



NEWS RELEASE

Zeta Live 2026: Zeta Introduces AthenaOS, the Enterprise Intelligence Operating System that Turns Intelligence into Growth

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- Built on the Zeta Data Cloud, AthenaOS combines enterprise knowledge with Zeta intelligence, dynamically builds around a business objective and learns from every outcome to drive smarter decisions, faster actions and measurable growth
- Athena MCP, Zeta's headless solution, brings Zeta intelligence into the applications, agents and workflows where enterprise teams already work
- New Athena Inference Model (AIM), developed in collaboration with Fireworks using NVIDIA Nemotron, brings specialized AI to specific AthenaOS use cases
- Zeta has begun work on development of a specialized AIM chip with partners to deliver faster intelligence more efficiently through a capital-light approach

NEW YORK--(BUSINESS WIRE)-- Today at Zeta Live 2026, **Zeta Global** (NYSE: ZETA), the intelligent AI infrastructure company, announced AthenaOS, its enterprise intelligence operating system. Built on the Zeta Data Cloud, AthenaOS combines enterprise knowledge with Zeta's intelligence about who will buy, what they want and what they will do next. It connects that combined intelligence with Zeta's intelligent AI infrastructure and then dynamically builds around an enterprise team's objective, helping teams identify growth opportunities, take action and measure results.

Instead of asking teams to navigate disconnected applications, assemble workflows, and interpret data across separate systems, AthenaOS starts with what a user wants to achieve. Users tell Athena by Zeta™, the conversational interface, their objective, and AthenaOS assembles the intelligence, applications, and actions

needed to achieve it. It then operates through a continuous loop, using each outcome to improve the next decision.

"For decades, software forced people to work the way applications were designed, but AthenaOS changes that," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "AthenaOS marks an expansion of Zeta's intelligent AI infrastructure beyond marketing. It starts with what you want to achieve, brings together what your business knows with Zeta's intelligence about the customer, and organizes the work around the outcome. That's the shift from navigating software to directing outcomes and how intelligence becomes growth."

AthenaOS introduces new capabilities, including:

- Intelligence organized around an objective: AthenaOS dynamically brings together the enterprise context, Zeta intelligence and actions needed to help users achieve a specific business outcome.
- A continuous know, decide, act and learn loop: Every decision, action, and result that AthenaOS delivers strengthens the next one, helping improve the quality and speed of future decisions.
- Shared enterprise context: AthenaOS creates a shared context framework across enterprise knowledge, customer and market signals, and partner technologies such as Palantir Foundry and OpenAI, allowing context, memory, and intelligence to move with the work rather than remain trapped inside individual systems. This preserves each enterprise's data sovereignty and control over how its information is used.

Athena MCP Brings Zeta Intelligence Wherever Enterprises Work

Zeta also introduced Athena MCP, its headless solution, which enables enterprises to bring Zeta's intelligence into their own applications, agents and workflows. Teams can work directly with Athena, or apply its intelligence within the systems where work happens, including ChatGPT, Claude, Gemini, and other compatible enterprise AI environments.

"Disconnected tools cannot create connected outcomes, and adding more AI does not solve that problem on its own," said Christian Monberg, Chief Technology Officer at Zeta Global. "AthenaOS connects business context, people, applications and AI agents around an objective. With Athena MCP, that intelligence can operate within the systems where teams already work and help them create the applications and workflows they need on demand, tailored to their business. The result is software that adapts to the work, with the shared context and controls enterprises need to operate at scale."

Underpinning AthenaOS is an enterprise-grade foundation of identity, governance, permissions, security and transparency. This foundation is designed to give enterprises greater control over how intelligence is applied across their data, applications and workflows.

“Athena has already helped our teams work more efficiently through agents we’ve deployed for quality assurance, link validation and translation tasks, generating speed, efficiency, and safety in support of our brands and clients,” said Jeff Brousseau, Senior Vice President of Marketing Strategy and Operations at Synchrony Financial. “We anticipate AthenaOS to continue to build on that work by bringing more of our business context into decisions. We’re especially interested in insights that could help us drive card usage and adoption, particularly in our Health & Wellness Business platform.”

New Athena Inference Model for Enterprise Intelligence

Zeta also unveiled the Athena Inference Model (AIM), a collection of proprietary models being developed in collaboration with **Fireworks** using NVIDIA Nemotron for specific AthenaOS use cases. These models are fine-tuned to understand specialized skills like domain language and follow defined brand voice, formatting and output requirements. The result is more relevant intelligence, more consistent execution and faster decisions at scale for AthenaOS customers.

The Next Horizon for Athena Intelligence

Zeta also announced that it has begun work on the development of a specialized chip and supporting data center infrastructure with a leading semiconductor partner.

AIM gives Zeta unique insight into the intelligence workloads businesses need to run, creating the potential to optimize both the models and the computing beneath them.

Together, this work has the potential to deliver faster intelligence, greater efficiency and more control over where enterprise data and intelligence run.

Zeta contributes proprietary intelligence and an understanding of business workloads, while its partners contribute chip development and data center infrastructure expertise. This capital-light approach allows Zeta to explore specialized infrastructure while keeping its investment focused on the capabilities that differentiate the company.

Availability

AthenaOS is currently in limited internal beta, and expected to enter public beta later this year, with general availability planned for the first quarter of 2027. Additional capabilities will roll out over time.

The development of the chip is in the early stages, and the architecture and development paths are still taking shape. Zeta will share additional details as it progresses.

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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