



NEWS RELEASE

MNTN Appoints Mike Katz to Board of Directors

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Veteran T-Mobile executive known for shaping the Un-carrier strategy joins MNTN's board as Performance TV advertising continues to scale

NEW YORK--(BUSINESS WIRE)-- **MNTN** (NYSE: MNTN), the technology platform bringing performance marketing to Connected TV, today announced that Mike Katz has joined the company's Board of Directors. Katz is former Chief Business & Product Officer for T-Mobile, where he continues to serve as a Strategic Advisor to T-Mobile's CEO. This follows nearly three decades driving growth and innovation at the company, which made T-Mobile one of the largest cell phone carriers in the world.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260917522586/en/>

Mike Katz, MNTN Board of Directors

"T-Mobile is one of the largest and most sophisticated television advertisers in the world," said **Mark Douglas, President and CEO of MNTN**. "Mike's experience building innovative products, scaling businesses and creating a category-defining brand will be invaluable as MNTN enters its next phase of growth."

Katz spent nearly 30 years at T-Mobile, most recently serving as Chief Business & Product Officer, where he partnered with the CEO to help shape the company's overall direction while leading marketing, strategy, corporate development, and M&A. Throughout his tenure, he played a role in some of T-Mobile's biggest moments, including the launch of its signature Un-carrier strategy, and helped expand the company's scope beyond wireless into broadband, advertising, and digital-first customer experiences.

Previously, as President of the T-Mobile Business Group, Katz oversaw rapid growth in enterprise and government partnerships and helped launch initiatives like Project 10Million, the company's flagship philanthropic effort connecting millions of under-connected K-12 students with free or subsidized internet service and hotspots. Forbes has named him one of its 50 Most Influential CMOs three years running.

"Television has always been where brands make their biggest moves, and MNTN is redefining what that moment can do for businesses of all sizes," said **Mike Katz**. "I'm excited to partner with the board and leadership team to help guide MNTN's next chapter as even more advertisers discover what performance-driven TV can deliver."

Katz's appointment adds to MNTN's growing leadership bench, as the company invests in new initiatives to fuel its next phase of growth.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company's Most Innovative Companies and Next Big Things in Tech, and was recently featured on the cover of INC's Best in Business Issue. For more information, please visit <https://mntn.com/>.

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