Disclaimer

Important Information About This Presentation
This presentation is for informational purposes and does not constitute an offer to sell, a solicitation to buy, or a recommendation to purchase any equity, debt or other financial instruments of Integral Ad Science Holding Corp. (“IAS,” “we,” “us,” or the “Company”) or any of its affiliates. The listing of customers and associated marks provided in this presentation are meant to represent a sampling of customers that use our products and services as of August 2022 and do not constitute any representation regarding the ongoing relationship or endorsement of any particular customer.

Market Data
We include statements and information in this presentation concerning our industry ranking and the markets in which we operate, including our general expectations and market opportunity, which are based on information from the Company's internal estimates and research, independent industry organizations and other third-party sources (including a third-party market study, industry publications, surveys and forecasts). While IAS believes these Company internal and third-party sources to be reliable as of the date of this presentation, we have not independently verified any third-party information and such information is inherently imprecise. The Company's estimates are derived from independent industry analysts and publications, as well as our own internal estimates and research, and are based on such data and the Company's knowledge of its industry, which the Company believes to be reasonable. In addition, projections, assumptions and estimates of the future performance of the industry in which we operate and our future performance are necessarily subject to a high degree of uncertainty and risk due to a variety of risks. These and other factors could cause results to differ materially from those expressed in the estimates made by the independent parties and by us.

Cautionary Note Regarding Forward-Looking Statements
This presentation contains forward-looking statements, which involve risks and uncertainties. These forward-looking statements are generally identified by the use of forward-looking terminology, including the terms “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “likely,” “may,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” and, in each case, their negative or other various or comparable terminology. All statements other than statements of historical facts contained in this presentation, including statements regarding our strategy, future operations, future financial position, future revenue, projected costs, prospects, plans, objectives of management and general economic trends and trends in the industry and markets are forward-looking statements. These statements involve known and unknown risks, uncertainties and other important factors, including those described in the Company’s prospectus filed with the SEC on July 1, 2021 and other documents we file with the SEC that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These forward-looking statements reflect our views with respect to future events as of the date of this presentation and are based on assumptions and subject to risks and uncertainties. There is no assurance that any forward-looking statements will materialize. Given these uncertainties, you should not place undue reliance on these forward-looking statements. We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise after the date of this presentation.

Non-GAAP Financial Measures
This presentation includes certain non-GAAP financial measures, including adjusted EBITDA and adjusted EBITDA margin, and unlevered free cash flow conversion. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing our financial results as well as certain other key performance indicators. Therefore, these measures should not be considered in isolation or as an alternative or superior to GAAP measures. You should be aware that our presentation of these measures may not be comparable to similarly-titled measures used by other companies. Please see the appendix of this presentation for non-GAAP financial measures to the most closely comparable GAAP measures.

Key Performance Indicators
In addition to our GAAP financial information, we review a number of operating and financial metrics, including net revenue retention to evaluate our business, measure our performance, identify trends affecting our business, formulate business plans and make strategic decisions. The key business metrics are presented based on our advertising customers, as revenue from these customers represents substantially all the revenue.
Our mission is to be the **global benchmark** for trust and transparency in digital media quality for the world’s leading brands, publishers, and platforms.
What We Do

