



# Q2 2024 Earnings Call

July 30, 2024

# 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. 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” section and other sections in the Company’s Form 10-K filed with the SEC on February 28, 2024 and the Company’s other filings and reports with the SEC.

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.

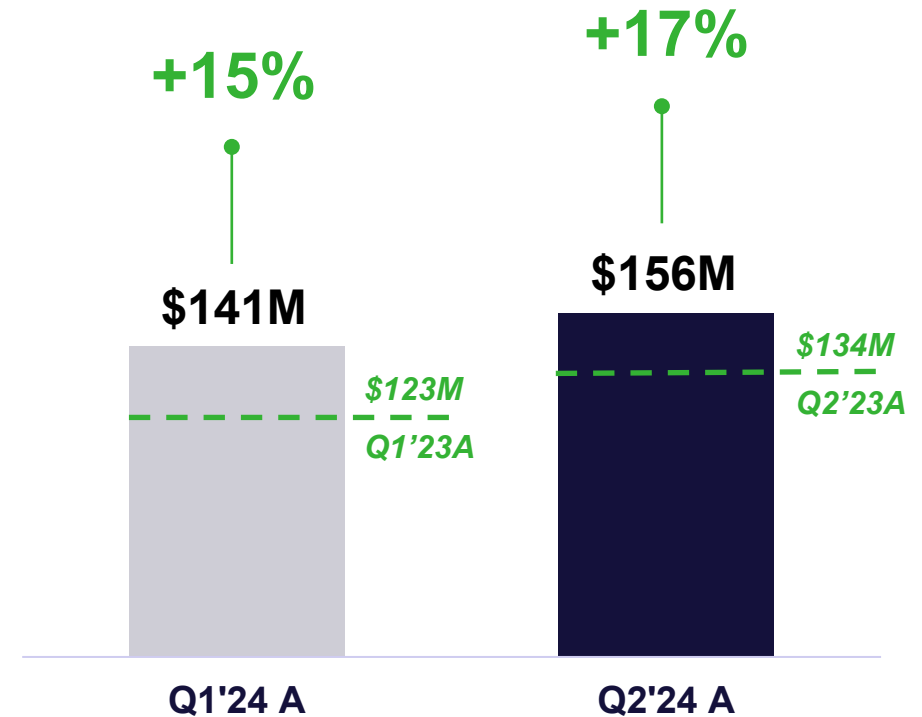
# Q2 2024 Financial Highlights

## Second Quarter 2024 Highlights

<b>17%</b>	Total revenue growth
<b>\$156M</b>	Total revenue
<b>83%</b>	Revenue Less Cost of Sales
<b>\$47M</b>	Adjusted EBITDA
<b>30%</b>	Adjusted EBITDA margin
<b>\$36M</b>	Net Cash from Operating Activities

