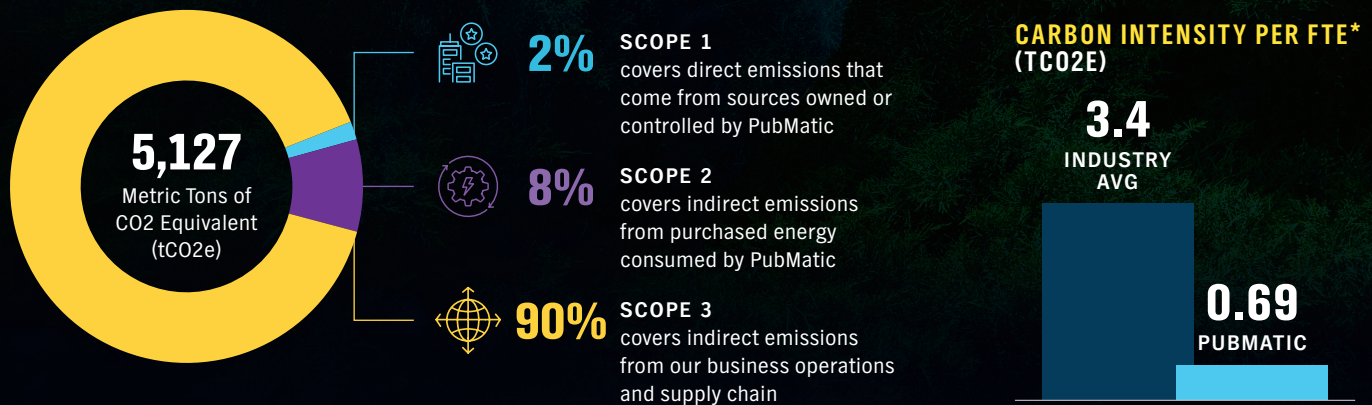


GLOBAL SUSTAINABILITY SNAPSHOT 2022

A thriving open internet must be built on a responsible foundation. Over the past year, we've embarked on an initiative to evaluate and accelerate our commitment to environmental sustainability as a core pillar of our holistic approach to responsibility. We are proud to share PubMatic's inaugural global sustainability snapshot.

We conducted our first global carbon footprint analysis in accordance with the Greenhouse Gas (GHG) Protocol with the climate and media experts at 51 to Carbon Zero.

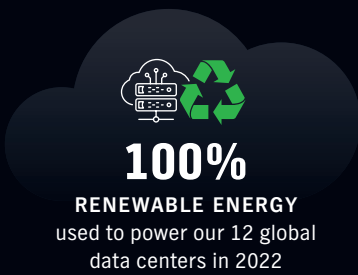
51-



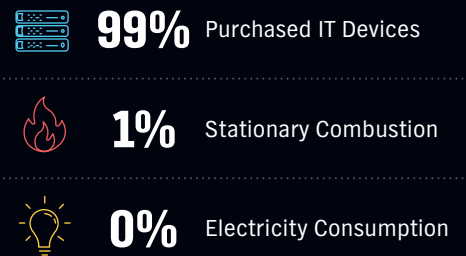
DATA CENTER SUSTAINABILITY

Digital advertising is a high volume, data-rich and energy-intensive industry so focusing on the **environmental sustainability of our data centers** has been our **top priority**.

Through our use of renewable energy at our owned & operated global data centers, PubMatic avoided emitting 28.5K tCO₂e into the atmosphere.



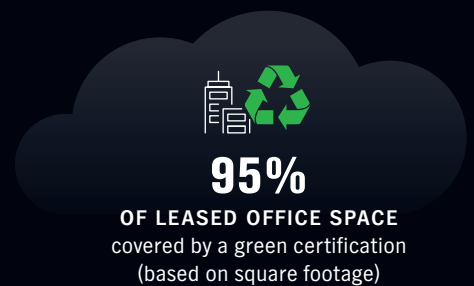
DATA CENTER GHG EMISSIONS BY CATEGORY



BUSINESS OPERATIONS SUSTAINABILITY

As we reopened offices and ramped up business travel in 2022, **efficiency was critical** — from both a **people** and **financial** standpoint, as well as an **environmental** one.

We anticipate an increase in business travel emissions in 2023 as we return to post-pandemic travel, including our Global Sales Conference held each January.



BUSINESS OPERATIONS GHG EMISSIONS BY CATEGORY



LOOKING FORWARD

The proactive steps we have taken over the last several years to reduce our carbon footprint represent the start of our journey. As the 2022 snapshot indicates, our carbon intensity per FTE* is significantly below industry benchmarks. We intend to go further. We will continue our efforts by developing science-based targets to decarbonize our operations and run a more sustainable business, thereby supporting our clients and partners in achieving their own sustainability goals and advancing the decarbonization of the digital advertising industry as a whole.

As we continue to expand our global business footprint into new markets, particularly in parts of Asia, renewable energy is less widely available. We will deepen our focus on Scope 2 emissions by actively engaging with our supply chain across the globe — from data center colocation providers to office landlords — to reduce our carbon impact by prioritizing renewable energy.

*Based on scope 1 and 2 emissions, plus business travel and waste only, per Ad Net Zero published industry average of 3.4 TCO₂e/FTE

51 to Carbon Zero carried out an assessment of our business operations from January 1, 2022 to December 31, 2022, in alignment with the GHG Protocol reporting standards. We followed an Operational Control approach which involved reporting on everything where PubMatic has complete authority to create and apply operating policies.

SCOPE	EMISSION CATEGORY	DATA SOURCE
Scope 1	Stationary Fuel Combustion	Meter readings or receipts from landlords and colocation providers when available, or via proxy calculation based on square footage
Scope 2	Purchased Electricity	Meter readings or receipts from landlords and colocation providers when available, or via proxy calculation based on square footage
Scope 3	Purchased IT Equipment	Accounting reports and relevant manufacturing emissions factors for each product
Scope 3	Business Travel	Travel agent reports and relevant distance-based emissions factors
Scope 3	Employee Commuting	Employee survey responses and a global emission factor approach for each mode of transportation
Scope 3	Working from Home	Employee survey responses and regional emissions factors for office equipment,

Sustainability Contact

JOHANNA BAUMAN
Chief Marketing Officer
johanna.bauman@pubmatic.com

Press Contact:

BROADSHEET COMMUNICATIONS
pubmaticteam@broadsheetcomms.com