NEWS RELEASE

Zeta Live 2025 Unveils Expanded Lineup: Serena Williams and Tom Brady Anchor a Three-Stage, 70+ Speaker Marquee Event

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Invitation-only summit convenes 1,200+ marketers and Fortune 500 CEOs and CMOs to shape the future of AI-powered marketing

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today unveiled an expanded lineup for **Zeta Live 2025**, its invitation-only flagship event on October 9, 2025, in New York City, bringing together 1,200+ marketers, 70+ speakers from top brands including AWS, Marriott, United Airlines, and Nissan, and 25+ sessions across three stages. Designed to help leaders turn intelligence into impact, this year's agenda centers on Zeta's theme "Achieve the Impossible," with **Serena Williams** and **Tom Brady** sharing championship playbooks for leadership, resilience, and building lasting impact.

The program blends vision and execution, as Fortune 500 CEOs and CMOs, innovators, and creators will break down how enterprises are operationalizing agentic AI to accelerate decisioning, scale personalization, reduce complexity, and deliver measurable outcomes.

"Zeta Live is where the industry stops talking about AI and starts using it," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "This expanded program brings together 'GOAT squared,' as well as champions from the boardroom to the stage, showing how agentic systems turn intelligence into better experiences for consumers and faster growth for brands. Attendees will leave with the playbooks to take the next generation of AI from small pilots to scalable programs."

Attendees will also get a first look at Zeta's innovation roadmap in a session led by Christian Monberg, Chief Technology Officer and Head of Product, and Neej Gore, Chief Data Officer. The product session will also spotlight new real-time AI-powered innovations within the Zeta Marketing Platform.

Additional speaker and programming highlights include:

- High-profile speakers include: Michael Milken (Chairman, Milken Institute), Deepak Chopra (Founder, Cyberhuman and DeepakChopra.ai), Bonin Bough (Chief Strategy Officer and Co-Founder, Group Black), among other visionaries.
- Featured CMOs and marketing executives include: Sherina Smith (CMO, American Family Insurance), Kevin Wertz (CMO, Shinola), Tim Barnes (US-ENT GM, Advertising & Marketing, Amazon), Carla Giovannetti Dodds (CMO, Aaron's Inc), Chris Norton (SVP & GM, Marriott Media and Global Personalization, Marriott International), Vinay Shahani (SVP and Chief Marketing & Sales Officer, Nissan USA), John D'Agostino (Institutional Head of Strategy, Coinbase), alongside several other Fortune 500 CMOs.
- Exclusive CEO conversations with: Jim Lanzone (CEO of Yahoo), Nicholas Thompson (CEO of The Atlantic), Henry Schuck (CEO of ZoomInfo), Adam Singolda (CEO of Taboola), and more.
- Three stages—Vision, Innovation, and Discovery—will explore the AI-powered future, unlock strategies that turn marketing into growth engines, and spotlight real-world success stories.
- Live demos, masterclasses, and real-world case studies.
- Exclusive networking experiences and book signings throughout the event and into the evening.

The full Zeta Live 2025 agenda and speaker lineup can be viewed **here**. 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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