IAS is a Global Leader in Media Quality

- Verification
- Context Control
- Efficiency & Optimization
## IAS at a Glance

### Business Stats

- **100 Billion+**
  - Average Daily Web Transactions

- **84% / 16%**
  - Q2'2022 Advertiser/ Publisher Revenue Mix

- **2,100+**
  - Q2'2022 Advertising Customers

### 2021 Financials

- **$323.5 Million**
  - 2021 Revenue, 34% YoY Growth

- **$268.9 Million**
  - 2021 Gross Profit
  - 83% Gross Profit Margin

- **$103.3 Million**
  - 2021 Adj. EBITDA \(^1\)
  - 32% Adj. EBITDA Margin

### Q2 2022 Financials

- **$100.3 Million**
  - Q2'2022 Revenue, 34% YoY Growth

- **$82.2 Million**
  - Q2'2022 Gross Profit
  - 82% Gross Profit Margin

- **$31.6 Million**
  - Q2'2022 Adj. EBITDA \(^1\)
  - 31% Adj EBITDA Margin

### Growth Pillars

- **Programmatic**
- **CTV**
- **Social Platforms**
- **International**

---

Note: Customers not to be referenced without IAS' permission

1. Non-GAAP metrics; see appendix for a reconciliation of adjusted EBITDA to GAAP Net Income
IAS’s Value Proposition

- Protect Brand Equity
- Independent Verification to Reduce Fraud & Waste
- Increase Media Effectiveness & Drive Engagement
- Increase Transparency to Maximize Outcomes
IAS Addresses a Massive Problem

Digital Advertisers Waste Tens of Billions of Dollars Per Year on Fraudulent, Unsafe, and Unseen Ads

- 45% of advertisers say social media poorly addresses brand safety concerns (1)
- 60% of brand marketers believe lack of transparency in media quality is a threat to ad budgets (2)

Ad Spend Lost to Ad Fraud According to Third Party Market Estimates (3)

<table>
<thead>
<tr>
<th>Year</th>
<th>Fraudulent Spend</th>
<th>Non-Viewable Spend</th>
<th>Unsafe Spend</th>
<th>Total Ad Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$42B</td>
<td></td>
<td></td>
<td>$100B</td>
</tr>
<tr>
<td>2023E</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- +24% CAGR

1. Source: Advertiser Perceptions and Oath
2. Source: Adweek, Association of National Advertisers ("ANA")
3. Source: Juniper Research (May 2019)
Fundamental Shifts Have Created More Opportunity

- Shift to Programmatic: ~83% of U.S. digital display ad dollars are transacted via programmatic (1)
- Growth and Dynamics of Social Platforms: Facebook reported 2.5 billion Family Daily Active People (2)
  >1 billion hours watched daily on YouTube (3)
- Shift to CTV: CTV ad spend in the US was approximately $14.0 billion in 2021. Growing to $34.0 billion in 2025 (4)
- Growing Privacy Regulation & Deprecation of Cookies: Roughly $1 in $3 spent on TV advertising will go to CTV in 2025, up from less than $1 in $10 in 2019 (5)

1) U.S. programmatic ad spend (October 2019) and CTV penetration (February 2019) per eMarketer
2) Facebook Q3’20 results as of September 30, 2020
3) YouTube (2016)
4) eMarketer, November 2021
5) eMarketer, February 2022
Our Solutions

Verification

Context Control

Optimization & Efficiency
Our Tools Help Marketers Get the Highest ROI

We go beyond verification!

Pre-Bid Activation

- Programmatic Context Control
- Social Multimedia Classification
- CTV Publica
- Total Visibility Supply Path Optimization

Post-Bid Verification Measurement

- Viewability
- Fraud/IVT
- Brand Safety/Suitability
- In-Geo

Context Control increased to 45% of programmatic revenue in Q2 and drove 51% programmatic growth
## Verification

IAS’s **Quality Impressions™** represent a proprietary set of metrics that ensure media quality. An ad unit must be viewable, by a real person, in a brand safe and suitable environment in the right geography.

