NEWS RELEASE

Zeta Global Appoints Nate Yohannes as President of Zeta Data & AI Lab to Accelerate AI Innovation

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Former Meta and Microsoft senior leader to oversee innovation hub focused on developing next-gen agentic tools and technologies for the modern marketer

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, today announced the appointment of Nate Yohannes as President of Zeta Data & AI Lab and Global Head of Research and Development. A proven leader at the intersection of artificial intelligence and product innovation, Yohannes brings over 15 years of experience spanning senior roles at Meta, Microsoft, and the White House. Most recently, he served as Product Management Lead for GenAI in Ads Ranking at Meta, where he led the strategy and development of AI systems built on Meta's Llama to enhance the company's core advertising business. Yohannes joined Meta from the Office of the CTO at Microsoft.

In this newly created role, Yohannes will report directly to Zeta's Chief Technology Officer, Christian Monberg. His mandate will include spearheading the Zeta Data & AI Lab and championing a culture of innovation and thought leadership across the organization. He will play a critical role in shaping the next generation of marketing technology and delivering transformative outcomes for Zeta's clients around the world.

As part of Zeta's significant commitment to the development of next-generation AI products and tools, the Zeta Data & AI Lab is an innovation group designed to identify, test, and scale new business opportunities beyond the company's core focus. It will serve as a strategic engine to transform big ideas into new lines of revenue, drawing on Zeta's proprietary data, AI capabilities, and enterprise expertise. By operating with speed and agility, Zeta Data & AI Lab is positioned to capitalize on emerging technologies and shifting market dynamics to fuel long-term growth.

“Nate is a rare kind of leader—equal parts visionary and builder—who understands how to turn breakthrough technologies into transformative outcomes,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “We are on the cusp of a marketing revolution [powered by AI], and with Nate’s leadership, we are able to accelerate our innovation engine and turn today’s breakthroughs into tomorrow’s industry standards.”

“I’m honored to join Zeta at such a pivotal moment in the company’s history,” said Nate Yohannes. “With its powerful platform, proprietary data, bold vision, and David’s inspiring leadership, Zeta is uniquely positioned to lead the next wave of AI innovation. I look forward to contributing to its mission, building transformative products, attracting top talent, and helping our clients achieve extraordinary outcomes.”

For more information about Zeta’s leadership team, visit **www.zetaglobal.com/about/leadership**.

About Nate Yohannes

Nate joins from Meta, where he served as Product Management Lead for GenAI in Ads Ranking helping transform the company’s core advertising business through large language models (LLMs). He also held senior AI product roles across Instagram and Meta Modern Recommendation Systems (MRS), scaling state of the art AI to over 2 billion daily users. Prior to Meta, Yohannes held leadership roles at Microsoft, including Director of Product & Strategy for the Office of the CTO, where he led company-wide initiatives in AI, autonomous systems, and robotics. Earlier in his career, he served in federal government as Senior Advisor at the U.S. Small Business Administration, supporting a multibillion-dollar innovation programs and serving on the White House Broadband Opportunity Council. Yohannes holds a Master of Science from Brown University and a Juris Doctor from the University at Buffalo School of Law.

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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