

MediaMath Pledges One Percent of Equity to Charity

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MediaMath.org joins Pledge 1%, supporting its mission to help improve communities around the world

NEW YORK, Sept. 27, 2017 /PRNewswire/ -- MediaMath, the leading independent programmatic company for marketers, today announced it is allocating 1% of equity to charity via [MediaMath.org](#), as a [Pledge 1%](#) partner. MediaMath will commit 1% of their time, technology, and resources to [MediaMath.org](#) – MediaMath's philanthropic arm – as a part of the partnership with Pledge 1%, a corporate philanthropy movement dedicated to making the community a key stakeholder in every business.



[MediaMath.org](#) is joining a network of more than 2,700 companies in 60 countries that have committed to philanthropic efforts through Pledge 1%. In 2016, MediaMath launched [MediaMath.org](#), including the rollout of volunteer and donation matching policies. [MediaMath.org](#) is founded on the idea of integrated philanthropy; combining charitable giving with the company's technology and talent to help improve communities around the world. Since its inception, [MediaMath.org](#) has made a measurable impact, from serving food to the homeless in London to funding eyesight surgeries in Cambodia. [MediaMath.org](#) currently supports a growing list of nonprofits including Seva, [BUILD.org](#), and others.

"I'm delighted to announce that MediaMath is adding 1% of our equity to our original pledge," said Joe Zawadzki, Chairman, CEO and Co-Founder of MediaMath. "Giving back is a core value for us, and [MediaMath.org](#) has allowed our company to formalize our efforts and align resources, leading us to have more of an impact around the world. I'm very proud of what we've accomplished to date, and am extremely excited about what's in our future."

"We are thrilled that MediaMath has extended their Pledge 1% movement to now include equity," said Suzanne DiBianca, EVP of Corporate Relations and Chief Philanthropy Officer of Salesforce. "By adding equity to their existing time and technology commitments, MediaMath will be able to send funds directly to nonprofits, which will have a significant impact as their business continues to grow."

About MediaMath

MediaMath's technology and services help brands and their agencies drive business outcomes through programmatic marketing. We believe that good advertising is customer-centric, delivering relevant and meaningful marketing experiences across channels, formats and devices. Powered by advanced machine learning algorithms that buy, optimize and report in real time, our platform gives sophisticated marketers access to first-, second- and third-party data and trillions of digital impressions across every media channel. Clients are supported by solutions and services experts that make it simple to activate our technology. Since launching the first Demand Side Platform (DSP) in 2007, MediaMath has grown to a global company of nearly 700 employees in 15 locations in every region of the world. MediaMath's clients include all major holding companies and operating agencies as well as leading brands across top verticals.

About Pledge 1%

Pledge 1% is an effort spearheaded by Atlassian, Rally, Salesforce and Tides to accelerate their shared vision around integrating philanthropy into businesses around the world. Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, product and employee time for their communities, because pledging a small portion of future success can have a huge impact on tomorrow. Pledge 1% offers companies turnkey tools and best practices, making it accessible for any company to incorporate philanthropy into their business model. To learn more or to take the pledge, please visit www.pledge1percent.org.

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