



NEWS RELEASE

Zeta Global Names Intel and Synopsys Veteran Trey Campbell to Lead Investor Relations

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Silicon Valley finance leader with nearly three decades of experience joins as Zeta scales as an intelligent AI infrastructure company

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the intelligent AI infrastructure company, today announced the appointment of Trey Campbell as Senior Vice President, Investor Relations, effective July 27, 2026. In this role, Campbell will lead Zeta's investor relations strategy, serving as a key liaison to the investment community and helping articulate the company's financial performance, strategy and long-term growth opportunity.

Campbell brings nearly three decades of technology finance and investor relations experience, including time at Synopsys, Luminar Technologies, and 22 years at Intel, with nine years in investor relations.

"The market is still catching up to what Zeta has become," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "Trey comes from Intel and Synopsys, two companies that built the infrastructure of this era and proved that infrastructure only gets more valuable over time. He understands both what we've built and how to clearly communicate its value to investors."

"Trey and I share a conviction that great investor relations is about clarity and consistency over time," said Chris Greiner, Chief Financial Officer of Zeta Global. "As Zeta scales, the sophistication of our investor engagement has to scale with it. Trey has built exactly that kind of trust with investors throughout his career, and he'll help the market understand not just our results, but the durability of the business behind them."

"I was drawn to Zeta by the combination of a proven, scaled business and a clear opportunity to extend its intelligent AI infrastructure beyond marketing," said Campbell. "I look forward to engaging with investors and clearly articulating how the company's strategy, execution and expanding enterprise opportunity support durable growth and long-term shareholder value."

Campbell will report to Chief Financial Officer, Chris Greiner. He succeeds Matt Pfau, who has been promoted to Senior Vice President, Financial Planning & Analysis.

About Trey Campbell

Trey joins Zeta with nearly three decades of finance, operations and investor relations experience across the technology industry. He previously served as Senior Vice President of Investor Relations and FP&A at Synopsys, where he led finance teams supporting the company's Electronic Design Automation and semiconductor intellectual property businesses. He also served as Vice President of Finance and Investor Relations at Luminar Technologies and spent 22 years at Intel in a series of finance and investor relations leadership roles, including nine years leading investor relations. Trey holds an MBA from the University of Illinois Urbana-Champaign and a bachelor's degree from the University of Texas at Austin.

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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