## First Half 2024 Revenue Trajectory

Reaccelerating Revenue Growth



# Winning a Large Customer Growth Opportunity

## Robust Second Quarter Win Momentum

**>80%** win rate across all opportunities

**70%** greenfield wins<sup>1</sup>

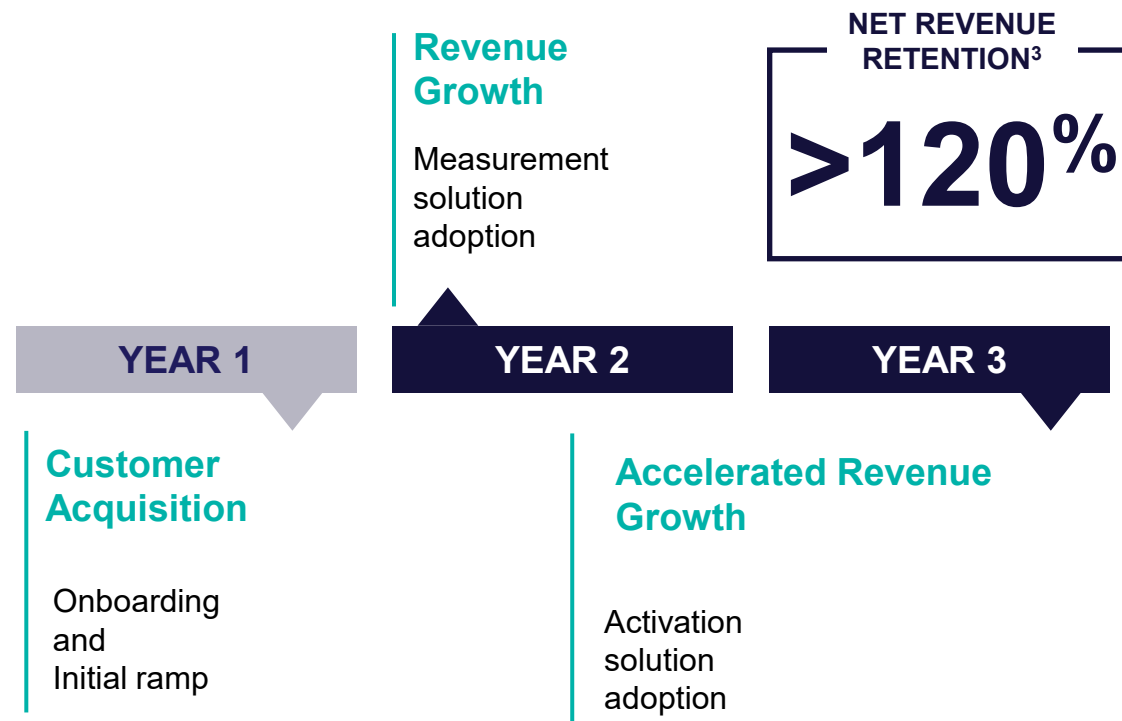
### Key Q2'24 Expansions and New Logo Wins



**~16%** y/y growth in # of advertisers >\$200K<sup>2</sup>

## Strong Enterprise Deal Pipeline

### Typical Advertiser Customer Journey



# Penetrating the Expansive Social Media Market

Q2'24 Growth

Current Social Media Coverage

Untapped Market Opportunity

## Social Measurement

**+44%**

Q2 2024  
Revenue Growth (y/y)

### BRAND SAFETY AND SUITABILITY



### VIEWABILITY



### FRAUD & IVT



## Social Activation

**+30%**

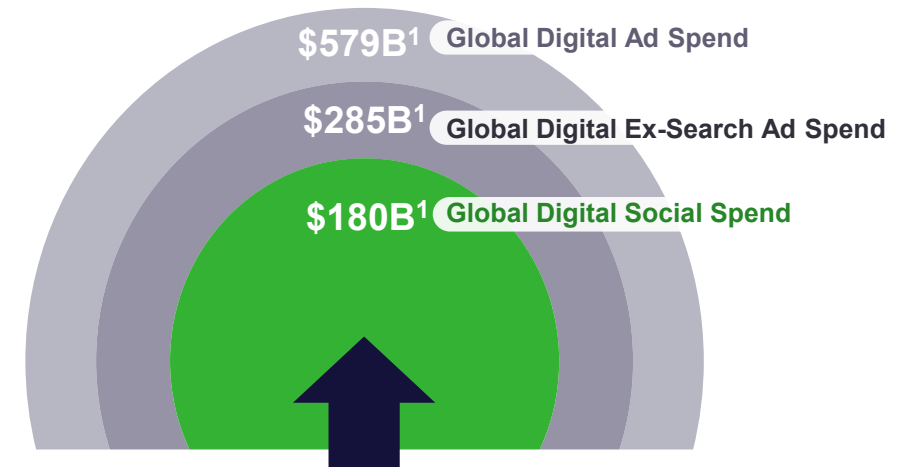
Q2 2024  
Revenue Growth (y/y)

