



NEWS RELEASE

Zeta Global Invests in U.K. Growth with New London Hub and Leadership

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Lalitha Stables named President, U.K., as Zeta brings together more than 120 employees and expands its local enterprise team.

LONDON--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the intelligent AI infrastructure company, today announced the appointment of Lalitha Stables as President, U.K., the opening of a new London hub and continued investment in local talent. The expansion brings together more than 120 U.K. employees in a single location, strengthening Zeta's ability to help enterprises build the intelligent AI infrastructure needed to turn proprietary data into better decisions and business growth, while accelerating the company's expansion across the U.K.

Stables, who previously served as General Manager and Country Manager, U.K., at HubSpot, Senior Vice President, EMEA Marketing Cloud, at Salesforce, and held leadership roles at Google, will lead Zeta's U.K. business. She will oversee Zeta's U.K. growth strategy, enterprise customer relationships and local go-to-market organization, expanding Zeta's presence across the U.K. while bringing the full breadth of the company's data, AI and marketing capabilities to customers. Stables will partner with Simon Davies, who oversees Zeta's media business across EMEA from London. Together, they bring complementary expertise to customers, underscoring Zeta's investment in senior leadership in the market.

"We're investing in the leadership, talent and intelligent AI infrastructure to help more U.K. enterprises turn AI's potential into growth," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "Lalitha brings an exceptional record of building enterprise technology businesses. With Lalitha leading the U.K., Simon overseeing media across EMEA and our new London hub bringing the teams together, we're strengthening our ability to deliver

better outcomes for U.K.-based businesses and accelerate our growth in the market.”

“Enterprise marketers have never had more data and customer signals. The competitive advantage is how quickly they can turn those signals into intelligence, and intelligence into meaningful action,” said Lalitha Stables, President, U.K., at Zeta Global. “Zeta combines an exceptional data asset with AI, activation and solutions to help enterprises act with greater precision and learn from every outcome. Our investment in the U.K. gives customers the local expertise to put those capabilities to work.”

Zeta is continuing to expand its U.K. team across enterprise sales, customer growth, solutions consulting and marketing as it invests in supporting customers and partners across the U.K. market. For a full list of current opportunities, visit the **Zeta Global careers page**.

About Lalitha Stables

Lalitha Stables serves as President, U.K. at Zeta Global. She brings nearly three decades of experience leading enterprise technology organizations across EMEA, APAC and the U.K. Prior to joining Zeta, she served as General Manager and Country Manager, U.K., at HubSpot and as Senior Vice President, EMEA Marketing Cloud, at Salesforce. Earlier in her career, she spent more than a decade at Google, where she held a number of leadership roles, including Head of Partnerships for EMEA Public Sector. Throughout her career, she has built and scaled high-performing commercial organizations, led international expansion and helped enterprise businesses accelerate growth.

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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