

**The following is a portion of TechTarget, Inc.'s ("TechTarget") Company Update recording first made available to employees on April 2, 2024.**

### **TechTarget, Inc. Company Update**

This abridged transcript presents discussion by Michael Cotoia, TechTarget Chief Executive Officer, related to TechTarget's announced strategic combination with Informa Tech's Digital Businesses, which was included as part of TechTarget's Company Update recording first made available to employees on April 2, 2024.

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You know I'm going to wrap this up. I know there's been some chatter here and there about, "hey what's going on with the combination" and I'll say, we announced it on January tenth and it was business as usual. Everyone understands, I believe, we walk through why we are doing the combination, the assets from Informa Tech, and when I say assets, the business units and the people that are combining with TechTarget to create new TechTarget, include Omdia, their research and advisory really nice alignment with ESG, it includes Netline, demand generation platforms with scale and also provides some product offerings that we can actually differentiate and actually leverage on our go to market.

Industry Dive, which is very focused in the vertical adjacent enterprise B2B markets, you know we acquired Xtelligent back in August of 2021, that wasn't just going to be the first and last step that we were going to do. It was the first with a plan to have multiple steps, so getting into these adjacent markets is very critical. And then, while, what a group of you know, media properties, you know, dark reading, light reading, a set of 70 properties that are coming over to TechTarget as well. So, we're excited on that and if you look at this going back 5 years, strategy has been permission-based audience. Those are hard to come by right now. So you have permission-based audience members, there's not a lot of competitors in that market that really can show what we can do and what we have and what we're investing in. It's about first party data, it's about first party insights, prospect-level, account-level scaling into different adjacent markets, and really beefing up our whole end to end go to market strategy, starting with, you know, strategy and content that can be then put into campaigns that then, can be executed that can draw and obtain first party data insights that we can then prioritize for our customers sales, marketing, and even rev ops now. So you know, at the end of February we had a team from Informa Tech come in. What we started, Rebecca Kitchens is the chairman of our Steering Co committee what we're organized working groups and work streams within those working groups across different areas, whether it's products, it's systems, it's people and culture, to really go through a discovery phase of, you know, what do you guys do, what do we do, what do we like, what do we don't like... here's some decisions that we're going to

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ultimately have to make around this work group that we want to then bring to the table at some time at the end of April, we make some calls on this, we're looking at how the people get aligned and, you know, that's all being worked on and, you know, as I mentioned the number one thing from that announcement was, "hey, it's business as usual" because there's really not a lot to say right now. I want to give you some insights what we're doing with the work group so you know, you might have a department head or senior manager like getting tied up on some of the work group stuff, you know, have some patience because, you know, we're asking them -a lot of us are doing two jobs on that -but it's for a good purpose, and it's really that discover, learn, and put us in the best position to make the right decisions. So, I expect that we'll have more updates throughout Q2 as we take these working groups in these work streams and start making some ideas or decisions in terms of where we think that this should go and some of the timing of how we're going to do this. So, I just wanted to give you an update on that. There's a lot of work going on and there's really not a major update, but I will tell you now that we're into Q2 expect some more updates as we get them and what we can share we will be doing that along the way.

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