### PRE-SCREEN CONTROLS



Platform  
Solutions

**YT PRESCREEN**  
~100 advertiser customers  
~1/3 are Top100 advertisers



DV measured <5%  
of all US social impressions in FY23<sup>2</sup>

Social activation ~3x the price of  
measurement solutions

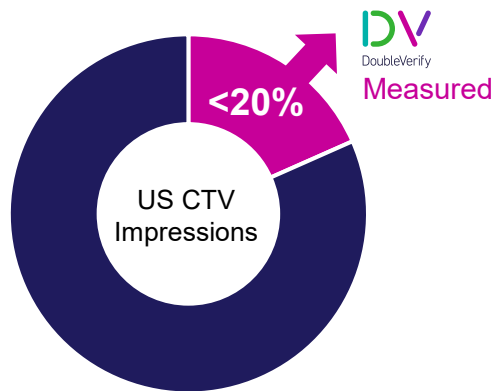
# Unlocking the Vast Potential of CTV

## CTV Measurement Volume Growth

**+55%**

Q2 2024 YEAR-OVER-YEAR

## CTV Measurement Opportunity<sup>2</sup>



FY 2023

## Pioneering CTV Measurement Innovations<sup>1</sup>

### 1. Program-level Brand Suitability

COX  
AUTOMOTIVE™

### 2. DV Authentic Attention for CTV

T>>VISION

### Global CTV Coverage



## Strong Suite of MRC Accreditations for CTV Measurement

Authentic Viewable Impression: A unified quality metric standard (Viewability, Brand Suitability, & SIVT)



