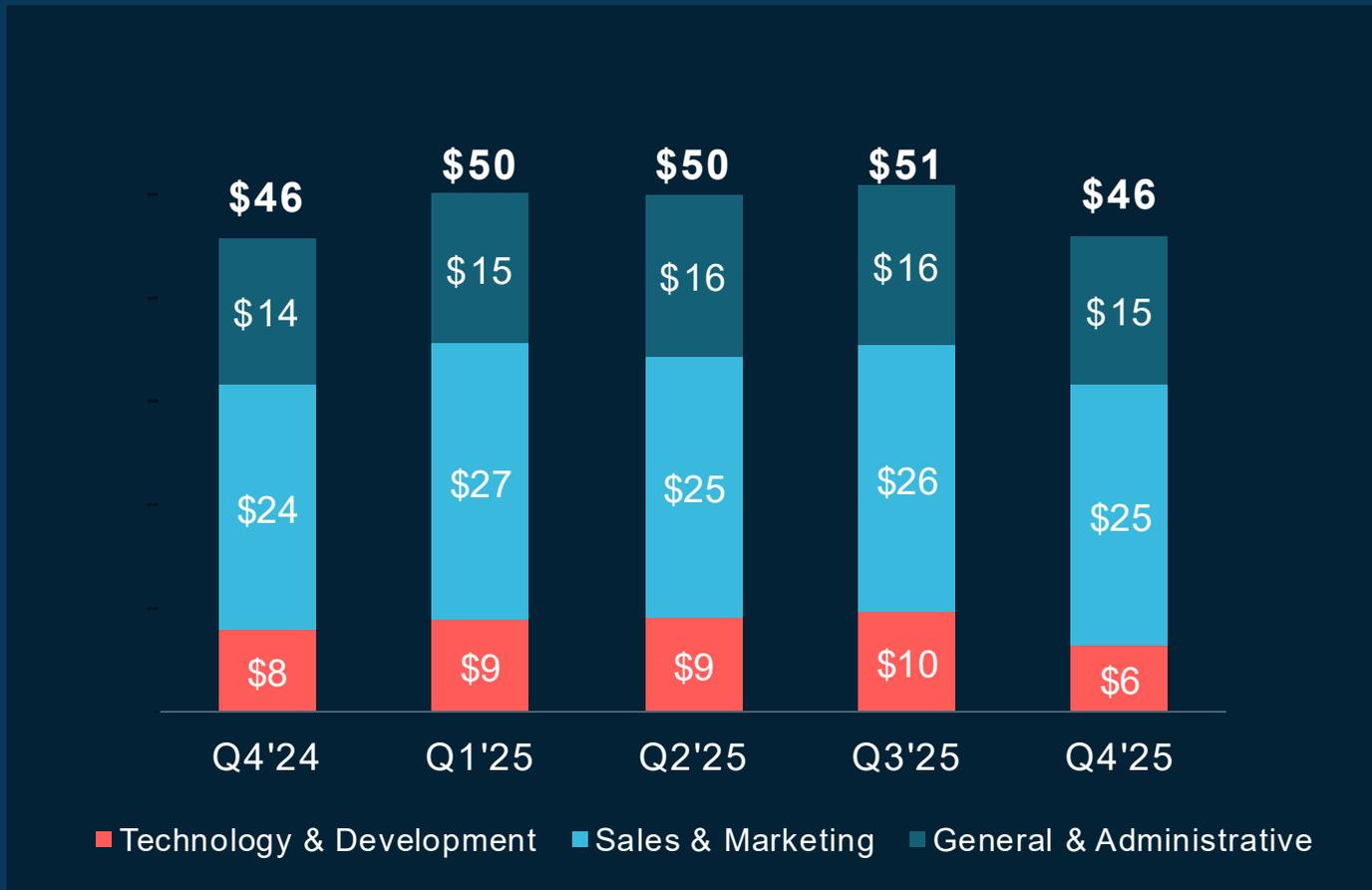
~60%

OF TOTAL PROCESSED
IMPRESSIONS FROM
CTV AND MOBILE APP

20%

YOY DECLINE IN
UNIT COST
2025

GAAP OPERATING EXPENSES: AI EFFICIENCIES DRIVE INVESTMENT IN HIGHEST GROWTH AREAS



Subtotals for each bar may not add up to total due to rounding.

DISCIPLINED STRATEGY

- AI automation unlocking productivity and efficiencies across business functions
- 20% YOY increase in buyer-focused sales team
- Reduced FTEs

LONG TERM FOCUS ON CASH GENERATION

\$410M

**NET CASH FROM
OPERATING ACTIVITIES
Q1 2021 – Q4 2025**

\$220M

**FREE CASH FLOW¹
Q1 2021 – Q4 2025**

USES OF CASH

- Investments for secular growth
- Share repurchases
- Potential M&A

¹ Free Cash Flow is a non-GAAP measure. A reconciliation of free cash flow to net cash flow provided by (used in) operating activities is provided in the Appendix.
Note: Numbers rounded for presentation purposes

CAPITAL ALLOCATION

\$181M

**CASH USED FOR
REPURCHASES¹**

FEB 2023 TO DEC 2025

12.4M

**CLASS A COMMON
SHARES
REPURCHASED¹**

FEB 2023 TO DEC 2025

CASH

\$146M

YEAR END 2025

NO DEBT

¹ As of December 31, 2025, fully diluted shares outstanding of 47,007,823.

