GLOBAL SUSTAINABILITY SNAPSHOT 2022

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. We followed an Operational Control approach which involved reporting on everything where PubMatic has complete authority to create and apply operating policies.

SCOPE 1 covers direct emissions that come from sources owned or controlled by PubMatic.

SCOPE 2 covers indirect emissions from purchased energy consumed by PubMatic.

SCOPE 3 covers indirect emissions from our business operations and supply chain.

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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.

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.

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