### Viewability

- IAS tracks whether ads are viewed on a webpage
- or if ads at the bottom of a page are left unseen
- IAS can track viewability metrics across desktop, mobile, and TV

### Ad Fraud

- IAS differentiates between real and bot traffic
- to provide advertisers with accurate advertising statistics
- IAS’s leading data scale and AI/ML tech keeps its detection solutions ahead of fraudsters

### Brand Safety & Suitability

- IAS analyzes the context of ad spaces
- Minimizing risk that brands are associated with unsafe material
- IAS helps brands avoid association with unsafe contexts
Context Control

**Differentiated.** 450+ industry vertical, seasonal, topical, and audience proxy segments

**Dynamic.** Page level scoring. Relevant content curated across the web that is constantly refreshed

**Accurate.** Content classification at scale powered by IAS’s knowledge graph

**Global.** Coverage available in all major global DSPs.
Contextual and cookie-free measurement is the future

1. **3rd party cookie deprecation**
   - is shaping the future of digital

2. **New solutions needed**
   - Without cookies, the industry will pivot toward new programmatic buying strategies that enable buyers to reach their target audiences without the use of personal data.

3. **Context Control**
   - Our technology enables deeper classification of content to help advertisers tailor ad placements and access precise targeting at scale.

---

**Brand Specific control**
- brand name + negative sentiment
- non-ambiguous keywords

**Verticalized control**
- finance
- automotive
- pharma

**Topical control**
- sensitive social issues
- pandemics
- natural disasters

**Standard control**
- sexual content
- hate speech
- terrorism
Optimization & Efficiency

Total Visibility enables advertisers to streamline media buying to only the most efficient and cost effective pathways.

Typical Supply Path:

- Advertiser: $400M
- Agency: $100M
- DSP: $300M
- SSP: $75M
- PUB 1: $225M
- PUB 2: $90M
- Reseller 1: $135M
- $65M
- $59M
- $11M

Quality Inventory
Low Price

Quality Inventory
Low Price

Quality Inventory
Low Price
The CTV Ad Server

Maximize publisher revenue and deliver the best TV viewing experience to the end user.

Platform highlights

- **Unified Auction**
  Use independent CTV header-bidding to run auctions between leading video SSPs & direct campaigns.

- **Server Side Ad Insertion**
  Leverage dynamic ad insertion built for programmatic scale and embark the latest anti-fraud standards.

- **Audience Targeting**
  Enable the use of first & third party data segmentation to increase inventory value & meet advertisers’ targets.

- **Ad Pod Automation**
  Deliver unique, non-competitive, deduplicated ads within Live or VOD ad breaks, leverage proprietary ai.

- **Campaign Management**
  Execute direct sold campaigns with cross-device frequency capping & pacing capabilities.

- **Advanced Analytics**
  Single access to all of your CTV data: Revenue, Auctions, Bidders, Audience behavior & more.

Trusted by leading TV broadcasters, manufacturers & streaming services.
We Work with Some of the World's Biggest Companies

<table>
<thead>
<tr>
<th>Advertisers</th>
<th>Agencies</th>
<th>Publishers</th>
<th>Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>ebay</td>
<td>OmnicomGroup</td>
<td>Bloomberg</td>
<td>facebook</td>
</tr>
<tr>
<td>SAMSUNG</td>
<td>PUBLICIS GROUPE</td>
<td>hulu</td>
<td>Instagram</td>
</tr>
<tr>
<td>DISNEY</td>
<td>GROUPE RENAULT</td>
<td>sky</td>
<td>Display &amp; Video 360</td>
</tr>
<tr>
<td>KOHL'S</td>
<td>WPP</td>
<td>REUTERs</td>
<td>TikTok</td>
</tr>
<tr>
<td>Pfizer</td>
<td>IPG</td>
<td>TURNER H E A R S T</td>
<td>youtube</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>dentsu</td>
<td>television</td>
<td>Amazon</td>
</tr>
<tr>
<td>citi</td>
<td>HAVAS GROUP</td>
<td>yahoo!</td>
<td>theTradeDesk</td>
</tr>
<tr>
<td>CLOROX</td>
<td>GANNETT</td>
<td>philo</td>
<td>linkedIn</td>
</tr>
<tr>
<td>ESTEE LAUDER</td>
<td>360</td>
<td>DIRECTV</td>
<td>verizon Media</td>
</tr>
<tr>
<td>FCA</td>
<td>Microsoft</td>
<td>DIRECTV</td>
<td></td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>WPP</td>
<td>mlb.tv</td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>IPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>verizon</td>
<td>dentsu</td>
<td></td>
<td></td>
</tr>
<tr>
<td>adidas</td>
<td>HAVAS GROUP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROUPE RENAULT</td>
<td>OmnicomGroup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SONY</td>
<td>SANOFI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McDonald's</td>
<td>intel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LVMH</td>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honda</td>
<td>Dell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GSK</td>
<td>AT&amp;T</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allstate</td>
<td>Bayer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GGG</td>
<td>PSA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

