NEWS RELEASE

Zeta Appoints Matthew Mobley as EVP Technology Strategy

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Former Merkle Chief Technology Officer, Epsilon, and Acxiom executive brings over 26 years of experience as Zeta continues accelerating growth

NEW YORK--(BUSINESS WIRE)-- Zeta (NYSE: ZETA), a cloud-based marketing technology company that empowers enterprises to acquire, grow, and retain customers more efficiently, announced today the hiring of Matthew Mobley as Executive Vice President of Technology Strategy. Mr. Mobley will lead Zeta's CRM technology strategy team advising customers on how best to leverage technology to meet their business goals.

Mr. Mobley has more than 26 years of experience in general technology and over 22 years of experience specifically in marketing and adverting technology, spanning the Americas and EMEA. Most recently, he served as Chief Technology Officer at Merkle, where he led the Americas Technology Services Line. Prior to that role, Mr. Mobley was dedicated to building and leading consulting organizations across the Americas and EMEA, including serving as SVP of Solutions Consulting at Epsilon and as VP of European Consulting and as the US Marketing Technology Practice leader for Acxiom, during which time he enhanced the companies' reputations for strategic innovation and customer solutions.

"As customers require deeper expertise to navigate the increasingly complex digital ecosystem and understand how Zeta's Marketing Platform can be at the center of their data-driven marketing ecosystems, Matt's extensive knowledge and leadership will take our solutions to the next level," said David A. Steinberg, Co-Founder, Chairman, and CEO at Zeta Global. "His expertise in data platforms, identity resolution, customer journey orchestration, activation, and analytics make him an incredible asset for our customers. I'm delighted to welcome Matt to our all-

star team."

Mr. Mobley expressed, "As marketers are demanding more from their tools and technologies, I could not be more excited to be joining Zeta at this time in their evolution to market leadership. The Company's commitment to help marketers grow by using their unique combination of proprietary data, patented AI, and omnichannel technology is uniquely valuable in this new era of digital marketing."

Mr. Mobley also served in the United States Air Force.

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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