NEWS RELEASE

Zeta Global Announces Details of Upcoming Virtual Zeta Data Summit on December 9, 2024

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Leadership team to present on how Zeta is leading the AI-powered revolution through elevating consumer experiences, business growth, and responsible data practices

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE:ZETA), the AI-Powered Marketing Cloud, today announced details of the virtual Zeta Data Summit to take place on Monday, December 9, 2024 from 8:30 a.m. to 12:00 p.m. Eastern Standard Time.

As part of the Zeta Data Summit, attendees will:

- Receive a comprehensive overview of Zeta's Data Cloud, governance, and vision including Zeta's responsible data practices,
- Learn how customers successfully leverage Zeta's proprietary Data Cloud through use case examples and product demonstrations,
- Hear from industry experts and attorneys who will provide their perspectives on the Company,
- And gain an understanding of how AI-powered personalization is shaping the future of marketing.

Zeta speakers will include David A. Steinberg, Co-Founder, Chairman, and CEO, Chris Greiner, CFO, Steven Gerber, President and Chief Operating Officer, Neej Gore, Chief Data Officer, Chris Monberg, Chief Technology Officer, and Ben Hayes, Chief Privacy Officer.

Register for the live webcast **here**. Additionally, a replay of the event 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.