NEWS RELEASE

Zeta Announces Expanded Lineup of Creatives, Entrepreneurs, And More Special Guests For Upcoming Conference

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Zeta Live '21 adds marketing, business and creative leaders to lineup, including Keith Grossman (CEO of Time), David Spector (Co-Founder & President, Third Love), Andrea Zaretsky (CMO, E*TRADE), Billy Zane (Actor & Artist), and more

Conference to be broadcast live from New York City November 16th & 17th

NEW YORK--(BUSINESS WIRE)-- **Zeta Global**, a cloud-based marketing technology company that empowers enterprises to acquire, grow, and retain customers more efficiently, announced additional speakers to join their annual conference, Zeta Live. The virtual event, a celebration of innovation and creativity, will be broadcast live from New York on Tuesday, November 16 and Wednesday, November 17, 2021.

Since its **initial announcement** on November 1, 2021, Zeta has continued to add visionaries to its speaker roster. The expanded program is anchored in preparing brands for the future of marketing in a digital-first world. Within this immersive, virtual experience, speakers from across industries and verticals will share predictions and big bets for winning with the modern, connected consumer.

Newly announced speakers include:

- Keith Grossman (CEO, Time)
- Tarek El Moussa (TV Host, Entrepreneur, and CEO)

- David Spector (Co-Founder & President, Third Love)
- Andrea Zaretsky (CMO, E*TRADE)
- Billy Zane (Actor, Producer and Artist)
- Jene Elzie (Chief Growth Officer, Athletes First Partners, Former NBA VP)
- Guru Gowrappan (Former CEO and Current Advisor, Yahoo!)

Additionally, Zeta Live 2021 will include a preview of Zeta's technology roadmap, education on the evolution of identity management, and spotlights on Zeta customers.

"Zeta Live 2021 was designed to address some of today's most notable headwinds and tailwinds facing the marketing industry, and to bring it to life, we are proud to have an impressive lineup of world-class leaders with a variety of perspectives," said Zeta Co-Founder, Chairman, and CEO, David A. Steinberg.

"Today, consumers have all of the power. Understanding the constantly connected consumer and creating one-of-a-kind, individualized experiences that meet their evolving expectations is critical to any brand's success – no matter what industry, vertical, or product," said Jene Elzie, Chief Growth Officer of Athletes First.

"The past year has accelerated the industry, publishers, advertisers, as well as all of us as consumers into the future. We're trying online services and adapting to new online commerce in a way we never did before. We're seeing incredible examples of many partners using data and insights to innovate within commerce, content and creativity," said Adam Singolda, Founder & CEO of Taboola. "In this new digital-only future, there is a big opportunity for our community."

"Every brand must continuously reinvent itself to remain relevant during times of turbulence," shared Tarek El Moussa. "I'm looking forward to sharing my personal story on resilience, agility and reinvention with the marketing community to help inspire them for the disruptive road ahead."

All are welcome to join Zeta Live, including brands, agencies, investors and industry analysts.

Registration is now open on the **Zeta Live site**.

About Zeta

Zeta Global Holdings Corp. (NYSE: ZETA) is a leading data-driven, cloud-based marketing technology company that empowers enterprises to acquire, grow and retain customers. The Company's Zeta Marketing Platform (the "ZMP") is the largest omnichannel marketing platform with identity data at its core. The ZMP analyzes billions of structured and unstructured data points to predict consumer intent by leveraging sophisticated artificial intelligence to personalize experiences at scale. Founded in 2007 by David A. Steinberg and John Sculley, the Company is

headquartered in New York City. For more information, please go to **www.zetaglobal.com**.

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