Q1 2026 GUIDANCE

(\$ in Millions)	Q1 2026	
	Low	High
Revenue	\$58	\$60
Year over Year Growth %	-9%	-6%
Adjusted EBITDA	(\$0.5)	\$1.0
Adjusted EBITDA Margin	0%	2%

Note: Numbers rounded for presentation purposes

Full year 2026 capex outlook: Approximately \$15 million - \$19 million

Although we provide guidance for Adjusted EBITDA, a non-GAAP metric, we are not able to provide guidance for net income (loss), the most directly comparable GAAP measure. Certain elements of the composition of GAAP net income (loss), including stock-based compensation expenses, are not predictable, making it impractical for us to provide guidance on net income or to reconcile our Adjusted EBITDA guidance to net income (loss) without unreasonable efforts. For the same reason, we are unable to address the probable significance of the unavailable information. Adjusted EBITDA margin is a non-GAAP financial measures. See reconciliation in Appendix.

MULTI-FACETED STRATEGY TRANSFORMS BUSINESS

- 1** | **Secular growth channels to accelerate revenue growth in 2H**
- 2** | **DSP diversification on track**
- 3** | **Agentic advertising provides incremental tailwind for growth**
- 4** | **Generating AI efficiencies that fuel disciplined investments**
- 5** | **Margin and cash flow expansion as revenue growth reaccelerates**

Appendix

NON-GAAP RECONCILIATION – ADJUSTED EBITDA & NON-GAAP NET INCOME (LOSS)

(\$ in Thousands)	Q4 '25	Q3 '25	Q2 '25	Q1 '25	Q4 '24	Q3 '24	Q2 '24	Q1 '24
Net income (loss)	\$ 6,684	\$(6,452)	\$(5,208)	\$(9,486)	\$ 13,899	\$ (912)	\$ 1,971	\$(2,454)
Add back (deduct):								
Stock-based compensation	9,368	9,511	9,801	9,698	9,409	9,457	9,699	9,111
Depreciation and amortization	9,773	10,459	11,861	11,676	11,421	11,384	11,336	11,212
Litigation related expenses	364	538	—	—	—	—	—	—
Interest income	(1,285)	(1,198)	(1,379)	(1,593)	(1,604)	(1,969)	(2,340)	(2,564)
Provision for (benefit from) income taxes	2,914	(1,706)	(862)	(1,838)	4,521	586	412	(249)
Adjusted EBITDA	\$27,818	\$11,152	\$14,213	\$ 8,457	\$37,646	\$18,546	\$21,078	\$15,056
Revenue	\$80,046	\$67,960	\$71,095	\$63,825	\$85,502	\$71,786	\$67,267	\$66,701
Adjusted EBITDA Margin	35%	16%	20%	13%	44%	26%	31%	23%

Note: Numbers rounded for presentation purposes

NON-GAAP RECONCILIATION – ADJUSTED EBITDA & NON-GAAP NET INCOME (LOSS)

(in thousands except per share data)	Q4 '25	Q3 '25	Q2 '25	Q1 '25	Q4 '24	Q3 '24	Q2 '24	Q1 '24
Net income (loss)	\$ 6,684	\$(6,452)	\$(5,208)	\$(9,486)	\$ 13,899	\$ (912)	\$ 1,971	\$(2,454)
Stock based compensation	9,368	9,511	9,801	9,698	9,409	9,457	9,699	9,111
Litigation related expenses	364	538	—	—	—	—	—	—
Adjustment for income taxes	(1,976)	(2,018)	(2,068)	(2,055)	(1,865)	(1,978)	(1,999)	(1,886)
Non-GAAP net income (loss)	\$ 14,440	\$ 1,579	\$ 2,525	\$(1,843)	\$ 21,443	\$ 6,567	\$ 9,671	\$ 4,771
Revenue	\$ 80,046	\$ 67,960	\$ 71,095	\$ 63,825	\$ 85,502	\$ 71,786	\$ 67,267	\$ 66,701
Non-GAAP net income margin	18%	2%	4%	(3%)	25%	9%	14%	7%
Non-GAAP weighted average shares outstanding – diluted	49,316	49,180	50,539	48,346	52,623	53,986	55,577	55,006
Non-GAAP diluted EPS	\$0.29	\$0.03	\$0.05	\$(0.04)	\$0.41	\$0.12	\$0.17	\$0.09

Note: Numbers rounded for presentation purposes

FREE CASH FLOW RECONCILIATION

(\$ in Millions)	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2025	2024	2025	2024
Net Cash provided by Operating Activities	\$18.2	\$18.0	\$81.1	\$73.4
Deduct:				
Purchases of Property and Equipment	(6.9)	(4.3)	(14.3)	(17.6)
Capitalized Software Development Costs	(4.4)	(4.9)	(20.5)	(20.9)
Free Cash Flow	\$6.9	\$8.9	\$46.2	\$34.9
Revenue	\$80.0	\$85.5	\$282.9	\$291.3
Free Cash Flow Margin	9%	10%	16%	12%

Note: Numbers rounded for presentation purposes