

A hand holding a smartphone with a blue overlay and abstract geometric shapes. The background is a blurred image of a person's hand holding a smartphone. The foreground features a dark blue overlay with various light blue geometric shapes, including squares, rectangles, and a grid pattern, creating a modern, digital aesthetic.

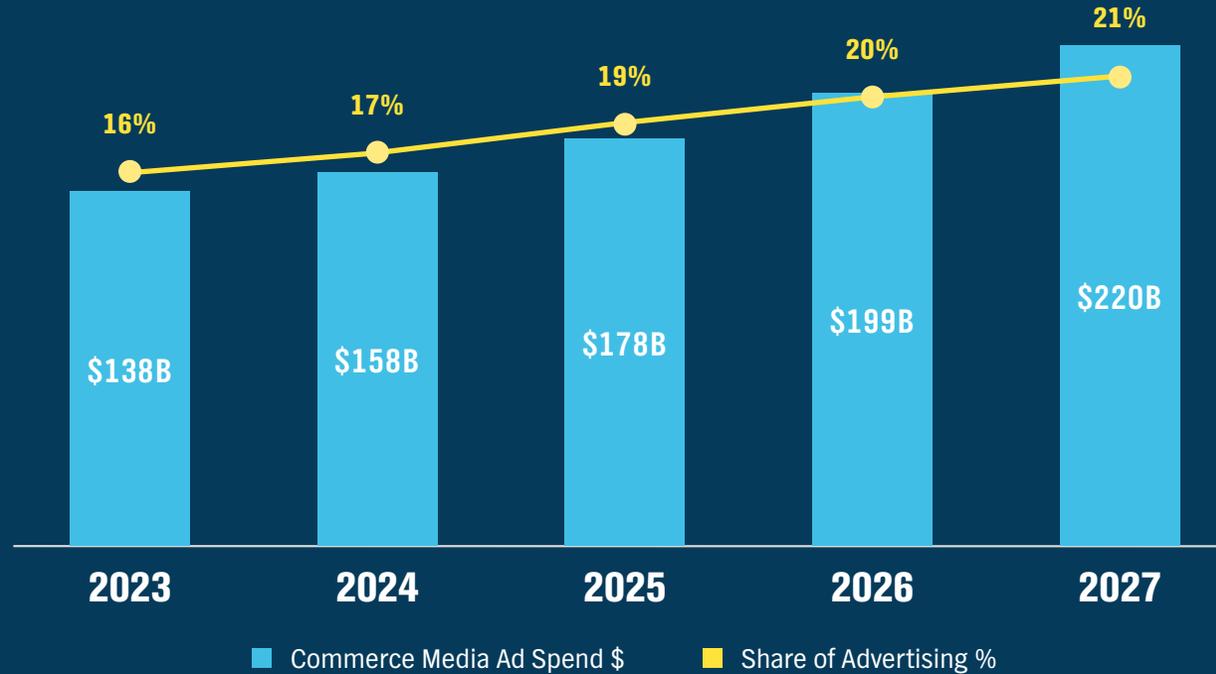
PubMatic

FORECAST

NAVIGATING COMMERCE MEDIA 2.0: MARKET OPPORTUNITY

COMMERCE MEDIA IS A \$158B MARKET OPPORTUNITY