CTV Fully On-Screen Completion Metrics



Display & Video Impressions



Video Viewability Measurement & Related Metrics



IVT Monitoring, Blocking and Video Filtering

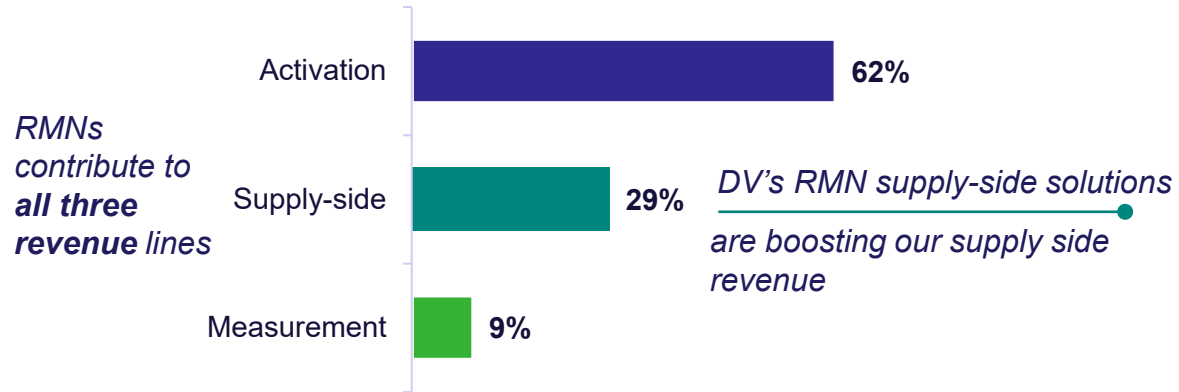


Property-level Brand Suitability & Safety Monitoring, Blocking & Video Filtering

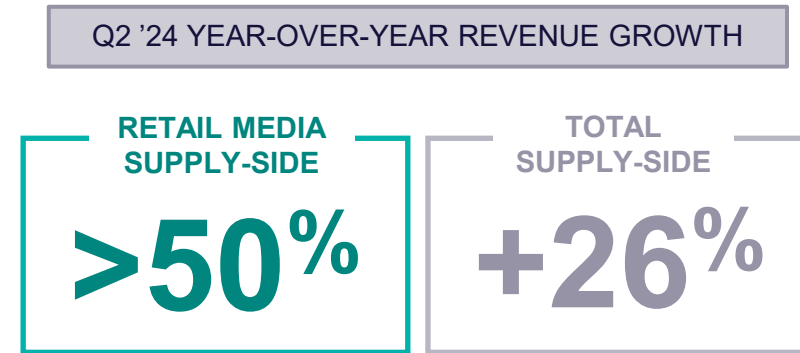


# Growing Retail Media Revenue & Coverage

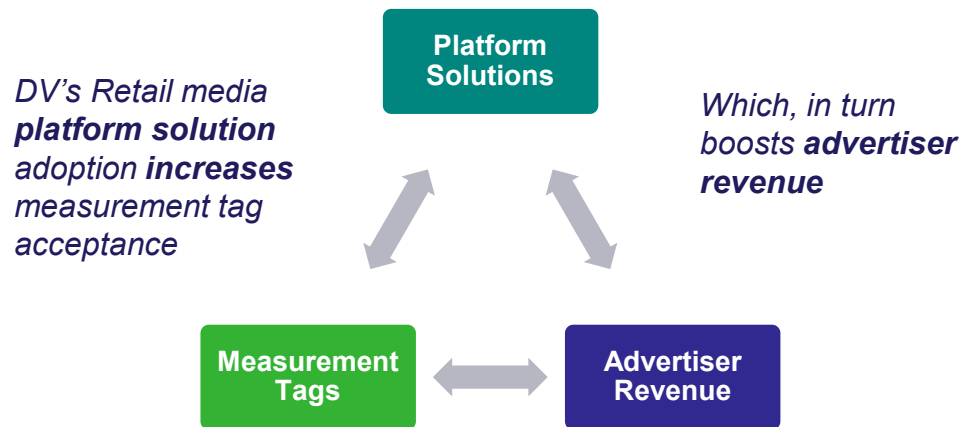
## H1 2024 Retail Media Revenue Breakdown



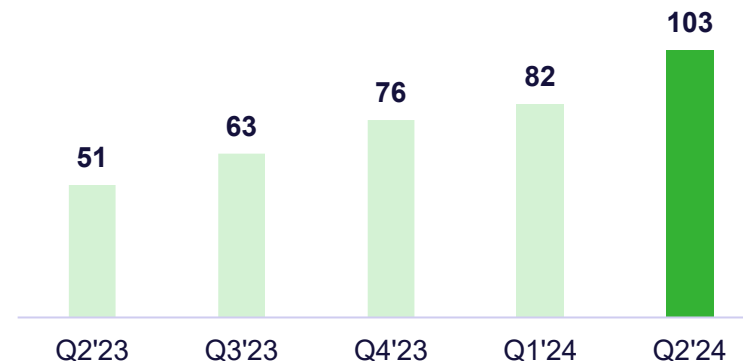
## Q2'24 Supply-Side Revenue Growth Driver



## The Network Effect



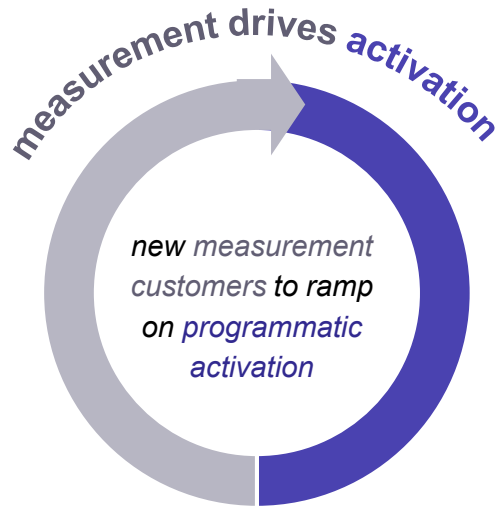
## DV's measurement tags accepted across a growing number of global retail media networks and sites



