NEWS RELEASE

Zeta Global Announces Fourth-Annual Zeta Live 2024 Conference, Featuring Keynotes from Shaquille O'Neal, Simone Biles, Michael Milken, Dr. Deepak Chopra, and Tiffany Haddish

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Zeta Live, the premier AI and marketing event, brings together visionary speakers at the forefront of the Intelligence Revolution and highlights proven strategies to make AI actionable

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, today announced that Shaquille O'Neal, Simone Biles, Michael Milken, Dr. Deepak Chopra, and Tiffany Haddish will headline its fourth annual conference, **Zeta Live 2024** . As the premier AI and marketing event, Zeta Live is a collaborative consortium of business visionaries, global marketing leaders, and AI industry experts. Zeta Live will take place in NYC on Thursday, September 26 by invitation only and offer a livestream option for virtual attendees globally.* To participate in the free virtual experience, register **here** .

Building on the momentum from Zeta's strong year-to-date performance and record attendance from last year's event, Zeta Live 2024 is expected to bring together Fortune 500 executives, investors, and some of the most powerful people in business and marketing to discuss how the power of AI will transform marketing, business, and society. Sessions will explore how AI is revolutionizing marketing strategies, engaging customers with unmatched personalization, and creating a brighter future for all.

As part of the premier global event, attendees will receive an exclusive look at Zeta's roadmap and live demos of the latest generative AI advancements on the Zeta Marketing Platform, as well as a new and improved mobile

offering. In these innovation-focused sessions, attendees will also see the next-generation AI-powered marketing tools designed to improve productivity, sharpen personalization, and dial up predictive power.

Zeta Live keynote speaker, basketball legend, entrepreneur, media personality, and philanthropist, Shaquille O'Neal, will discuss the worlds of business and entertainment and his perspective on where AI will make the biggest impact. Simone Biles, widely regarded as one of the greatest athletes of all time, will also be making a special appearance to discuss her journey of overcoming adversity, setting new standards, and showcasing greatness on the international stage.

Additional speakers include actress and comedian Tiffany Haddish, as well as Dr. Deepak Chopra, Michael Milken, Bonin Bough, and several Fortune 500 CMOs. Visit **here** for a full list of speakers.

Zeta Live will also feature:

- More than 20 sessions with visionary speakers, including CMOs and marketing leaders from MasterCard, McDonald's, NBA, NBCUniversal, and Wells Fargo.
- Insightful conversations with CEOs, including Jim Lanzone, CEO of Yahoo; Adam Singolda, CEO of Taboola; Henry Schuck, Founder, CEO, and Chairman of the Board of Directors of ZoomInfo; Matt Keiser, CEO of LiveIntent, and more.
- Two tracks, including the Vision track where attendees will discover how AI is shaping the future, and the Innovation track where attendees will learn more about the AI technology transforming the customer experience.
- Preview of the Zeta Marketing Platform roadmap, including future AI Agent innovations, new mobile offering, and real-time intelligence features.
- Book signings with Tiffany Haddish, Deepak Chopra, Mark Abraham, and Tarek El Moussa.
- Exclusive networking experiences throughout the event and into the evening.

The full Zeta Live 2024 agenda can be viewed **here** .

Zeta Global Co-Founder, Chairman, and CEO, David A. Steinberg stated, "Global brands are navigating a pivotal moment as they begin to scratch the surface of AI's monumental impact. At Zeta Live we are excited to bring together visionaries, some of the most well-known names in business, and iconic keynotes all under one roof to inform, engage, and most importantly, inspire our customers and the marketing community. The experts at Zeta Live will share meaningful insights to help empower attendees to make critical decisions that will become the driving force behind their companies' growth. "

*Zeta Live's virtual experience is free and open for all to attend. Note, the livestream will air the entire Zeta Live

program excluding the Simone Biles keynote; that portion is only available to in-person attendees.

To join virtually, please register at the **Zeta Live 2024 site** . In-person attendance is by invitation only.

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** .

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