NEWS RELEASE

Zeta Global Accelerates Timing of Fourth Quarter and Full Year 2024 Financial Results; New Date Now February 25, 2025

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NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE:ZETA), the AI-Powered Marketing Cloud, today announced it has accelerated the release of its fourth quarter and full year 2024 financial results to after the market close on Tuesday, February 25, 2025. The decision to move the review of financial results and business outlook a day earlier was made to avoid conflict with other earnings calls. On this call, Zeta will also share its next long-term model, Zeta 2028, including the KPIs and growth catalysts underlying the plan. Co-Founder, Chairman, and CEO David A. Steinberg and CFO Chris Greiner will host a conference call later that day, at 4:30 p.m. Eastern Time.

A live webcast and replay of the conference call will be accessible on Zeta's Investor Relations website at **http://investors.zetaglobal.com**.

About Zeta

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**.

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Source: Zeta Global Holdings Corp.