NEWS RELEASE

Zeta Global Announces Fifth-Annual Zeta Live 2025 Conference, Headlined by Seven-Time Super Bowl Champion Tom Brady

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Zeta Live returns October 9 in New York City as the premier AI-powered marketing event bringing big ideas, iconic voices, and next-gen technology under one roof

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, today announced that **Zeta Live 2025** – its fifth annual conference – will take place in New York City on Thursday, October 9, 2025 and will be headlined by football quarterback legend and entrepreneur Tom Brady. Known for defying expectations and redefining excellence, Brady exemplifies this year's Zeta Live theme, 'Achieve the Impossible' and will deliver a mainstage keynote for the event.

Zeta Live is the must-attend gathering for marketing executives, AI innovators, and culture-shaping voices redefining what's possible in the era of intelligence. This invite-only, in-person experience offers visionary keynotes, interactive workshops, and deep dives on Zeta's latest AI breakthroughs—equipping leaders to accelerate decisioning, scale personalization, and drive measurable impact.

From championship wins to global brand building, Tom Brady's journey mirrors the transformational power of resilience and data-driven reinvention. In his keynote, Brady will unpack how the mindset and toolset that made him a legend on the field translates directly to business leadership and AI-driven innovation.

"Zeta Live isn't just a conference, it's a catalyst for the next frontier of marketing," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "With Tom Brady–a sixth-round draft pick who rose to become the

greatest of all time–we're celebrating the relentless pursuit of excellence, resilience, and reinvention. Together, we'll explore how AI can unlock the impossible, turning data into actionable intelligence to fuel accelerated growth."

Zeta Live 2025 will feature three curated content tracks spanning AI's impact on society, business and marketing, plus an exclusive first look at Zeta's innovation roadmap, including upcoming AI Agent Studio capabilities and prescriptive "Answers" workflows.

More iconic speakers and the full agenda will be announced in the coming weeks. For details and registration, visit **www.zetalive2025.com**.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI 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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