

OUTBRAIN RENEWS PARTNERSHIP WITH SPRG FOR CHINA COMMUNICATIONS FOLLOWING GLOBAL REVIEW

(Beijing, 9 April 2024) – Outbrain (NASDAQ: OB), a leading technology platform for the open internet, has renewed their cooperation with **Beijing Strategic Communications Consultants Limited** (“SPRG Beijing”, a member office of Strategic Public Relations Group) for China communications after their global competition. Outbrain helps publishers and advertisers reach engaged audiences through advanced algorithms and machine learning. They maintain a vast network and engage over 1.3 billion unique users monthly across premium publishers such as CNN, ESPN, and The Guardian. They have chosen SPRG as their strategic partner to further elevate the company’s brand presence and market engagement in the dynamic Chinese landscape.

SPRG Beijing has been working closely with Outbrain since 2020. The Beijing team will continue their role in media relations, social media, stakeholder engagement, and strategic advisory for the China region. **Inbal Costis, Managing Director of Outbrain Greater China**, remarked, “SPRG has been an instrumental part of our development in China— their knowledge of the ad-tech industry and advertiser landscape is unparalleled in the region.” She further emphasized, “The renewal of our partnership with SPRG Beijing represents a strategic move to further strengthen Outbrain's brand presence and market engagement in the region. We are confident that this collaboration will help drive significant growth and bring our world-leading, innovative solutions to our Chinese partners in this dynamic market.”

This comes at a pivotal juncture as a rising number of Chinese enterprises seek to expand into new markets and are looking for the best channels to connect with and influence consumers worldwide. **Arthur Hagopian, Senior Director of Global Strategy and Digital at SPRG Beijing**, expressed enthusiasm about the continued partnership, stating, “We’re thrilled to continue our partnership with Outbrain in China and help position them as the most advanced and effective, ROI-driven channel for Chinese companies to build their brands in global markets.” He added, “Our growing Chuhai division at SPRG, which supports Chinese enterprises looking to expand their footprint in global markets, will also serve as a strategic pipeline for stakeholder engagement.”

As Outbrain reaffirms its commitment to enhancing brand visibility and market engagement in the vibrant Chinese landscape, SPRG stands ready to deliver strategic communication solutions that drive impactful outcomes. With their proven expertise in the field, and unwavering dedication, SPRG looks forward to further empowering Outbrain's mission and facilitating meaningful connections with key stakeholders across China to help them succeed globally.

About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that takes pride in its exceptional services to local and international clients in Asia Pacific. SPRG has 250 professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

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