

May 31, 2023



# Direct Digital Holdings to Participate in The Roth MKM Internet Virtual Summit

HOUSTON, May 31, 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 Roth MKM Internet Virtual Summit being held virtually from June 11-15, 2023.

Mark Walker, Chairman & Chief Executive Officer of Direct Digital Holdings, will be hosted in a fireside chat by Darren Aftahi, Managing Director and Senior Research Analyst of Roth MKM at 9:00 AM PT on Tuesday, June 13, 2023.

For more information, please reach out to your Roth MKM 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:

Brett Milotte, ICR

[Brett.Milotte@icrinc.com](mailto:Brett.Milotte@icrinc.com)



ORANGE 142 | Colossus SSP | Huddled Masses

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