



PRODUCT ARCHITECTURE & AUTHENTIC BRAND SAFETY CASE STUDY

Sept 15, 2021

Disclaimer

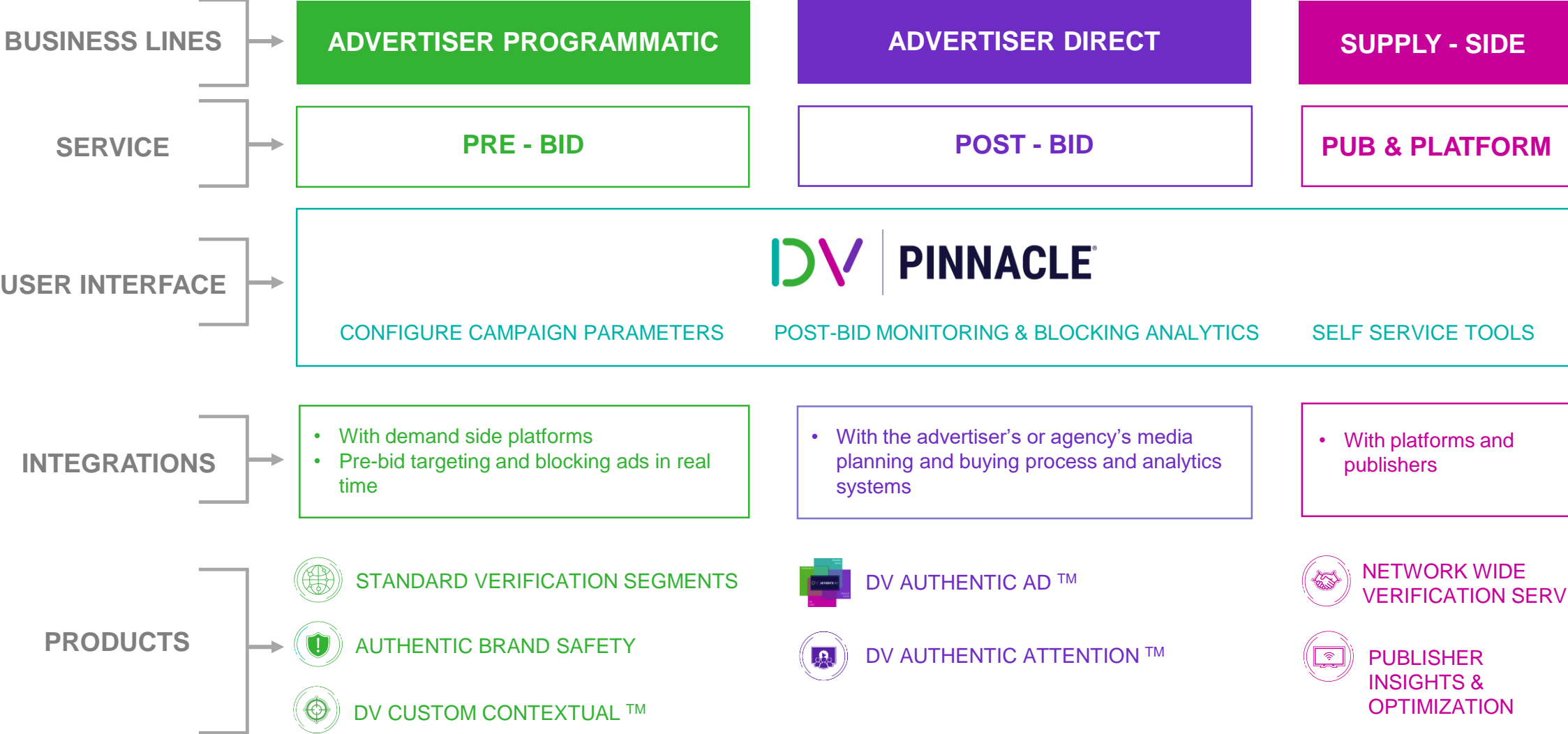
This presentation contains “forward-looking statements” that are based on management’s beliefs and assumptions and on information currently available to management. These forward-looking statements include, but are not limited to, statements about our plans, objectives, expectations and intentions and other statements contained herein that are not historical facts. When used herein, the words “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “will,” “should,” “could,” “estimates” and similar expressions are generally intended to identify forward-looking statements. In particular, statements about the markets in which we operate, including growth of our various markets, and statements about our expectations, beliefs, plans, strategies, objectives, prospects, assumptions or future events or performance contained in this presentation are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievement to be materially different from any projected results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent the beliefs and assumptions of DoubleVerify Holdings, Inc. (the “Company”) only as of the date of this presentation, and we undertake no obligation to update or revise, or to publicly announce any update or revision to, any such forward-looking statements, whether as a result of new information, future events or otherwise. As such, the Company’s results may vary from any expectations or goals expressed in, or implied by, the forward-looking statements included in this presentation, possibly to a material degree.