# Stronger Growth Trajectory for Activation Business

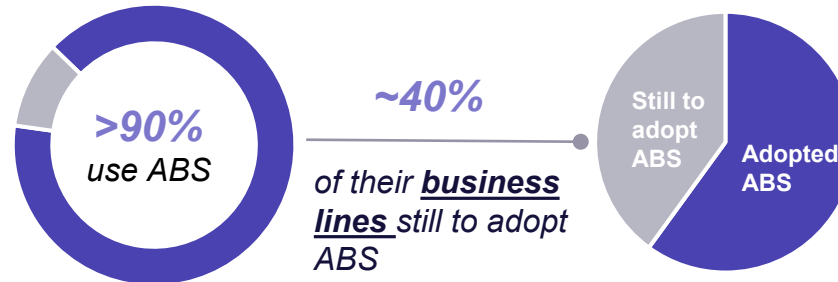
## DRIVERS OF ACTIVATION REVENUE

### CORE PROGRAMMATIC

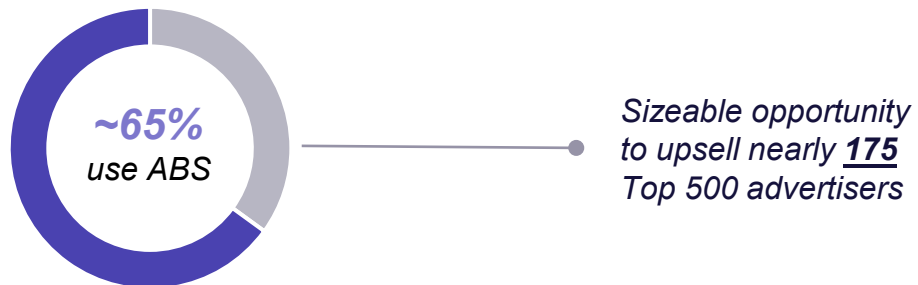


### AUTHENTIC BRAND SUITABILITY

#### TOP 100 ADVERTISERS



#### TOP 500 ADVERTISERS



### SCIBIDS AI & SOCIAL

#### Scibids AI

Accelerating demand from advertisers and agencies

#### Pre-screen Social

Expanding social platform pre-screen coverage



# Q2 2024 Revenue Growth Drivers

DOUBLE-DIGIT GROWTH ACROSS ALL THREE REVENUE LINES

## Key Drivers

Q2 '24 TOTAL REVENUE GROWTH OF 17%



Social measurement



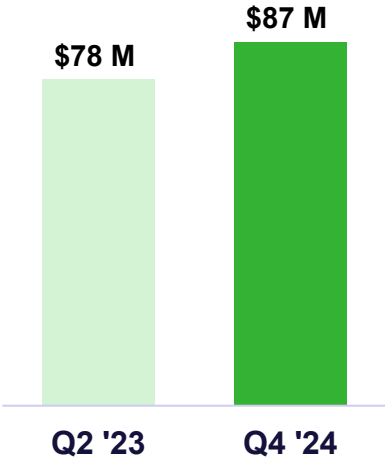
