NEWS RELEASE

Zeta Global Teams Up with Fireworks to Unveil New Specialized Athena Inference Model Using NVIDIA Nemotron

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Athena Inference Model(AIM) is built with NVIDIA Nemotron brings specialized intelligence to AthenaOS, connecting enterprise data and Zeta intelligence to deliver more relevant recommendations and faster decisions at scale

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the intelligent AI infrastructure company, today announced a strategic collaboration with **Fireworks** to develop the Athena Inference Model (AIM), a collection of specialized open-weight models powering specific AthenaOS use cases, designed to help customers generate insights faster, improve efficiency and scale specialized AI across the enterprise.

Developed in collaboration with Fireworks and powered by NVIDIA Nemotron open models, AIM works across enterprise data and Zeta's proprietary intelligence to connect changes in customer demand and what it means for the business. AIM will work alongside Zeta's existing predictive models to help AthenaOS deliver more relevant intelligence and better recommendations, with each enterprise's objectives guiding the action.

"The Athena Inference Model is critical in how we bring our intelligent AI infrastructure to life and advance data and AI sovereignty," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "Models are increasingly available, but context is owned. AIM helps organizations harness their most strategic assets securely and effectively, connecting their data and context to AI in a way that improves how decisions are made and work gets done. That is the advantage we are building for our customers."

Built on NVIDIA Nemotron open models and fine-tuned using Fireworks infrastructure, AIM is designed for

specialized AthenaOS tasks, including interpreting domain language and following brand voice, formatting and output requirements.

AIM supports enterprise data-control and sovereignty requirements, enabling customers to apply their first-party data in a governed environment while retaining control over how it is used. In early testing, AIM achieved accuracy on par with state-of-the-art industry leading models. Zeta expects AIM to help customers unlock faster insights, greater efficiency, and enterprise-wide scalability.

“General-purpose models provide the foundation, but open models unlock the proprietary data and specialization that drive the next leap in performance,” said Nate Yohannes, President of Data & AI Lab and Global Head of Research and Development at Zeta Global. “AIM give AthenaOS a more efficient way to understand enterprise context, apply specialized skills and deliver more useful recommendations across the business.”

“At Fireworks, we believe enterprises require specialized intelligence because data sensitivity cannot be an afterthought,” said Benny Chen, Co-Founder at Fireworks. “By combining Zeta’s proprietary intelligence with Fireworks’ infrastructure for training, tuning, and serving open models, AIM are more accurate, more efficient, and tailored to Zeta’s specific business needs.”

The announcement builds on Zeta’s continued investment in AthenaOS, the enterprise intelligence operating system that dynamically builds around a user’s objective and brings intelligence into the tools and applications where work already happens.

AIM is currently in development and will be part of the AthenaOS beta later this year.

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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