



# Meetrics Acquisition

August 30, 2021

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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. 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 10-Q 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.

# Company Overview and Transaction Details

## MEETRICS OVERVIEW

**Founded:** 2008

**About:** leading Europe-based ad verification player – offering comprehensive **media quality measurement and solutions**, across **fraud, brand safety** and **suitability**, and **viewability**.

**HQ location:** Berlin

**Key resources:** **18** Engineering & Product, **16** Client Services and Sales & Marketing

**Customers:** **80+** customers across **23** countries in Europe

## TRANSACTION DETAILS

- ▶ Cash transaction
- ▶ Debt free
- ▶ Closing in third quarter 2021

# Strategic Rationale

To expand our business in EMEA.

Meetrics provides us with:

## 01

A strong operating platform and **experienced sales, product and engineering teams.**

## 02

The opportunity to **scale existing customer relationships** through access to DV's **global capabilities.**

## 03

Access to certain technologies that can act as **building blocks** as we evolve from **protection to performance**

# Acquisition Strategy

We remain focused on acquisition opportunities that can accelerate our long-term growth through:



Our **balance sheet strength** allows DV to **capitalize on strategic acquisition opportunities**

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Long-term debt and Cash as of June 30, 2021 (in thousands)

Long-term debt	\$0
Cash & Cash Equivalents	\$330,355

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