



## **Outbrain expands strategic partnership with Microsoft, leveraging Microsoft Azure to improve business outcomes for media owners and advertisers**

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NEW YORK, March 22, 2022 (GLOBE NEWSWIRE) -- [Outbrain](#) Inc. (Nasdaq: OB), a leading web recommendation platform announced today the expansion of its global partnership with Microsoft utilizing Microsoft Azure and encompassing business, technology and services.

Outbrain has been a long-standing Microsoft partner, through technology and advertising integrations that span MSN, Microsoft 365, Xbox, gaming, and Microsoft Bing. The expansion of the partnership will entail a multi-year Azure engagement to further enable the fast-paced innovation of Outbrain's media platform.

Outbrain's platform serves 1 billion consumers worldwide with over 10 billion recommendations and ads daily, generating more than 1.5 million engagements per hour spanning over 7,000 media partners. Through a new multi-year strategic partnership, Outbrain aims to leverage Azure to further its global expansion, accelerate development cycles and improve connectivity between advertisers and publishers, particularly with Outbrain's programmatic bidders. This will continue to drive forward the partnership through continuous innovation, enhancing Outbrain's extensive data estate with a rich set of tools and services, ultimately helping Outbrain's customers improve their business outcomes.

"We're excited to further expand our strategic partnership with Microsoft," said David Kostman, Co-CEO of Outbrain. "We share the mission of supporting independent journalism and the open web. Over the course of the last decade, we have worked together to serve publishers and advertisers with high quality solutions across the globe. Extending our partnership with Microsoft to include Microsoft Azure technology as part of our hybrid cloud platform will drive innovation and deepen the relationship between our companies."

"Outbrain is recognized across the industry as a scalable and highly resilient platform for both publishers and advertisers," said Tara Brady, corporate vice president of Strategic Partnerships at Microsoft. "We are pleased to expand our established partnership and look forward to partnering with Outbrain's technology teams as they leverage Microsoft Azure's most advanced technologies to service their customers."

"Outbrain has been an important and growing part of our ecosystem since 2012," said Rob Wilk, vice president, Microsoft Advertising. "The company's focus on delivering innovative advertising products and programmatic solutions has helped expand our business in several areas over the last few years. We've been impressed by Outbrain's platform, scale, and technology and are pleased to see Outbrain embrace Microsoft Azure and look forward to how it will improve performance for advertisers in Microsoft's growing advertising ecosystem and on the open web."

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions. We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2021 and in subsequent reports filed with the SEC. Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

### **About Outbrain**

Outbrain (Nasdaq: OB) is a leading recommendation platform for the open web. Our technology enables 10 billion daily recommendations to consumers across more than 7,000 online properties and connects advertisers to these audiences to grow their business. Founded in 2006, Outbrain is headquartered in New York with offices in 18 cities worldwide.

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