NEWS RELEASE

Zeta Global Announces Palantir's Dr. Alex Karp and Zeta's David A. Steinberg Will Discuss Data Sovereignty and Enterprise AI at Zeta Live 2026

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Dr. Alex Karp and David A. Steinberg will examine how enterprises protect their data, preserve their advantage and direct their AI

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the intelligent AI infrastructure company, today announced that Dr. Alex Karp, co-founder and CEO of Palantir Technologies, will join Zeta Global Founder, Chairman and CEO David A. Steinberg for a keynote conversation at Zeta Live 2026. The conference is taking place Thursday, October 8 at David Geffen Hall at Lincoln Center in New York City.

The conversation comes as Zeta and Palantir advance their strategic partnership, bringing together Palantir's enterprise AI infrastructure, ontology and governance with Zeta's proprietary customer intelligence, identity, decisioning and activation capabilities, while retaining data sovereignty over the intelligence that drives those decisions. Through Zeta's integration with Palantir Foundry, the companies are connecting operational intelligence with customer intelligence to build a shared foundation designed to help enterprises understand what is happening, decide what to do next and act with greater speed and control.

Dr. Karp and Steinberg will discuss how enterprises can apply AI on their own terms while retaining control of their data, expertise and decisions. They will discuss why AI sovereignty and data sovereignty are becoming central to how organizations build lasting advantage.

"We believe that the future belongs to enterprises that connect AI to the intelligence that's unique to each of their

businesses, spanning its customers, operations, data and expertise," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "Palantir and Zeta are bringing those worlds together so companies can turn what they uniquely know into better decisions and actions, while maintaining control of what makes their business theirs. Alex and I share a strong conviction about that future, and I'm looking forward to exploring it together at Zeta Live."

"An enterprise's distinct insights, data sets, and methodologies determine its unique value, and AI Sovereignty protects and augments this value," said Dr. Alex Karp, Co-Founder and CEO of Palantir Technologies. "Palantir's products and FDEs are the cornerstones of this movement, enabling our customers to outperform. It is an honor to partner with Zeta to deliver operational and customer intelligence in a sovereign product."

The full Zeta Live 2026 agenda, speaker lineup and information on requesting an invitation are available **here**.

About Zeta Global

Zeta Global (NYSE: ZETA) is the intelligent AI infrastructure company helping enterprises transform proprietary data into enterprise intelligence. The Zeta Data Cloud and Athena by Zeta™ connect proprietary enterprise knowledge with advanced AI to enable better decisions, more effective customer engagement, and stronger business outcomes. With one of the industry's largest proprietary data assets, Zeta helps organizations accelerate AI transformation and build durable competitive advantage. Founded in 2007 by David A. Steinberg and John Sculley, Zeta is headquartered in New York City with offices worldwide. Learn more at **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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