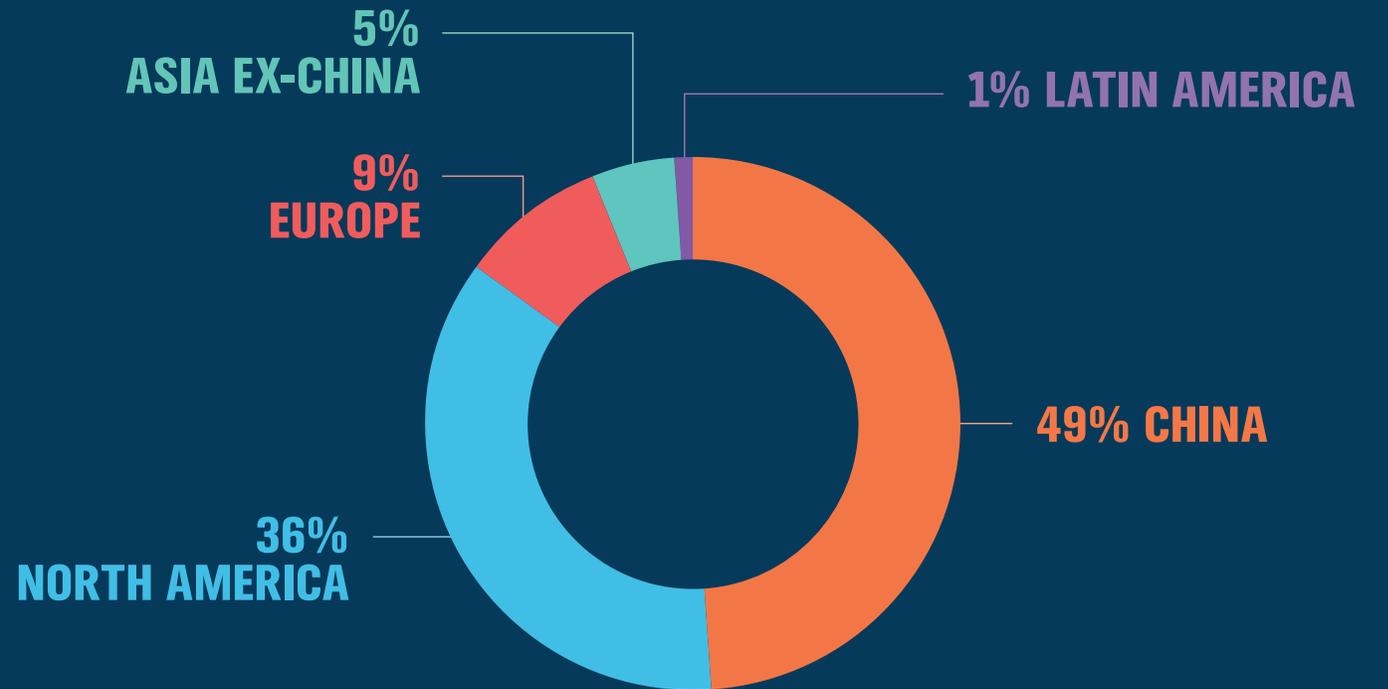
GLOBAL COMMERCE MEDIA AD SPEND



Source: Magna Global, 2023

CHINA DOMINATES GLOBAL COMMERCE MEDIA REVENUES

GLOBAL COMMERCE MEDIA REVENUES



Source: Magna Global, 2023

60% OF ECOMMERCE HAPPENS OUTSIDE OF AMAZON; BRANDS WANT TO BE WHERE THEIR CUSTOMERS ARE

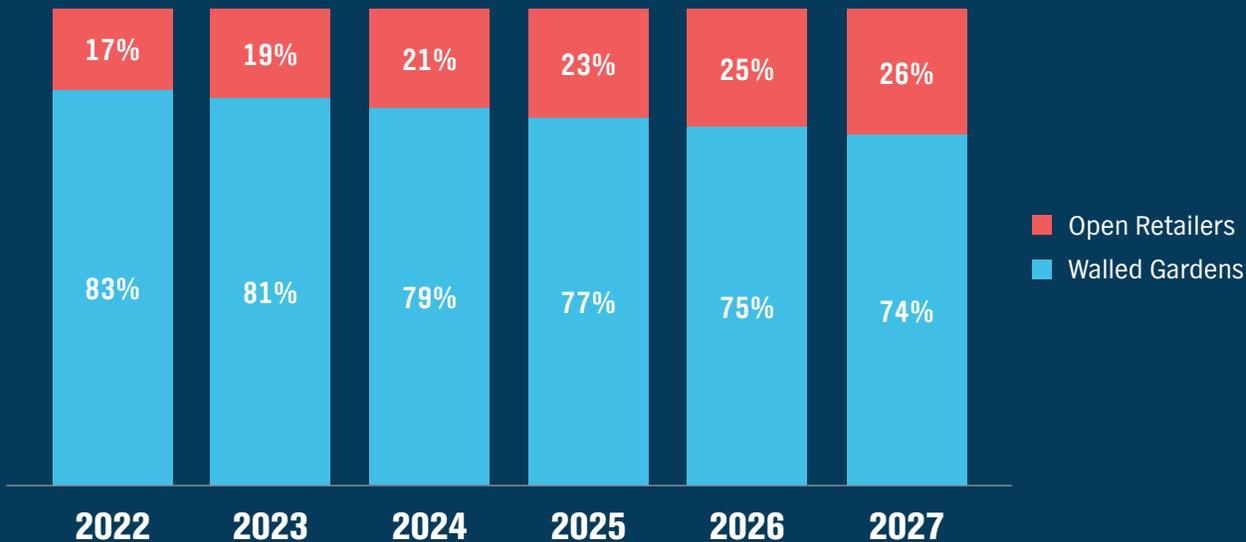
US COMMERCE MEDIA REVENUE MARKET SHARE*



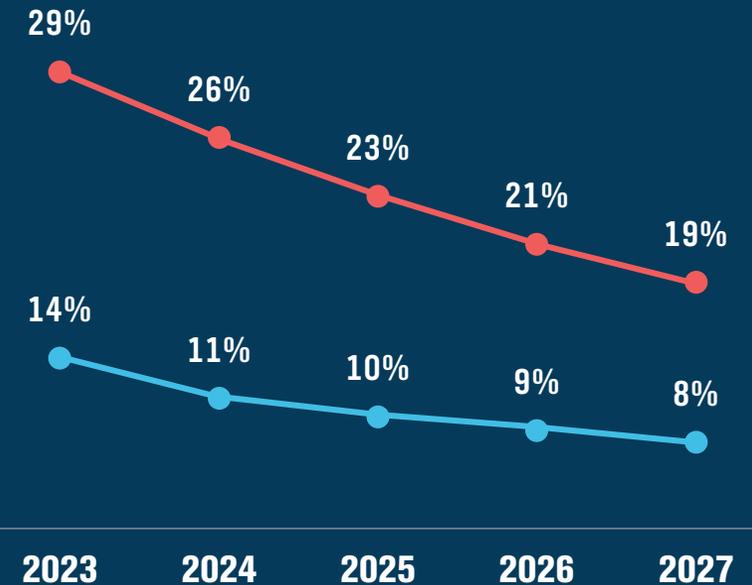
Source: Magna Global, 2023
*US only, 2022 revenues

