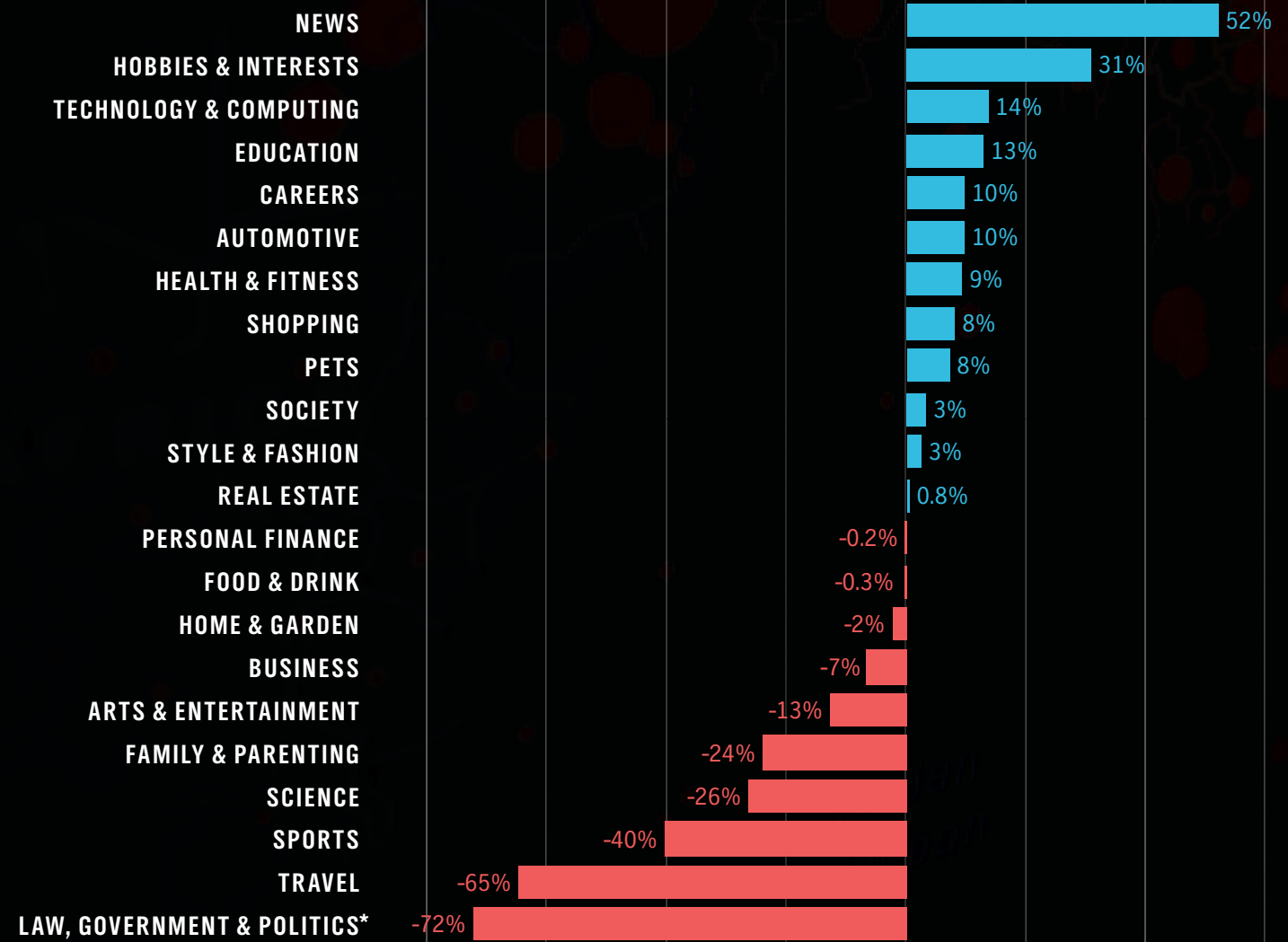


IMPACT OF COVID-19 ON GLOBAL AD SPEND

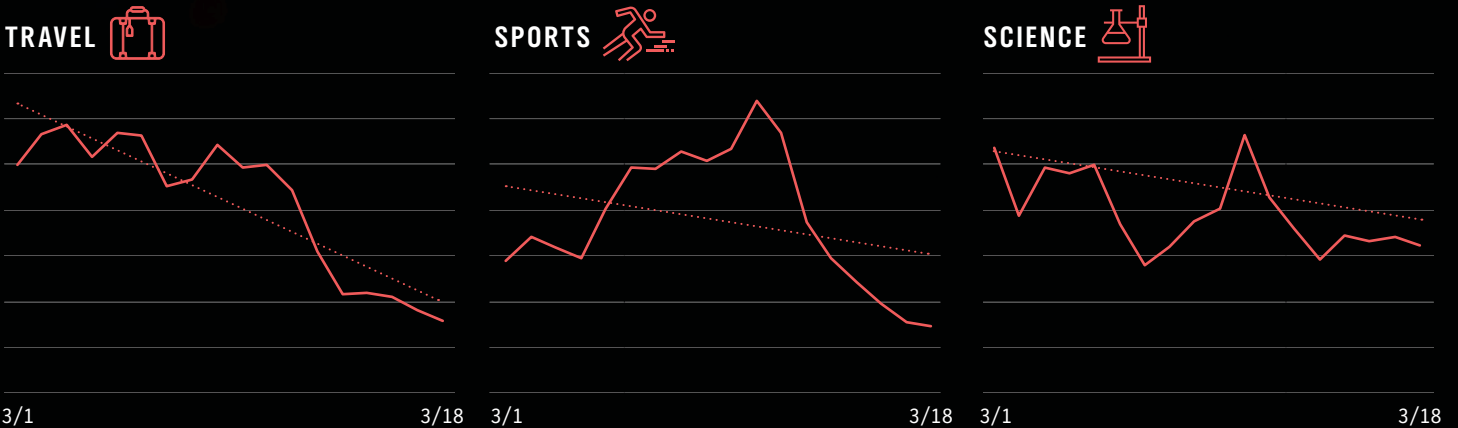
MARCH 2020

AD SPEND CHANGE

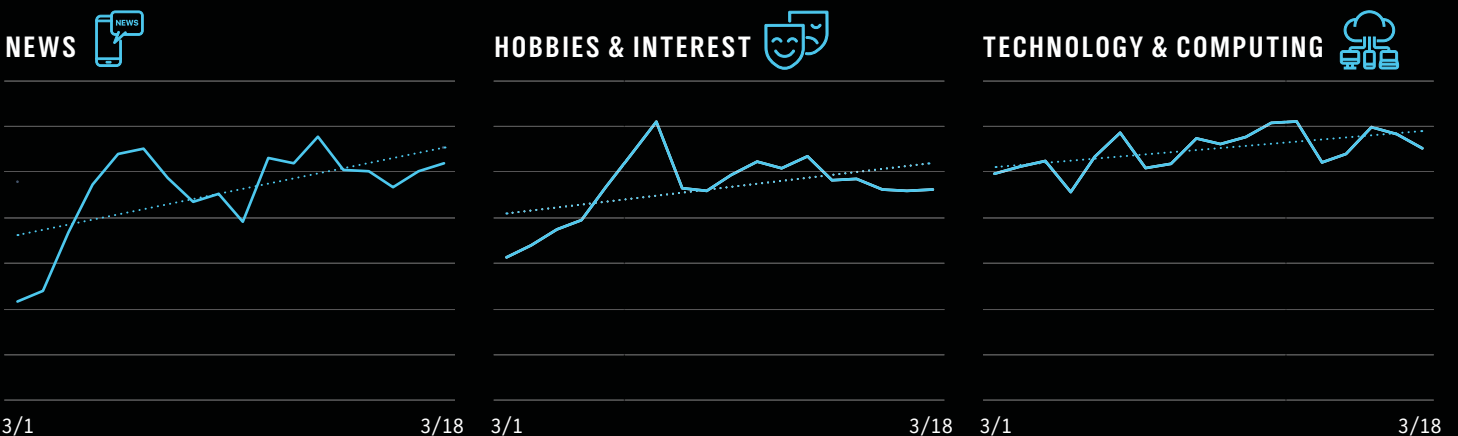
Pre-Global Impact (March 1-4) vs. Post-Global Impact (March 15-18)



AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES



AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES



PubMatic's data analytics team analyzes over 13 trillion global advertiser bids on a monthly basis, utilizing the company's best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data.

*Decline in figures is correlated to political ad spending.

Research Contact:

SUSAN WU
 Director, Marketing Research
 susan.wu@pubmatic.com

Press Contact:

BROADSHEET COMMUNICATIONS
 pubmaticteam@broadsheetcomms.com