And Many More...

NOTE: IAS customers not to be referenced without IAS permission
Our Customers: Global, Loyal, Diversified, and Large

2,100+
Advertising Customers

25%
Average revenue growth per customer (Top 100) 2017-2021 CAGR (1)

Industries we serve

- CPG
- Finance
- Technology
- Telecom
- Automotive
- Retail
- Travel
- Entertainment

6.9 years
Average Customer Tenure Since 2012 (Top 100) (1)

1) From 2012 to 2021. Top 100 customers defined as the 100 customers with the greatest total spend for the year in which the analysis is based
Our Growth Strategies

Develop New Products for Key High-Growth Segments
- Programmatic
- Social Platforms
- Connected TV
- Adjacent product expansion

Increase Sales within Existing Customer Base
- Increase product usage across advertisers and their campaigns
- Cross-sell opportunity

Acquire New Customers & Increase Market Share
- Further penetrate top 500 global advertisers
- Strengthen proprietary platform partnerships

Expand Customer Base Internationally
- Take advantage of growing demand for verification internationally
- Focus on Latin America and APAC regions

Pursue Strategic M&A
- Expand offerings, technology capabilities and scale through M&A
Why We Win

Superior **technology** across all channels

Trusted **enterprise relationships**

Best-in-class **service** at all levels

Leading **international footprint**

Focus on customer outcomes and efficiencies to **drive ROI**

**Social media solution** that is scalable and portable

**Publica** assets expand IAS’s CTV capabilities

Developing new areas including **audio & gaming**
Experienced Leaders with Proven Ability to Execute

Lisa Utzschneider
Chief Executive Officer

Joe Pergola
Chief Financial Officer

Oleg Bershadsky
Chief Operating Officer

Yannis Dosios
Chief Commercial Officer

Chance Johnson
Chief Revenue Officer

Lisa Nadler
Chief Human Resources Officer

Noah Webster
Chief Legal Officer

Tom Sharma
Chief Product Officer

Tony Marlow
Chief Marketing Officer

Thomas Joseph
Chief Technology Officer
Financial Overview
Business Model and Pricing

- Primarily transactional, volume-based
  Minimum impression commitments on larger, multi-year deals – flat fee or minimum commitment with overages

- Negotiate fixed rate CPMs with marketers independent of the media rate

- Premium pricing on video, CTV, and Context Control

- Favorable mix shifts
# Q2 2022 Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$100.3MM</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$82.2MM</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin (1)</td>
<td>31%</td>
</tr>
<tr>
<td>Total Number of Large</td>
<td>173</td>
</tr>
<tr>
<td>Advertising Customers (3)</td>
<td></td>
</tr>
<tr>
<td>Americas / Rest of World</td>
<td>69/31</td>
</tr>
<tr>
<td>Revenue Mix</td>
<td></td>
</tr>
<tr>
<td>Net Revenue Retention (2)</td>
<td>121%</td>
</tr>
</tbody>
</table>

1) Non-GAAP metric; see appendix for a reconciliation of Adjusted EBITDA to GAAP Net Income and a calculation of Adjusted EBITDA margin.