OPEN RETAILERS' SHARE OF THE MARKET EXPECTED TO RISE TO 26% BY 2027

WALLED VS OPEN AD SPEND SHARE



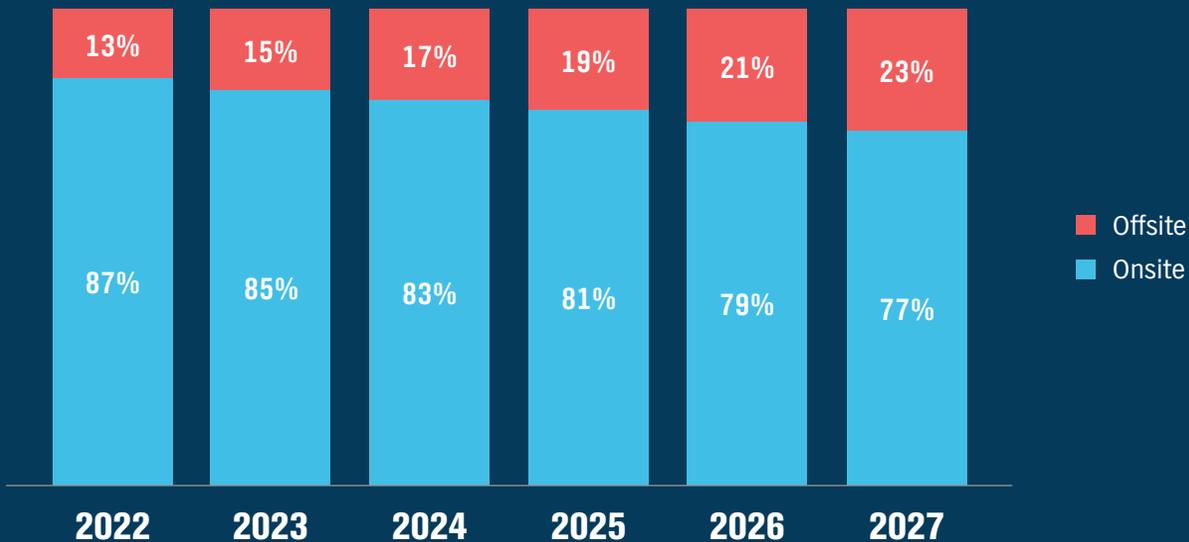
WALLED VS OPEN YOY GROWTH %



Source: Magna Global, 2023

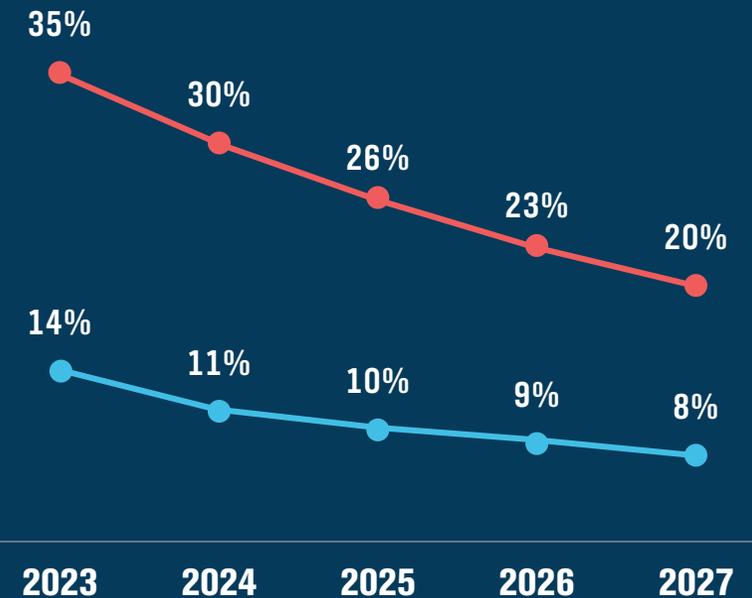
ONSITE ACCOUNTS FOR 83% OF CMN REVENUES IN 2024; OFFSITE TO DRIVE COMMERCE MEDIA GROWTH