We cannot assure you that the assumptions made in preparing any of the forward-looking statements will prove accurate or that any long-term financial or operational goals or targets will be realized. All information in this presentation is as of June 8, 2021, and we undertake no obligation to publicly update any information. For a discussion of some of the risks, uncertainties and other factors that could cause the Company’s results to differ materially from those expressed in, or implied by, the forward-looking statements included in this presentation, you should refer to the “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” sections in the Company’s final prospectus filed with the SEC on April 22, 2021, and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2021, filed with the SEC on July 29, 2021.

In addition to disclosing financial results that are determined in accordance with U.S. generally accepted accounting principles (“GAAP”), the Company also discloses in this presentation certain non-GAAP financial measures, including Adjusted EBITDA, Adjusted EBITDA Margin and Adjusted EBITDA less Capital Expenditures. We believe that these non-GAAP financial measures are useful to investors for period-to-period comparisons of the Company’s core business and for understanding and evaluating trends in the Company’s operating results on a consistent basis by excluding items that we do not believe are indicative of the Company’s core operating performance. These non-GAAP financial measures have limitations as analytical tools, and are presented for supplemental purposes and should be considered in addition to, and not in isolation or as substitutes for an analysis of the Company’s results as reported under GAAP. In addition, other companies in the Company’s industry may calculate these non-GAAP financial measures differently than the Company does, limiting their usefulness as a comparative measure. You should compensate for these limitations by relying primarily on the Company’s GAAP results and using the non-GAAP financial measures only supplementally. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

In addition, this presentation contains industry and market data and forecasts that are based on our analysis of multiple sources, including publicly available information, industry publications and surveys, reports from government agencies, reports by market research firms and consultants and our own estimates based on internal company data and management’s knowledge of and experience in the market sectors in which the Company competes. While management believes such information and data are reliable, we have not independently verified the accuracy or completeness of the data contained in these sources and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

Platform and Product Architecture



Pre-Bid Targeting and Avoidance

AUTHENTIC BRAND SAFETY



**PREMIUM PRE-BID TARGETING
& AVOIDANCE SOLUTION**

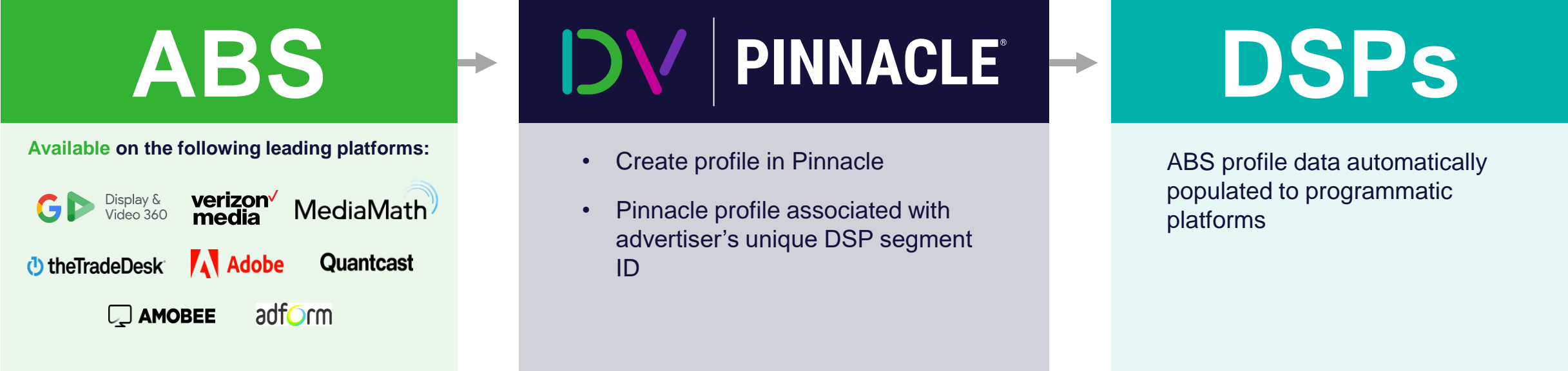


**ALLOWS ADVERTISERS TO BLOCK
IMPRESSIONS BEFORE BUYING**



REDUCES WASTED AD SPEND

Authentic Brand Safety



Authentic Brand Safety Case Study

Large consumer brand

Before using Authentic Brand Safety



Authentic Brand Safety Case Study

Large consumer brand

After using Authentic Brand Safety



Authentic Brand Safety ROI Calculator

PURCHASED IMPRESSIONS	BID CPM	TOTAL MEDIA COST
20,000,000,000	\$5	\$100,000,000

NO ABS	SERVED IMPRESSIONS	BRAND SAFETY BLOCKED IMPRESSIONS	NO ABS BLOCK RATE	WASTED SPEND
	18,200,000,000	1,800,000,000	9%	\$9,000,000

ABS	SERVED IMPRESSIONS	BRAND SAFETY BLOCKED IMPRESSIONS	WITH ABS BLOCK RATE	WASTED SPEND
	19,800,000,000	200,000,000	1%	\$1,000,000

1.67x ← ROI

INCREMENTAL IMPRESSIONS	1,600,000,000
\$ GROSS VALUE OF INCREMENTAL IMPRESSIONS	\$8,000,000
DV ABS FEES (\$0.15 incremental)	\$3,000,000
NET ROI	\$5,000,000