Social Activation



Retail Media Platforms

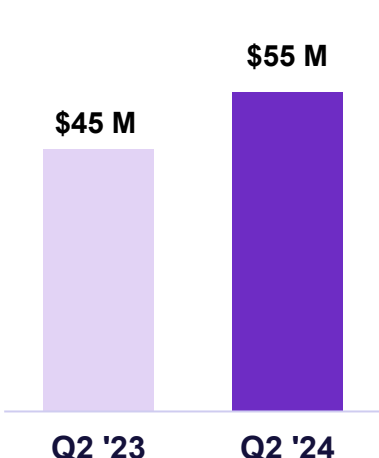
## Activation

+12%  
year-over-year growth



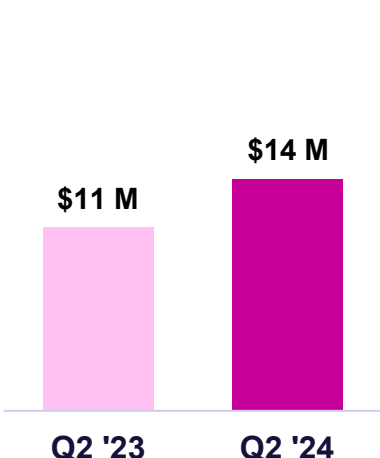
## Measurement

+22%  
year-over-year growth



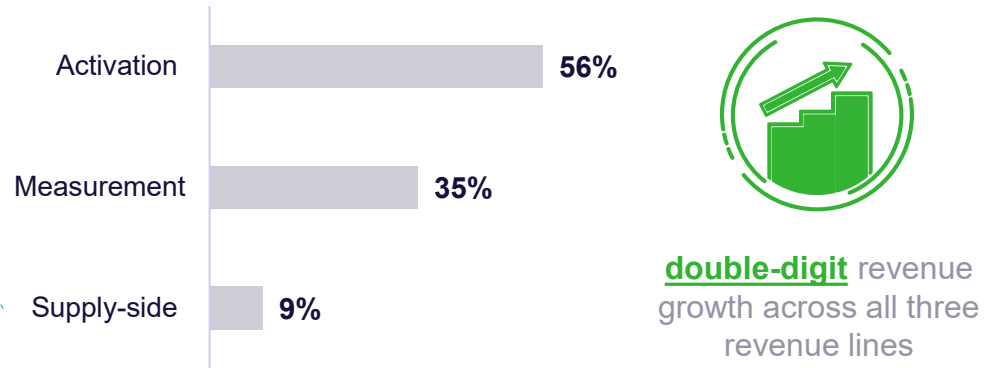
## Supply-Side

+26%  
year-over-year growth



# Q2 2024 Revenue Growth Drivers (cont'd)

## Business Line Contribution to Total Revenue



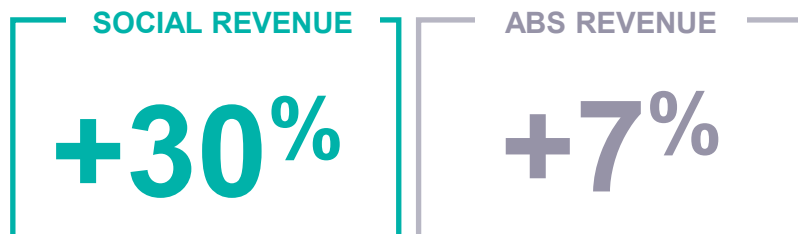
## Advertiser Revenue Growth Drivers

Q2 '24 ADVERTISER REVENUE GROWTH OF 16%



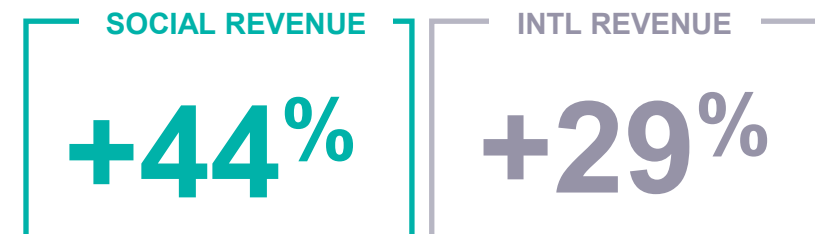
## Activation Drivers: Pre-Screen Social & ABS

