NEWS RELEASE

Zeta Economic Index (ZEI) Indicates US Economy Continues Steady Expansion

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The US economy maintains moderate growth trajectory reflecting a cautiously optimistic consumer

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, today released the **Zeta Economic Index** (ZEI) for September 2024. The ZEI is one of the first AI-powered economic indexes, utilizing Zeta's proprietary Generative AI technology and real-time consumer behavior from over 240 million US consumers to reflect the current state and trajectory of the US economy.

The ZEI's primary measure of US economic health, the Economic Index Score registered 69.1 points which represents a modest month-over-month (MoM) increase of 1.0% over the August value. The consistent upward trajectory in 2024 reflects stabilizing consumer confidence, increased business activity, and an improvement in the job market sentiment, leading to stable growth. The recent decision by the Federal Reserve to cut interest rates is expected to accelerate these trends.

"The Zeta Economic Index shows that consumers and businesses are adapting to a new economic normal," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "The data shows modest but steady growth over the past month, illustrating that some of the prior uncertainty is shifting toward optimism with a renewed propensity for spending. While the economy is showing modest momentum rather than firing on all cylinders, the ZEI predicts that businesses can expect a more robust holiday shopping season in line with an expanding economy."

Additional highlights from the ZEI:

- Consumer Purchasing Power is Expanding : Both Discretionary Spend Propensity and Credit Line Expansion Intent have shown MoM increases of 7.2% and 18.4% respectively, underscoring confidence in the direction of the economy. The Time Browsing Online Index, which incorporates online shopping activity, also recorded considerable gains MoM suggesting healthy e-commerce activity heading into the final quarter of the year.
- The Job Market is Transitioning: Job Market Sentiment saw a modest uptick of 0.6% MoM, indicating a slight improvement in employment outlook. This shift is illustrative of new and emerging labor market opportunities in construction and healthcare, and in anticipation of future prospects as a result of the interest rate reduction.
- Vertical Strength is Mixed, with the Financial Sector Under Pressure: The Financial Sector was down 1.8 points, a result of Americans waiting for the Federal Reserve's interest rate update mid-month. The uptick in Credit Line Expansion Intent suggests financial service products will show renewed interest in the final quarter of the year as rate-cuts improve the borrowing landscape. The Travel sector saw sizable MoM growth in consumer interest of 9.2 points, with seasonality, promotions, and holiday planning in play. Dining and Entertainment both saw small gains aligning with improved conditions around discretionary spending.
- Overall Auto Sector Sees Moderate Contraction: The broader automotive sector has seen an 11.1% decline month-over-month, possibly impacted by endemic conditions including supply chain issues affecting vehicle availability, the recent conclusion of summer promotions like Labor Day sales, and anticipation of upcoming major sales events such as Black Friday and end-of-year incentives. As a result, consumers are delaying their purchases in hopes of better deals and improved supply conditions.

The ZEI utilizes generative AI to analyze trillions of behavioral signals providing comprehensive scores that reflect economic sentiment, trends, and dynamics. Unlike surveys, this index utilizes over 20 proprietary inputs that recalibrate each month based on actual behavior, enhancing the understanding of a key driver of economic growth – consumer activity.

The Zeta Economic Index is publicly available **here** and is provided as a complimentary service. It should not be considered investment advice or be relied upon to make investment decisions.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI-Powered Marketing Cloud that leverages advanced artificial intelligence (AI) and trillions of consumer signals to make it easier for marketers to acquire, grow, and retain customers more efficiently. Through the Zeta Marketing Platform (ZMP), our vision is to make sophisticated marketing simple by unifying identity, intelligence, and omnichannel activation into a single platform – powered by one of the industry's largest proprietary databases and AI. Our enterprise customers across multiple verticals are empowered to personalize experiences with consumers at an individual level across every channel, delivering better results for marketing programs. Zeta was founded in 2007 by David A. Steinberg and John Sculley and is headquartered in New York City

with offices around the world. To learn more, go to **www.zetaglobal.com** .

Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by the Company, contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with these safe harbor provisions. Any statements made in this press release that are not statements of historical fact are forward-looking statements and should be evaluated as such. Forward-looking statements include information concerning our anticipated future financial performance, our market opportunities and our expectations regarding our business plan and strategies. These statements often include words such as “anticipate,” “believe,” “could,” “estimates,” “expect,” “forecast,” “guidance,” “intend,” “may,” “outlook,” “plan,” “projects,” “should,” “suggests,” “targets,” “will,” “would” and other similar expressions. We base these forward-looking statements on our current expectations, plans and assumptions that we have made in light of our experience in the industry, as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances at such time. Although we believe that these forward-looking statements are based on reasonable assumptions at the time they are made, you should be aware that many factors could affect our business, results of operations and financial condition and could cause actual results to differ materially from those expressed in the forward-looking statements. These statements are not guarantees of future performance or results.

The forward-looking statements are subject to and involve risks, uncertainties and assumptions, and you should not place undue reliance on these forward-looking statements. These cautionary statements should not be construed by you to be exhaustive and the forward-looking statements are made only as of the date of this press release. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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