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# Direct Digital Holdings to Participate in The Stifel 2023 Cross Sector Insight Conference

HOUSTON, May 23, 2023 /PRNewswire/ -- Direct Digital Holdings, Inc. (Nasdaq: DRCT) ("Direct Digital Holdings" or the "Company"), a leading advertising and marketing technology platform operating through its companies Colossus Media, LLC ("Colossus SSP"), Huddled Masses LLC ("Huddled Masses") and Orange142, LLC ("Orange142"), today announced that the Company will participate in the Stifel 2023 Cross Sector Insight Conference taking place June 6-7, 2023 at The InterContinental Boston in Boston, Massachusetts.

Mark Walker, Chairman & Chief Executive Officer, Keith Smith, President, and Susan Echard, Chief Financial Officer, will be attending on behalf of the Company. Management will be presenting on Tuesday, June 6, 2023 at 10:20 AM ET and will also be available for meetings during the conference.

For more information, or to schedule a meeting with management, please reach out to your Stifel representative.

## About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT), owner of operating companies Colossus SSP, Huddled Masses, and Orange 142, brings state-of-the-art sell- and buy-side advertising platforms together under one umbrella company. Direct Digital Holdings' sell-side platform, Colossus SSP, offers advertisers of all sizes extensive reach within general market and multicultural media properties. The company's subsidiaries Huddled Masses and Orange142 deliver significant ROI for middle market advertisers by providing data-optimized programmatic solutions at scale for businesses in sectors that range from energy to healthcare to travel to financial services. Direct Digital Holdings' sell- and buy-side solutions manage approximately 153,000 clients monthly, generating over 100 billion impressions per month across display, CTV, in-app and other media channels. Direct Digital Holdings is the ninth black-owned company to go public in the U.S and was named a top minority-owned business by The Houston Business Journal.

## Contacts:

### Investors:

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ORANGE 142® | Colossus SSP® | Huddled Masses

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