Q2 '24 ACTIVATION REVENUE GROWTH OF 12%



## Measurement Drivers: Social and International

Q2 '24 MEASUREMENT REVENUE GROWTH OF 22%



# Q2 2024 Financial Highlights

**\$156**  
MILLION

Total  
Revenue

**17%**  
GROWTH

Total Revenue  
Growth

**\$36**  
MILLION

Net Cash from  
Operating Activities

**\$47**  
MILLION

Adjusted  
EBITDA

**30%**  
MARGIN

Adjusted EBITDA  
Margin

**\$0**  
DEBT

No long-term  
debt

# Q3 & FY 2024 Guidance

## Q3 2024 Guidance

### Revenue

**\$167 M - \$171 M**

Low-end

High-end

**+17%**  
year-over-year  
growth at the  
midpoint

### Adjusted EBITDA

**\$49 M - \$53 M**

Low-end

High-end

**30%**  
Margin at the  
midpoint

## FY 2024 Guidance

### Revenue

**\$667 M - \$675 M**

Low-end

High-end

**+17%**  
year-over-year  
growth at the  
midpoint

### Adjusted EBITDA

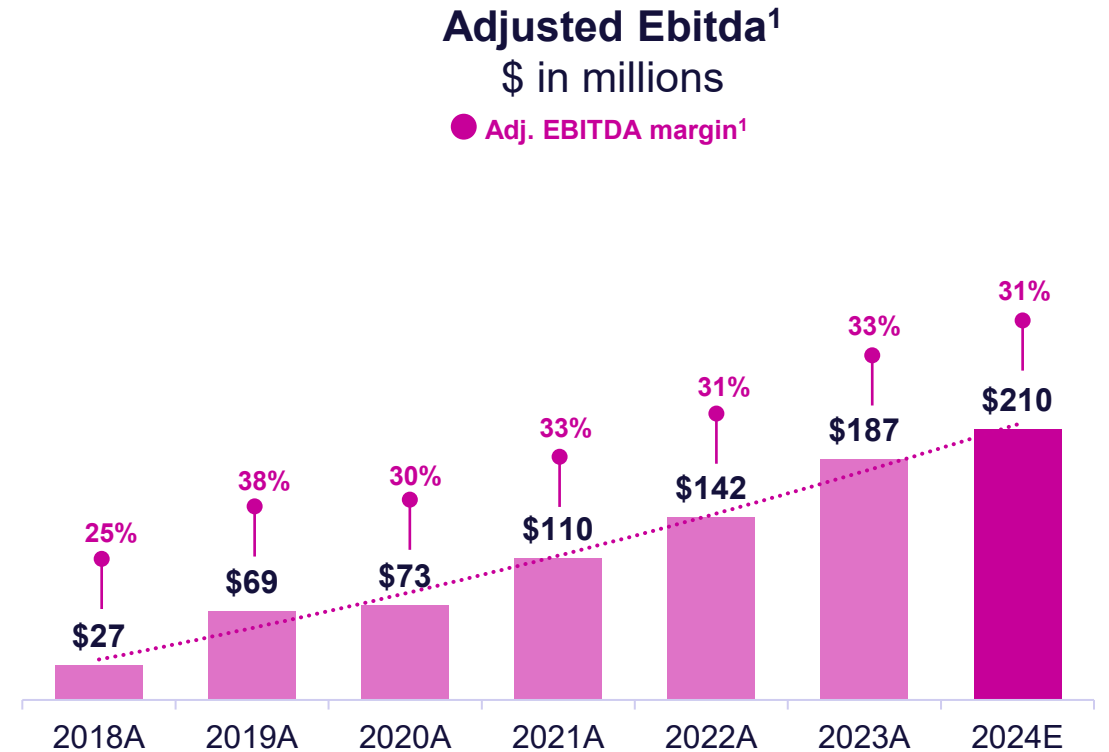
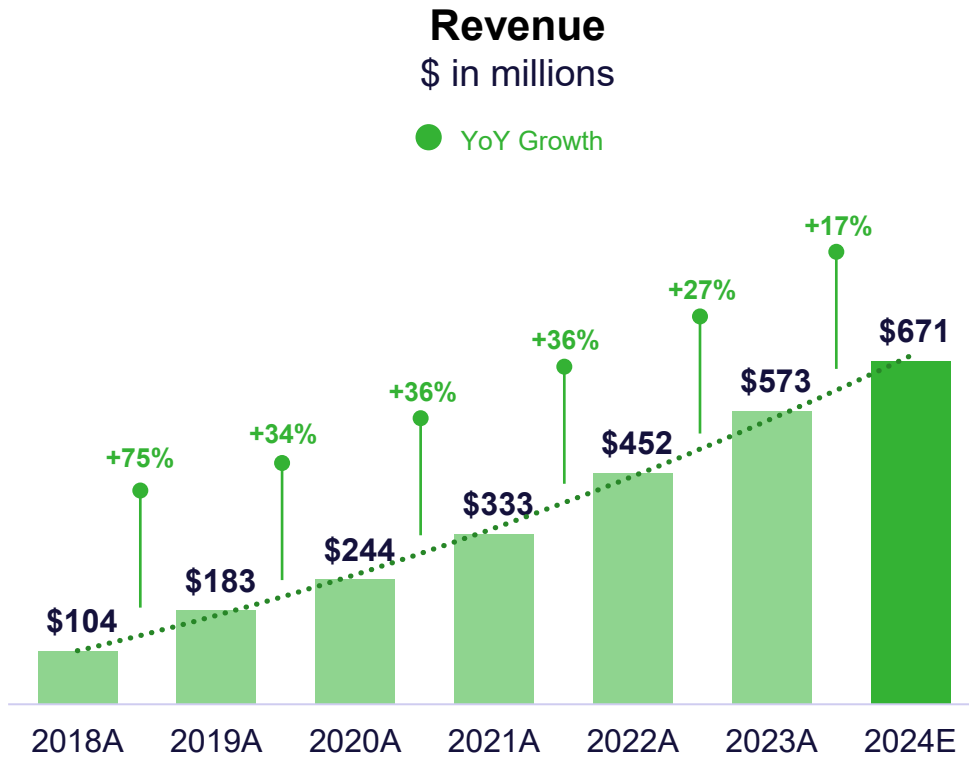
**\$206 M - \$214 M**

