NEWS RELEASE

Zeta Global Announces Second Zeta Live 2025 Keynote: Serena Williams, Professional Athlete and Entrepreneur

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The fifth-annual Zeta Live event adds another legendary voice—Serena Williams—to explore how intelligence is transforming business, leadership, and the pursuit of the impossible

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, today announced that tennis legend, entrepreneur, and cultural icon Serena Williams will join the mainstage at **Zeta Live 2025**, taking place Thursday, October 9, 2025, in New York City. This year's conference, centered around the theme 'Achieve the Impossible,' will bring together the world's most influential leaders across marketing, business, and AI for an exclusive, invitation-only, in-person experience to discuss real strategies on the new era of AI-driven marketing.

Williams joins the Zeta Live mainstage as a powerful voice on reinvention, resilience, and relentless pursuit of excellence. From dominating the world stage in sports to redefining success in business, Williams embodies the mindset at the heart of this year's theme.

"We are thrilled to have another greatest of all time, Serena Williams join us, making Zeta Live 'GOAT squared' this year," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "Serena is more than an athlete—she's a trailblazer, investor, and leader who continues to shape culture and business and inspires people everywhere to push boundaries and drive change. Her story exemplifies what it means to achieve the impossible, and her voice will ignite conversations about leadership and transformation in an AI-powered world."

Zeta Live 2025 will bring together 30+ sessions with CMOs and executives from world-class brands. Attendees will

also get an exclusive look at the latest innovations in the Zeta Marketing Platform and explore three themed content stages: Vision, Innovation, and Discovery.

More iconic speakers and full agenda to come. 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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