2) Reflects Net Revenue Retention for all customers who have at least $3,000 in annual spend (during the trailing twelve months). IAS defines net revenue retention as a metric to reflect the expansion or contraction of our customers’ revenue by measuring the period-over-period change in revenues from these customers.

3) Reflects the number of customers who have at least $3,000 in annual spend (during the trailing twelve months).
Q2 2022 Results

Total Revenue – Quarterly

<table>
<thead>
<tr>
<th>Region</th>
<th>Q2 '21</th>
<th>Q2 '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>EMEA</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>APAC</td>
<td>61%</td>
<td>69%</td>
</tr>
</tbody>
</table>

$75.1MM  $100.3MM\(^{1}\)

Adjusted EBITDA\(^{2}\) - Quarterly

<table>
<thead>
<tr>
<th></th>
<th>Q2 '21</th>
<th>Q2 '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$25.7 MM</td>
<td>$31.6 MM(^{1})</td>
</tr>
<tr>
<td>Margin</td>
<td>23%</td>
<td>31% Adj. EBITDA Margin</td>
</tr>
</tbody>
</table>

1) Includes contribution from Publica acquired August 2021
2) Non-GAAP metric; see appendix for a reconciliation of Adjusted EBITDA to GAAP Net Income and a calculation of Adjusted EBITDA margin.
Q2 2022 Revenue: Growth and Mix

**Programmatic**
- 48% of total revenue
- Q2 '21: $31.8MM
- Q2 '22: $47.9MM
- Growth: 51%

**Advertiser Direct**
- 37% of total revenue
- Q2 '21: $35.3MM
- Q2 '22: $36.6MM
- Growth: 4%

**Supply Side**
- 16% of total revenue
- Q2 '21: $8.0MM
- Q2 '22: $15.8 MM
- Growth: 97%

1) Includes contribution from Publica acquired August 2021
Financial Model Highlights

**High Growth**
- **34%**
  - Q2’22 YoY Revenue Growth

**Re-occurring Revenues**
- **173**
  - Large Advertising Customers

**Strong Revenue Retention**
- **121%**
  - Net Revenue Retention at 6/30/2022 (2)

**High Profitability with Strong Ability to Scale**
- **31%**
  - Q2’22 Adjusted EBITDA Margin (1)

---

1) Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP Net Income and a calculation of Adjusted EBITDA margin.
2) Reflects Net Revenue Retention for all customers who have at least $3,000 in annual spend (during the trailing twelve months). IAS defines net revenue retention as a metric to reflect the expansion or contraction of our customers’ revenue by measuring the period-over-period change in revenues from these customers.
Investment Highlights

- Significant opportunity to address verification, context control, and optimization
- Deeply integrated throughout ecosystem including today’s leading ad platforms
- Strong global footprint active in over 108 countries & over 40 languages
- Strong management team with a proven track record of operational transformation
- Attractive business model with healthy mix of growth and profitability

1) As of 12/31/21
Appendix
# Non-GAAP Reconciliation of Adjusted EBITDA

<table>
<thead>
<tr>
<th>$ in thousands</th>
<th>Three Months Ended June 30</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
<td></td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>1,961</td>
<td>$(35,063)</td>
<td></td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>12,510</td>
<td>14,603</td>
<td></td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>10,721</td>
<td>41,531</td>
<td></td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>1,814</td>
<td>5,167</td>
<td></td>
</tr>
<tr>
<td>Provision (benefit) from income taxes</td>
<td>2,971</td>
<td>(3,045)</td>
<td></td>
</tr>
<tr>
<td>Acquisition, restructuring, and integration costs</td>
<td>2,129</td>
<td>2,408</td>
<td></td>
</tr>
<tr>
<td>IPO readiness costs</td>
<td>--</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Foreign currency transaction gains</td>
<td>(512)</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td><strong>$31,594</strong></td>
<td><strong>$25,694</strong></td>
<td></td>
</tr>
<tr>
<td>% Adjusted EBITDA Margin</td>
<td>31%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>