Low-end

High-end

**31%**  
Margin at the  
midpoint

# Proven History of Growth & Profitability



**2008**

Year  
Founded

**1101**

Employees at  
year-end 2023

**7.0T**

Media Transactions  
Measured in FY 2023

**\$71M**

Net Income in  
FY 2023

**\$120M**

Net Cash from Operating  
Activities FY 2023

**124%**

Net Revenue  
Retention FY 2023

# Key Business Terms

- **Activation** revenue is generated from the evaluation, verification and measurement of advertising impressions purchased through programmatic demand-side and social media platforms.
- **Measurement** revenue is generated from the verification and measurement of advertising impressions that are directly purchased on digital media properties, including publishers and social media platforms.
- **Supply-Side** revenue is generated from platforms and publisher partners who use DoubleVerify's data analytics to evaluate, verify and measure their advertising inventory.
- **Gross Revenue Retention Rate** is the total prior period revenue earned from advertiser customers, less the portion of prior period revenue attributable to lost advertiser customers, divided by the total prior period revenue from advertiser customers.
- **Net Revenue Retention Rate** is the total current period revenue earned from advertiser customers, which were also customers during the entire most recent twelve-month period, divided by the total prior year period revenue earned from the same advertiser customers, excluding a portion of our revenues that cannot be allocated to specific advertiser customers.
- **Media Transactions Measured (MTM)** is the volume of media transactions that DoubleVerify's software platform measures.
- **Measured Transaction Fee (MTF)** is the fixed fee DoubleVerify charges per thousand Media Transactions Measured.
- **International Revenue Growth Rates** are inclusive of foreign currency fluctuations.

# Non-GAAP Financial Measures Reconciliation

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
	(In Thousands)		(In Thousands)	
Net income	\$ 7,474	\$ 12,839	\$ 14,630	\$ 25,014
Net income margin	5%	10%	5%	10%
Depreciation and amortization	11,004	9,676	21,932	18,659
Stock-based compensation	24,715	15,167	44,956	26,980
Interest expense	233	247	465	503
Income tax expense	5,406	4,034	7,185	9,541
M&A and restructuring (recoveries) costs (a)	(11)	700	-	700
Offering and secondary offering costs (b)	10	122	68	309
Other recoveries (c)	-	(266)	-	(533)
Other income (d)	(2,064)	(2,476)	(4,336)	(5,210)
Adjusted EBITDA	\$ 46,767	\$ 40,043	\$ 84,900	\$ 75,963
Adjusted EBITDA margin	30%	30%	29%	30%

# Non-GAAP Financial Measures Reconciliation

- a) M&A and restructuring (recoveries) costs for the three and six months ended June 30, 2024 and June 30, 2023 consist of transaction costs related to the acquisition of Scibids.
- b) Offering and secondary offering costs for the three and six months ended June 30, 2024 and June 30, 2023 consist of third-party costs incurred for underwritten secondary public offerings by certain stockholders of the Company.
- c) Other recoveries for the three and six months ended June 30, 2023 consist of sublease income for leased office space.
- d) Other income for the three and six months ended June 30, 2024 and June 30, 2023 consist of interest income earned on interest-bearing monetary assets, and the impact of changes in foreign currency exchange rates.

We use Adjusted EBITDA and Adjusted EBITDA Margin as measures of operational efficiency to understand and evaluate our core business operations. We believe that these non-GAAP financial measures are useful to investors for period to period comparisons of the core business and for understanding and evaluating trends in operating results on a consistent basis by excluding items that we do not believe are indicative of our core operating performance.

## Third Quarter and Full-Year 2024 Guidance:

With respect to the Company's expectations under "Third Quarter and Full Year 2024 Guidance" above, the Company has not reconciled the non-GAAP measure Adjusted EBITDA to the GAAP measure net income in this press release because the Company does not provide guidance for depreciation and amortization expense, acquisition-related costs, interest income, and income taxes on a consistent basis as the Company is unable to quantify these amounts without unreasonable efforts, which would be required to include a reconciliation of Adjusted EBITDA to GAAP net income. In addition, the Company believes such a reconciliation would imply a degree of precision that could be confusing or misleading to investors.