GLOBAL COMMERCE MEDIA SHARE



Source: Magna Global, 2023

GLOBAL COMMERCE MEDIA YOY % GROWTH

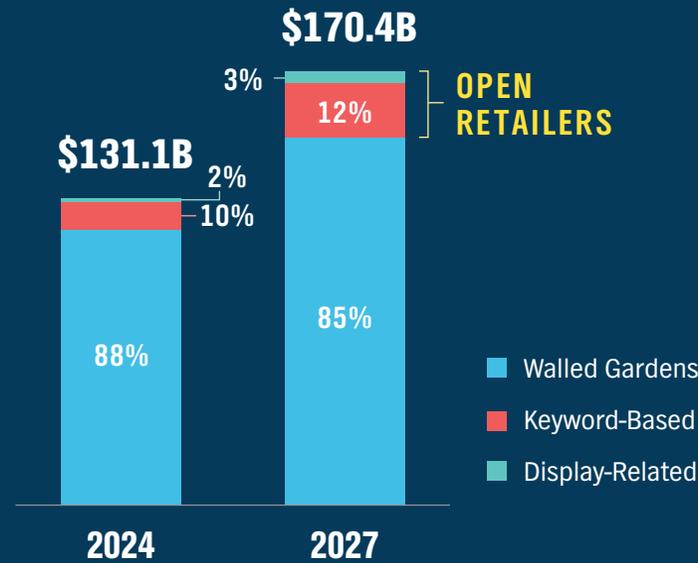


OPEN RETAILERS DRIVE MORE SPEND THROUGH DATA THAN WALLED GARDENS AMONG OFFSITE ADS

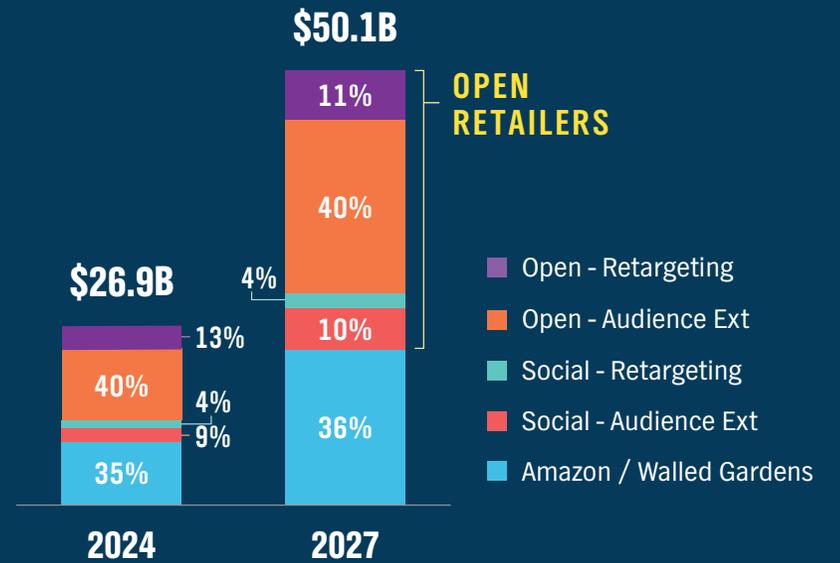
ONSITE VS OFFSITE

- Walled gardens are still focused on driving on-site keyword based/Sponsored listings with a consumer base at their sites
- Open retailers don't see much owned property activity, but leverage their data to drive spend with publisher partners

ONSITE AD SPEND



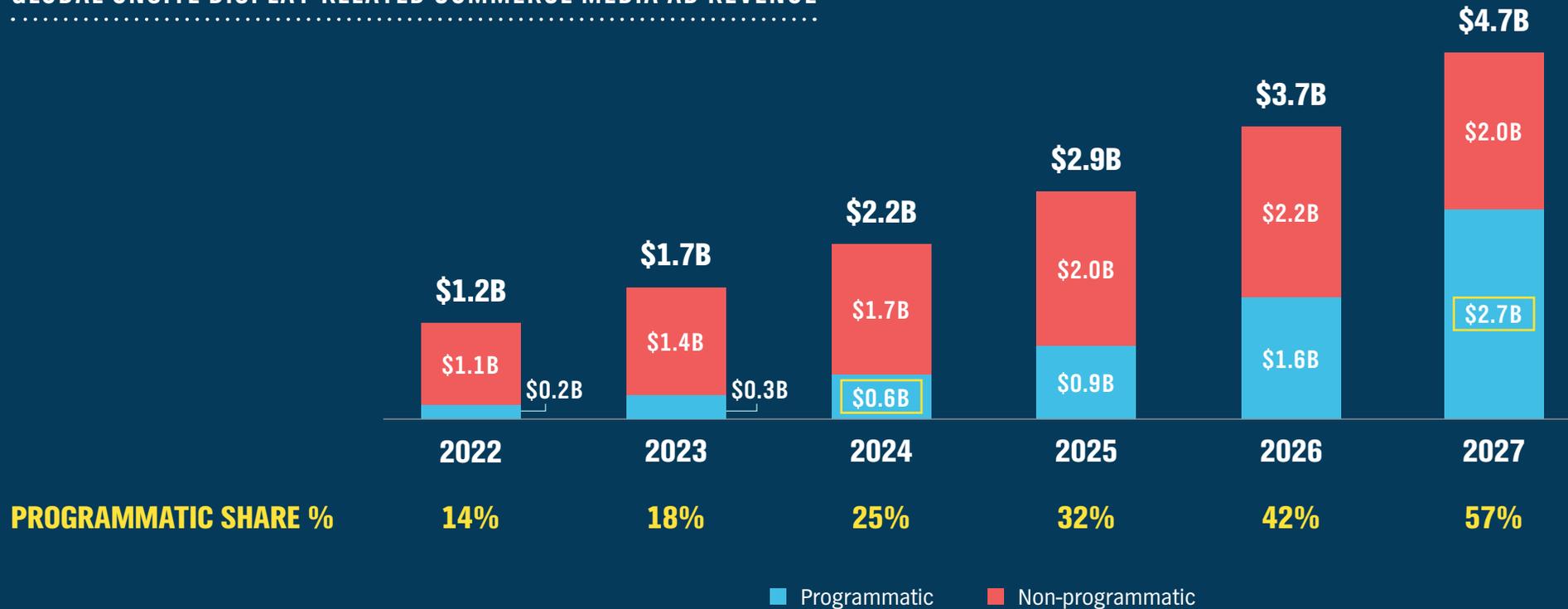
OFFSITE AD SPEND



Source: Magna Global, 2023

PROGRAMMATIC ONSITE DISPLAY TO GROW 4.5X BY 2027

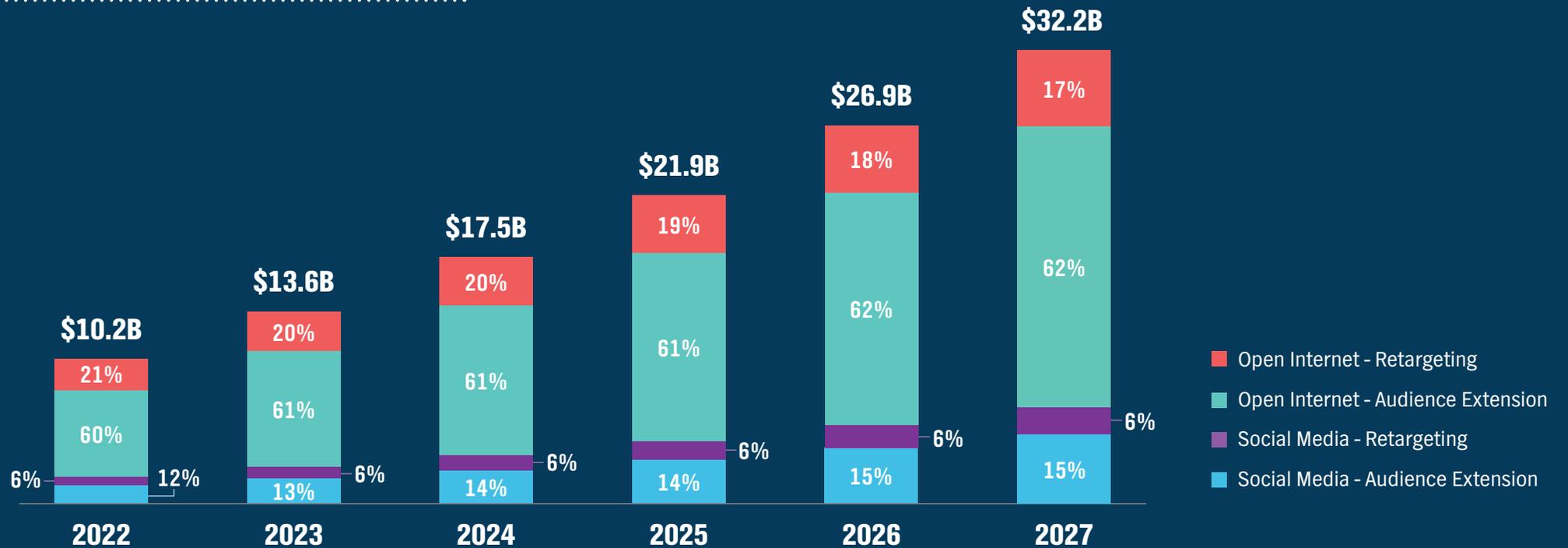
GLOBAL ONSITE DISPLAY-RELATED COMMERCE MEDIA AD REVENUE



Source: Magna Global, 2023

OFFSITE REVENUE WILL MORE ROUGHLY DOUBLE BY 2027; AUDIENCE EXTENSION TO DRIVE GROWTH

OFFSITE COMMERCE MEDIA AD REVENUE (EXC WG)



Source: Magna Global, 2023



About PubMatic

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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